

KEY PARTNERS

SPAC alliance with Hennessy Capital Acquisition Corp. IV

Research partnership with UW-Madison for technological lead, innovation and IP development.

Advanced electric power research with Univ. of Wisconsin

Expanded Operation hubs in California, Texas, Michigan.

Investors

Major Suppliers

Governments

Charge point partners

Manufacturing and purchasing: Hyundai

KEY ACTIVITIES

Research and Development
Convertible Skateboard innovation
Design
Electric power technologies
Car manufacturing

KEY RESOURCES

Electric vehicle technology
Employees / Skills / Knowledge
Engineering and design
Tony Aquila

VALUE PROPOSITIONS

Fully electric vehicle by subscription

Flattest lowest skateboard platform in the industry highly modular configurations

Functionality centered on minimalist unique design

Maximum interior space and function, on a small footprint.

Lower total cost of ownership, easy maintenance.

Canoo offer the interior space of a large SUV, on the exterior footprint of a compact car. The battery and skateboard are an integrated design, to accept other types of bodies or "top hats" for different vehicle designs.

CUSTOMER RELATIONSHIPS

Customer service experience
Direct to customer
Personal assistance
Ease of use

CHANNELS

Website
Online store
Media Marketing
Events and campaigns

CUSTOMER SEGMENTS

sales of subscriptions vehicles to consumers

Lifestyle Vehicle and Pickup Truck: City explorers, families and adventurers

sale of vehicles to other businesses

MPDV:

Family business and commercial businesses fleet, logistics, contractors. Target for more cargo, small foot print, easy maneuverability and functionality

Conversion capability up to x4 times in a lifetime cycle for MPDV target for any type of business needs.

Green buyers

COST STRUCTURE

Manufacturing infrastructure
Research and Development
Patenting / Licensing
Cost of materials
Distribution
Administration Fee
Employees

REVENUE STREAMS

Automotive subscription / leasing
Automotive sales
On demand services systems
Monetize each MPDV transaction
Energy generation and storage

SUBSCRIPTION VS. SALE

A subscription model can generate an estimated ~4x margin on each vehicle compared to a direct sale

