

Partnership Deck



European commuting bikes for Southeast Asian market.

For potential partners only.

November 2025

One-line proposition

Jetr delivers rugged, low-maintenance speed-pedelecs and e-bikes optimised for daily urban commuters — developed in Europe, manufactured in Thailand.

- **Startup with Concept Proven:** PoC prototyped tested — to continue development in Europe.
- **Target customers:** daily commuters with high level of individualism, desire for uniqueness.
- **EU market entry via Germany:** homologation, pilots, and partner network.



Mission

Replace combustion motorcycles used for daily commuting in Southeast Asia by offering reliable electric two-wheelers.

Percentage by type of power of motorcycles in Southeast Asia

3% are electric



97% are Combustion

[source](#)

Market statistics



Country		Annual New Motorcycles	Total Motorcycles source	World Ranking	Percentage of Owners in the country source
Indonesia		6.33 million source	112 million	2	85%
Vietnam		2.65 million source	58 million	4	86%
Thailand		1.48 million source	21.6 million	5	87%
Malaysia		0.80 million source	14.9 million	7	83%

Key technical differentiator

Integrated motor+gearbox module - IP in pursuit:

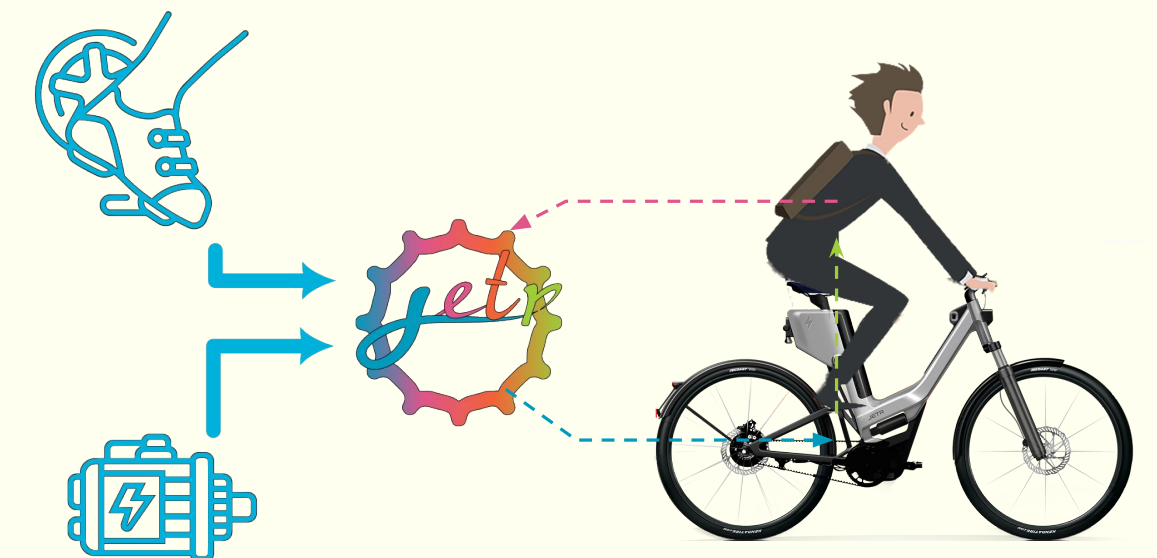
Our automatic gear-shifting mechanism is built directly into the traction motor, making the system compact, low-maintenance, and open for frame design customisation.

Adaptive Gear and Motor Intelligence:

Jetr's system continuously analyses individual riding patterns and preferences. The automatic gear-shifting and traction motor dynamically adapt to create a truly personalised riding experience.

Designed for Easy Care and Customisation:

No vehicle is maintenance-free, but Jetr bikes are built for simplicity. Users with basic technical skills can easily replace parts and personalise their bikes while maintaining high performance and quality.



The Prototype: A speed pedelec that learns

Collect



Riding data is collected anonymously.

Analyse



Collected data is analysed individually.

Control



Drive support and gear shifting is controlled based on analysed data.

*Riding data collection will comply with GDPR; all personal identifiers will be pseudonymised/anonymised and processed under documented lawful bases.



Driving + Gear Shifting Unit
This unit controls both motor assist and gear shifting.

Carbon Fibre Frame
To be refined together with users.

Business plan summary

Jetr operates primarily under a **direct-to-consumer (D2C)** model, delivering products directly to users. Additional business models — such as **product or service subscriptions** — are also under consideration.

To serve the fast-growing Southeast Asian market, establishing a strong presence in **Europe** is essential. It builds brand credibility and, more importantly, allows Jetr to **gain real-world insights** into daily e-bike use — knowledge that drives the development of the **ideal commuting e-bike** for future markets.

Establishing a premium brand identity

Europe

Unlock the high-volume

Southeast Asia

Bridge

**Halo
Product**

High-end, high price

**Scale-Up
Product**

**Mass Market
Product**

High volume, high profit



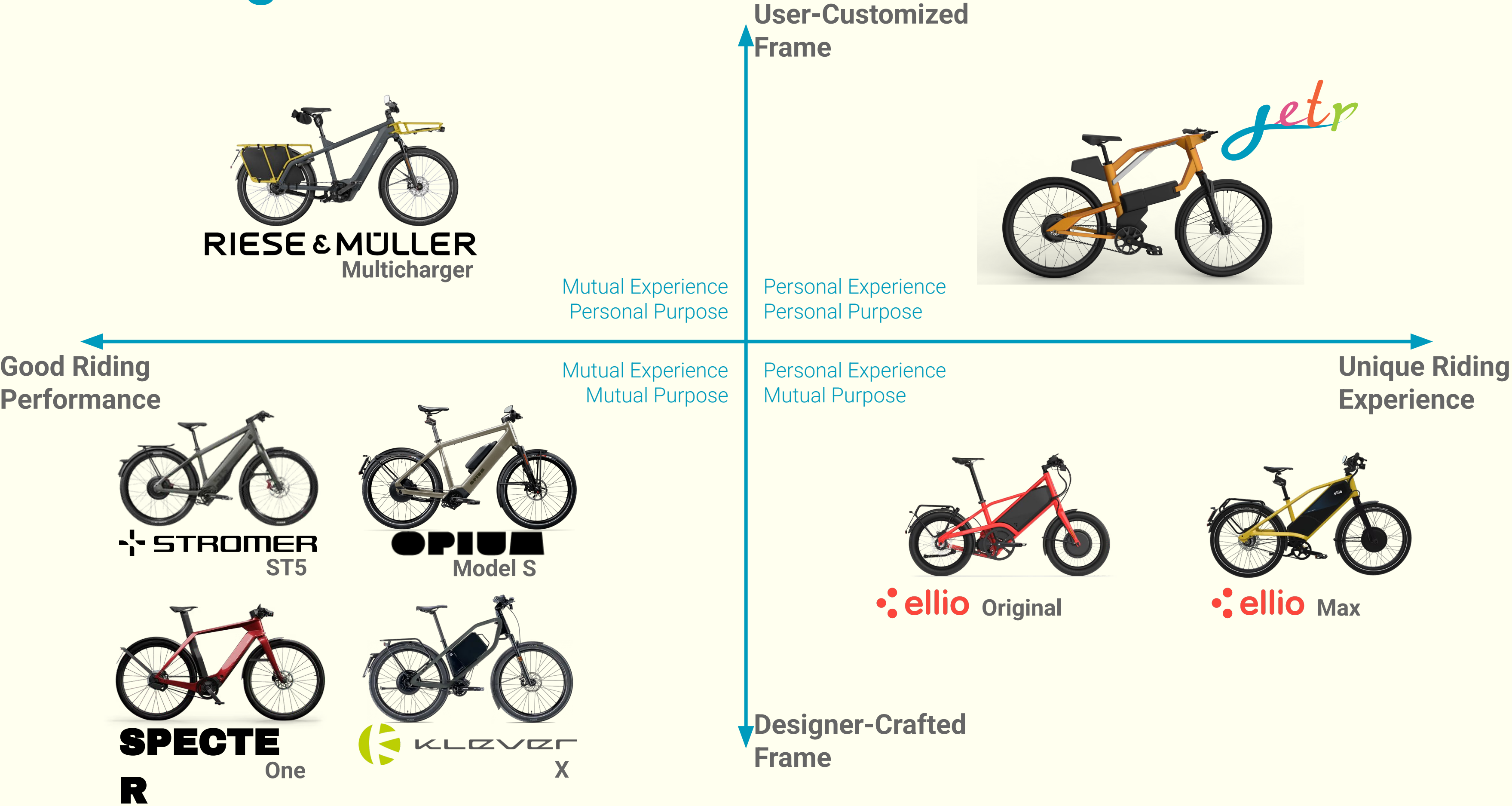
Why Germany

- **Engineering excellence;** Germany is the hub of advanced mobility engineering. Establishing our company here strengthens our development foundation and technical credibility.
- **Business environment;** With transparent regulations, and strong intellectual-property protection, Germany offers a balanced environment for long-term mobility ventures to thrive.
- **Development support;** Ecosystem of R&D programs, testing facilities, and municipal pilot initiatives provides ideal conditions for refining our speed pedelec platform.

Research, Development and Manufacturing

- Research and Development base: Germany.
- Manufacturing base: Thailand (partnered with experienced OEM assemblers).
- Regulatory, homologation, data-protection and after-sales considerations are on our radar — we have initial plans and will refine them with a local partner.

Positioning



Partner Role — Communication & Local Presence

We are looking for a **co-founding partner** in Germany, ideally based in **Berlin**, to join us in shaping the company's direction and identity.

What we'll build together

- Establish Jetr in Germany as a credible, forward-thinking mobility brand.
- Connect our manufacturing roots in Thailand with Europe's engineering and innovation ecosystem.
- Develop authentic communication, partnerships, and user's engagement.

Your role as a co-founder

- Share ownership of the German company and participate in key decisions.
- Lead communication, partnerships, and community relationships in Europe.
- Represent Jetr in conversations with cities and industry networks.
- Help define how Jetr speaks, acts, and grows in the European market.

Partner Role — Communication & Local Presence

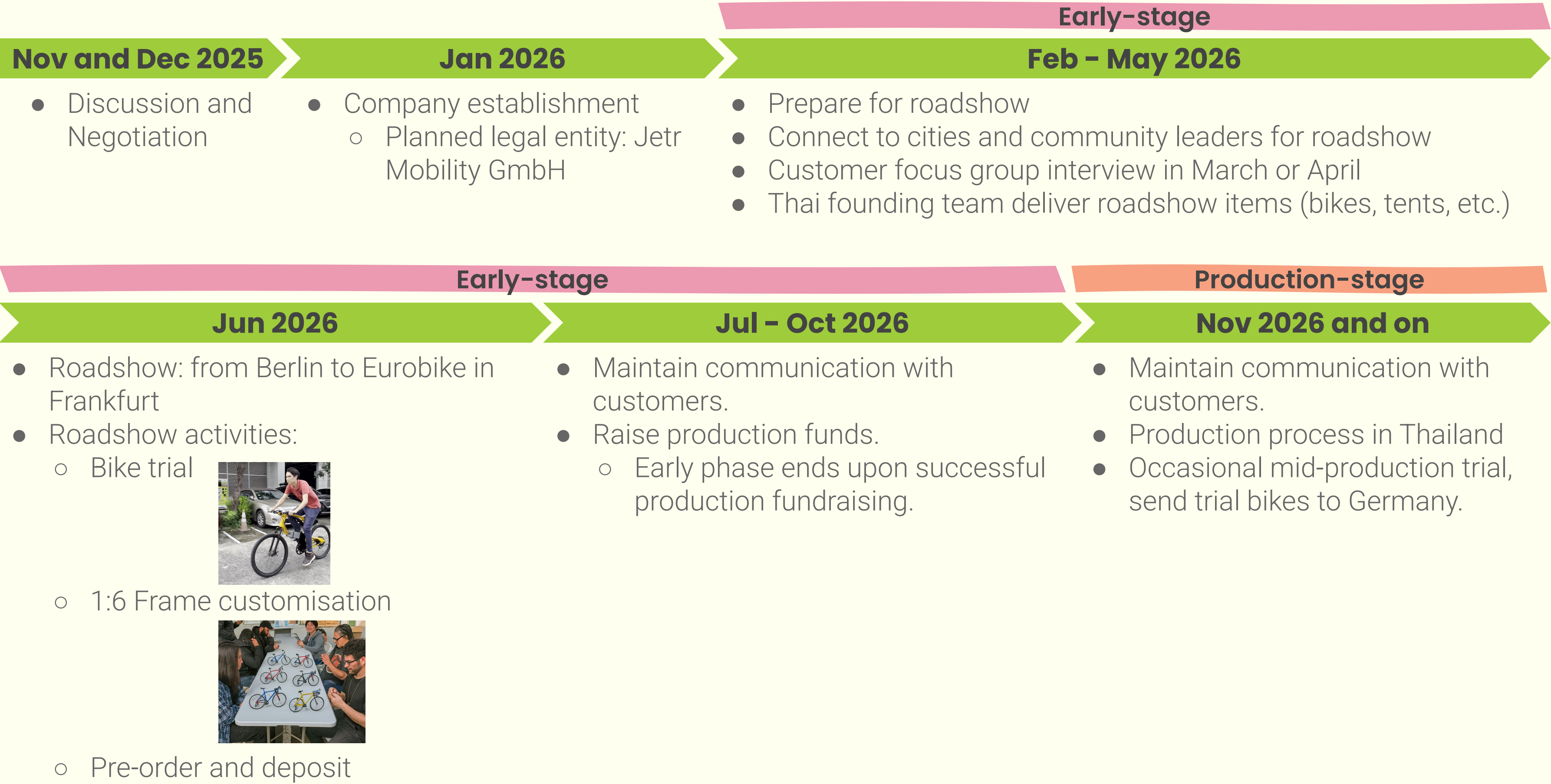
Who this suits

- Someone living in Germany (preferably Berlin) with a strong communication or partnership background.
- A connector who values innovation, mobility, and human-centred design.
- Legally eligible to hold shares in a German company.
- Legally eligible to work in Germany.
- Interested in co-creating, not just representing.

How we share value

- Ownership at co-founder level — equity-based partnership, not employment.
- Flexible working structure that respects independence and shared responsibility.
- Open collaboration — we welcome synergy with your existing ventures where both sides can grow together.
- Early-stage remuneration can be discussed, but the primary value is in equity and long-term growth.

Plan and Timeline





For further information, links to the following documents are provided;

[**Project Deck**](#)

[**Introduction Video**](#)

[**Company Profile**](#)

Let's make the road more sustainable,
two wheels at a time.....

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