

## INVESTMENT PROJECT #342

Design, development, production and sale of electric vehicles and technology for electric mobility

### Sector

MANUFACTURE

### Subsector

AUTOMOTIVE INDUSTRY

### Brief description of the business opportunity

The project owner seeks investments and strategic partners to launch its products in the main markets worldwide and become a reference company in terms of electric mobility and high-performance motorcycles. During the first five years of the company's commercialization development, the company expects to sell 10,000 units with a turnover of over US\$ 100 million. The ongoing demand for electric vehicles in developed countries and the fact that an important share of the market is left unattended by the largest companies, open the door to new companies and their cutting-edge technology in a market of over US\$100 trillion per year. Motorcycles will be sold on the Internet and in exclusive stores. These motorcycles are profitable in themselves and are completely customized thanks to the modular design of Voltu products. The INITIO system will be sold to other factories that wish to use it in electric vehicles, hybrids or industrial machines.

### Brief description of the product/service

VOLTU V1 was conceived on the basis of a comprehensive approach, resulting in the combination of the best functional performance and the most distinctive design. It will be sold with two versions of Initio system, 70Hp with 140 Km autonomy and 94 Hp with 200 Km autonomy, LED lighting, disc brake, sport suspension, and other exclusive details. The most powerful product accelerates from 0 to 100 Km/h in less than 4 seconds, reaching a final speed of 170 Km/h. The Digital Electric Propulsion System INITIO® consists of an electronic digital controller and a cutting-edge permanent magnet synchronous motor that delivers up to 300 Hp, a 6Kw digital battery charger, a digital battery management and monitoring system, and a digital display with a LCD screen of unique design. This system is combined with a cutting-edge lithium polymer battery with a watertight enclosure.

### Brief description of the target market(s) of the product/service

According to the sector's information and based on a detailed market research, VOLTU products' target market is composed of people within the ABC1 socioeconomic group who can afford a sport vehicle; occasional buyers may include government entities, companies and businesses (meal delivery, courier services, parking lots security, airports, ports, residential areas, sport complex, etc.) INITIO technology will be sold to vehicle manufacturers as complete powertrain and to industries that use this technology in process automation and energetic performance improvement

### Brief description of the advantages of the company or cooperative to carry out the investment project

The project owner is managed by a staff of young experienced professionals and researchers engaged in constant technology innovation and in making the most of the business world. Over four years of intensive development, we have gained the necessary knowledge to be on the crest of the wave of technological development for electric mobility. Our achievements were possible through our intensive work, making full use of our possibilities with the least amount of resources as possible. The project owner has a partnership with the top lithium battery manufacturer and other strategic companies that will play a key role in the development of this business at a global scale.

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### Brief description of the context of the investment opportunity

Almost 55 million electric motorcycles will be sold in 2014-2023, according to estimates (Navigant Research). Currently, the sector's largest companies are leaving this portion of the market unattended, leaving room for the project owner to gain an important market share through highest-quality and top-performing products that satisfy demand and have little or no competition. Argentina is a strategic country to develop cutting-edge technology and produce highest-quality motorcycle parts and INITIO system. A large number of the supplies is made locally or may be developed in the medium term. The target market is mainly located in Europe, North America and Asia.

### More information about the investment project

**City/Area:** Paraná, Entre Ríos, Argentina

**Total amount of the Investment Project: US\$** 3,000,000.00

**Percentage of the investment contributed by the Company or cooperative submitting the project:**  
> 75%

**Minimum amount required from investor: US\$** 60,000.00

**Payback period:** 0-2 years

**Purpose of the Investment:** Increase of production capacity, Upgrading of existing products/services, Development of new products/services, Breaking into new foreign markets, Other (specify) - -

**Destination of the Investment:** Machinery and Equipment, Information and Communications technology, R&D and innovation activities, Sales and Marketing, Working Capital, Other (specify) - -

**Investment Project's stage of development:** Advanced development - The project has been started - The project owner is a technology-based company engaged in the design, development, production and sale of electric mobility technology and electric vehicles. The company has two trademarks: VOLTU® and INITIO®. VOLTU® is the trademark of the exclusive high-performance electric motorcycles developed by the company. INITIO® is an electric mobility technology trademark, including software, firmware, electronic hardware and mechanical hardware, a versatile technology that can be used in a wide range of applications: all kinds of vehicles, servo motors for industrial use, etc. Currently, efforts are being geared toward the registration of intellectual property rights in order to start production. The project owner is at the pre-production stage of VOLTU® V1 motorcycles and INITIO® technology.

### Brief description of the main stages of the project:

Year	Amount	Destination
1	3,000,000.00	Start up of the assembly plant - Intellectual Property and official approval- Commercial launch of the product in the USA and the UE - Working capital - Pre-series production.
2		
3		

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<b>4</b>		
<b>Difference</b>		
<b>Total</b>	3,000,000.00	

**Type of public incentives available for the Investment Project:** Tax breaks, Subsidised credits, Direct subsidy, Technical assistance, Financial facilities, Investment reimbursement

**Type of investor required:** Irrelevant

**Preferred investment mode:** Equity

### Information about the Company/Cooperative submitting the Investment Project

**Length of time in business:** < 5 years

**Annual sales of the Company/Cooperative (in US\$ millions):** < 2

**Percentage of annual sales derived from exports:** 0%

**Number of employees:** < 50

If you're interested in learning more about this project, send an email to [bapip@mrecic.gov.ar](mailto:bapip@mrecic.gov.ar)