AN EXPLODING COFFEE BOMB OF LOVE!

THIS IS THE STORY OF WHEELYS CAFÉ, THE WORLD’S FASTEST GROWING CAFÉ CHAIN. JOIN US! WE’LL LOVE YOU RIGHT BACK!
WORLD OF WHEELYS

No boss, no boring desk job. Just the sun, the smell of fresh coffee and the smiles of happy customers. It’s the dream of millions. Your own café.

The problem is that a traditional café costs hundreds of thousands of $$$ to start and the only profitable ones are global brands, like ****bucks.

Then there is Wheelys. We combine the strength of a global brand with local passion. It doesn’t matter if you run one café on a sunny beach, or are the Kingpin of an empire of cafés in Monterrey. Instead of the $500 000 it costs to start a ****bucks, a Wheelys costs only $8999!
Yep - You can open 100 Wheelys for the cost of ONE ****bucks. Pinpointing the best places during the most profitable hours with minimal overheads. We even have an app connecting all our cafés, letting them charge for their coffee. Think Uber, but with masses of sunshine and the most delicious coffee you can find for miles!

WANT TO JOIN? APPLY TO NEWLIFE@WHEELYSCAFECOM.
LOCAL VS GLOBAL.

WE OFFER A GLOBAL BRAND TO LOCAL ENTREPRENEURS.
VISION

In the last 50 years, global brands have descended upon our cities like a swarm of locusts. Massive corporations own every corner. We want to give the streets back to the locals. Dusty Turkish coffee, sweet tangerine juice, organic berries and raw chocolate.

And the best coffee your city has ever tasted. Brewed by you.

It is no coincidence Wheelys is growing faster than any other food chain in the world. Ever. Less than a year since we launched, we are in 65 countries.

Organic, healthy and freaky. We are STOMPING out the giants.

JOIN US!

www.wheelyscafe.com
HEALTHY VS FAST

WHEELEYS IS 100% ORGANIC. PERIOD.
THE COMPANY

Wheelys Café Inc. was founded in 2015. Wheelys was hosted at Y Combinator (the accelerator behind Airbnb, Dropbox, and Reddit) and has been funded by, among others, Othman Laraki (Color Genomics), Paul Buchheit (creator of Gmail), Jared Friedman (founder of Scribd), and Justin Waldron (co-founder of Zynga). Among our investors we have passionate believers, like Paul Buchheit (inventor of Gmail), Justin Waldron (Zynga), and Jared Friedman (Scribd).
MEET THE TEAM

MARIA DE LA CROIX, CEO
Extensive experience in running projects, Maria is extremely resourceful, with a bachelor in art, long experience in innovation projects from working at The Nordic Society for Invention and Discovery, Maria has been featured in Business Insider and Fast Company and been accepted to Y-Combinator, this is combined with an immense work-capacity, to the extent that we, every day, live in fear that some foreign intelligence agency will headhunt her.

PER CROMWELL, CTO
Having founded several companies like T-shirt Store, Nordic Society for Innovation and Discovery, among others. Frequently lecturing on design and communication and featured in numerous international design & technology magazines like Wired and Popular Science, Per has a rare knowledge in how combine design and engineering. He is the go-to-guy when you want to know anything about your Wheelys Café.

TOMAS MAZETTI, COB
With a long experience in communication and concept development Tomas is the guy who constantly thinks opposite. Some things Tomas has been up to lately include winning the Gold Epica for best PR in the world (with the highest score ever awarded), and getting the Belarusian minister of Defense fired. He is ranked as one of the top creatives in Sweden.

BO WU, CDO
Bo is head of sourcing. With a background in Arvato (BMG Group), working with international production and logistics, Bo is now the one finding the right suppliers for Wheelys, and then making sure they deliver. Bo is also running the China office. Always with the notebook in his hand and a constant ringing phone, his eye for details makes him perfect as our sourcing director.

EMMA FITZSIMONS, HEAD OF SUPPORT
With an education in Economics, Finance, MSC, Managing and Knowledge Emma is responsible for customer support. She is the go-to-Irish-girl when something needs to be straightened out, fixed or explained, in short, a valuable resource with a very positive energy.

HANNAH FREY
Want to buy a Wheelys? Talk to Hannah. She is a sorceress and can write two emails with three hands. Or at least the other way around. AND she knows everything about Wheelys. Try her!

CENK ÖZBAKIR, HEAD OF DIGITAL
With a long experience in programming and coding, his work has been noticed in media, from Slanted, Suddeutsche Magazin to Design made in Germany. He also has created a top grossing app on iTunes store. Without Cenk (pronounced “Jenk”), nothing really works. He connects things. Makes everything digital tick. And, not to forget, Cenk is also a designer. Some people are just lucky.

HELENA MELANDER, GRAPHIC DESIGNER
Helena is educated in New York, awarded and published she went on to work for brands like Coca Cola and InterContinental Hotels Group. Helena is the one making sure everything looks perfect. Helena is a graphic designer like few, we can’t think of anyone more fitting to manage the looks of a global brand like Wheelys.

JAMIE WILLIAM CORLEY, CHIEF BARISTA
Jamie has a background in sales and has been running several Wheelys Cafés, after learning the art of making coffee Jamie now is conducting work shops and classes in how to make the perfect coffee. If Jamie could have it his way, he would be living in a far away country nursing coffee plants, taking care of them like his children, gently picking the beans on the exactly perfect misty morning, roasting them at the exactly perfect temperature, grinding them on an old fashioned British grinder from 1923, then… Jamie loves coffee. And he is good at it. Don’t take our work for it, just ask some of his customers in Stockholm, who have tasted some of Jamie’s coffee magic.

www.wheelyscafe.com
THE BIKE-POWERED COFFEE CART THAT COULD TAKE ON STARBUCKS.

THE FUTURE IS COMING ON A BIKE WITH BLUE HAIR.

THE BIKE-POWERED COFFEE CART THAT COULD TAKE ON STARBUCKS. THE FUTURE IS COMING ON A BIKE WITH BLUE HAIR.

OPTIMISED FOR ALL THINGS CAFFEINATED.

A CHAIN OF TRICKED OUT COFFEE CARTS THAT ARE DESIGNED TO DESTROY STARBUCKS AND SAVE THE WORLD.

WE HAVE 95% FIVE STAR REVIEWS ON FACEBOOK. THAT SAYS SOMETHING!

AND MANY MORE

Entrepreneur  inhabitat  gizmag  TechCrunch

www.wheelyscafe.com
WHY WHEELEYS?

You want to start your own café? But don’t have the $500 000 it would cost to start a ****bucks, nor the resources to build a webpage, make a logo, program an app, build a mobile café?

Wheelys gives you ALL of that. And some more.

• A BRAND. Brands are strong. Global brands are stronger. There is a reason McDonald’s is so successful, and it’s not the food…Science shows that over 60% of the people choose a known brand they dislike before going to an unknown place. Burgers and French fries existed long before McDonald’s.

• A HIGH TECH CAFÉ for 1% if starting a soulless mega brand. Yep. $8999 is everything you need to start brewing. From the solar powered cart, to the cups. And you’ll pay no rent.

• SUPPLIES. We are offering you Wheelys own organic, super wicked coffee. Just click a button to order.

• A COMMUNITY. You will be joining a partying community of hungry entrepreneurs in 65 countries and be invited to the yearly summit and meet friends for life.

• A MONEY MACHINE. No product has higher margins than coffee. Be hungry, social and love what you do. You’ll have the highest earning restaurant business per square feet in the world. All organic!

READY TO CHANGE YOUR LIFE? APPLY TO NEWLIFE@WHEELEYSCAFEMON.COM.

www.wheelyscafe.com
“SERVING COFFEE IS NOT A JOB, IT’S A RESPONSIBILITY.”
– NILS BERNHARD LARSON, WHEELY'S LONDON

“I HAVE NO DOUBT IN MY MIND THAT THIS IS GOING TO BE A HUGE SUCCESS.”
– ZACHORIA CROCKETT, WHEELY'S MIAMI

“COPENHAGENERS ARE REALLY EXCITED ABOUT SEEING SOMETHING NEW ON THE STREETS AND TASTING GOOD QUALITY COFFEE.”
– ADRIAN LANCU, WHEELY'S COPENHAGEN

www.wheelyscafe.com
WHAT DOES IT TAKE TO BECOME A WHEELER?

The last three batches of Wheelys have been completely sold out in just one week, meaning we have a waiting line of people wanting to start their cafés. We are looking for people who are hungry, social, energetic, positive and can handle that rainy Tuesday morning at 7 am with a smile! You must of course also share our vision of healthy and beautifully organic products too.

Finally, we want you to think how YOU can help Wheelys more than the other way around. Wheelys is a movement built by people from all over the world. From Muhammed in Jordan (Running 8 cafés) that helped with the logo, to Sigurd in New Zealand that pioneered our nitro solution, to Irma in Russia, whose vegan cookies soon will be distributed to Wheelers around the world.

There is a reason a Wheelys costs less than 1% of a traditional café to start - We all help each other.

SO, TELL US WHY YOU WOULD MAKE WHEEYLS PROSPER!
EMAIL: NEWLIFE@WHEELYSCAFE.COM
HOW MUCH MONEY CAN I EARN?

This is an impossible question to answer. The right person at the right place at the right time can make a profit of $200 in one hour. The wrong person at the wrong place at the wrong time will earn nothing at all.

Wheelys is a platform - it’s what YOU do with it that counts. This said - our experience shows that if you find a good spot, go there consistently every morning and chat with everyone that passes by, you will earn more than double what a traditional barista earns. (And have 3 times as much fun). Being part of the Wheelys Team also grants you access to our unique sales guides and barista trainings.

WE WILL BE WITH YOU EVERY STEP OF THE WAY IN BUILDING YOUR COMPANY!
THE CART

With the Wheelys 5™ we have added a lot of functions which have been requested, we’ve also perfected certain aspects from previous models. Wheelys has always been green, but Wheelys 5™ is greener than ever. Behold the features below.
THE EQUIPMENT

- Improved 3 burner gas stove
- Anti-wind plate for stove
- Backbox (more storage)
- Hand washing sink
- 2 taps (running cold water)
- Electric water pump
- Water tanks
- Additional table (more workspace)
- Lots of smart storage
- 3 x 1 meter green carpet
- Better access for electricity
- Extendable cord for 220V Power
- Metal tray for beverages
- Plumbing parts
- 1 grey water tank 25 liter
- 2 freshwater tanks 10 liters
- Power converter 12V - 220/230V, 300W
- Smart roof & solar panel
- Smart foldable table
- 3 compartment sinks
- Bin rings for trash
- Red packing bag
- Black carpet bag
- Bike cover
- Paint cream kit
- Switch panel
- PCBA
- Pre-installed electrical system
- 2 Aprons

THE BIKE

- Sturdy iron frame, 5 year frame warranty
- 24 “ rear wheels , 20” front
- Reflectors
- Height adjustable handle to 90 cm - 105 cm
- Electric bike, 250W or 500W
- 6 speed Shimano Nexus
- Stylish leather saddle
- Disc brakes
- Puncture-safe saddle
- Integrated lock
- Head & tail light
- Improved turning radius

THE CAFE

- 5 displays in transparent acrylic plastic
- 1 red great looking container for liquids, 8 liter
- Drip tray
- Light over work area (LED)
- Light under bike (LED)
- Integrated stereo (Bluetooth)
- Sign system on the roof
- Fridge (15 liter)
- 150W solar panel
- Integrated digital display 9.6” (3G WiFi availability)
- Siphon coffee brewer
- Drip-over stand
- 3 porcelain filters
- 100 paper cups (12 oz)
- 100 paper cups (8 oz)
- 100 napkins
- 100 wooden stirring sticks
- Ink stamp
- 2 gooseneck kettles
- Hangers for waste bins
- Stand for cups and lids
- 200 vinyl stickers
- Funnel for filling tanks/thermoses

WHAT’S INCLUDED IN THE WHEELEYS 5™

www.wheelyscafe.com
As if the world’s best coffee was not enough, the Wheelys 5 offers much more. We created 7 modules which in seconds, will allow you to open up a juice bar, a crêpe stand, an ice cream kiosk, or a more refined way of selling drip-coffee, nitro Coffee, Turkish coffee or espresso.

ESPRESSO MACHINE ADD-ON
$2999

NITRO COFFEE MODULE ADD-ON
$2399
ICE CREAM MODULE ADD-ON $1899

TURKISH COFFEE MODULE ADD-ON $595

DRIP COFFEE MODULE ADD-ON $432
Open Source

Wheelys is back. And it’s not just a café anymore: a twist of your hand, and you have a juice bar, a crêperie or an ice-cream bar! The greenest, meanest mobile restaurant on the market.
COSTS TO START A WHEELYS

The cart is $8999. Then you need to purchase some coffee, and other products, as well as some minor costs. Our advice is to make a business plan based of $11 000 to get everything up and running with one café.

TEAM UP!

We strongly advise you to team up with a friend, relative or business partner, and start out with two cafés. There are many advantages to this approach. You can benchmark against each other, help each other with administration, social media, supplies and also run friendly inspiring competition.

START UP COST ONE CAFÉ, BREAKDOWN

- Café: $8999
- Shipping: EU $600, US $700, global varies
- Vat: Depending on country
- Stock: $300 aprox
- Various: $200

(Compare to a Starbucks. $500 000)

RUNNING COSTS, BREAKDOWN

- Monthly fee: $199
- Annual permit: $120 (Varies locally
- Café maintenance: $50
- Stocks: Relative on what you sell

Our advice is always to do your research as there are so many variables from country to country, allow for all the costs you can think of and add a contingency cost at least 10%.

(Compare to a ****bucks, from $100 000)

www.wheelyscafe.com
A NEW LIFE!
WHAT DO I GET AS A WHEELER?

• The use of the Wheelys brand
• Access to updated material and information from headquarters
• Access to the mobile application along with updates and continuous improvements (Coming soon)
• The online community- where you can talk to other Wheelers, seek help and share ideas with each other and headquarters
• The rights to use our branded material
• Access to photos, marketing material and logos as they develop
• The benefits of any marketing that we do for Wheelys as well as support, templates for local campaigns and ideas in this area (Wheelys is actually founded by some of the most hyped advertisers)
• A Wheelys email
• Help with setting up your social media such as; Facebook, Instagram and if you want, a website.
• Access to help on design issues or maintenance of your bike
• Discounted prices on coffee and supplies
• An exclusive Wheelys education including; manuals, procedures and routines, to run a successful Wheelys business, how to sell, coffee training and much more
• Invitations to our workshops in Sweden
• The right to vote for different products and coffee as and when they come up, giving you power in how Wheelys is operated and what products we use.
• Support on whatever matter is needed
• And most importantly: Friends for life :)
AND DON’T WORRY

If you feel this isn’t for you after the first year, you can notice us and step out. However, then you won’t be able to use our brand in any way. And we think we’ll be able to prove our worth :)

www.wheelyscafe.com
WARRANTY

Remember, your Wheelys bike is non-refundable, however, the café comes with a 1 year warranty, meaning we will ship any broken parts directly from our production facilities to your doorstep! We also want to remind you that getting the right permits for your location is your responsibility.
SUPPLIES

You will be able to order coffee and other supplies through your MyWheelys page on our website. But sometimes it’s best to source supplies locally.

WWW.WHEELYSCAFÉ.COM/MYWHEELYSHOP
VISION

We’re so far beyond what we thought was ever possible the day we sold from the first Wheelys bike in Lund a few years back.

Now, we are convinced we will have 1000 cafés in the beginning of 2017. And at the rate we’ve been growing it looks like we will together grow bigger than ****bucks in 2022.

We don’t believe this is an overestimation. We believe this is humble.

The reason this is humble is obvious: YOU!
Now, we won’t sugarcoat this. Running a Wheelys is hard work. You need to get up in the morning and brew that coffee. You need to build habits for the customers. You need to care for your relations, and sometimes bike home in the rain.

It is hard, but if you have the will, we have 200 people that will tell you it is the best living in the world. You are the boss, you work when you want.

And from you start until when you go home: you make people happy.

Like Per said: “I got more friends in a month selling coffee than a lifetime in advertising.”

READY TO TAKE ON THE CHALLENGE?
EMAIL: NEWLIFE@WHEELYSCAFE.COM

www.wheelyscafe.com
LOVE FROM THE WHEELYS TEAM!