



**veloce**<sup>®</sup>  
RENTAL

# Pitch Deck

*The bike rental with delivery in Europe, USA & Japan. Est 2010*

**Rent bikes wherever you want, return them where you want!**



# Problem

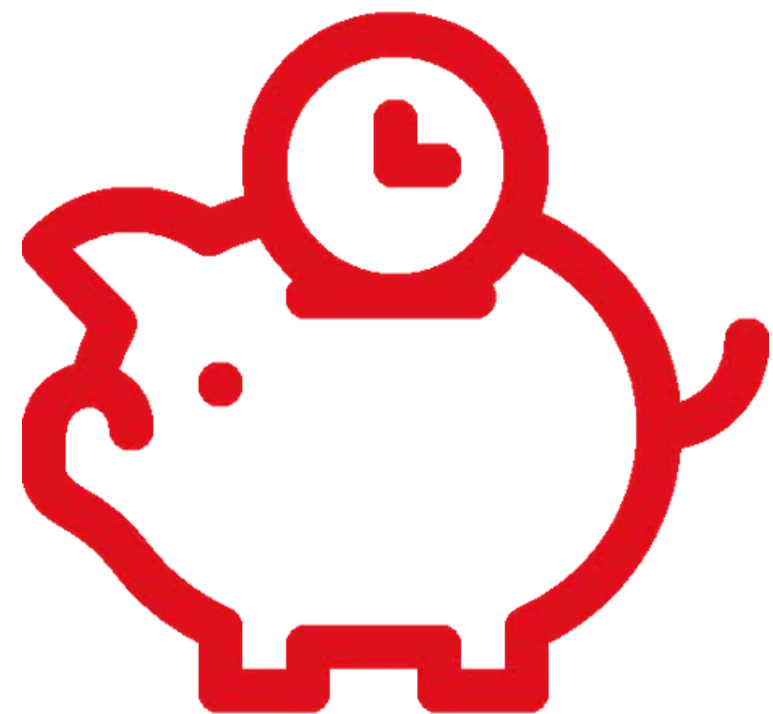
## **When you want to rent a bike from a local shop during your holiday:**

- Difficult to find in the web and difficult to reach, sometimes are located in the restricted traffic area
- Have unsuitable opening hours/days & you have to wait to be served
- In some countries/villages the owners don't speak English or don't reply to your requests in real time and don't have quality bikes available for rent
- Visiting a store involves using some of your time while on vacation
- The bike shop doesn't deliver the bikes at your accommodation
- You can't take a bicycle in one city and leave it in another city/country
- If you ship your own bike: Inconvenient, risky & disadvantageous

# Solution

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RENTAL

**Veloce, active in Europe, USA and Japan**  
**an easier way with which you can rent bikes WITH DELIVERY**  
**wherever you want & return them where you want!**



**You Save Time**  
when traveling



**Under Appointment**  
Pick up and return of the bike  
where you want. Bike rental with  
delivery at accommodations,  
airports, train stations, seaports  
**Green Logistics**  
**natural gas-powered cars & vans**



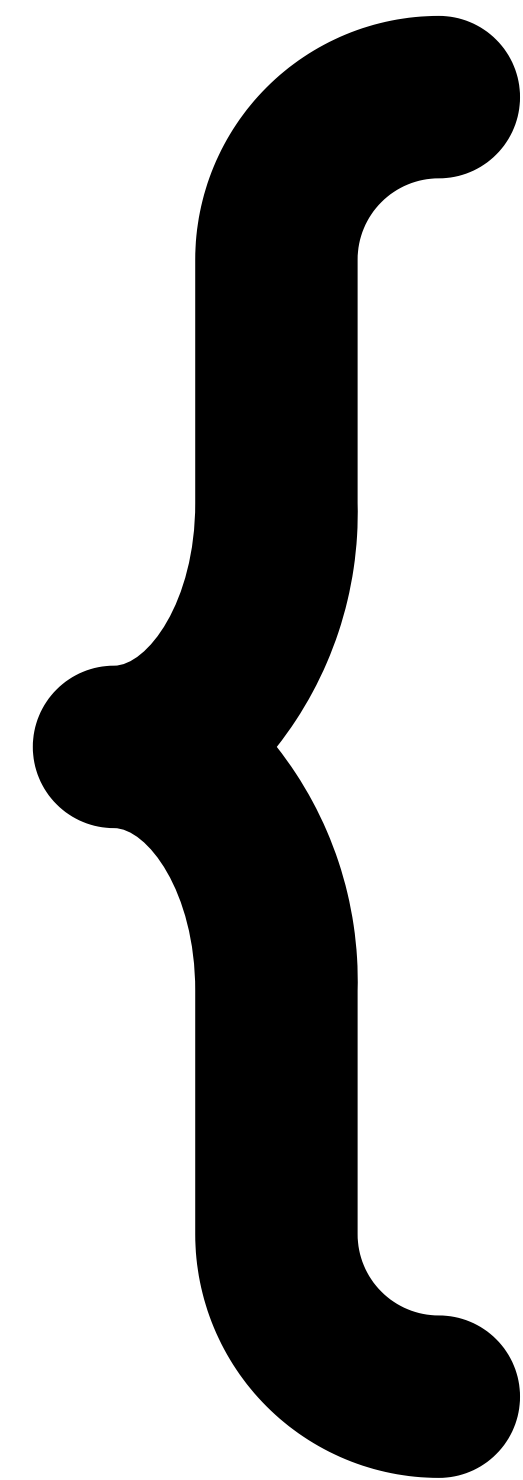
**Enjoy Cycling**  
Ride the bike & share your  
passion with our locals



# Market Validation



**velocerental.com**



**4.3M** website views (83% organic views)

**828K** website users (15% return visitors)

**7K\*** new website users /month

**18M** views on the decommissioned Google +

**+41M** contents views on Google Maps

Source: Google Analytics



**250+** Reviews



**5,3K** Followers



**38K\*** Users/Month



**1,6K** Followers



**1,1K** Followers

\*average



# Market Validation

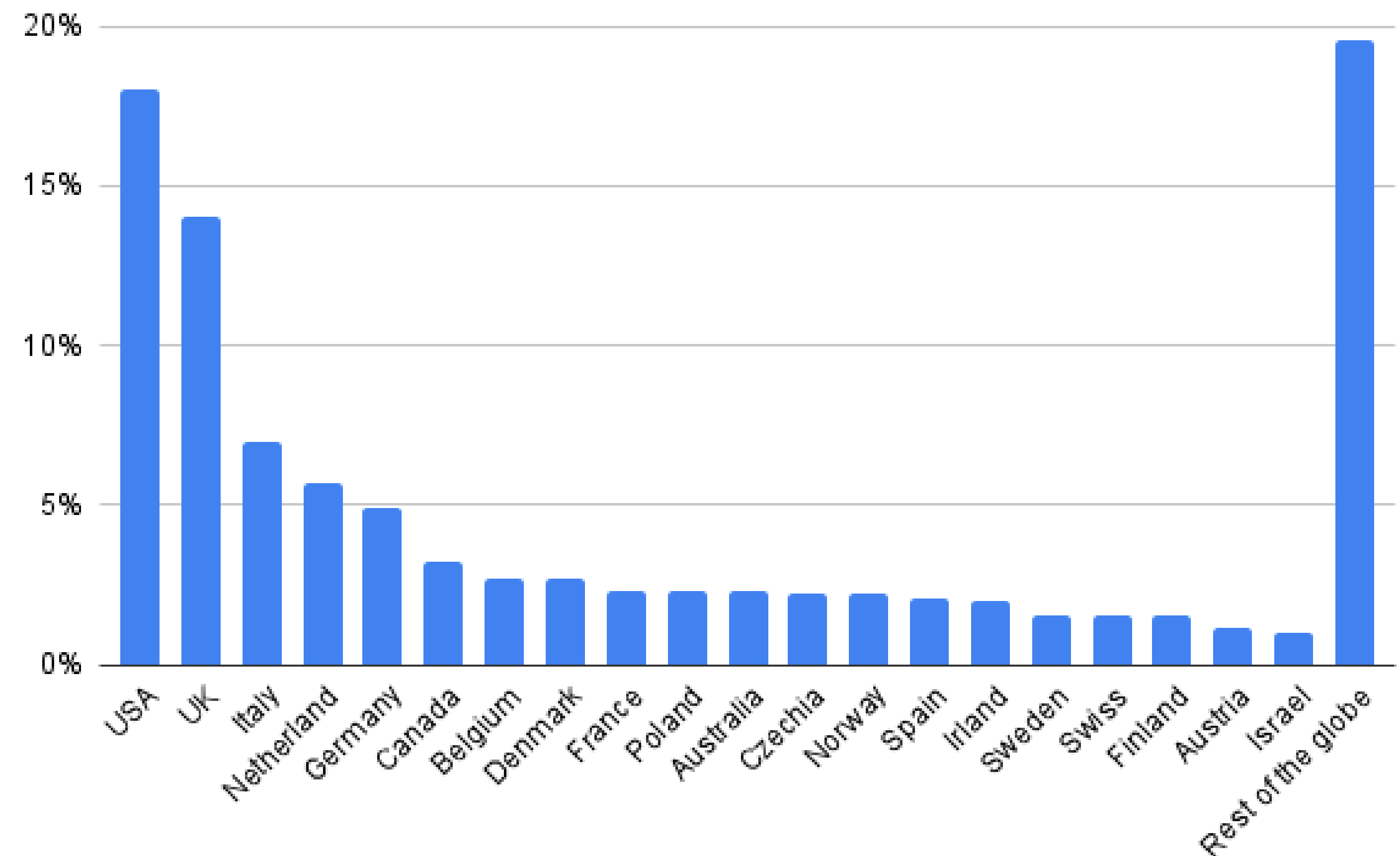
2023 data



**We increased customers by 32% compared to 2019 (pre-pandemic) and increased the customers by 20% compared to 2022.**

**We increased rental requests by 389% compared to 2019 and we have 2% increase in customer conversion rate (contact-contract) compared to 2022**

**Geographical origin of our customers**



# Market Size

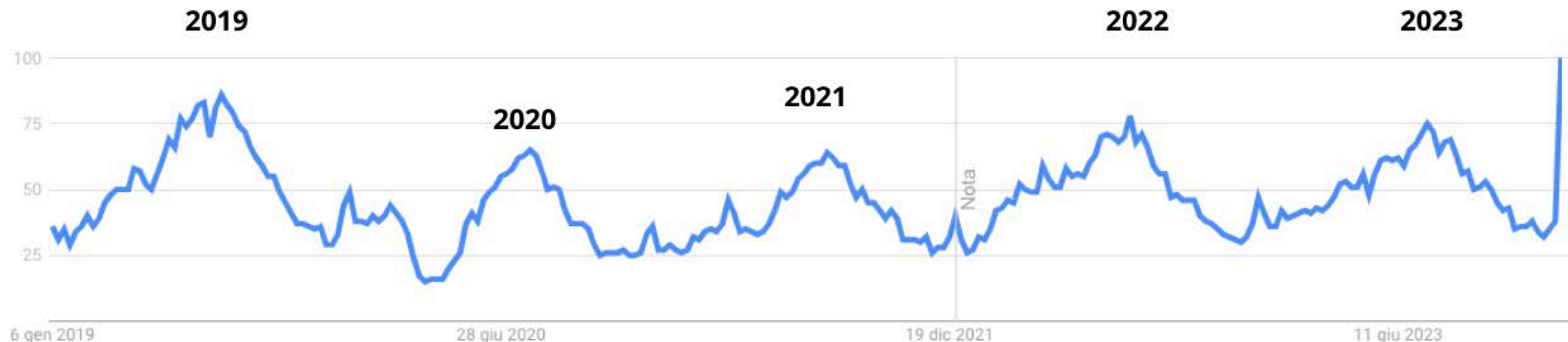
2023 data

veloce<sup>®</sup>  
RENTAL

## Cyclical trend of the market

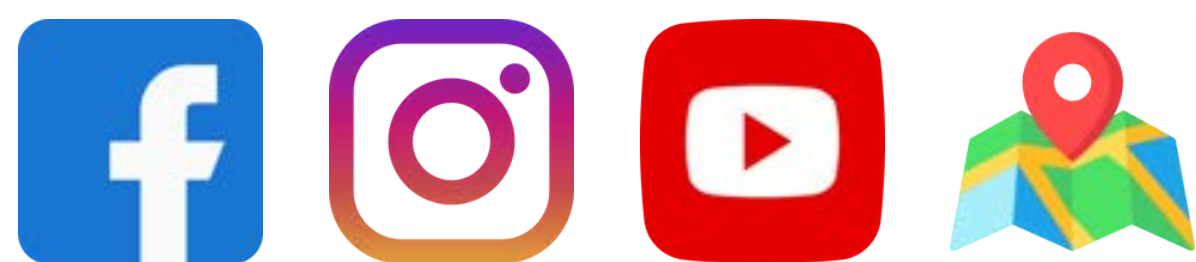
**In 2020 (pandemic ) during the peak of the market the interest to the bike rental lost only the 29% of the volume compared to the traditional peak trends of the previous seasons**

**At the end of 2023 the volume of bicycle rental searches increased by 16% compared to the peak of searches of the 2019 (pre-pandemic)**





# Product



Recommended by Lonely Planet guidebooks  
Selected for Inclusion 2015-16 European Business Awards  
Visa City Offers 2015 official partner  
Rated by 2009's Lonely Planet's website customers in the "Top 5 of all things to do in Europe"  
Volkswagen experience mobility partner on events in Italy dedicated to UEFA EURO U21 European Championship

PASSION FOR BICYCLE  
**veloce** SINCE 1928

2020 RENTALS booking benefits for advanced reservation closed in fall & winter time we apply discount on rental rates up to 25% off

**THE NEW, FASTER BIKE RENTAL**  
our bikes are provided for rent while stocks last, advanced reservation required.

velocerental.com

Home REVIEWS REFERENCES FAQs BICYCLE RENTAL RESERVE YOUR BIKE! Holidays  
Granfondo Passes Heritage Brand Giro Ironman Rentals Concierge Services Things to do

IronMan Switzerland, carbon road bike rental delivered at accommodations in Zurich and Vitznau

Some photos from the delivery of carbon road bike rental provided at customers accommodations in Vitznau and Zurich, in occasion of IronMan Switzerland.

Information and rental quote requests to [booking@velocerental.com](mailto:booking@velocerental.com)

**INTRODUCING VELOCE®**

Did you know that, in Europe, we've created something that did not exist before?

We believe that for tourists, time is very precious.

Veloce is a first class company, the first in the world to offer sporting equipment rental with convenient pick-up and collection at our customer's accommodation, or at the railway station or airport in many destinations, also in different cities.

With Veloce, you can rent high-end bicycles and accessories for your vacation, training, sports competition or corporate team-building event in more than 500 Italian cities and in 15 European countries.



**Search**



**Contact & Book it!**



**Enjoy the ride!**

# Market Adoption

veloce<sup>®</sup>  
RENTAL



## **HOLIDAYS**

We provide tourists



## **HUMAN RELATIONSHIP**

with every potential customer



## **PARTNERSHIPS**

our locals ready to provide the services to our customers

**Skip the line service**



## **MASSIVE WEB PRESENCE**

content creation on many platforms



## **GREEN LOGISTICS**

we deliver using natural gas-powered cars and vans



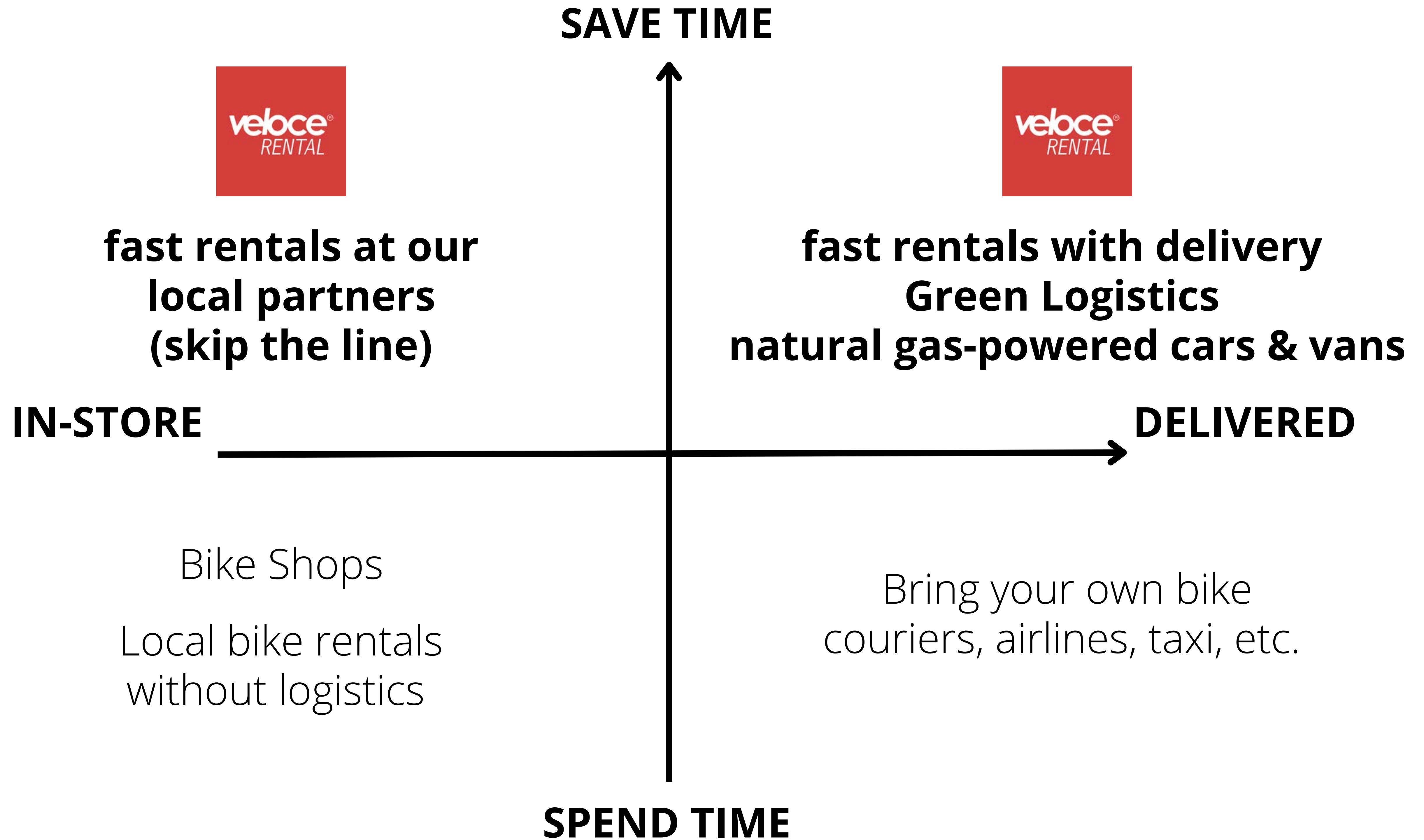
## **EVENTS**

We provide athletes to target events (Ironman, Triathlon, Cycling Races, ecc.)





# Competition



# Competitive Advantage

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RENTAL



## FIRST TO MARKET

Quality bike rental with customizable international logistics



## EASY

Contact, get a quote, reserve  
enjoy the bike rental  
delivered under appointment



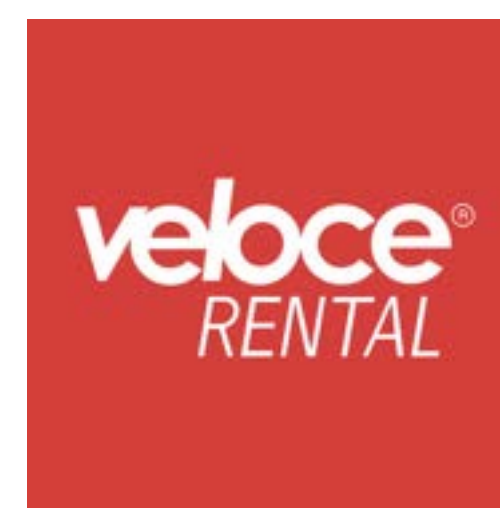
## FAMILY HISTORY

Italian heritage brand  
**Family cycling tradition  
coming since 1928**



## FAST PICK-UP (<30')

By appointment  
customized fitting included



## INTERNATIONAL REGISTERED TRADEMARK

Memorable name, registered trademark  
global icon of bicycle rental



## LOCAL PARTNERS

Growing with us!  
Increasing their revenue  
over their standard activities

# Dream Team

veloce<sup>®</sup>  
RENTAL



**Gennaro de Concilio**  
Founder & CEO

## AUSTRIA

Hans

## BASQUE COUNTRY

**Bilbao**

**San Sebastian**

**Santander**

**Vitoria-Gasteiz**

Iker

## CZECH REPUBLIC

David

## DENMARK

Birger

## FINLAND

Norberto

## FRANCE

**Paris:** Catherine

**Marseille:** Emmanuelle

**Nice:** Paolo

## GERMANY

David

## GREECE

Theodore

## ICELAND

Snorri

## ITALY

**Alba & Langhe:** Beatrice

**Bergamo:** Antonio

**Dolomites:** Bruno

**Naples & Amalfi coast:** Mario

**Puglia:** Annarita, Mino, Germano

**Sardinia:** Giovanni

**Sicily:** Sergio, Simone

**Stelvio:** Virginia

**Tuscany:** Paolo

**Umbria:** Giancarlo

**Verona & Lake Garda:** Paolo

## JAPAN

**Tokio:** Tim

**Osaka:** Gareth

## PORTUGAL

João

## SLOVAKIA

David

## SPAIN

**Barcelona:** Juan

**Costa del Sol:** Vlad

**Galicia:** Jose

**Granada:** Maria

**Lanzarote:** Paola

**Madrid:** Juan

**Palma Maiorca:** Daniele

**Valencia:** Alberto

## UNITED KINGDOM

**London:** Ben

**Leeds:** Vincent

**Oxford:** Kevin

## USA

**Keys:** Mark

**Boston**

**Los Angeles**

**Miami**

**New York**

**San Diego**

**San Francisco**

**Santa Monica**

**Washington**

Annie & Sky

# As seen on press

veloce<sup>®</sup>  
RENTAL

## LONELY PLANET

lonely planet  
Provenza  
Costa Azzurra

## FOOTPRINT

Print Focus  
ento, Capri  
malfi Coast  
NICK BIRRO

"Sets the pace for the rest to follow."  
Michael Palin

## FOR MEN

**«Ho inventato le scarpe di carta e i distributori di ghiaccio»**

**«Noleggio bici in 8 Paesi europei»**

**«Noleggio bici in 8 Paesi europei»**

## HAYA

## CORRIERE DELLA SERA

**3 A NAPOLI DAL CENTRO STORICO AL VOMERO TUTTO SU DUE RUOTE**

**«Noleggio bici in 8 Paesi europei»**

**POMODORO IDEE NO ACQUA**

## MARIECLAIRE

CIACI SI GIRA (IN BICI)

ANDAMENTO LENTE

## ZIKLO

El cicloturismo no es solo descubrir paisajes naturales bellísimos en la montaña o junto al mar. Una carretera pedrada en gris sobre un fondo verde bosque o blanco nieve. El cicloturismo es también: diversidad, cultura, gastronomía, buen clima, sitios diferentes, gente, carnes, bici incluso ciclismo urbano y lento. Una metrópolis como Barcelona es un reclamo universal, y una ciudad especialmente apte para ser descubierta sobre una bicicleta.

## BRIGITTE

LESERSERVICE | Die neue BRIGITTE-Radtour Venedig-Istrien 2012

**BRIGITTE-Radtour Venedig-Istrien**

Die Tour ist ca. 320 Kilometer lang und führt durch drei Länder: Italien, Slowenien, Kroatien. Zum Teil radelt man entlang der Adria mit spektakulären Ausblicken, aber auch immer wieder im Landleben. Was die Strecken angeht, ist alles dabei - von Landstraßen bis Schotterstraßen, von flachen Abschnitten...

## BABY FLIGHT MAG

FRANCE Perpignan  
CZECH REPUBLIC Prague  
FRANCE Toulouse  
ITALY Venice

## IL MATTINO

ACQUA & SAPONE

Alla conquista del Vesuvio in bici: ecco i ragazzi danesi

# As seen on the web press

veloce<sup>®</sup>  
RENTAL

lonely planet

PARTE ne vous coûtera que dix euros. De plus, le billet sera valide durant la même période de temps que votre carte de transport.

### Vélo

Il est interdit de circuler à vélo dans Venise. Sur le Lido et à Pellestrina, la bicyclette est en revanche un moyen agréable de se déplacer et de rejoindre les plages éloignées. Les agences de location se regroupent autour de l'arrêt du vaporetto du Lido, où vous trouverez notamment **Lido on Bike** (041 526 80 19; Gran Viale 21b; vélos 5/9 € par 1 heure 30/jour; h9h-19h avr-sept). Prenez une pièce d'identité avec vous. Pour louer un vélo à la journée, contactez **Veloce** (346 84 71 14; Via Gramsci 85, Mira; vélo/VTT 20/25/35 jour; h8h-20h), qui propose un service utile de navette depuis les gares et les hôtels.

Voiture

Il est évidemment impossible de conduire dans Venise, mais les

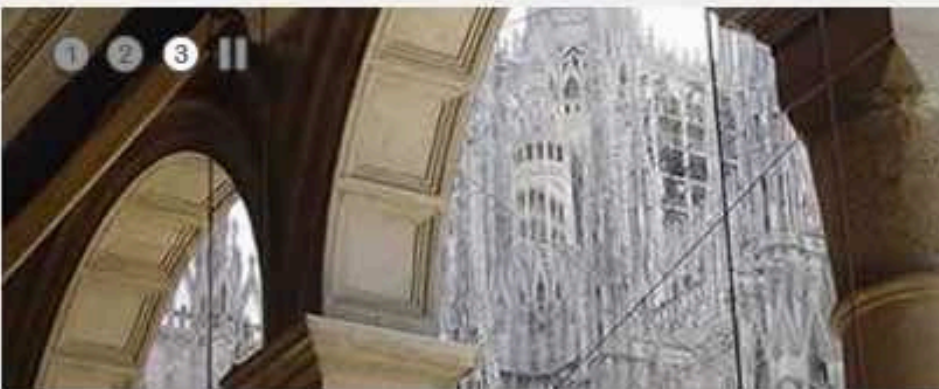
LONELY PLANET

easyJet

FLIGHTS & TRAVEL INFO | Booking.com | Transport | H

Cheap Flights | Italy [change] | Milan [change]

### Cheap flights to Milan



Turn your city break into a microadventure

Milan: Iconic cycling climbs

Some of the most iconic cycling climbs from the Giro d'Italia are within a few kilometers of Milan. If you have your own bikes, but hire options are available (www.rentalbikeitaly.com). Boast to your friends once you've recovered from

EASY JET

marie claire.it

GIULIATE | BELLEZZA | ATTUALITÀ | PEOPLE | LIFESTYLE | CASA | CINEMA

### Si gira (in bici)




La vita di una donna

MARIE CLAIRE

(Image credit: Future)

We got in touch with them through **Veloce Bike Rental**, which is an Italian family-run business (going since 1928) that organises delivery of high-end rental bikes directly to your accommodation in 500 cities across Europe, the US and Japan.



CYCLING WEEKLY

CORRIERE DELLA SERA

STYLE

MODA | LIFESTYLE | NEWS | SPETTACOLI

27,90€ Fibra Vodafone TUTTO INCLUSO Naviga sin da subito con la SIM dati 15GB!

### VACANZE 2020, È L'ORA DEI VIAGGI IN BICICLETTA IN ITALIA. ECCO DOVE NOLEGGIARLE

L'estate 2020 sarà quella in cui, complice la pandemia, gli italiani scopriranno i viaggi in bicicletta. Ecco dove noleggiare delle due ruote di qualità: ora le scelgono soprattutto gli stranieri, ma fra qualche settimana...



CORRIERE DELLA SERA

CORRIERE DEL MEZZOGIORNO.it

Foto del giorno

Napoli Caserta Salerno Bari Foggia Lecce Palermo Catania

CRONACA POLITICA ECONOMIA SPORT CULTURA SPETTACOLI MOVIE A TAVOLA AGENZIA


Corriere Del Mezzogiorno - Napoli - Foto Del Giorno



**Cicloturisti da New York** - Al via stamani l'era cicloturistica di Napoli. Un gruppo americano provenienti da New York, a Napoli per una tappa crocieristica ha scelto di visitare la città in bicicletta percorrendo un itinerario che attraversa la ZTL. I turisti hanno visitato le botteghe artigiane e ammirato i monumenti. Il progetto di cicloturismo è stato promosso dalla ditta **That's Amore** che, dopo aver incontrato il sindaco Luigi de Magistris, ha sviluppato gli itinerari in colla borazione con l'assessore alla cultura e al Turismo Antonella Di Nocera e l'assessore alla Mobilità Anna Donati. A partire da Natale, e per tutto il 2012, sarà previsto un fitto calendario di ciclo-escursioni in città

CORRIERE MEZZOGIORNO

Start in Italien: Venedig



Radtour Italien-Kroatien: Volle Fahrt

Wo ist Jerry? Er ist der Mann, der uns die Fahrräder bringen soll. Ich habe mich schon auf der Piazzale Roma in Venedig und schwitzen. Seit einer Stunde warten wir schon auf Jerry de Concilio. Mein Handy klingelt. "bleibt ihr denn?", fragt eine Männerstimme. "Ich warte schon ein bisschen. Wo die Autovermietungen sind." Wieso habe ich mich überhaupt

BRIGITTE



**rentalBike That's Amore** società specializzata nel cicloturismo è alla ricerca di giovani e amanti della bicicletta da impiegare nella logistica, marketing e gestione del marketing cerchiamo giovani che abbiano dimestichezza con il web 2.0 e che vogliano supportarci nella gestione della comunicazione in rete, la posizione è aperta in tutta Italia, si lavorerà a distanza senza problemi. Per la gestione di patenti B e competenze meccaniche in ambito ciclistico e la zona di

ECOBLOG

NAPOLISTYLE.it

Home Notizie Attualità Cultura Sport Rubriche Arte Napolipedia

### LA STORIA - Un successo napoletano su due ruote: in bici con Gennaro de Concilio, fra amarcord, Giri d'Italia e colpi di genio...

Name Stickers for Bikes

www.pegatin.com/name-stickers

We provide the Pros with custom name stickers. Get yours today!



GdC: La passione per la bicicletta è una storia familiare: mio nonno, che amava la bicicletta ed era ciclista al Velo Club Napoli, mi ha trasmesso questa passione che ho trasformato in impresa, volentieri di una nuova testimonianza di sviluppo sostenibile. Vale a dire un nuovo modo di fare turismo con un oggetto romantico come la bici, basti pensare al Giro d'Italia, al cinema con Ladri di Biciclette, la bicicletta come mezzo di trasporto in voga fino agli anni 50 che oggi è tornata sulle nostre strade, le strade del mondo. Con Veloce, questo il nome della mia azienda, ho promosso un tipo di turismo lento, ecologico, talvolta low cost, ma soprattutto genuino e disintossicante. Con Veloce, ho creato che realtà leader in Europa: un turista spagnolo ci chiede di andare in giro a Napoli ed ecco che si ritrova tu

NAPOLISTYLE

IL TEMPO.it

POLITICA CRONACHE ESTERI ECONOMIA SPORT CULTURA & SPETTACOLI ROMA CAPITALE ABR

### Continua a fare soldi quando finisci di lavorare

13/08/2013 22:22

### Com'è bella l'Italia in bicicletta

Cresce il numero di appassionati di cicloturismo: la scelta slow per viaggiare

Viaggi a portata di pedale. Per vedere un'Italia diversa, più bella, percorrendo quelle che vengono chiamate "strade zitte", non trafficate, che formano una ragnatela naturalistica della nostra Penisola. Cresce il numero di persone che preferisce gustare quanto ci circonda con quell'andamento semilento che solo la bicicletta sa regalare. Si stima siano oltre dieci milioni i connazionali che la usano, ogni giorno o nel fine settimana. Magari solo col solleone. Perché c'è un popolo che si inerpica in salita, tra vie sterrate, battute da macchine agricole. Desideroso di imbattersi in scorci rari da vedere, dove borghi e paesi minori si svelano docili tra le curve di un tornante. E il fascino slow del cicloturismo. Quello che Gennaro de Concilio, pioniere e guru del cicloturismo in Italia e brand manager di Veloce, definisce "detox"



IL TEMPO

# As seen on Radio & Television

veloce<sup>®</sup>  
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Rai Italian Broadcast

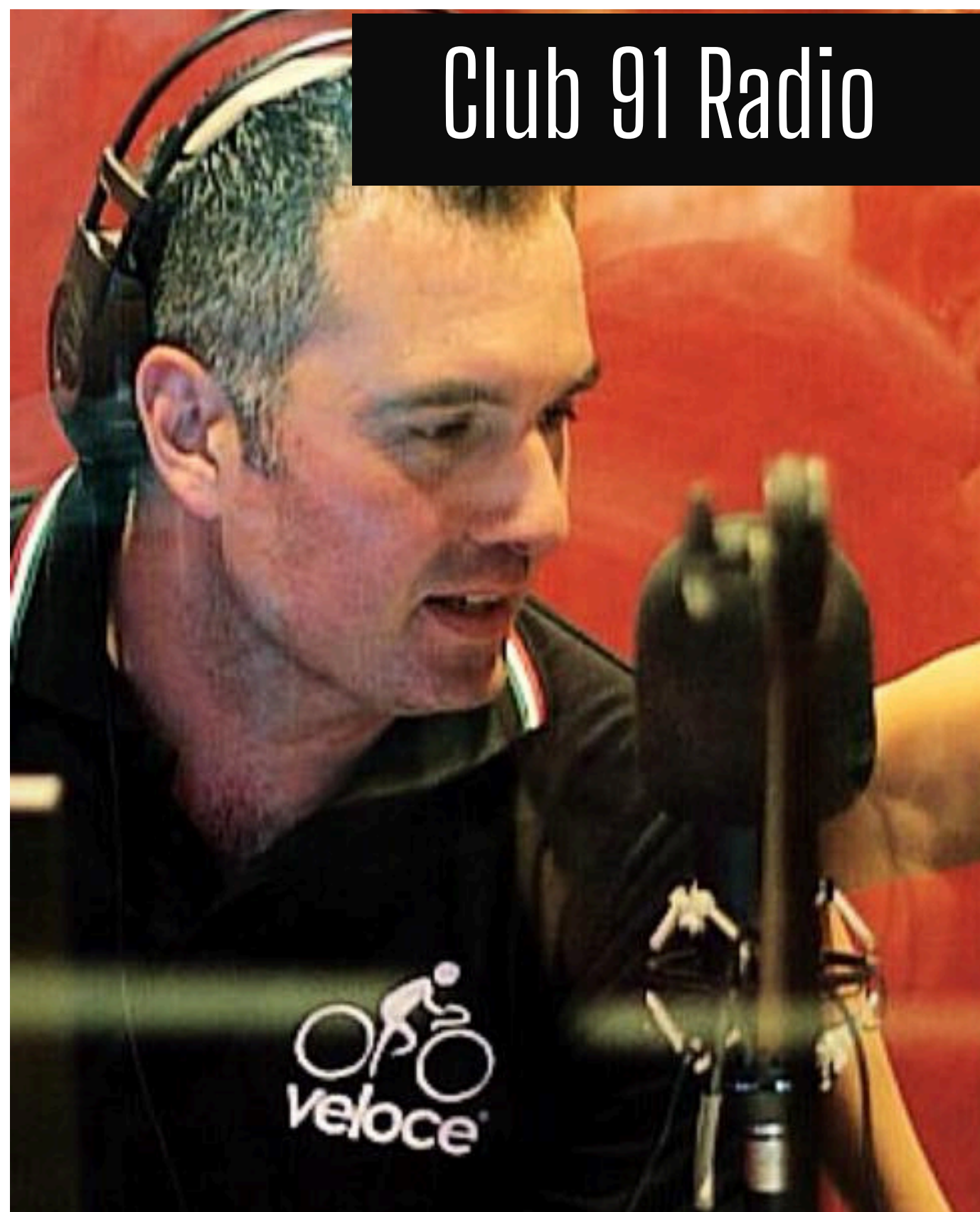


Gente della notte  
Radio DJ Broadcast



30 Nodi

Club 91 Radio



166.01 TELEVIDEO Sa 21 Apr 05:31:22  
Rai L'ALTRA PROMOZIONE,  
Televideo L'IDEA DI DE CONCILIO

Sviluppo sostenibile, responsabilità sociale, promozione dei luoghi meno noti -ma altrettanto suggestivi- di cui l'Italia è ricca. Nasce così l'idea del cicloturismo, i cui itinerari interessano Campania, Veneto, Lombardia, Calabria, Toscana ed Emilia Romagna. Particolarmente originale il programma siciliano con percorsi lungo le tracce dei film ambientati nell'isola.

Il progetto di Gennaro De Concilio coinvolge i migliori tour operator e prevede il noleggio di attrezzature sportive di alta gamma con consegna e ritiro personalizzati presso hotel, aeroporti o stazioni ferroviarie, in oltre 500 città italiane.

Rai Televideo

Local broadcasts  
interviews

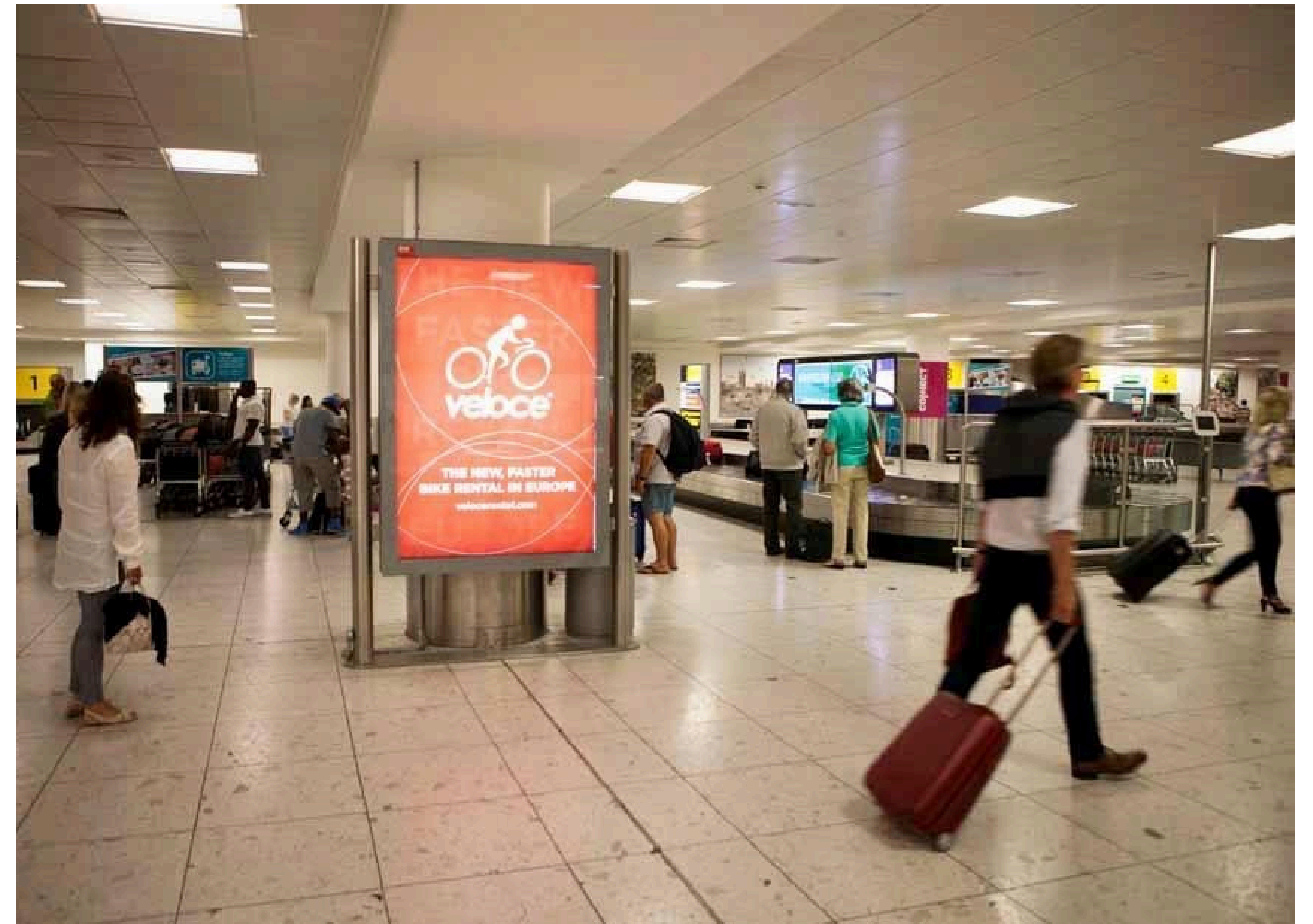


# Advertising

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RENTAL



TRIATHLON RACES IN ITALY



LONDON GATWICK AIRPORT ADVERTISING

# Events Partner

veloce<sup>®</sup>  
RENTAL



Ciao, questa è la tua  
chiave per la  
mobilità.

Scopri la nostra famiglia ID., prenota in anteprima la tua ID.3  
oppure approfitta di esclusivi sconti su biciclette a noleggio di  
prima categoria del nostro partner di mobilità Veloce.



**L'elettrico inizia ora.**

Scopri il futuro dell'e-mobilità. Prenota oggi il tuo  
squarcio di futuro.

Scopri di più →

**20% di sconto sulle  
biciclette Veloce a noleggio.**

Maggiori informazioni →

veloce

VISA

20% off Bike Rental in Milan

partner by  
veloce



Enjoy 20% off bike rentals in Milan at Veloce Bike Rental. With Veloce, you can rent high-end bicycles and accessories for your adventures in Milan.

20% off Bike Rental in Milan

**VOLKSWAGEN MOBILITY PARTNER UEFA  
EURO U21 EUROPEAN CHAMPIONSHIP**

**VISA PARTNER  
CITY OFFER MILAN EXPO 2015**



# User Testimonials

veloce<sup>®</sup>  
RENTAL



**RAMONA D'VIOLA**

**INGA THOMPSON**

from 84's USA Olympic Game cycling team enjoyed our rental services



**ROBERT DONALD CABANA**

Former Director of NASA's John F. Kennedy Space Center enjoyed our rental services



**MYIAZON**

a Nippon TV Celebrity enjoyed our logistics services to record his reality show in Italy



**MIKE HANLEY**

Former Mechanic at 7-Eleven 80's Pro cycling team

# Ride with Identity!

veloce<sup>®</sup>  
RENTAL



## VELOCE COLLEZIONI

Veloce Collezioni represents the perfect blend of style, performance, and passion for cycling. Our collection includes premium cycling gear, carefully designed to meet the needs of both professional and recreational riders. With a focus on quality materials, innovative design, and attention to detail, Veloce Collezioni offers products that enhance comfort and performance, while embodying the spirit of the ride.

# Our Journey Through Your Stories



Discover the energy and passion of our community! Explore photo galleries showcasing our customers' experiences—from scenic rides to intense challenges. Each image tells the story of the connection between us, our bikes, and the people who bring them to life every day.

## Links to the customer photo galleries:

[Italy](#)

[Croatia](#)

[Austria](#)

[Spain](#)

[Germany](#)

[Slovenia](#)

[France](#)

[Czech Republic](#)

[USA](#)

[Japan](#)

[Denmark](#)

[Greece](#)

[Lanzarote](#)

[Switzerland](#)

[Slovakia](#)



# What They Say About Us



Our customer reviews are a testament to our commitment and the quality of our services. Discover what people are saying about us: real experiences, shared emotions, and the value we deliver every day through our work.

**Veloce Rental customer reviews**

**[https://bit.ly/veloce\\_reviews](https://bit.ly/veloce_reviews)**



# Financial



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**After 15 years as a family-run business, we are committed to enhancing our business model.** Our goals include digitizing production processes, expanding our fleet, and improving logistics by geographically extending our esteemed bike rental services."



# Why invest in Veloce Rental?



**Investing in Veloce Rental you participate in the scalability of an innovative and sustainable business**

**With an international registered trademark that:**

- has performance and returns to above average
- is a pioneer, consolidated and valid
- offers a unique service
- has a brilliant reputation
- offers innovative service in a rich & expanding market
- has a team and experienced partners
- has a clear, transparent, strategic & concrete expansion plan

# Contact us!

veloce<sup>®</sup>  
RENTAL

## **Get in touch to learn how you can invest in Veloce Rental!**

I am available to guide you through our development plan and provide details on the legal forms of investments, which are also accessible to international supporters.



### **Gennaro de Concilio**

Founder & CEO

***Via email to [gennarodeconcilio@icloud.com](mailto:gennarodeconcilio@icloud.com)***

***Calls or by WhatsApp messages to +39.392.65.13.063***