

# HAYK

Presented by: Dr. Musstanser Tinauli  
Co-Founder Hayk AS



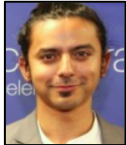
# Founding Team



**NIKOLAI PYKE** - CEO & Founder  
Founded and launched Hayk car sharing. Proven skills in building strategic partnerships, B2B sales and business development.



**HELGE VANGEN** - CCO & Co-Founder  
20 year experience in Sales and Marketing. Coming from position as the Marketing and Innovation Director in Orkla House Care. Responsible for 79 countries. Extensive experience in go to market strategies, communication and speedy scaling.



**Dr MUSSTANSER TINAULI** - CDO & Co-Founder  
Founder of the startup Fori Mazdoori where he created a successful platform to onboard users onto the internet. Partnerships with e.g. Orange and Telenor. Ph.D in Industrial design and Multimedia com. from Politecnico di Milano and part of Progetto Rocca fellowship (MIT).

## FLEET MANAGER



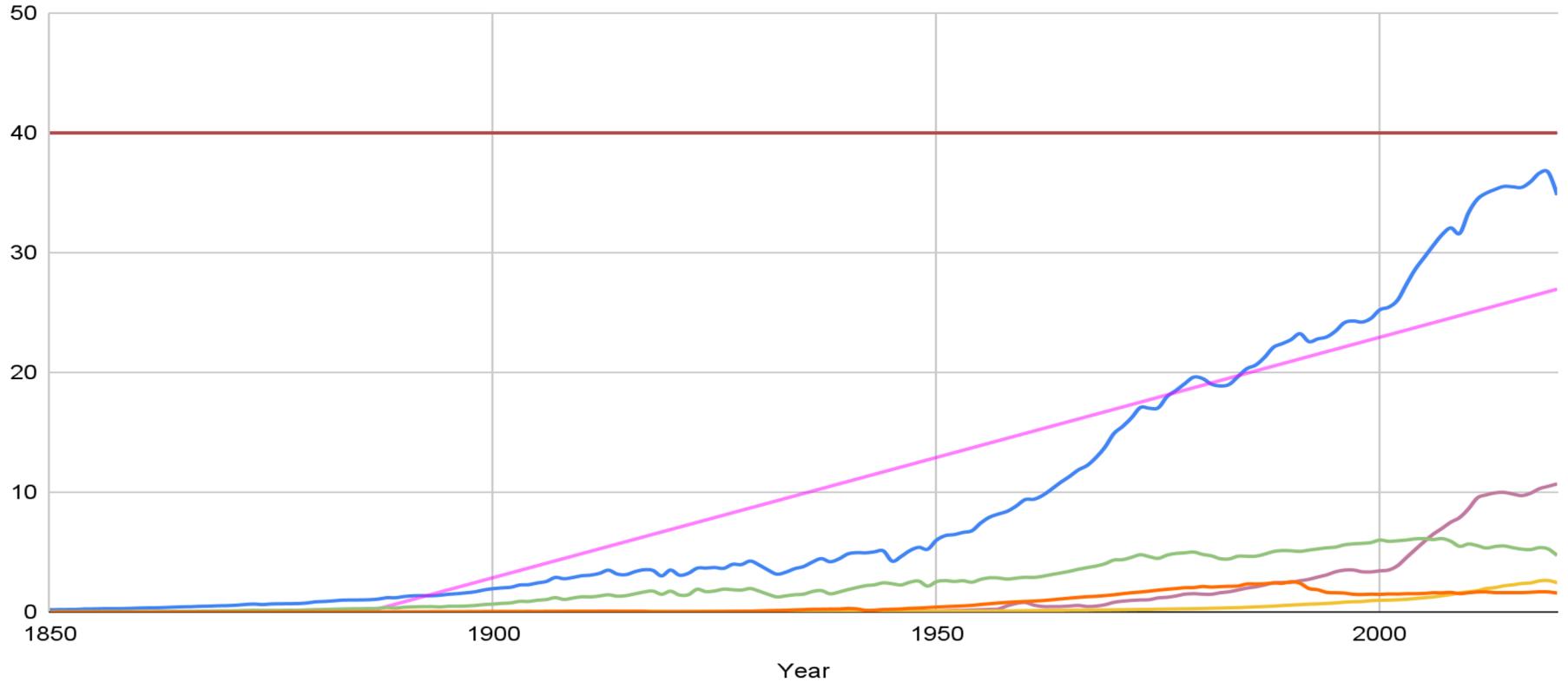
**KIM BRYNJULFSEN** - Fleet Manager / Customer Support  
Long track record in customer support with a proclivity for technical solutions and systems.

## DEVELOPERS

In house 12+ Developers with 20+ years of experience in cloud, data analytics, AI+ML

# Carbon Emissions – A Challenge for all?

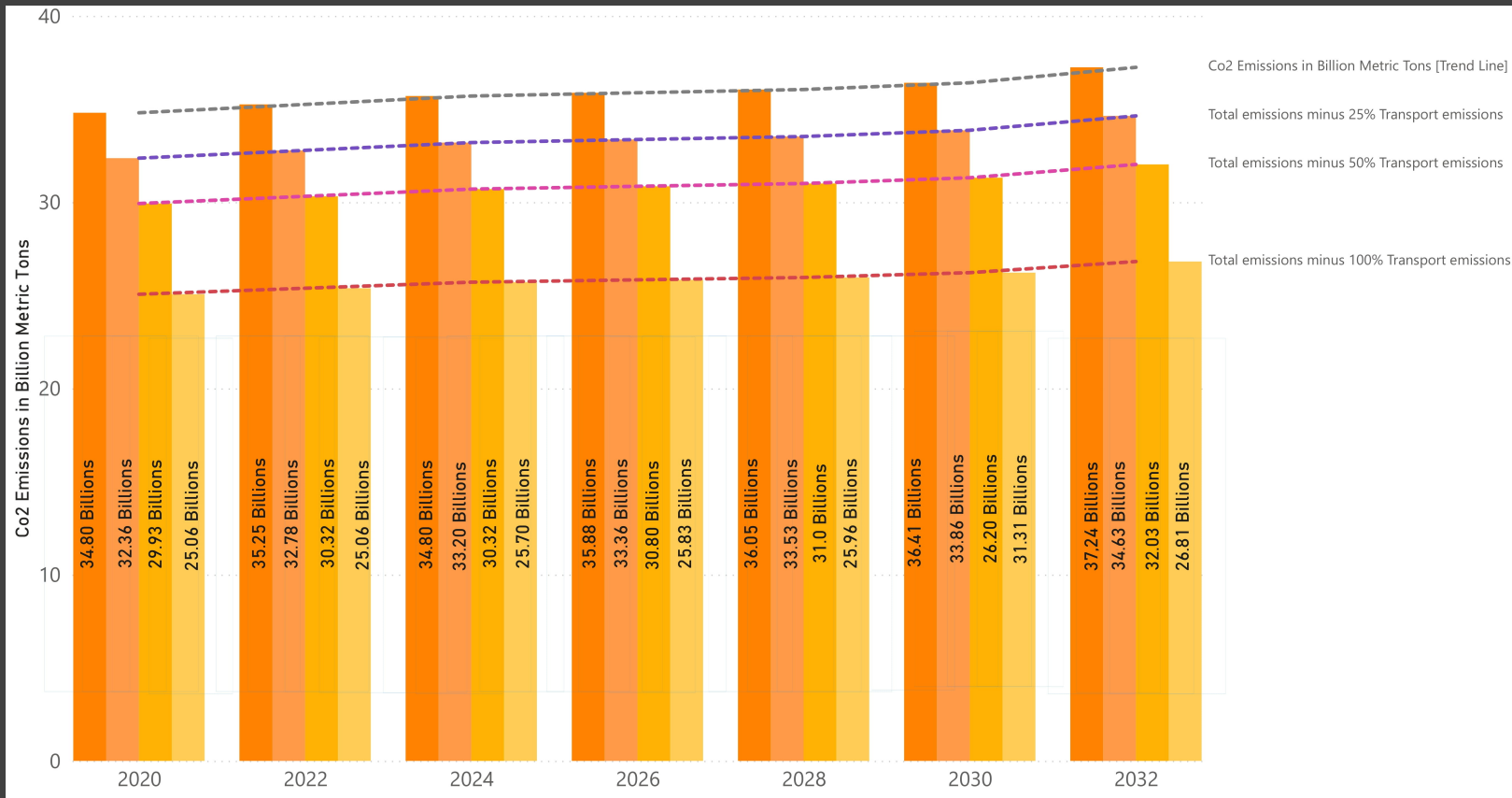
World Global Co2 Emissions Trendline China United States India Russia Warning



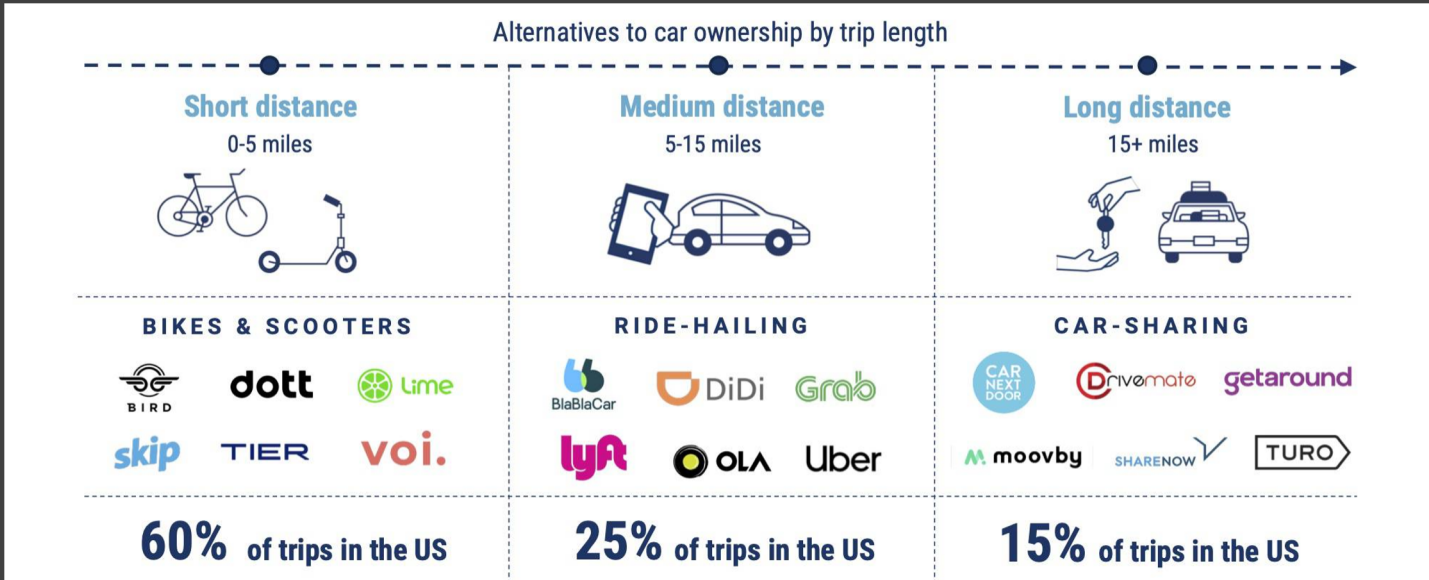
Mobility is about 24-28% of total global emissions

Almost, equal to emission of all China combined

# Reduction in Global CO2 Emissions by cutting Transport Emissions



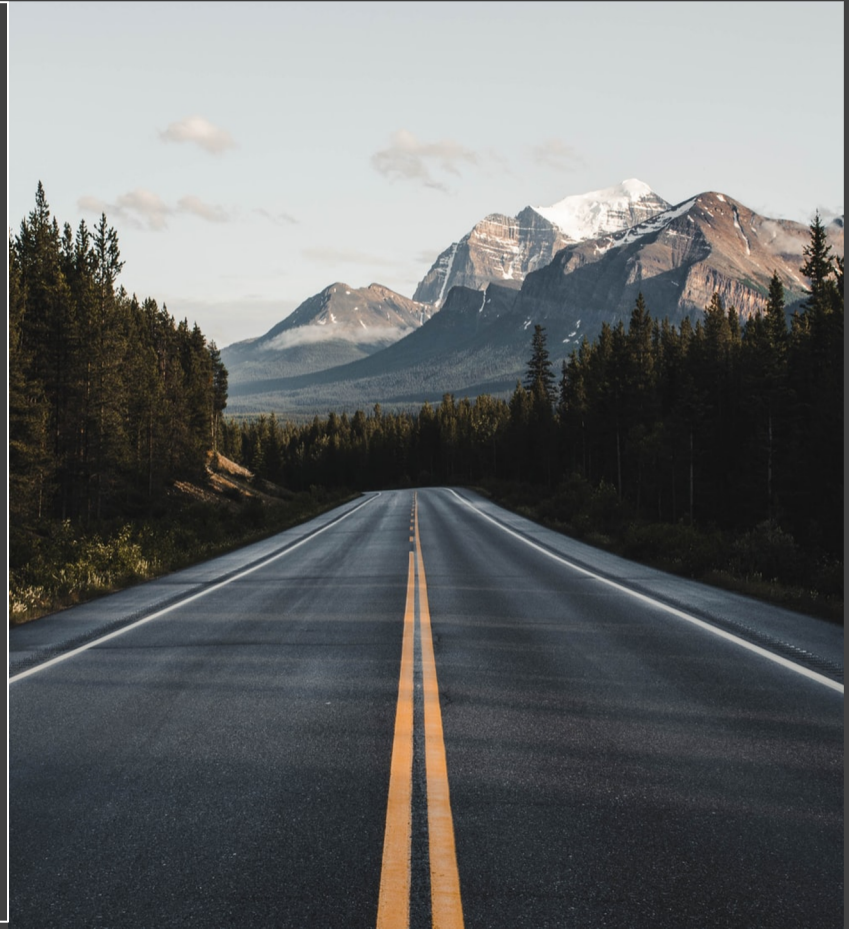
# The Car Industry is being disrupted, particularly ownership is changing!



# Total miles travelled in shared mobility is only 1%!

*Even though,*

- The shared mobility Global Market is **\$60 bn**,
- the growth last 3 years was 150%,
- and it's expected to grow by 20% towards 2030
  
- Nearly 20% of industry revenues and 36% of profits will shift from auto sales to services by 2030
  
- Number of car sharing users will increase to 36 M by 2025 (statistica).



## Our learnings showcase that we must focus on

- Power of Community (Residentials, Businesses)
  - Millennials (75% of workforce by 2030)
  - Gig Economy (worth almost \$350 Billion, Mastercard)
    - Nearly 90% of the entire gig economy is associated to mobility.
      - Create new Incentives





Problem?

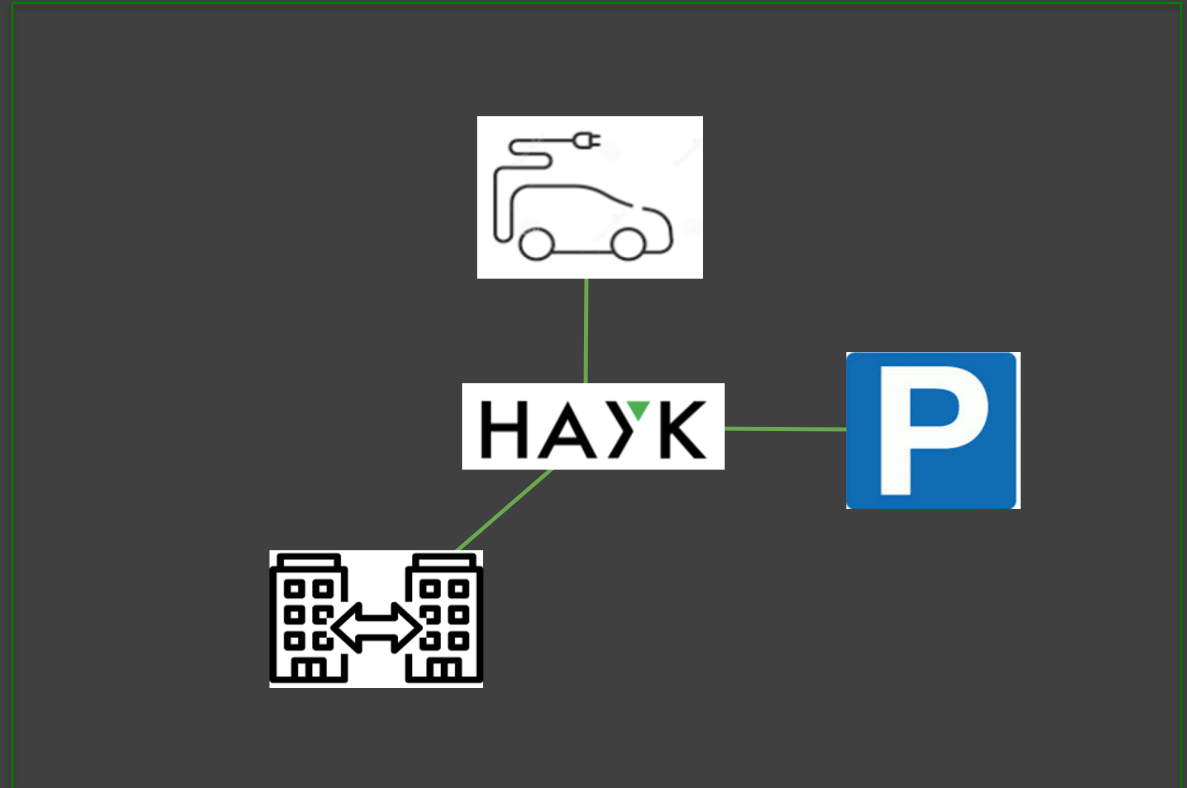
CAR'S STAND IDLE 90% OF  
THE TIME

PARKING SPOTS ARE  
UNDERUTILIZED

EACH CAR OCCUPIED 300  
SQ FEET AT HOME, SUPER  
MARKET AND OFFICE

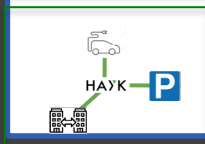
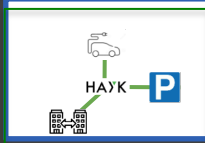
Enable communities to digitize mobility assets and interlink them.  
Give the power to community and people.

Solution

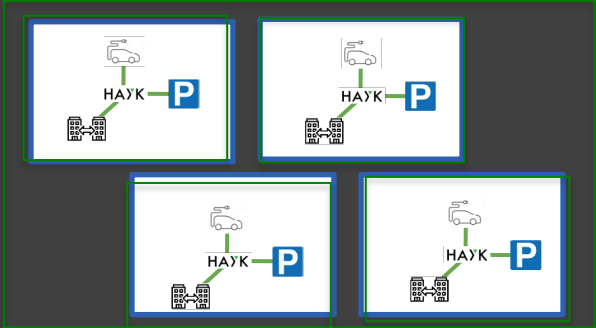


Wrap it in a community! Call it community 1

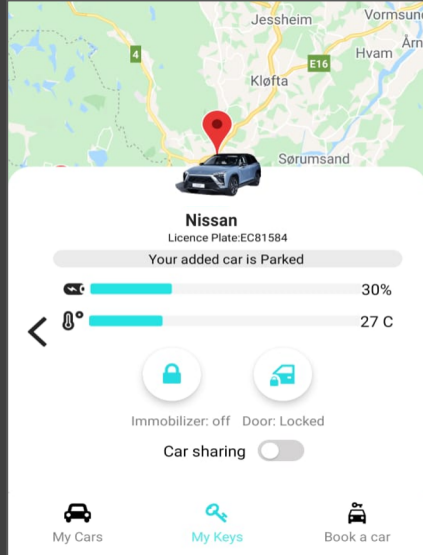
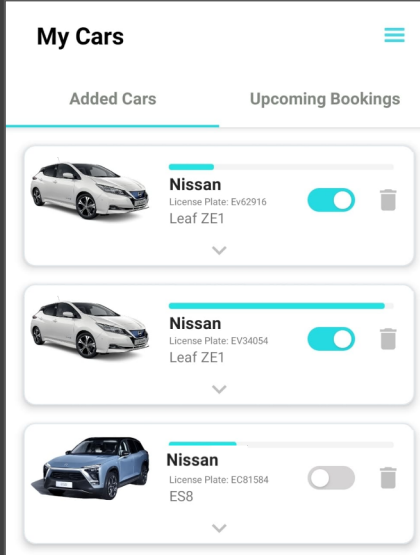
Share assets among selected communities or community of communities.



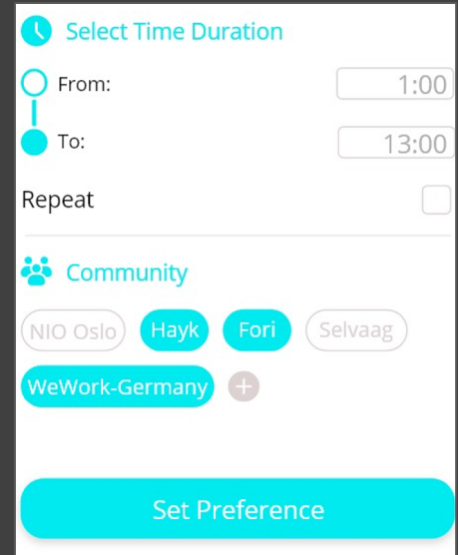
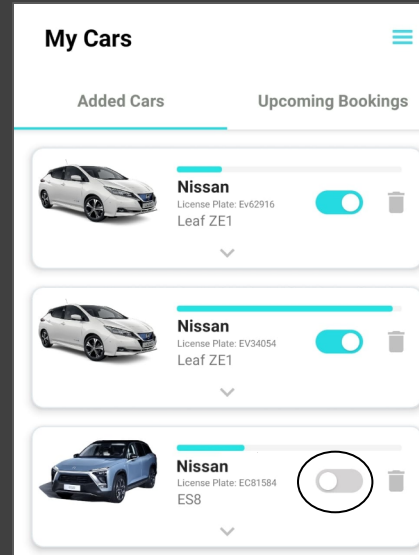
HAYK



# Hayk Application



Images on the right showcase control of a car owner over sharing preferences.

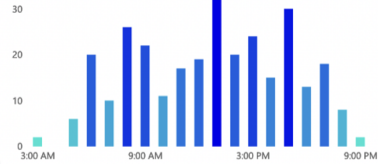


Screenshots of a fully functioning app.

# Hayk Community and Dashboards

## Communities, Carbon Footprint, Neutrality and usage + Data Driven Insights

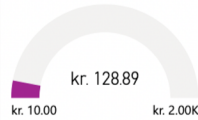
### PEAK HOURS



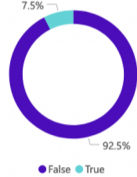
### USERS ACTIVITY



### AVERAGE FARE

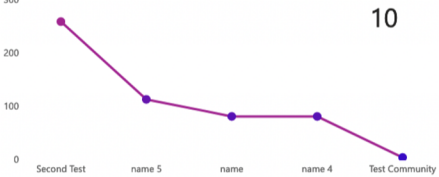


### DAMAGE REPORT



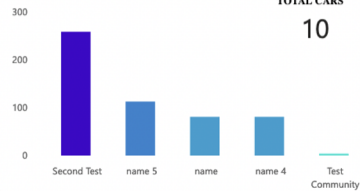
REPORTS FILLED  
**240**

### TOP ACTIVE COMMUNITIES

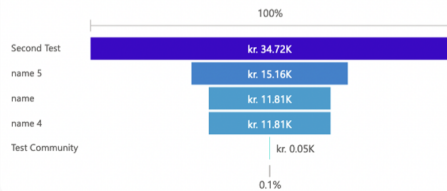


TOTAL COMMUNITIES  
**10**

### COMMUNITIES & CARS



### MOST PROFITABLE COMMUNITIES



## HAYK

Home

CO<sub>2</sub> IMPACT

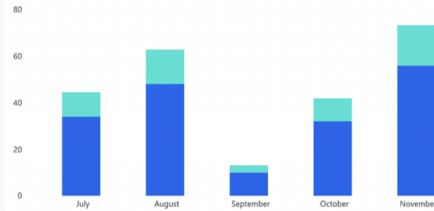
Contact Support

Co2 Emissions Saved (Kg)  
**55.60**

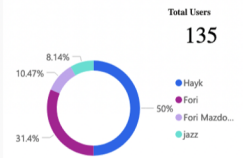
Total Traffic Savings (KG)  
**933.72**

Total Mileage  
**180**

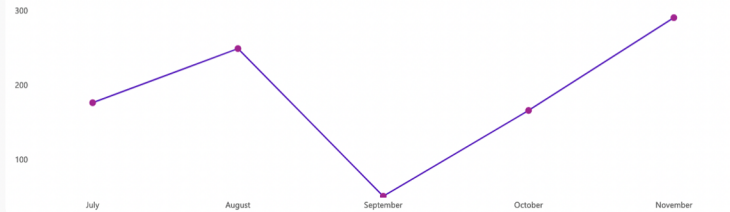
### ENVIRONMENTAL IMPACT



### USER REPORT



### TRAFFIC SAVINGS



Usage

CO<sub>2</sub> Emissions Saved

# Hayk Team and Investors

Hayk founders and board have combined experiences of:

- Multiple startups before Hayk.
- 20+ years in smart cities and sustainable livelihoods.
- 20+ years in building technology.
- 25+ Sustainable and Green Tech Innovation
- 25+ Years in Marketing and Global Expansions.

Notable Hayk Investors

- Early Investors of Kahoot.
- Link VC
- Innovation Norway

# Hayk Team and Investors

## Previous Experiences



## Current/Previous Media Coverage



# Growing Partner Network

Properties and Builders	
Funds & Investors	  
Cities and Communities	  
Strategic and Technology Partners	   



# Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Profit</b>	(2,758,149)	(7,063,614)	(6,002,659)	3,793,622	59,393,721
<b>Net Revenue</b>	1,183,005	5,210,042	19,037,728	68,001,277	247,291,598
<b>Total B2B Clients</b>	75	235	597	1446	3496
<b>Total Cars in Hayk</b>	1,191	4,514	13,864	40,676	118,951
<b>Total Hayk Parking Spots</b>	397	1,368	3,819	10,187	27,082

# Simplified Impact

**REDUCE NUMBER OF CARS OUT OF CITIES 49 655 IN YEAR 2**

**REDUCE CO2 EMISSION BY 1 M TON IN YEAR 2**

	Year 1	Year 2	Year 3	Year 4	Year 5
<b># of cars reduced</b>	11,906	49,655	166,370	528,794	1,665,307
<b>Space freed in cities in Acres</b>	82	342	1,146	3,642	11,469
<b>Additional Revenue for Parking Spo</b>	27.60%	35.27%	46.15%	61.81%	84.55%
<b>CO2e tonnes reduction in car's lifecycle emissions by reducing # of cars needed to be produced</b>	247,055	1,030,333	3,452,187	10,972,477	34,555,129

## Subscription Readiness through Hayk for OEM's

A 100% super-flexible subscription with Hayk integration!

- Data-Driven subscription models
  - Flexible and personalized offers based on usage
  - Users with compatible needs can subscribe to similarly equipped vehicles
  - Optimization of vehicles for higher utilization
  - Higher revenues
- New and unparalleled B2B fleet subscriptions
- Access to prime parking spots through API-integrations (such as OnePark)
- A B2B + B2C + B2G Model through a one click subscription



[www.hayk.no](http://www.hayk.no)

We are raising 15 M USD with the right investors.

Previously raised over 2 M USD.

We have OEM's, Large and Small Businesses and a caring community onboard.

We also have complete IP for our technology.

Reach out to us:

Musstanser Tinauli ([musstanser@hayk.no](mailto:musstanser@hayk.no))

Nikolai Pyke ([nikolai@hayk.no](mailto:nikolai@hayk.no))

Helge Vangen ([helge@hayk.no](mailto:helge@hayk.no))

## Green Incentives Program

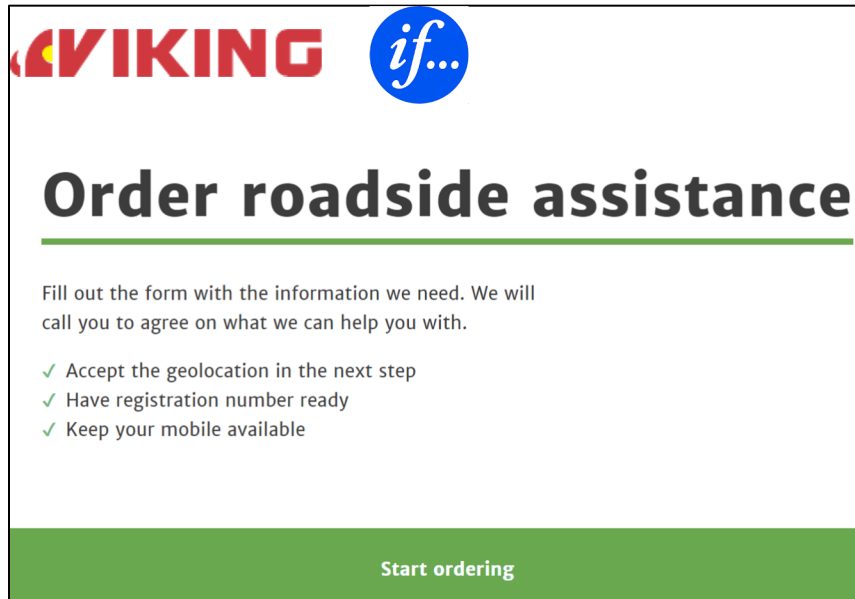
Hayk's "Greencentive" Program is tailored to increase user adoption by making their life as a car owner easier.

- I. Earn Hayk Points through sharing
- II. Buy convenience with Points
  - A. Favorable Parking
  - B. Pick-up/drop-off car washing
  - C. On-site tyre change + storage



# Insurance and Road Assistance (Fully Supported)

- Insurance tailored for car sharing from IF
- Viking Roadside Assistance button in app
- Replacement vehicle covered by insurance
- One click support



The screenshot shows the Viking Roadside Assistance app interface. At the top, the Viking logo (a red ship) and the 'if...' logo (a blue circle with white text) are displayed. Below the logos, the heading 'Order roadside assistance' is prominently featured in bold black text, underlined with a green line. A green horizontal bar is positioned below the heading. The main content area contains the text: 'Fill out the form with the information we need. We will call you to agree on what we can help you with.' Below this text are three green checkmarks followed by instructions: 'Accept the geolocation in the next step', 'Have registration number ready', and 'Keep your mobile available'. At the bottom of the screen, a green button with the text 'Start ordering' is visible.

**VIKING** **if...**

## Order roadside assistance

Fill out the form with the information we need. We will call you to agree on what we can help you with.

- ✓ Accept the geolocation in the next step
- ✓ Have registration number ready
- ✓ Keep your mobile available

[Start ordering](#)

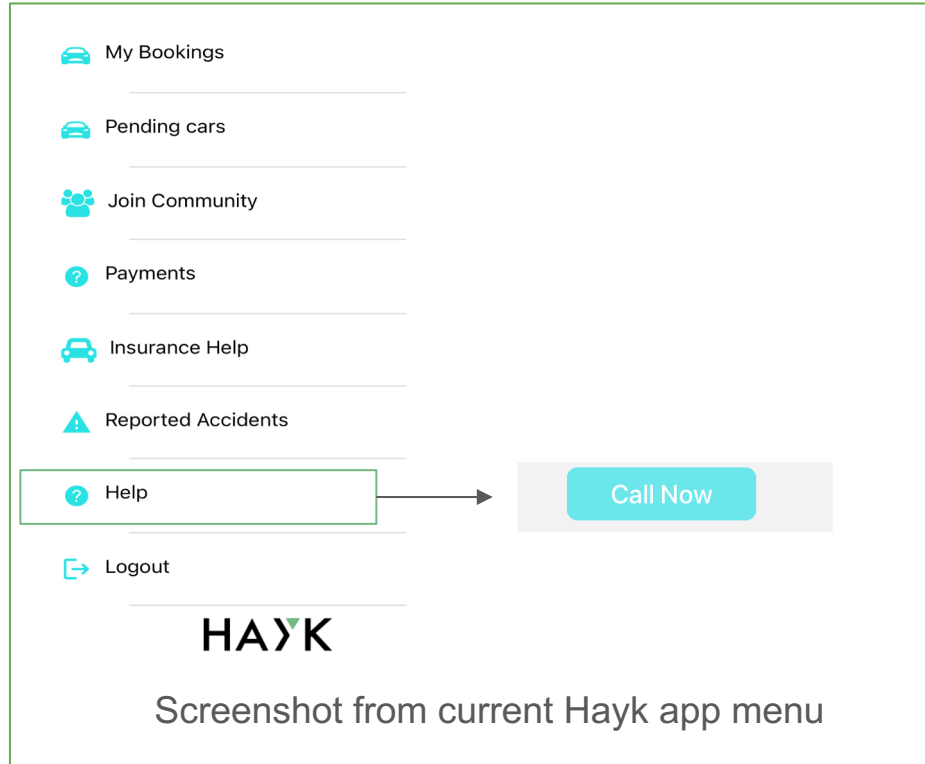
# Instant Helpline (Fully Supported)

## Current

All users have a direct support line in the Hayk App

## Up Next

Build in a ticket system in addition to immediate help



# Hayk Incentive Program

## Hayk Points 1:10 kr/points

5 hrs = 500 HP

10 hrs = 1250 HP

20 hrs = 2500 HP

## SERVICES

### Car Wash on site

Exterior = **300 HP**

Interior = **300 HP**

Interior & exterior = **500 HP**

### Tyre Change & storage

Tyre change on site = **250 HP**

Tyre storage 6 months = **500 HP**

Tyre change & storage 6 months = **700 HP**



**HAYK**