



CONTACT

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Zeltini Studio

HIGHLIGHTS

Impact start-up
Unique products
Clear vision / business plan
Multi-layered sales strategy

INVESTMENT OPPORTUNITY

Stage - Early-Seed
Format - Convertible note
Need - 150K €
Maturity valuation - 1mill €

RAISED SO FAR - 110K €

Ragnar Sass - 30K €
(Founder of PipeDrive)
Mistletoe - 30K €
(Impact Community, Singapore)
Buildit - 50K €
(Latvian Hardware Accelerator)

USE OF FUNDING

Expand the team
Manufacturing prototype
Establish community
First 5-10 units manufactured

COMPANY DATA

Incorporation - 2018, Latvia
Employees - 2

FOUNDER / CEO

Aigars Lauzis - 10+ years in
global design industry, cycled
London -Tokyo

PARTNERS / ADVISORS

Mistletoe (Singapore / Japan)
Atsushi Taira
ataira@mistletoe.co
Ragnar Sass (Angel, PipeDrive)
ragnar@lift99.co

ZELTINI is a Latvian start-up with a vision to create the most sustainable / unique / fun ways to live and travel. Developing a range of amphibious e-campers & e-RV's which will shift the way people travel, experience and engage with nature. Z-Triton - amphibious e-pod does exactly that - a game changer bringing together a community of like-minded people.

TRENDS

- Because of COVID-19 there has been 600% increase in renting campers – the only travel sector which has showed growth
- According to BBC, NATIONAL GEOGRAPHIC, FORBES, BOOKING.COM, etc. people are constantly on a hunt for green, slow, unique, sustainable ways to travel

PROBLEM / OPPORTUNITY

- Lack of truly fun, sustainable - fossil-fuel-free ways to travel. Absence of e-campers.
- Impossible to cross water on your own if you're cycle-touring plus all your equipment is stored in heavy bags. Tent gets wet and stuffy.
- Lack of products that allow customers to engage in its production / customisation and other users / makers. Lack of DIY centres and community around them

SOLUTION

- Amphibious e-tricycle camper - the greenest, the most unique and fun way of travelling. Works both on land and water. No effort to power it as it's electrically assisted both in tricycle and boat mode plus equipped with solar panels. It works as a cargo bike so all the necessary luggage is stored inside. No need for a tent as 2 people can comfortably sleep in.
- Establishing a platform - makers movement - building a community around the product so that the users / makers can engage better with the product and with each other. Production of DIY kits - self assembly kits.

BUSINESS MODEL / SALES STRATEGY

- Although we plan to sell B2C / to individual customers our main focus will be on B2B sales - campsites, resorts, national parks where people can rent Z-Tritons.
- Z-Tritons will sell in 3 different ways - Readymade, DIY kits (self-assembly) and 3D models (open source). There will be a community / platform through which people will be able to share Z-Tritons, pictures, customised projects, etc.



MARKET

- Recreational Vehicle Market size is set to surpass \$ 64 billion by 2026
- DIY – ready to assemble market grows steadily every year. 24 billion \$ - 2021

TRACTION

- Fully functional design prototype completed in April 2020 with the help of various grants - local municipality, European Union, Latvian Business Incubator and founder's investment.
- Massive global media interest and coverage - Reuters, Der Spiegel, Business Insider, Lonely Planet, Designboom, Mashable, USA Today, Inhabitat, Deutsche Welle / Euromaxx, etc.
- We just won Salto NewNorm Growthcamp, secured the first Angel investment and partnership with Mistletoe - Collective Impact Community (Singapore / Japan)
- Launched our pre-order form on the website on July 01. The first 52 pre-orders in 40 days since the launch with 0 cash spent on marketing.

COMPETITION

There is no direct competition for the product. Various campers, tents, e-bicycles, boats exist on the market but there is nothing that combines all of them in a single product.