

Fascinations:

1. Save time while surfing on the wings of winds.
2. Share more smiling time with your family.
3. 6 best E-scooters that will make you feel like you're traveling time at a safe speed.
4. The only E-scooter that is able of traveling time anywhere you want.
5. Single most easy way to get to work in a blink.
6. Everyone is judging you because you ride an E-scooter?
7. Easiest way to get rid of the shame of riding an E-scooter (without having to stop riding).

Target Market

- Man, women
- 13-55Years old
- doesn't want to spend a lot of money on a car, insurance, parking...
- wants to save time while going to work, school instead of public transport
- wants fun and new experience with scooters
- can be his or her first scooter
- can be his or her second, third... scooter

Avatar

- Josh.
- 35 year old.
- desk worker.
- married, father of 2
- he wakes up earlier than he wants because he wastes a lot of time going to work by bus and train, which makes him frustrated because he loves sleeping.
- he hates being stuffed in a small place with a bunch of strangers because he thinks it's disgusting because buses and trains are dirty and nasty.
- he doesn't have a driving license and doesn't want to spend lots of money on cars and insurance...
- also, he sees that a lot of time is wasted when sitting in a traffic jam in the morning and afternoon.
- he is looking forward to invest in an expensive scooter E-scooter (up to \$2000) because he wants to save time in the morning so he can sleep and in the afternoon so he can spend more time with his family.
- and so he won't have to travel with strangers every day.

Current State

- considered getting an ebike but i thought the escooter would be more fun and would get me home quicker
- I can't ride a car or motorbike anymore due to sight issues after an operation; bicycles are hard too after permanent damage on my sciatic nerve
- I don't drive, and I don't really want to spend money on car, insurance, rego
- A car, parking, and insurance are expensive
- Before = Home - bus - subway - change trains - work. ~ 75 minutes average ;(
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- After = Home - Scoot - Work! ~ 28 minutes average :)
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Dream State

- Faster and cheaper than public transport for going to work.
- get around the city easier without depending on the public transport

Roadblocks

- scared I wouldn't be able to ride it
- doesn't know what would be a perfect fit for him

Solution

- if

Product

- gets you everywhere in town faster than public transport or even car during rush hour.
- Plus it's a lot more enjoyable to ride the scooter than take public transport.
- For fun. I needed something that would get me out of the house to go do something.

Notes

- studies have shown that people with shorter commutes are generally happier
- Do you want to trade in your old commuting companion, and feel the thrill of something that ups the ante when it comes to torque and range?
- As an introduction to the world of performance electric scooters, you're unlikely to find anything more affordable or accessible as the Eagle One.
- Handlebars don't fold
- it's an absolute bargain
- packed with premium features that perfectly complement its performance specs.

Instagram caption #1 (soft sell)

SL: Easiest way to double the hours in a day.

Annoyed by the wasted hours you spend traveling to work?

You wake up HOURS before everybody else, so you can catch that disgusting subway filled with strangers and won't be late to the office.

After finishing with all the boring tasks and pointless assignments you finally start heading home to watch Netflix with your wife...

You get to the tunnel, you look at the screen on the wall to check how much time you have until the subway arrives.

But all you can see is the most frustrating green text in the world ...

"30 minute delay due to technical problems"

Anger and sadness flood your mind.

As your last remorse, you sit down on the bench by the wall and start eating the chicken sandwich your loving wife made for you.

As you're unwrapping the foil from the sandwich, you look up on the screen to see if the delay has been solved...

As you're raising your head, you notice a red poster on the other side of the tunnel.

It reads: "How you can [save so much time, it almost feels like you have 48 hours in a day.](#)"

But you just giggle and miss [the opportunity that can help you eliminate the struggles of public transportation.](#)

Instagram caption #2 (value post)

SL: 3 hacks to eliminate embarrassment when E-scooting in public, without having to ride at night.

When you're scooting around the city have you ever said to yourself:

"Oh no, they look at me like I'm an adult baby playing with his/her toy! It feels so embarrassing."

or

"I feel like everybody is watching me. Why are they watching me? It must be because of my scooter, I look like a geek who spends all his/her day in his/her mother's basement!"

If you have, then taking advantage of these 3 hacks will eliminate any embarrassment or crippling anxiety while riding your scooter.

Hack #1 Start with a bike.

Rent a bike (if you don't have one) and travel around the city for a few weeks, this way you'll get used to cruising on a "normal" vehicle.

Get used to the feeling of riding a vehicle on the streets and your anxiety will disappear in a matter of days-weeks.

Hack #2 Join a group of like-minded people.

Whether that'd be a Facebook group or an in-person meeting at the cafe, you should join a group of E-scooter enthusiasts.

Riding together in the beginning, will help you get used to scooting in public places 2x faster.

Together we are stronger!

Hack #3 Stop caring about what others think.

I know what you're thinking.

“It’s easy to say that, but everybody cares about what other people think.”

But have you ever tried ignoring other people’s opinions?

Next time when you catch yourself caring about what others think say this to yourself:

“I won’t let others decide how I can have fun, I am controlling my life!”

And, if you use these 3 hacks next time you go on a ride your embarrassment and anxiety will be left in the past.

Enjoy your scooting!

See you soon!