

The First Crowdfunded Electric Bikes in India coming alive @ FuelADream.com

May, 2016: The SPERO E-bike is ready to revolutionize the way we look at urban travel.

Coimbatore based jute machinery technocrat S. Manikandan, is launching India's first crowd funded eco-friendly electric bike - SPERO. This 36-year old, with a MBA to his credit has been working on this project for 3 yrs and is now all set to launch 3 models of his electric bike in India. These e -bikes are available exclusively on Fueladream.com – the Bengaluru- based crowdfunding platform, that curates and presents unique ideas and projects of this kind.

Manikandan's main focus was on creating an environmentally friendly bike, which will be affordable and provide an alternate mode of urban transportation. Two factors will make Manikandan's dream of making an eco- friendly bike at an affordable cost come true. One is their experience in sourcing, designing and manufacturing. His family background in making complex jute machinery for decades has given them a definite edge. They were thus able to design and manufacture the eBike with most of the raw materials from India using their knowledge and expertise - except for the battery pack, which comes from Samsung. The second is their crowdfunding strategy, which is mutually beneficial to manufacturer and consumer alike. The combination of these two factors will in turn promote high volume sales, as also a reduction in the price of product at which it can be offered.

Key features & benefits:

- Fantastic range: 30 KM on a single charge (60 KM & 100 KM models also available!)
- Great pickup: 0-25 kmph in 10 seconds flat!
- Rechargeable battery: Battery can also be charged while pedalling!
- Flexible modes: 5 gears in the electric mode
- Other features: Unique cruise control feature (where one can lock the maximum speed), digital display of speed and battery charge indicator etc.

While this is a unique product, care was taken to make sure that it would be easy to get spares and to be able to use extra features and accessories of regular bikes. Keeping the basic frame of the bike similar to a standard cycles facilitated this. Hence one can easily get a tire replacement, use regular bike locks, bike racks, rear splash guard options etc. The eBike will be available in funky and exciting colours. All this makes the SPERO E bike a very cool product that, functionally, is a delight to use.

The Fueladream team has worked with Mani and his team on more than one aspect of the product, including design advice and product architecture. On the platform, you can not only fund this idea, but even pre-order it, i.e., funders can get to own the SPERO E-bike! The pre-order prices for the 3 models on Fueladream would be from 29,900 INR to 50,900 INR, which would be 40% lower than their market price!

To know more about the campaign or to fund this initiative, you can visit <https://www.fueladream.com/home/campaign/125>

About FuelADream.com

FuelADream.com is a crowd funding marketplace for people & organizations that aim to raise funds for creative ideas, causes, charities etc. Founded in Mid-2015 and based in Bangalore, the start-up aims to impact 2.2 billion people in India, Africa & S.E Asia. Fuel A Dream has raised \$ 250,000 in an initial round of funding over the last 8 months from a clutch of individual investors from the corporate world.

Fueladream.com is the brainchild of Ranganath Thota. His team is focused on transforming how people raise and contribute money for ideas, social causes and other activities. **FuelADream.com** connects the campaign owners (people who want to raise money) to funders in a very productive and engaging way.

The Campaign owners who have an innovative idea or a social cause at heart and who want to raise money for them can showcase their stories and get funders (both individuals and corporates) to support them on this platform. The company believes in creating a community of people who understand the power of giving and the impact they can make through this. Whether funding an idea that may change the face of music or getting an electric bike that will change how we commute to work or funding a fashion show by a talented young designer or helping a charity that takes care of orphans or raising a helping hand to aid victims of a flood – there are many a dream that needs to be fuelled.

For more information, visit <http://fueladream.com/>

For further queries, get in touch with

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