

## Be part of the next E-mobility revolution, Dutch street legal E-steps

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Type Klant	B2B, B2C
Gewenst Type Investeerder	Angel Investor, Venture Capital, Private Equity, Incubator/Accelerator, Strategische Investeerder
Benodigd Kapitaal	€200.000,-
Sector	Consumentengoederen, E-Commerce, Groothandel, Mobility, Retail
Bedrijfsfase	Seed

Aantal Founders	1
Aantal Huidige Werknemers	2
Omzet (prognose) komende 12 maanden	€5.000.000,-
Omzet (prognose) maand 13 - 24	€9.000.000,-

## Bedrijfsbeschrijving

REDEFINING LAST-MILE TRANSPORT WITH STREET LEGAL, FOLDABLE, ROBUST ELECTRIC STEPS!

7even BV specializes in Dutch street legal E-steps.

With a rich history in the Dutch E-step market of 6+ seasons, a dealer network of >125 resellers and our own Service & Repair center we are ready for the next step; launching the 7even First Edition, the FIRST foldable LEGAL E-step for consumers & businesses.

The potential Netherlands market size of street LEGAL E-steps is 60.000 to 150.000 units annually, based on market insights and the Belgium market volume of 60.000 units (being a replacement market).

In the current market just one supplier will be offering a non-folding street legal E-step as of early 2026. Having limited competitors combined with our existing reseller network gives us a good 'time to market' advantage.

## Business Model

7even BV imports directly from selective factories in China. Making street legal Dutch E-steps needs highly ISO, CoP, CoC certified factories, something 98% of the Chinese E-step factories (mostly just assembly streets) cannot do.

Our sales model consists from:

- direct sales through our [www.7evenrides.nl](http://www.7evenrides.nl) website
- on- & offline sales through our network of independent E-bike & Moped resellers
- on- & offline sales through our Key Accounts like Mediamarkt
- offline sales through our distribution partners like Kruitbosch, IMG bv, E-stepskopen.nl
- direct sales on Marketplaces like BOL.com, Marktplaats.nl, Decathlon.nl, Amazon.nl
- on- & offline sales through our pilot store [www.E-electrified.nl](http://www.E-electrified.nl)
- online sales on the social media platforms like Facebook

The average margin on E-step sales is >50% (depending on sales channel).

Next to the sales of the legal E-step we also sell:

- dedicated accessories for the 7even legal E-steps (like; bags, mirrors, locks, helmets & more)
- accessories for 3rd party branded E-steps (like; bags, mirrors, locks, helmets & more)
- certified replacement parts for legal E-steps (like; tires, brakes, reflectors, turn lights & more)

The average margin on accessories & parts sales are >100%

Next to the above we will also offer Service & Repair;

- repairs outside of warranty; damages made by the user, these are considered paid repairs.

Experience tells us that 40% of repairs are paid repairs.

## USP's

We diversify to other legal E-step brands with:

- 6+ years E-step experienced team
- reseller network on day one of minimum 125 resellers (this will be fast extended to >250)
- knowledge of the China infrastructure to source the right certified products
- Chinese staff member to source & oversee Production
- technical knowledge of E-steps
- our own Service & Repair department
- a network of approx. 30 Nationwide resellers who can handle our Service & Repair
- Demo location at our pilot store in Mijdrecht
- 3 models in the make to kick-off the 2026 season with a good-better-best line-up

Our 7even LEGAL E-steps stands-out opposite the competition by:

- a robust & foldable STREET LEGAL E-step
- 864Wh battery combined with a 1000Watt (Piek) motor
- IP65 waterproof, Dutch weather resistant

We aim for our 7even LEGAL E-steps to have good and competitive models (design, battery, comfort, power & more) not only today, but also in the future.

## Investeringsbehoefte

The Tier #1 investment will be used for:

- product development costs
- (pre)sales costs
- marketing costs

The Tier #2 investments will be used for:

- pre-payments factory orders

The requested finance will be offered as convertible loan, Finance plan upon request.

## Ervaring Founder(s)

The founder of 7even BV is a seasoned serial entrepreneur, he:

- founded the first dedicated video games store chain (Games 'R' Fun) early 90ties
- worked for International CE Companies throughout the EMEA as VP Sales & Marketing
- founded an import / export company in 2013
- successfully launched many E-step models starting 2018
- successfully launched a dedicated E-step accessories line in 2018
- opened Benelux biggest E-mobility store in 2022
- introduced the first legal E-step, the UrbMob "kick&GO" (legal by step-assist) in 2023
- launching the first LEGAL foldable E-step, the 7even First Edition, in 2025

## Overige Relevante Informatie

All related information can be found in our Pitch deck, this can be downloaded here:

<https://7evenrides.nl/investment-deck/>

Visit our website here:

[www.7evenrides.nl](http://www.7evenrides.nl)

Contact us here:

[investors@7evenrides.nl](mailto:investors@7evenrides.nl)

We are available to answer all your questions and warmly invite you to discover our 7even First Edition in our Pilot Store in Mijdrecht.

Financial details will be shared after an initial introduction, upon demonstration of serious interest, and following the signing of an NDA.

## Samenvatting

**Datum:** 21 September 2025

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## Contact & Site

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