

Launch of Chango.fr, the 1st French marketplace dedicated to urban electric mobility The startup raises €2M from Via ID and 321founded

- The marketplace raised €2M in seed funding from Via ID, Mobivia's investment fund and accelerator of new mobility startups, and 321founded Corporate Startup Studio.
 - Its offering goes beyond the simple sale of micro-mobility vehicles by offering a range of additional services that support consumers before, during and after the purchase.
 - Against a backdrop of strong regulatory pressure to make our cities greener, Chango.fr is positioning itself as the benchmark purchasing platform for clean everyday means of transport.

Paris, 14 March 2023 - In France, the electric mobility market, estimated at €2 billion, is enjoying sustained growth, thanks to public investment in urban development, subsidies for purchases and growing environmental awareness. However, the potential of the French online market is under-exploited, with only 3%¹ of sales of electrically-assisted bicycles being made online, compared with 25% in Germany.

Despite this potential, the switch to electric mobility (bicycles, scooters and carts) can be difficult for consumers. The market is vast and heterogeneous, the after-sales service network is still under construction, prices are still high and the customer journey is long and complex. All these factors can discourage some buyers.

At last, a specialist advice marketplace for consumers

Chango.fr offers consumers a carefully selected range of vehicles chosen for their quality, ease of maintenance and fair price. Bikes (Gaya, Voltaire, Elwing...), scooters (Silence...), scooters (Ninebot...), quadricycles (La Bagnole...), exclusively electric, as well as accessories, for all uses and all budgets.

The marketplace offers a range of services to make life easier for users throughout the life cycle of their vehicle. The platform provides a range of aids to help consumers make the right purchase decision, to reassure them and help them find their way around. Comparisons, guides, vehicle tests and video conferences with a mobility expert are all available, as is help with financing and subsidy applications. Buyers can also take advantage of maintenance services and assistance in choosing their insurance.

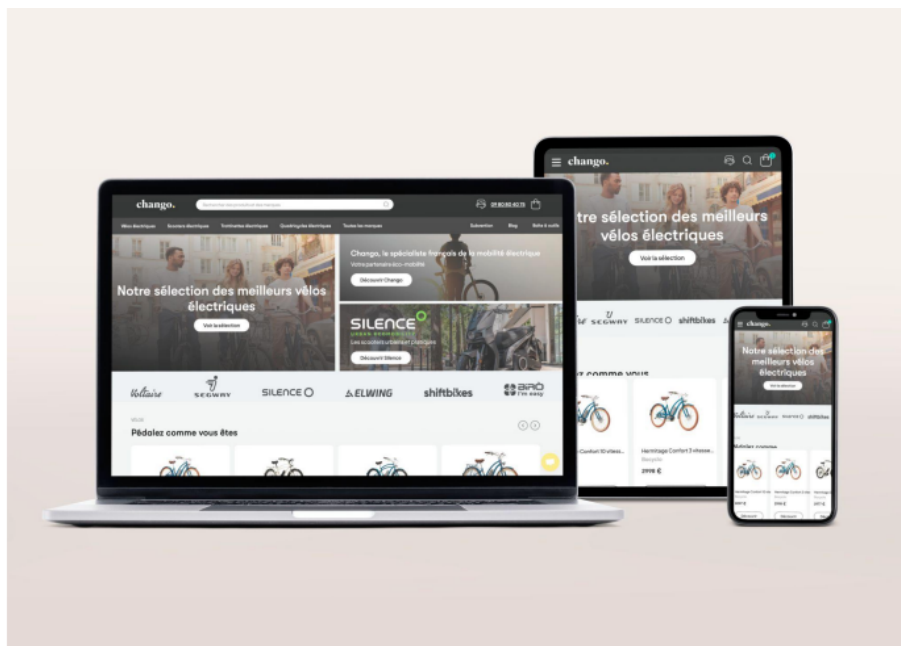
Chango.fr is aimed in particular at first-time buyers, with the aim of helping them make the right choice to suit their needs and budget, in a vast and heterogeneous market in terms of both price and product quality.

"Chango.fr wants to position itself as the benchmark online player for electric micromobility products and services. With the marketplace, we wanted to offer a new approach to help first-time buyers make the switch to electric mobility, one that is more reassuring, more visual and more service-oriented," explains **Grégory Hachin, CEO of Chango**. "We're making the electric mobility experience as simple and comfortable as possible, with support from A to Z."

For brands, an online shop window that enhances and differentiates them

While marketplaces are a big hit with consumers looking for a variety of products at competitive prices, the brands on these platforms find it hard to stand out from the crowd and showcase their identity and strengths. Chango.fr, for its part, provides manufacturers with an online shop-in-shop, a dedicated space through which they can present their values and products in an exhaustive and explicit manner, using video content, detailed product sheets or even a 3D visualization of the vehicle.

Brands such as Shiftbikes, Brumaire, Biro and Segway have already put their trust in the platform, where they are already listed.



Initial funding to rapidly establish a presence in France

Following an initial test phase launched in September 2022, this first round of funding will enable Chango to accelerate its commercial development and expand its product offering.

The company is also planning to invest in marketing and strengthen its team.

The startup is already planning to expand its range of services from 2023, including access to a local after-sales service network, a long-term leasing offer and, in the longer term, a range of second-hand products and end-of-life vehicle trade-in services.

"Via ID is delighted to announce the launch of Chango.fr: in this context of ecological, energy and social change, with the arrival of Low Emission Zones, we need to support citizens in their transition. Over and above electric mobility products, the notion of service is essential to guide choices, support usage and post-purchase, so that everyday electric mobility is within everyone's reach," explains **Bruno Lebrun, Director of Innovation and Partnerships at Via ID.**

Chango is the fruit of a new entrepreneurial model devised by 321founded, the first Corporate Startup Studio in France. It features a triple shareholder structure that combines the strengths of a corporate with the entrepreneurial agility of a startup studio and the skills of a CEO.

'L"Observatoire du Cycle de l'organisation Union Sport et Cycle

About Via ID :

Via ID is the investment fund and the business accelerator of startups in new mobility of Mobivia (Norauto, Midas ...). Thanks to its hybrid positioning as an investor, an ecosystem and a startup studio, Via ID provides long-term support to the most innovative startups in the field of sustainable mobility to make them European leaders.

Today Via ID has a portfolio of 25 startups (including Vroomly, Heetch, Fifteen, VelyVelo, Reparcar, Beev...), teams in Lille, Paris and Munich and 3 major initiatives: the Moove Lab, the European Startup Prize for Mobility and the Mobility Club.

www.via-id.com @via__id

About 321founded:

321founded is behind a new entrepreneurship model that enables large companies (CAC40 and SBF120) to launch startups with a 100% entrepreneurial approach and is positioned as France's first Corporate Startup Studio, co-founded in 2019 by Patrick Amiel and Romain Ledru-Mathé. Its ability to nurture promising startups is based on a unique network and a methodology that combines the strengths of major corporations with the ability to execute of the 40 serial-entrepreneurs brought together within 321founded. Entrepreneurs, corporates and the studio are co-shareholders and long-term partners, enabling them to move very quickly from the idea stage to the growth phase. <https://321founded.com/>

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