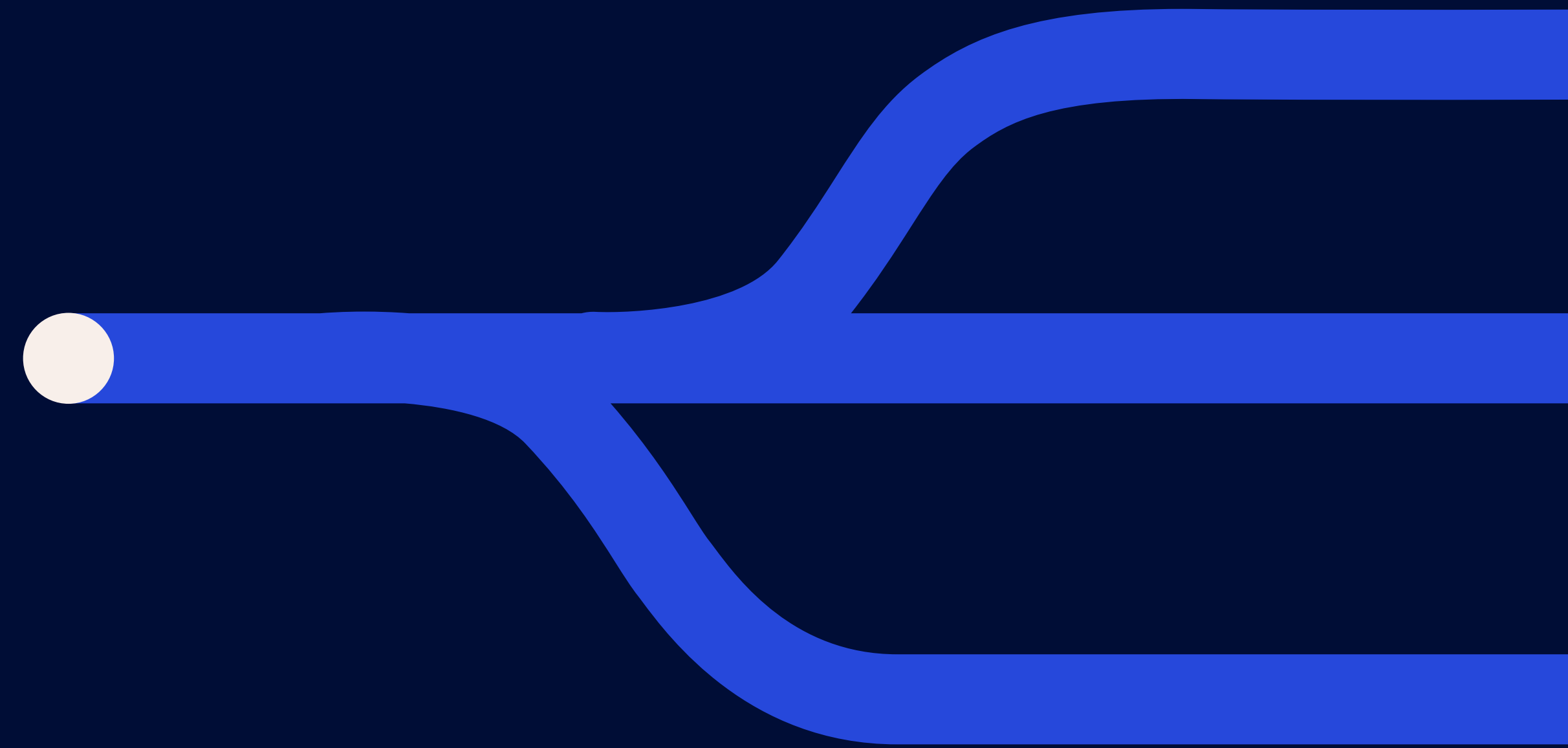


One pedal at a time:

How Human Forest used Wunder Mobility's
one-stop-shop solution to launch in London





After a successful trial period, Human Forest launched its fleet of sharing-ready e-bikes in London in September 2021. The company was founded by former Cabify lead Agustin Guilisasti. Fun, active and sustainable, it is the first micromobility company to develop an innovative business model with a digital platform connecting users and partners in the city of London. Their goal is to encourage people of all means to choose cycling over motor vehicles. Hence, they offer users the first 10 minutes of their ride for free every day, followed by an affordable rate of £0.15 per minute.

Sustainability is the focal point in every aspect of Human Forest – besides the fact that the vehicles are electrical and therefore emissions free, they use sustainable energy to swap and to charge all of their bikes' batteries. They're a zero emissions business from start to finish and they claim to have already avoided nearly 10.0 tonnes of CO2 being dumped into the atmosphere. That's the equivalent to planting 450 trees.

Their mission is: "To build happier and healthier cities for all, reForesting our urban environment one e-bike at a time."

Agustin Guilisasti, founder and CEO, has made a pact to save the planet by **converting one person at a time, one ride at a time, one pedal at a time, into emitting less and less CO2.**



When Agustin Guilisasti started visualizing Human Forest, he was not sure how to make it a reality. He wanted to launch his own sharing-ready e-bike fleet and he wanted mobility tech-trends and sustainability to be at its core. He was quick to realize that there was a lot to do, and that he couldn't do it alone. He needed a good partner on board that could support him to get his business up and running. That's when he found Wunder Mobility.

The only one-stop-shop that offered the technology and a team of mobility experts ready to guide him through every step of the way.

The Human Forest team easily implemented Wunder Mobility's strong platform and user app that envisions every aspect of the user experience. In addition to the software, Wunder Mobility has established relationships with attested manufacturers, so sourcing vehicles and handling the logistics wasn't a problem. Human Forest and Wunder Mobility developed a great partnership, which included consultation from the Wunder vehicles team and regular syncs with their own Account Manager.





With powerful technology and expertise, Wunder Mobility took care of everything on the backstage, so that Human Forest could focus entirely on branding, advertisement and their daily operations. Agustin Guilisasti, founder and CEO, says the process with Wunder has always run smoothly and that Human Forest fully trusts the Wunder Mobility team to step in and take charge whenever there is the need for it.

"The best thing about this is that we have time to focus on what we do best, which is operating and growing our fleet. We can't know everything about all these topics, so we can trust Wunder as the expert on these and we can focus on what we know how to do. In the end it's a win-win situation."

Agustin Guilisasti, founder and CEO, Human Forest





Human Forest has seen great success in London. The 10 minutes daily allowance offered to users is sponsored by companies such as Wholefoods, Financial Times, Bloomberg, Nutmeg and Oddbox, who are all aligned with their sustainability mission.

“It has been so successful that we’ve actually sold out the impressions, meaning at the moment we don’t have enough space for all the brands that want to be part of this.”

Customer acquisition keeps growing despite the upcoming winter season, and Human Forest is already planning to scale their business massively and expand their operations into other cities.

“We are super happy with the results that we’ve been having this last month and we are planning to be the largest operator in London and launch two new cities in Europe.”



The company started with 200 e-bikes, increased their fleet to 800 e-bikes and are expecting to increase it even more in the next year due to the growing customer base. Additionally, e-mopeds will be added to their fleet to diversify mobility options. Wunder Mobility helped with the sourcing and financing of this diversification.

The e-mopeds that will compose the Human Forest fleet are the Yadea G5L. An innovative vehicle, co-developed by Wunder Mobility and Yadea, the largest manufacturer of electric two-wheeled vehicles in the world. The Yadea G5L unites Wunder Mobility's deep understanding of the sharing operator's needs and Yadea's expertise in engineering and manufacturing.

"We are adding the Yadea G5L mopeds to our fleet soon. We do this with our main vision always in mind: to make a cleaner, greener, more sustainable city for all of us."

Agustin Guilisasti, founder and CEO, Human Forest



**Wunder
Mobility**



HumanForest

Launch, manage & scale your vehicle sharing service

Our robust operations platform and customizable white label app offer an end-to-end solution to get your mobility sharing business up and running.

[Get started](#)

Wunder Mobility

