



## 📌 ReeBike Founder Interview Questions

### ◆ Vision & Origin

1. **How did the idea for ReeBike come about?**

(What problem were you trying to solve when you started?)

2. **What personal or industry experiences shaped your decision to enter the e-mobility space?**
  3. **When you first launched, what was your vision for the company — and how has that evolved?**
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### 💡 Early Strategy & Positioning

4. **What was your initial go-to-market strategy for ReeBike in Canada?**
  5. **Did you identify a specific gap in the e-bike rental or eco-mobility market when you started?**
  6. **Who was your first target customer — tourists, commuters, cities, or investors?**
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### 💰 Raising Capital & Financial Strategy

7. **How did you fund the business in the early days — self-funding, partners, or outside investors?**
  8. **Did you pursue traditional startup capital (VC, angel investors) or more community-based funding models?**
  9. **What was the biggest challenge you faced when trying to secure capital?**
  10. **How are you approaching funding now — and what are your goals for future rounds?**
  11. **Can you speak to the Joint Venture Ownership Pool (JVOP-1) initiative and what role that plays in your growth strategy?**
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## Product & Market

12. **ReeBike appears to focus on experiences like rentals — how does that differentiate you from traditional e-bike companies?**
13. **What has the customer response been like so far — and what data do you use to drive product decisions?**
14. **How do you balance being a service provider (rentals/tours) with being an investment opportunity for partners?**
15. **How has sustainability influenced your product and service design?**

(E-mobility is a big part of environmental impact conversations.)

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## Growth, Scaling & Challenges

16. **What have been the biggest operational challenges you've faced starting ReeBike?**
  17. **What strategies have been most effective in growing awareness and adoption of your brand?**
  18. **What unexpected lessons have you learned as a founder in this evolving industry?**
  19. **How do you see competition in the e-bike and mobility market shaping your strategy?**
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## Future Direction

20. **What are your top priorities for the next 12–24 months?**
  21. **How do you see ReeBike adapting as cities invest more in e-mobility infrastructure?**
  22. **Are there plans for expanding beyond your current service offerings — e-commerce, global markets, or new product lines?**
  23. **What role do you see technology (apps, data, AI) playing in your future growth?**
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## Leadership & Philosophy

24. **What advice would you give founders looking to raise capital and build in a niche yet expanding field like electric mobility?**
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## Wrap-Up Questions

- **If you could go back and change one decision early on, what would it be — and why?**
- **How can listeners or investors get involved with ReeBike if they're interested?**