



Joe Lewin (OG '13)

► Blue Scooters

Tell us a little about Blue Scooters.

I am the CEO and Founder and we are providing fully integrated mobility packages to businesses across Europe, including hotels and offices. Blue delivers private fleets of electric scooters (or bicycles) to clients who are looking for a modern amenity to offer their customers or employees. Riders can instantly rent these vehicles from the building lobby to conveniently travel to and from client meetings or to simply enjoy the sights of the city rather than using a car or being crammed onto public transport.

What challenges have you faced while starting your own business?

Time management is the most important factor to stay on track as an entrepreneur. Balancing tasks from every side of the business, such as marketing, sales can quickly become stressful if you don't allocate time strategically. What I learned is that angels and venture capitalists focus heavily upon people first and their idea second. It is therefore essential an entrepreneur has an understanding of the business model and how they intend to differentiate in their market place. If you get rejected by an investor don't fret, simply make it one of your objectives to successfully scale your business in order to positively impact the world and to make a very healthy financial return for those investors that believed in you.

Why is Blue Scooter the way forward?

Blue Scooters is capitalising on an early mover advantage inside the corporate micromobility market in Europe. We are offering businesses the opportunity to promote their stance on innovation and sustainability in an age where climate change is a very growing concern. There are several major differentiating factors that have allowed us to rapidly scale in our private fleet niche segment to capture market share from unicorn startups, such as Bird and Lime.



What inspired you to be different?

My interest in disruptive businesses began after first reading about the emergence of Elon Musk. He bought Tesla whilst it was still a start-up, and he is also building Space X with the vision of building civilisations on Mars and is already securing contracts from NASA. I admire his hands-on management style and his overall vision for transformational change. He is pioneering new technologies that will support generations for years to come.

Who was your role model whilst at St George's?

My love for business was encouraged by my Business Studies teacher Mrs Lambie. My work ethic was certainly strengthened thanks to Mr Barham's insistent proclamation that 'free periods were never meant to be free at all' but rather only for study time.

What advice would you like to give any of our readers interested in setting up a start-up business?

Be open to learning to improve on your personal self and your vision, and reach out and network with as many likeminded people as possible.

You can contact Joe at joe@bluescooters.co.uk, or visit bluescooters.co.uk if you would like to learn more about Blue Scooters. *Investors would be hugely welcome too.*