LEVER Workshop - Knoxville TN, 11/04/14
A Case for Light Electric Freight Vehicles (LEFV)

Franklin Jones, Founder / CEO
B-line Overview

We are a B2B local pick-up and delivery service with enhanced marketing and branding services.

BBC  treehugger
The New York Times
SIERRA  sustainable business oregon
TIME  GOOD
The Oregonian  grist
A SEASON IN THE SMOS
B-line At A Glance

Mission: to make our communities more livable

Facts
- Founded in 2009
- Based in Portland, OR
- 15 Employees
- 90,000 delivery miles avoided
- 82 metric tons of CO2 emissions avoided
- 35,000 deliveries
- Benefit Corporation

Sample Customers
Urban Delivery Industry Landscape

- Pollution – air, noise, and water
- Congestion
- Scarcity of parking in urban areas
- Fails to meet environmental mandates
- Many small disjointed operations
- Growing problems (growing market)