

The first sustainable taxi platform

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Type Klant	B2B & B2C
Gewenst Type Investeerder	Angel investor, Advisor
Benodigd Kapitaal	€125.000,-
Sector	B2B Software, B2C Software, Impact, Mobility, Platform, Travel
Bedrijfsfase	Seed
Aantal Founders	2

Aantal Huidige Werknemers	1
Maandelijks Omzet	€0,-
Omzet (prognose) komende 12 maanden	€52.000,-
Omzet (prognose) maand 13 - 24	€280.000,-
Huidige Kosten (maandelijks)	€1.000,-

Bedrijfsbeschrijving

This 'Uber like' company is an organizational innovation in the taxi sector that strengthens the socio-economic position of small, independent taxi entrepreneurs. This company is the first sustainable taxi platform in the Netherlands.

The sector is now dominated by a few large, international players. This is at the expense of the drivers. This gives us the right to exist because this can and must be fair! Reliability, durability and a high level of service characterize the value proposition. Users (passengers) of international taxi platforms are not used to it. That is why they appreciate this service.

This business model and cooperative organizational structure enable this company to exceed these expectations at competitive prices. They offer their services via an app, a webbooking service and a dashboard for businesses. The company has its origins in 2020 and started its activities in Amsterdam in July 2022.

The sector turnover is 1.9 billion per year, of which the company is targeting a 0.2% market share in the 3rd year. The company currently has several business clients and they realize several trips per week. The company's approach has now been successfully validated. In the next phase, they increase supply and demand (controlled) via the hotel sector and then enter the private ordering market.

Business Model

Revenue is generated through a commission model. The company earns 15% of every ride and is therefore attractive to drivers because they pay 40% less commission than with international platforms. As a result, they are also able to keep the consumer price down.

USP's

Comparable companies are already achieving success abroad. The culture, that fits the cooperative organizational structure, leads to reliable services with a high service level at a competitive price. In addition, the company is completely Dutch, (co-)owned by drivers and therefore locally involved.

Investeringsbehoefte

In this round, the company will be raising 125k for the budget deficit in the first year. The 125k will be spent on: Marketing and Sales €22.000,- Housing and inventory €18.800,- Legal and administration €3.700,- Personnel and transport costs €63.000,- Platform costs €14.000,- IT €3.500,- Within 12 months a new funding round is expected.

Ervaring Founder(s)

The founders both have a Master's degree and a background in IT, Finance and management. Over the past two years, they have gained experience in the taxi sector. One of the founders has previously set up a successful company.

In addition to founders, a sounding board group is involved. This currently consists of two people. One of them has a track record of several successful start-ups and the other has developed a similar Taxi service, achieving 13,500 trips per month. They are still looking for a third person who has a background in community building.

Overige Relevante Informatie

The investment to date is approx. €40k. Of this, €15k was collected from third parties. The financing strategy was based on a cost structure of 95% variable and 5% fixed. As a result, the company has been able to operate cost-effectively for two years.

In the coming months, cost-effective- and controlled growth will be the focus. Results are used to generate more substantiated forecasts. Based on these results, forecasts and associated company valuation, a new financing round will be organized within 12 months under different conditions.

Samenvatting

Datum: 28 November 2022

URL: <https://venturecapital.nl/the-first-sustainable-taxi-platform/>

Contact & Site

Extra beschrijving

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increase supply and demand (controlled) via the hotel sector and then enter the private ordering market.

Business model:

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Customer type / profile:

B2B & B2C

Preferable investor type:

Angel investor, Advisor

USP's:

Comparable companies are already achieving success abroad. The culture, that fits the cooperative organizational structure, leads to reliable services with a high service level at a competitive price. In addition, the company is completely Dutch, (co-)owned by drivers and therefore locally involved.

Capital amount needed:

€125.000,-

Investment need:

In this round, the company will be raising 125k for the budget deficit in the first year. The 125k will be spent on:

- Marketing and Sales €22.000,-

- Housing and inventory €18.800,-
- Legal and administration €3.700,-
- Personnel and transport costs €63.000,-
- Platform costs €14.000,-
- IT €3.500,-

Within 12 months a new funding round is expected.

Sector:

B2B Software, B2C Software, Impact, Mobility, Platform, Travel

Bedrijfsfase:

Seed

Number of founders:

2

Current number of employees:

1

Experience founder(s):

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trips per month. They are still looking for a third person who has a background in community building.

Monthly turnover (current):

€0,-

Turnover (forecast) next 12 months:

€52.000,-

Turnover (forecast) months 13 - 24:

€280.000,-

Current monthly expenses:

€1.000,-

Other relevant information:

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