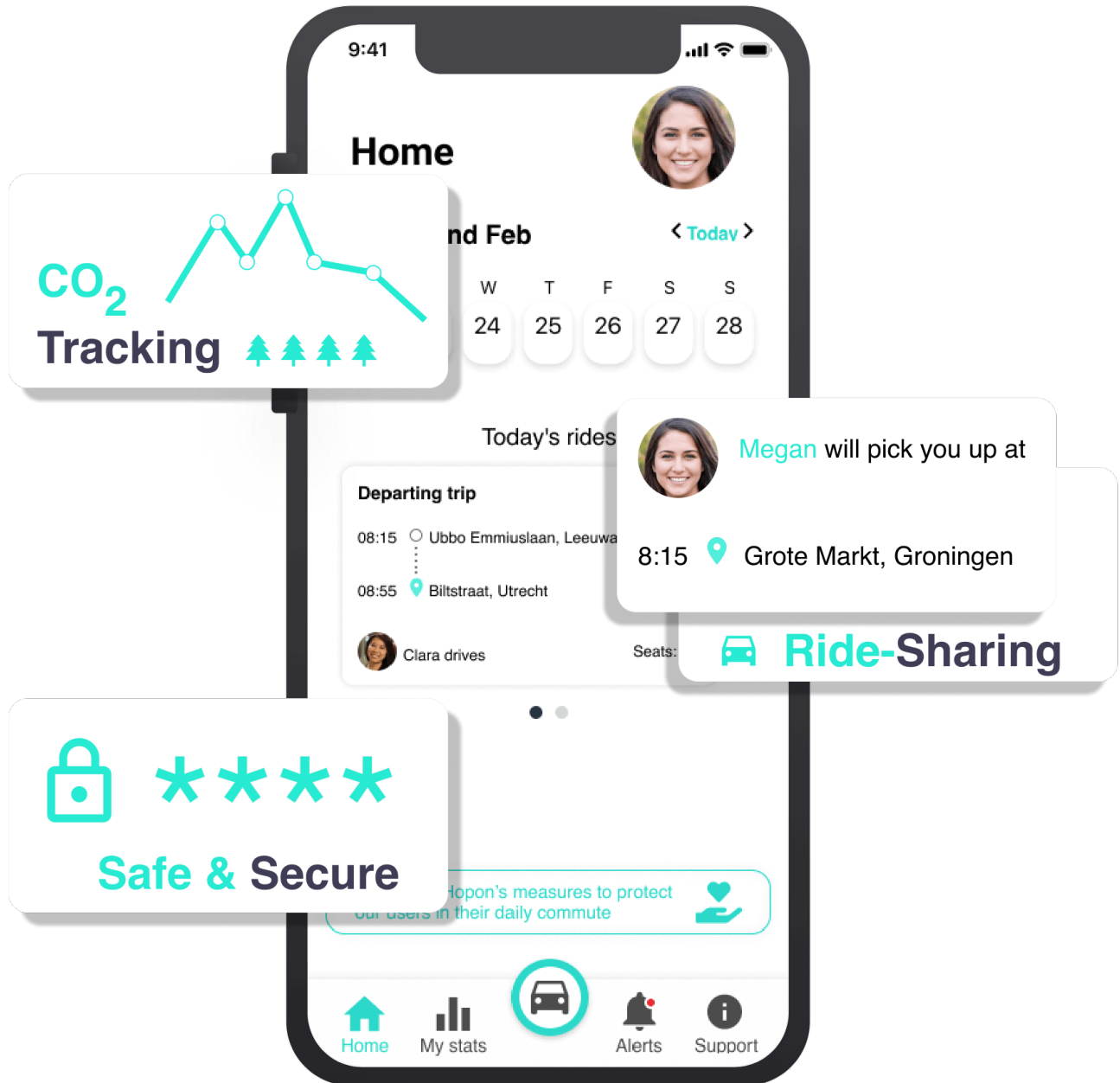


The flexible, safe & CO2 neutral mobility app

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Samenvatting

Datum: 24 November 2020

URL: <https://venturecapital.nl/flexible-safe-co2-neutral-mobility-app/>

Contact & Site

Extra beschrijving

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Beschrijving onderneming:

This startup creates a flexible, safe & CO2 neutral mobility app for the professional commute. With a business-model that is fully embedded in the circular economy, they decrease resource waste and cut CO2 emissions, without creating any waste in the process. The app lets individuals and organizations track & manage their CO2 emissions from the car commute. It facilitates climate action through a new approach to flexible ridesharing, accurate CO2 accounting, and scope 3 offsetting options.

The company was started in 2019 by the founders while performing their Master Degrees in Sustainable Entrepreneurship. The startup is now formed by 8 members from 7 different nationalities, organized in 4 departments: Management, Development, Design, and Marketing & Sales.

They are committed to the Sustainable Development Goals, taking action for goals 11, “Sustainable Cities & Communities”, and goal 12, “Responsible Consumption & Production”. This startup is pleased to be among the 365 amazing start-ups listed on Impactview! Impactview is a non-profit initiative to create more attention for start-ups in The Netherlands who aim to make a positive impact on our world.

As another accomplishment, the company made it into 'The 147 Dutch Tech Heroes flattening the Climate Curve' from TechLeap. TechLeap.nl is a non-profit publicly funded organisation helping to quantify and accelerate the tech ecosystem of the Netherlands.

Business Model:

The revenue model is a SaaS model focused on B2B. They aim to serve organizations, spanning across a wide range from private companies to governmental institutions to offer their services.

They make use of a hybrid system, consisting of a monthly subscription fee based on the size of the company and a small service charge for the transactions between passengers and drivers. Users split the costs for fuel, which they put at 14 cents per kilometer. From this exchange, they charge a 20% service fee which will cover transaction costs and create daily cash flow. Since this cash flow is dependent on the use and therefore fluctuates between weekdays & weekends as well as the holiday months, they also charge companies a monthly subscription fee for our services and employee access to the application.

For subscribing organisations, they work with a three tiered subscription model, depending on the level of service a company wants to receive. Through this hybrid model the company can gain stable monthly returns as well as direct benefits from high usage of the app.

USP's:

This company's application is the easiest way to cut down on company emissions, by activating the workforce to tackle this challenge as a team. They stimulate everyone to contribute to CO2 reductions in their own way, while at the same time helping to save on fuel & parking expenses. No tangible assets needed & no waste created, they simply make better use of rides that would anyway happen.

This startup is a unique offering in the market which provides:

- Hasslefree software integration into existing systems (parking, calendar etc.);
- Maximum social & financial benefit for employees;
- Easiest solution to reduce CO2 emissions for any type of service organisation;
- Social connections among employees and across departments;
- Offer an attractive alternative commuting option;
- Reduce congestion & save on fuel and car parking;
- Measure your company commuting impact and your CO2 reduction for audits;
- Support your employees decrease the cost of their commute;
- Safer alternative to public transportation through emergency tracing;
- Safety of travelling with colleagues instead of strangers;

This startup listens to organisations and understand what their needs and requirements are to transform their mobility offering towards sustainability. They design every feature with employees, companies and environment in mind, creating a balance where everyone wins and nobody is left behind.

Benodigd Kapitaal:

€150.000

Investeringsbehoefte:

Marketing & Sales: €17.000, Development: €50.000, Operations: €11.500,
Staff: €71.500

Sector:

Mobility; Impact

Type klant:

B2B & Big Business & NGOs & Governmental institutions

Gewenst type investeerder:

Angel investor

Bedrijfsfase:

Seed

Aantal founders:

2

Aantal huidige werknemers:

5-25

Omzet (Prognose) komende 12 maanden:

€52.000

Omzet (Prognose) maand 13 - 24:

€812.000

Huidige maandelijkse kosten:

€25.000

Is er door de ondernemers reeds een investering opgehaald bij derden voor de betreffende onderneming?:

Yes, €20.000 from MIT Subsidy to run a feasibility study.

Wordt er binnen 24 maanden nog een vervolginvestering verwacht?:

Yes

Geïnteresseerd of vragen? Neem vrijblijvend contact op via het reactieformulier rechtsboven aan de pagina.

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