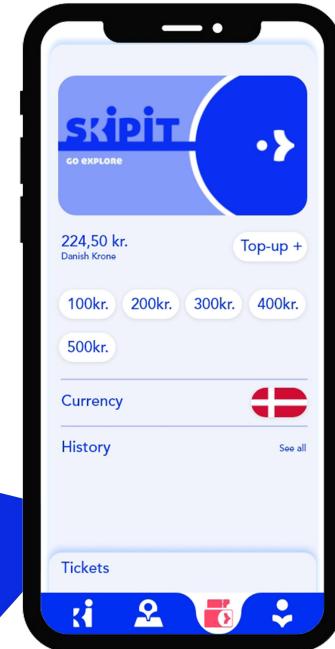


skipit

GO EXPLORE

Imagine a GLOBAL DIGITAL OYSTER CARD THAT...

- Rewards you for choosing sustainable transport
- Works anywhere, anytime
- Connects you with local businesses and offers you exclusive deals
- Reduces your CO2 emission
- Reduces plastic waste



WHAT IS SKIPIT?

“Skipit is an fintech startup combining urban mobility and leisure activities to reimagine the way to visit another city “

- A international digital “Oyster card” and journey planner in your pocket
- A digital e-wallet allowing users to pay for public transport safely and easily across borders
- A platform for users to share pictures, save locations and interact as they explore a city
- We leverage tourism and travel to create sustainable cities and communities throughout the world

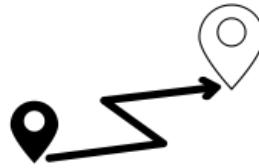


The need

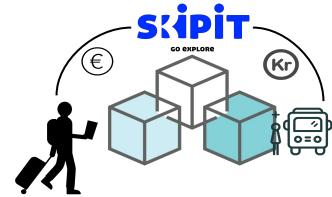
- The tourism market is set to rise 4% per year until 2030
- Varied rules and regulations of different urban public transport systems
- Only 36% of tourists in Copenhagen find public transport easy to use.
- 80% of those aged 18-45 share on social media while traveling
- A rising demand for “authentic experiences”, to “travel sustainability” and “like a local.”
- 70% of CO₂ Emission come from the world's cities.



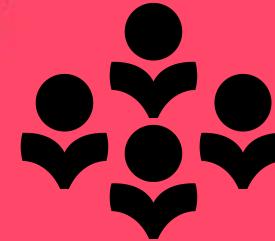
How It Works



Using GPS to create clarity and ease for customers who want to buy a ticket for public transport



Provides an E-wallet account so customers pay in local currency and don't suffer commission and transfer fees.



Community of travellers help to provide content, recommendations and live feedback to improve experience

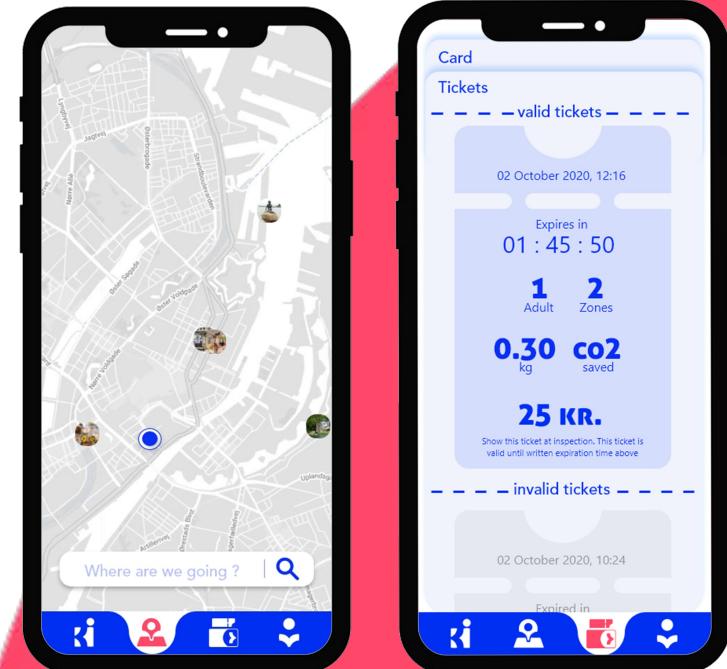
Features

“Public transport anywhere, anytime”

We partner with local transport providers to create instant ticketing providing ticketing solutions based on the needs of the consumer.

Our journey planner allows users to simply plan their journey based on their location of choice.

Tourists often have recurring questions in different cities, we collect these and integrate them into our “Digital Chatbot”, where questions can be asked directly through the app.



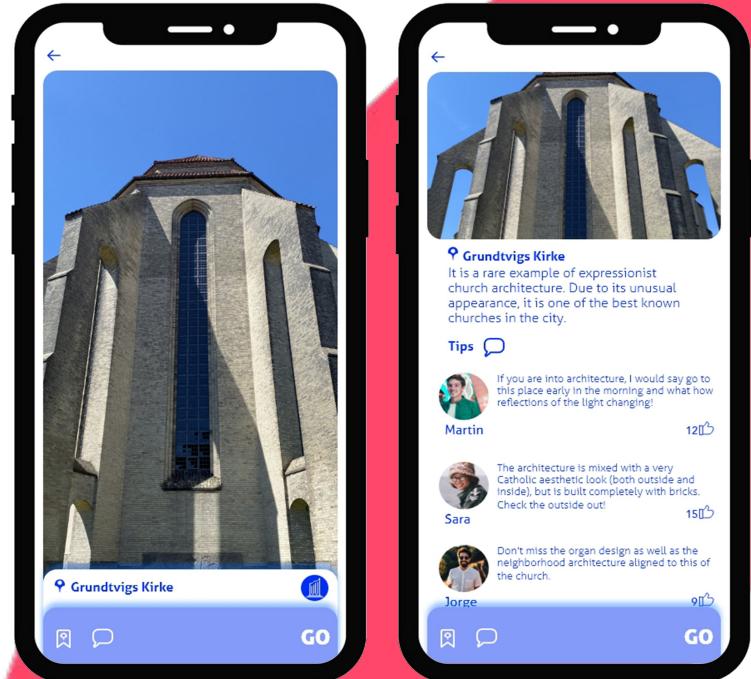
FEATURES

“No reviews, just recommendations”

We believe helping others find the right places to visit should be as easy as posting on your social media account.

We host a live content providing “inspiration” and “moments” created and shared by users into “Neighbourhood stories” and a live feed.

We allow users to save the picture, comment or to go there instantly via our journey planner, with the geo tagging from other users.



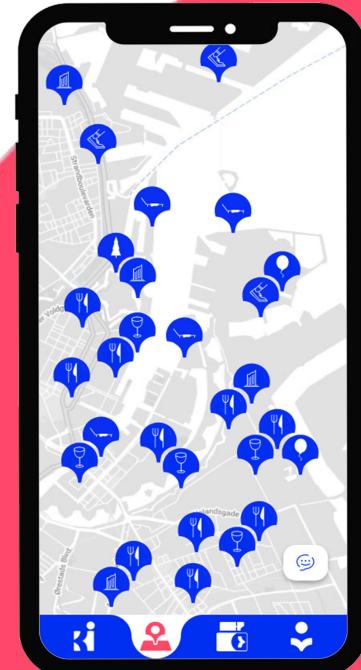
Features

“Bringing Cities to life”

In 2019 there were an average of 24,000 tourists a day visiting Copenhagen. We use real time travel audience data to create a better experience.

Our filters allow users to access certain tools that support them on their travels- For example where to refill their water bottle.

We invite our users to contribute to the map with ‘Guest pins’ - they can Go live, leave comments, ask a question, connect, or let others know if a location is busy.





Small Change, Big Impact



“The Average tourist buys two plastic bottles a day”-

We nudge tourists towards sustainable behaviour, for example showing them where to fill their water bottles for free in a city.



“Innovating the Travel card”-

Micro sustainable investing-
Imagine if your Oyster Card worked for you, using “remaining balances”. (Currently €650 million Euro on unused Oyster Cards alone.)



“Sustainable transport made simple”

The use of the public transport to and from the airport in our 18 target cities, Equates to a reduction of CO₂ emissions by 160 Metric tons per year carrying out the work of 2.5 million Trees.

The market

- Tourism industry has a average growth rate of, 3.9% over the next 10 years
- €603 billion spent by tourists in the EU
- €15.48 billion spent on passenger transport By international tourists in our target cities in 2018
- 713 million visitors in the EU in 2018
- EU residents made 1.2 billions trips abroad



<https://www.e-unwto.org/doi/pdf/10.18111/9789284419470>

<https://www.unwto.org/country-profile-inbound-tourism>

https://etc-corporate.org/uploads/2019/05/ETC-Quarterly-Report_Q1-2019_Public-1.pdf

Business model



SKIPIT TRAVEL

Global travel card-
Launching 2021

Commission based model
/Top up service fee (varied
across cities)

European market size €15.48
billion



SKIPIT LOCAL

B2B2C marketing platform-
mid- 2022

Freemium and subscription
based model.

European market size €18
billion



SKIPIT CITIES

Data collection- 2025

Consolidating data and
working with local
municipalities, transport
providers and urban
planners.

European Market size €7.8
billion



Partners



Skipit is dependent on strong partnerships to fulfill the vision. We rely on experts and infrastructures to be able to create travel guides and ticketing systems within the app.

We currently have a host of partners to help with both business development and transport options.





Business or pleasure Skipit makes travel easy and stress free with city

Uses live data to empower users on decision making

Focuses on only “sustainable” and “authentic” travel experiences.

Pay for Transport that suits your needs, using GPS (tap in, tap out and automatically calculated), we provide only local prices for transport.

COMPETITORS

Trip Advisor- Payed visibility bigger restaurants (Example: mcdonalds)and no local transport support.

Whim- Package options that covers all areas of transport.

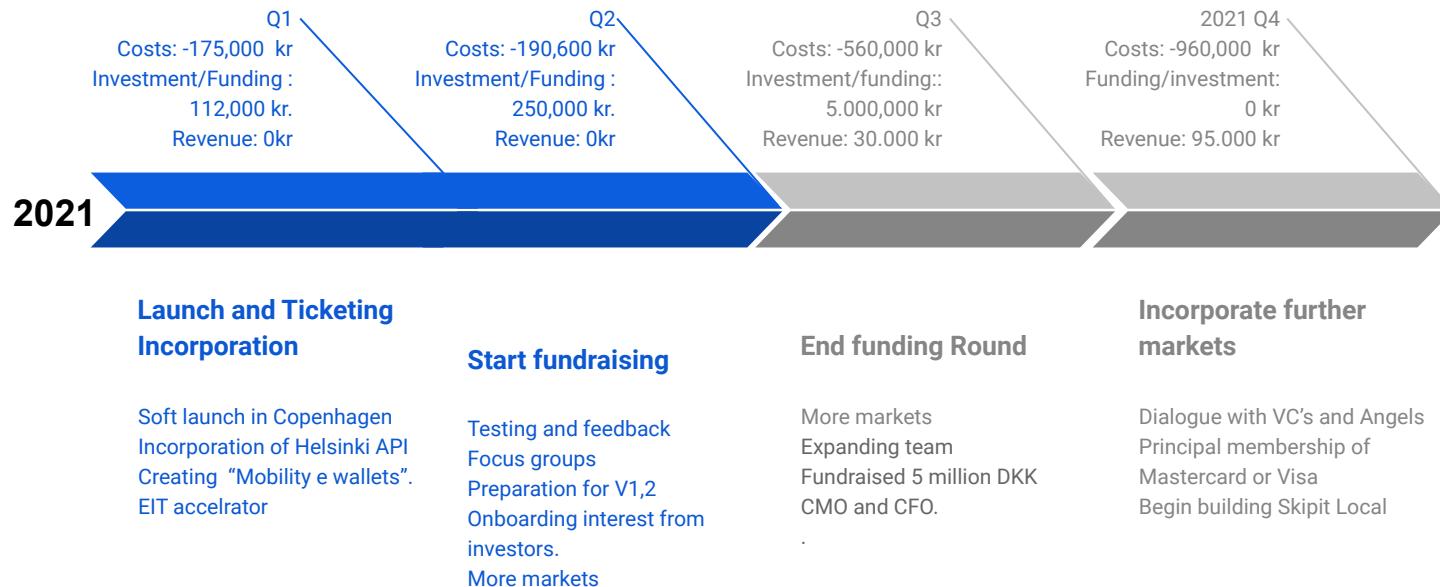
City Mapper- Only shows the route, no option to buy.

Rome 2 Rio- Can only pre-book tickets and travel map.

Like a local-Mapping restaurants. bars, cafe etc... No option for transport.

Google maps- Static community, locations or journey planning- no option to buy tickets or use of live data for tourists.

STRATEGY



5 YEAR STRATEGY AND TIMELINE

Potential income: **€ 3.5 million per year**

(Skipit Top up fee estimates (based on 1/3 of total travelers topping up 10 euro once)

2020

Potential income: **€ 31.92 Million per year**

(Skipit Top up fee estimates (based on 1/3 of total travelers topping up 10 euro once)

2021

Potential income: **€ 5.76 million per year**

(Skipit Top up fee estimates (based on 1/3 of total travelers topping up 10 euro once)

2022

Potential income: **€ 12.09 million per year**

(Skipit Top up fee estimates (based on 1/3 of total travelers topping up 10 euro once)

2023

Potential income: **€ 3.9 million per year**

(Skipit Top up fee estimates (based on 1/3 of total travelers topping up 10 euro once)

2024

Copenhagen

Starting with public transportation, Building BETA version, onboarding partners and launching

Market size: 9 Million people

Western Europe

Market size: 66.1 million people

Nordics

Market Size: 16.2 Million People

Southern Europe

Market size 38.7 million People

Eastern Europe

Market size: 27.2 million People

Our team



Gabriel Costache CTO -
Full stack developer



Conor Clancy, Co founder and CEO
Entrepreneur and creator of SkipIt



Maria Dilling Elken, Co-founder and CPO
Head of community and partnerships.

Marketing and communication



Patrick
Schmølker



Andrea
Enghholm

Design, UX and UI



Bodil
Henriksen



Lorri Lin



Ege
Buyuksemerci

Tech Development



Cristina Cristescu



Tibor Fekete

ADVISORS



Avnit Singh- CEO,
Tech BBQ- Network



Jakob Lindmark CEO,
Tech Savvy- PR and
communications



Morten Hvid Pedersen -
Deloitte- European network of
urban mobility providers



Søren Riis- Co founder
GoMore



Katrine Brøndum
Andersen Market
director of single tickets
- DSB



Rene Brix - Director
strategy and market
planning at Momondo-
Tourism insights



Jon Bavnhøj- Deloitte-
Legal and financial
support



Rasmus Christian Grønbæk
Holdgaard - Strategic Consultant for
Internationalization and Tourism in
Copenhagen Municipality.

Status & Next Steps

Successes

Onboarded multiple Public transport partners in cities and countries
Opened the dialogue with Mastercard
Soft Launch
Set up focus groups for feedback and bug fixing
Obtain soft money for development

Challenges

Obtaining Capital
Onboarding users
Building of live community and user base
Building of reward scheme.

Investment overview



Seed Round (Starting February 2021)

- 5 Million DKK (€650,000)
Offering 20% of equity
- development of app into new markets.
- Marketing and onboarding



Exit

- Customer behaviour data can be collected sold to transport companies
- Liquidity in unused Skipit “accounts”



Risk

- Reliant on partnerships
- The unattractiveness of public transport
- Coronavirus

Contact

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Video

