



What is TourGo

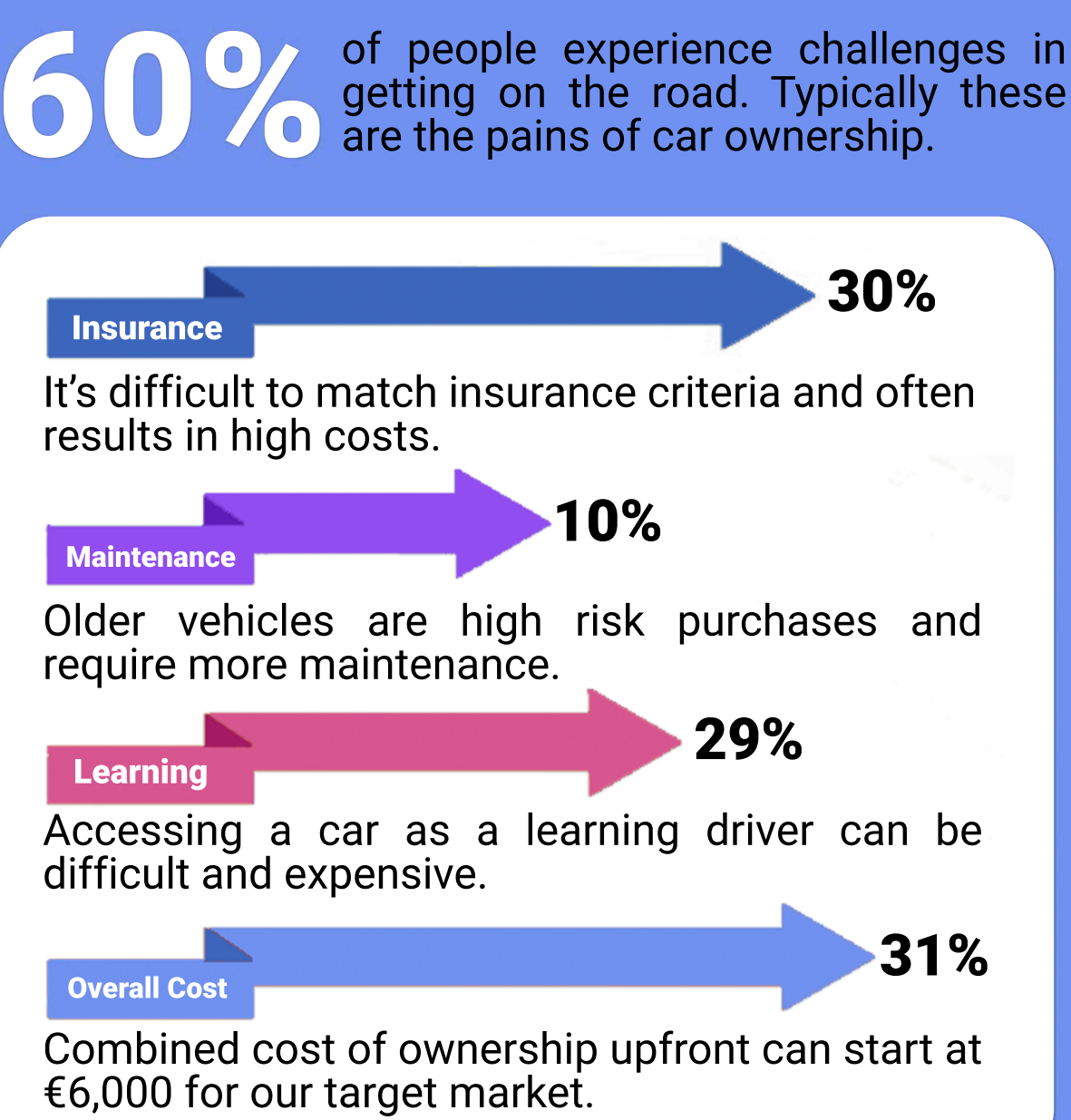
**Car as a Service**

**Internet of Things**





**Learning Platform**

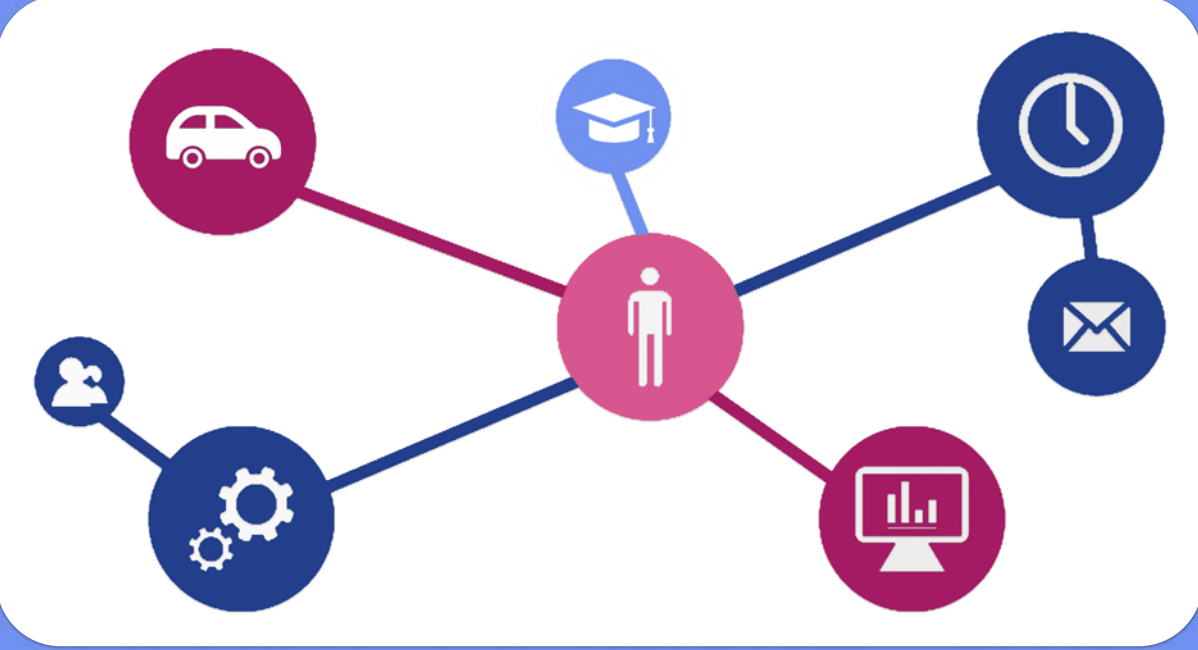
**Improving Driver Behaviours**

The Problem





Our Solution


-  Personalised long term car leasing.
-  Monitoring driving for passive learning tools.
-  Vast network of driving data for motor improvements.
-  Reduce emissions by removing older vehicles from the road.




Driving Insights

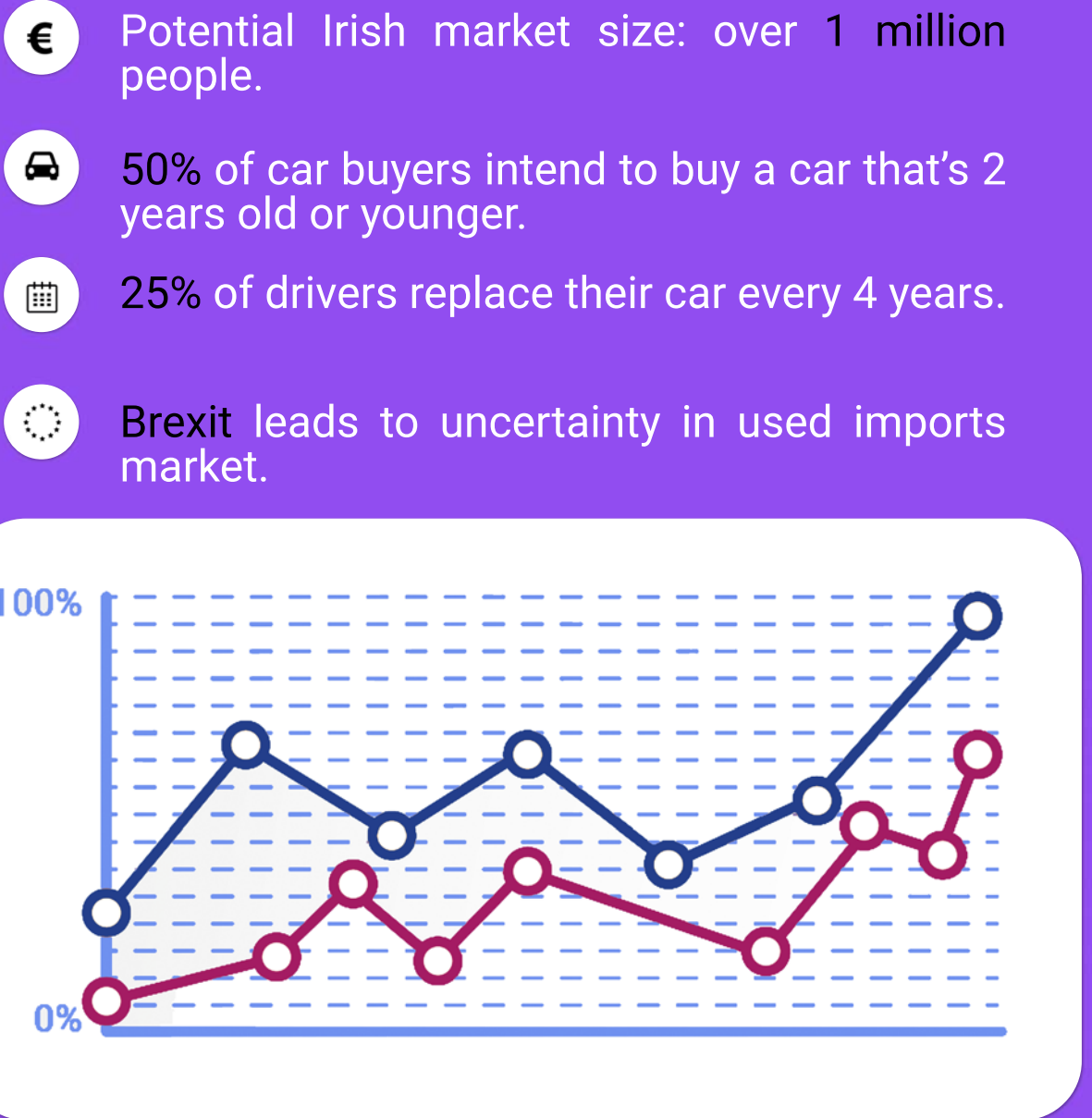
**Speed:** A ratio between speed limits and recorded speeds provides insight into driver safety through their adherence to rules of the road.

**Fatigue:** Journey length contributes to increased risk of collision. Journeys above 90 minutes see a spike in risk.

**Smoothness:** Activities like braking and cornering are quality assessed for improvements.

**Time of Day:** Limiting driving to off-peak periods can reduce risk. Journeys between 8am-9am; 5pm-6pm; and between 11pm and 6am all affect the risk.


Market Analysis





Competitive Advantage





Target Market Segment

**Young Professionals and Recent Graduates**

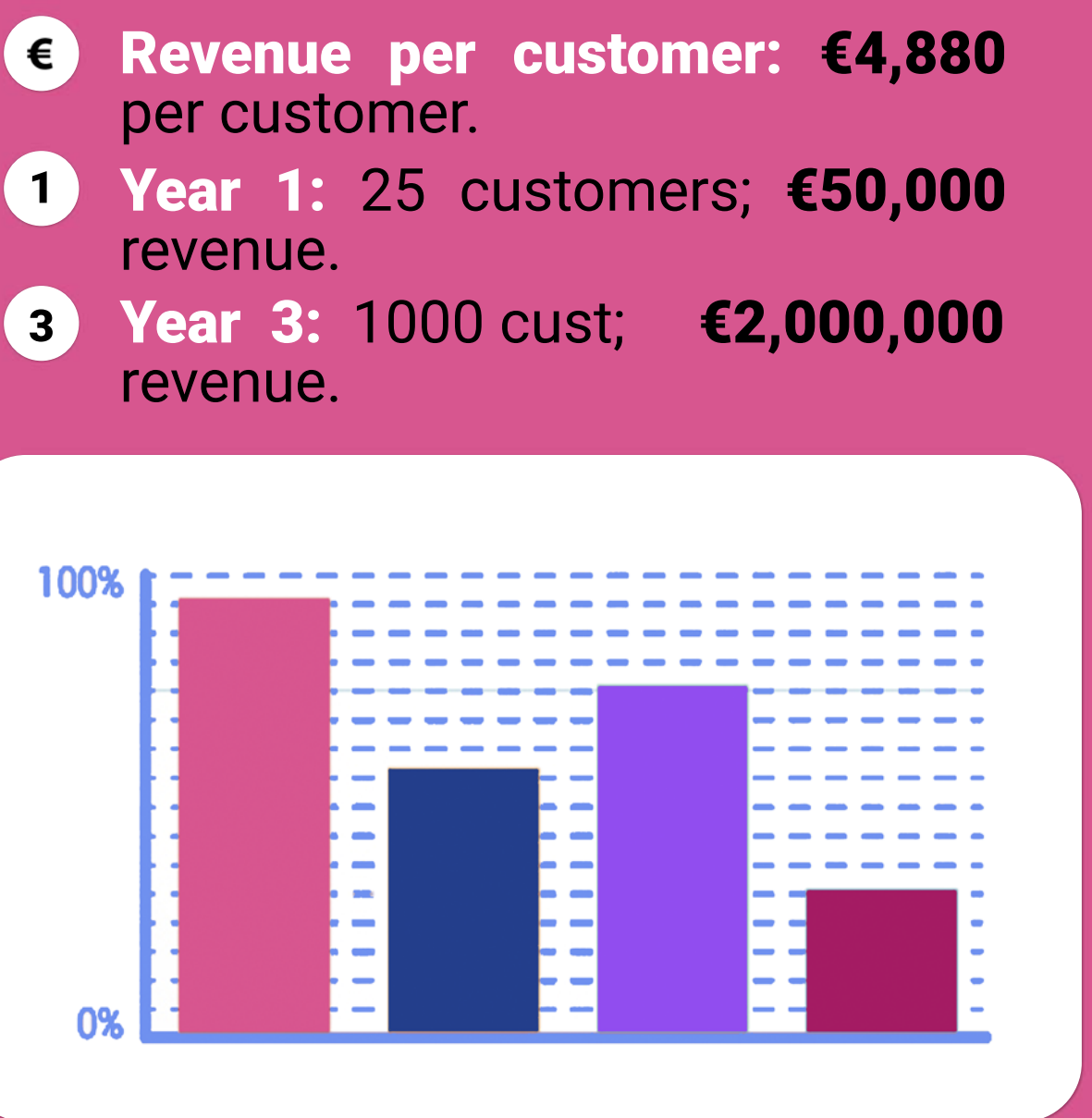
**Ideally aged between 22 to 25**

**Driving for < 5 years**

**Disposable Income: €500+**



Financial Projections



Partnerships

**Motor Insurance Provider**

**Vehicle Leasing Partner**

**Telematics Developer**

**Marketing & Distribution**

Business Roadmap

