

Hiplano: **Horse Brokerage & Trade Facilitation Platform**

Core Business:

- Premium horse brokerage service with end-to-end deal support
- Built around an existing equestrian facility
- Differentiated by community-driven approach and comprehensive service offering

Physical Assets & Services:

1. **Equestrian Facility**

- Professional trial environment for potential buyers
- Training facilities for horses in sale
- B&B accommodation for international buyers
- Event space for community gatherings
- High-end presentation environment

2. **Transportation Services**

- Owned horse truck for domestic transport
- "Fly With Me" partnership for international shipping
- Complete logistics solution for every deal

Digital Platform Strategy (Supporting Tool):

1. **MVP - Community Building Phase**

- Free events & Géolocalisation features to attract users
- Basic health tracking and horse management
- Profile creation
- Goal: Start building valuable horse database

2. **Version 2 - Engagement Phase**

- Enhanced management features
- Premium community access
- Goal: Deepen user engagement and community value

3. **Version 3 - Deal Facilitation**

- Facility booking for trials
- Transport arrangement
- Deal tracking
- Online Auctions
- Goal: Streamline deal processes

Revenue Model:

1. **Primary: Deal Commission**

- Higher success rate through targeted matching from database
- Premium service fees justified by comprehensive support
- End-to-end deal management

2. **Supporting Revenue:**

- Facility usage for trials/training

- Transportation services
- Accommodation for buyers
- Premium app features (secondary)

****Unique Value Proposition:****

"A premium horse brokerage service that combines:

- Extensive horse database through community engagement
- Professional facilities for trials and training
- Complete transportation solution
- Digital tools for efficiency
- Exclusive community access"

****Competitive Advantages:****

1. One-stop-shop for horse deals
2. Built-in community of horse owners
3. Professional facility for deals
4. Integrated transportation
5. Modern digital approach to traditional business