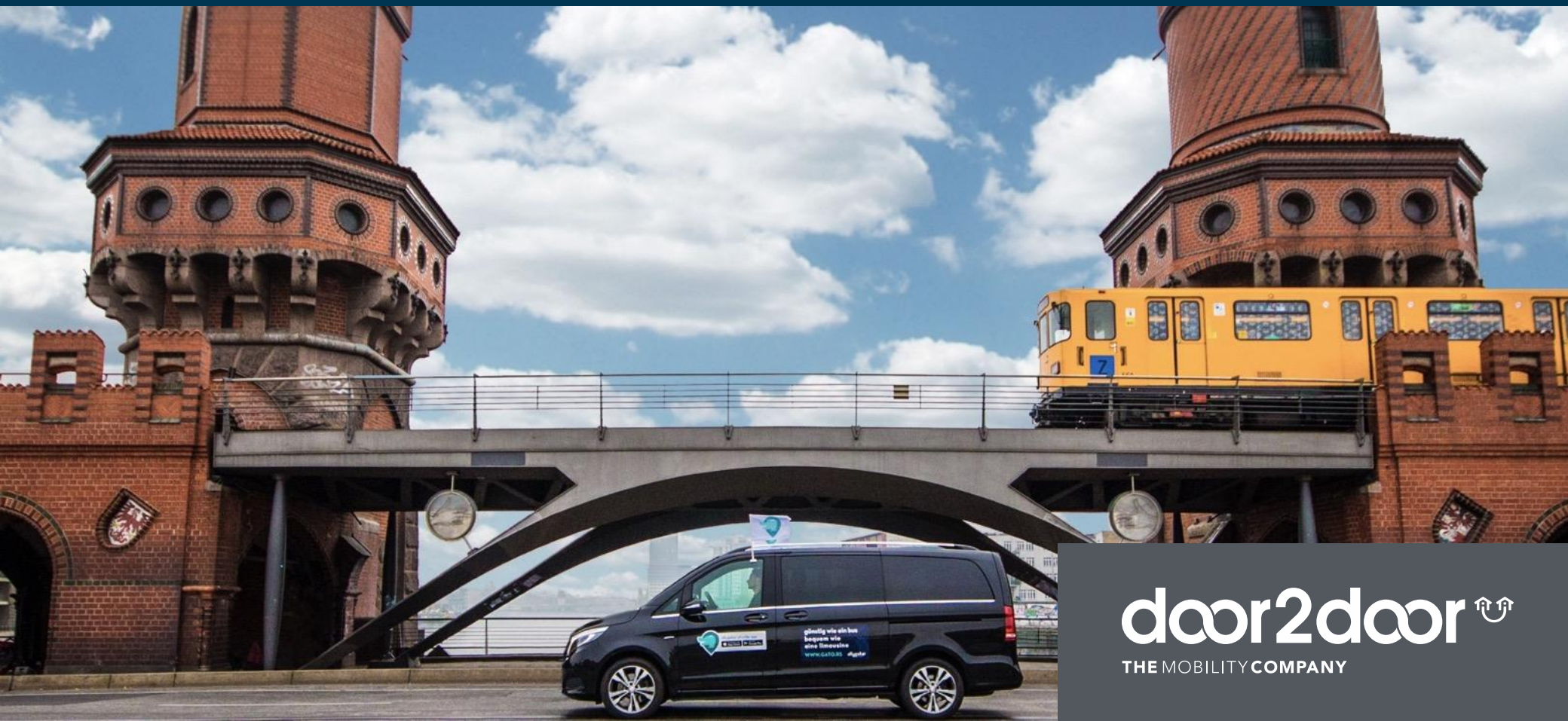# "DOOR2DOOR = UBER FOR REGULATED MARKETS"

COMPANY SNAPSHOT I 2017

door2door
THE MOBILITY COMPANY

CITIES ARE ACTING

WHAT'S DRIVING CITIES?

It's the **OECD Lisbon simulation.** It states **that 100% of private cars** can be **absorbed by 3% shared, on-demand vehicles**; leading to**:**

1. FEWER EMISSIONS
= better air

2. NO TRAFFIC CONGESTION
= more time

3. LESS PARKING
= more space

However: These **effects** only apply if the service is **integrated into the city's public transport system!**

Conclusion: Cities want to integrate on-demand rideshare shuttles with the local Public Transport Operator (PTO)!

Financial argument: By running the service with the local PTO, generated profits stay in the community and contribute to the city's budget

4. LESS STATE SUBSIDIES
= more money for the city

EXAMPLE: On-Demand Rideshare "*myBUS*", run by local public transport operator *DVG*.

REGULATED VS. DEREGULATED MARKETS

REGULATED VS. DEREGULATED MARKETS – 1

DEREGULATED MARKET ATTRIBUTES

- Low legal entry barriers
- Underdeveloped public transport infrastructure
- Various sources of mobility

COMPANIES OPERATING IN THIS MARKET:

UBER   lyft   ⦿ via

→ MARKET DYNAMICS

- New B2C models started
- Those companies have high spending needs for customer & driver acquisition
- Threat to PTOs
- Increasing number of vehicles, +50k since launch of Uber in NY alone

=> Generates massive losses & unsustainable business models

REGULATED VS. DEREGULATED MARKETS – 2

REGULATED MARKET ATTRIBUTES

- **High legal barriers** for entry + tight regulatory framework

- Highly **advanced public transport** infrastructure

- Mobility provider is PTO (**monopolist**)

- PTO is **interconnected with regulator**

→ **Public transport operator is the main mobility driver in regulated markets**

COMPANIES OPERATING IN THIS MARKET:

door2door

Note: PTO = Public Transport Operator

MARKET DYNAMICS

- PTO is **monopolist**

- PTO is operating with a license, hence obtaining a rideshare license is easy

- **PTO needs technological enabler**

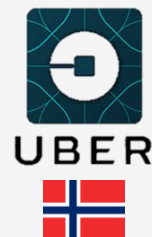# HUGE OPPORTUNITY IN REGULATED MARKETS – EXAMPLE EUROPE

"UBER'S APPLICATION FOR A NEW LICENCE IN **LONDON** HAS BEEN REJECTED…"

THE GUARDIAN 22-SEPT-2017

"UBER SAID ON MONDAY IT WOULD SUSPEND ITS UNLICENSED SERVICE UBERPOP IN **OSLO**…"

REUTERS 9-OCT-2017

"[VIA] WANTS TO LAUNCH IN **LONDON** BUT IT CAN'T GET THE GREEN LIGHT FROM TFL"

BUSINESS INSIDER 9-OCT-2017

"UBER COULD FACE A MAJOR LEGISLATIVE CLAMPDOWN IN **BRAZIL**, POTENTIALLY RENDERING ITS CURRENT BUSINESS MODEL UNWORKABLE IN ITS SECOND-LARGEST MARKET AFTER THE U.S."

BLOOMBERG 24-OCT-2017

HIGH

Regulatory requirements for PT

UBER is banned or facing regulatory problems
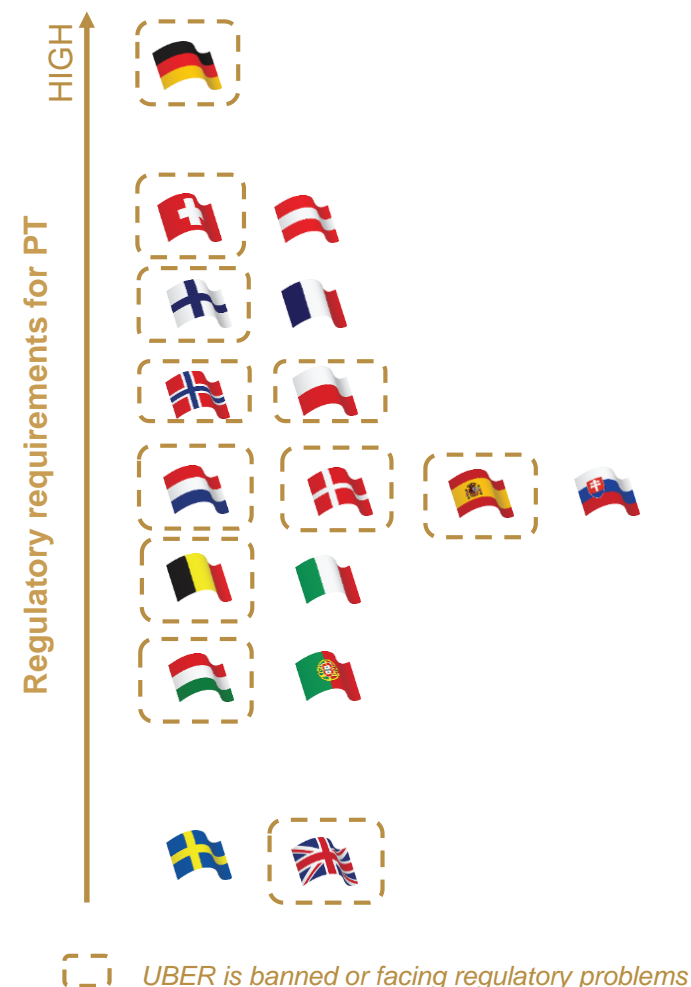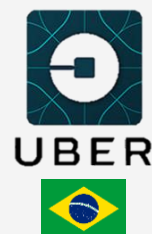
DOOR2DOOR'S VALUE PROPOSITION

Cities want to **innovate** and **launch rideshare** solutions:

	DEREGULATED	REGULATED
DYNAMICS	Deregulated markets rideshare providers drive innovation	In regulated markets **PTO** is mobility force
MODEL	B2C model	**B2P** model
OUTCOME	PTOs **lose control** over mobility network	PTO **keeps control** over mobility infrastructure and customer contact
		door2door

→ door2door offers a tailor made mobility solution for **regulated** markets and acts as innovation enabler for PTOs.

Note: PTO = Public Transport Operator

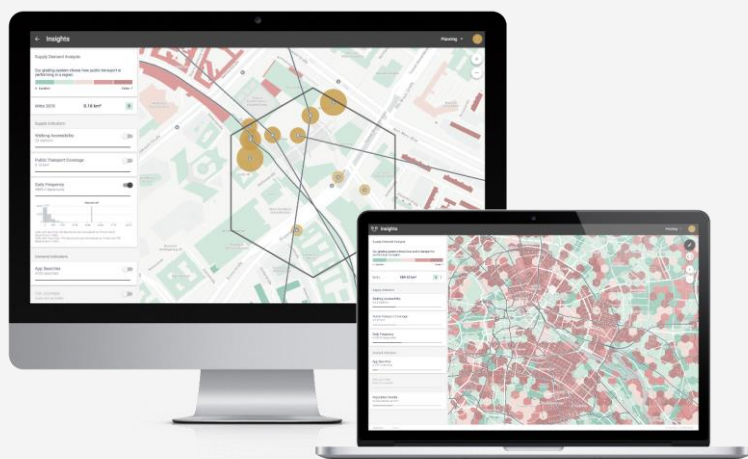B2P = Business to Public, i.e. government entities
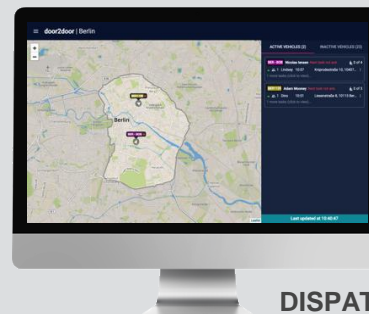
> " door2door is the UBER for regulated markets "

LYFT EXECUTIVE TEAM, SAN FRANCISCO, 2017

DOOR2DOOR IS THE TECHNOLOGY ENABLER FOR CITIES & PTOS

DISPATCH WEB APP

USER APP
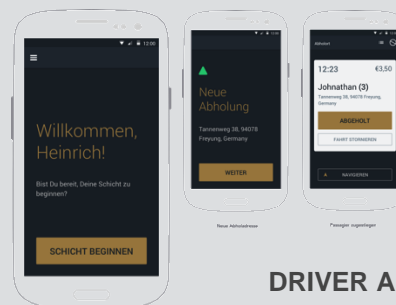
DRIVER APP

INSIGHTS
- Analyzing & visualizing supply and demand of mobility in the city
- Simulating & planning of on-demand services

RIDESHARE
- Full package of tools and technology to run agnostic on-demand rideshare service
- Partnership approach to digitalize PTO and launch innovative mobility services

INVESTMENT HIGHLIGHTS

door2door

1

Massively growing market by taking over all modes of transportation

Ridesharing replacement of individual transportation modes

Cars	**$301bn**
Taxis	**$24bn**
Public transport	**$22.5bn**
I.D.* **$2.5bn**	***Incremental demand**

- **Ridesharing is replacing all modes of transportation**

- **Trend for local, more regulated ridesharing solutions**

- **Large activities by all automotive players**

2

Scalable holistic mobility platform

INSIGHTS   **RIDESHARE**

- **Partnership approach by being a digital enabler for PTOs**

- **Insights identifies optimal parameters to launch Rideshare**

- **Efficiency gain for PTOs through on-demand Rideshare**

3

Business model focuses on PTOs

ARRIVA a DB company   **FREYUNG** Bayerischer Wald   **DVG ///**

- **Technology enabler for PTOs**

- **B2P business model resulting in loyal customers**

- **Operational ownership & passenger relationship stay with PTO**

KEY INVESTMENT HIGHLIGHTS

4

Strong sales pipeline & efficient roll-out capabilities

| >30 leads	18 follow-up meetings	8 advanced negotiations	7 customers

- Strong inbound pipeline with >30 leads
- Impressive sales cycle with only 12 months in a B2P business model
- Quick deployment time, under 3 months for whole platform

5

**Technological expertise & state of the art operations**

- Scalable and secure IT platform
- Innovation driver with autonomous shuttle project with tier-1 automotive supplier
- Sophisticated, proprietary algorithm combined with deep data science capacities

6

Strong leader and employee base

Product	39
Growth	16
Operations	14
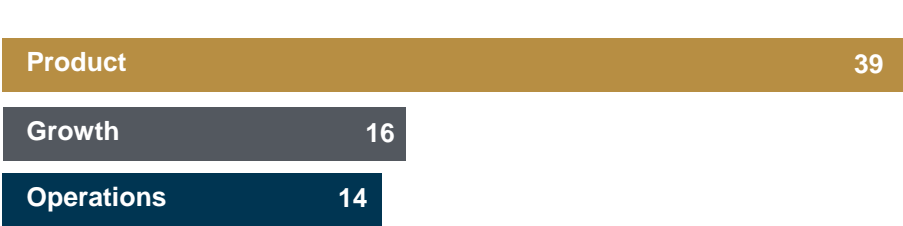
- Experienced management team
- Strong product DNA within employee base
- Exceptional advisory board with leading industry expertise

7

Attractive growth profile

Scaling up of operations

144
88
48
21
7
2

Revenue development (€m)   ■ HQ ■ EU+US
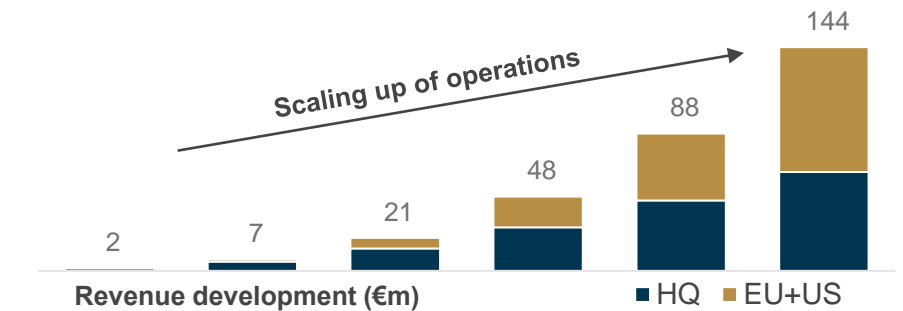
- Scaling revenues via growth kicker
- Long term contracts with loyal customer base
- High growth potential via global expansion

COMPREHENSIVE PRODUCT SUITE
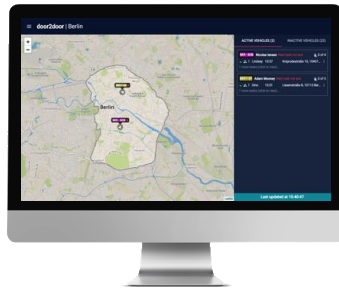
ANALYTICS WEB APP

DISPATCH WEB APP

DRIVER APP

**RIDESHARE APP/
CONNECT APP**
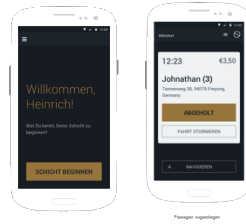
- PTOS **analyze & visualize** the supply and demand of mobility in the city with Insights

- **Insights** integrate geo data from external suppliers for a better accuracy

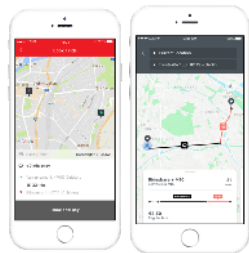- Insights also enables PTOs to **simulate** the impact of on-demand services

- Manage the on-demand shuttles fleet with the **Dispatch Web App**

- Drivers are guided to their next passengers & destination through the **Driver App**

- Passengers use the **Rideshare App** to book & pay an on-demand shuttle

- Passengers use the **Connect App** to plan their journey using all transportation modes through the city

- PTOs can **integrate the Rideshare app into the Connect App** to provide one comprehensive, multimodal mobility chain

INSIGHTS

RIDESHARE

MASSIVE MARKET OPPORTUNITY

DYNAMICS LEADING TO RIDESHARE

- Increasing **urban population**

- Needs to substitute **inefficient bus** lines

- **Increasing traffic** in cities

- Cities want to **ban cars** from city centers

Note: TAM _ total addressable market

€35M | **TAM EXAMPLE MUNICH ANNUAL REVENUE POTENTIAL FOR D2D**

Calculation based on Berylls Strategy Advisors research:
- Full-fledged rideshare fleet in Munich by MVG (Munich's PTO)
- 1.450.000 inhabitants | 1.060.000 trips per day
- 32 trips per day per vehicle | 34.000 vehicles

COMPANY FACTS

d2d has two main products that act as technological enabler for PTOs to launch innovative mobility solutions

INSIGHTS   RIDESHARE

Product overview

INSIGHTS

Start
- Analysis and visualization of the public transport network

Simulator
- Full mobility demand & supply analysis
- Simulating rideshare effects
- Planning of rideshare services

Catch interest of PTOs and analyse areas of supply gaps of public transport

RIDESHARE

Rideshare
- Full package of tools and technology to run agnostic on-demand rideshare service

Connect
- Connect Rideshare with all other public transport services through one intermodal app

Enable as partner of PTO to provide on-demand rideshare services

Comments

- PTOs are in need of innovation and d2d's mobility platform provides a digital infrastructure to launch Rideshare solutions

- d2d follows a partner approach with PTOs by providing them a holistic platform. The platform enables PTOs to first analyze the quality of the transport infrastructure as well as identifies over- and undersupply for mobility with **Insights**. The next step is to simulate Rideshare impact, calibrate all parameters and launch **Rideshare**

- Through this approach, d2d ensures that the product suite fulfils all the needs of its customers. Further, advisory and customizations are provided by d2d, strengthening its customer relationships

- The operations are managed by the PTOs themselves so that PTOs keep full autonomy and can control the price, operating area/hours, etc.

Fully-fledged rollout of first public rideshare in Europe

Highlights

Fast implementation

- door2door and DVG (Duisburg's public transport operator) received a permit for the new publicly operated service that didn't exist before

Strong and lasting partnership

- Despite its start-up nature, door2door provided a PTO with a mature mobility platform, while maintaining enough flexibility to adjust to changing demands
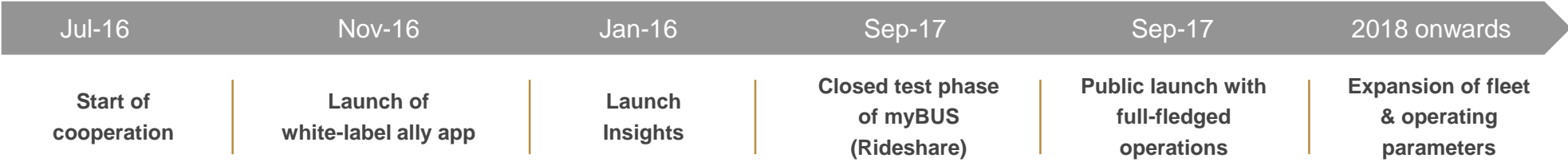
High customer satisfaction

- Having taken a first-mover risk, DVG was soon convinced by door2door's offering and decided to purchase all platform components including Insights and Rideshare. Initially starting with a small shuttle fleet, DVG is committed to further increase operations responding to overwhelming demand

PLAY VIDEO
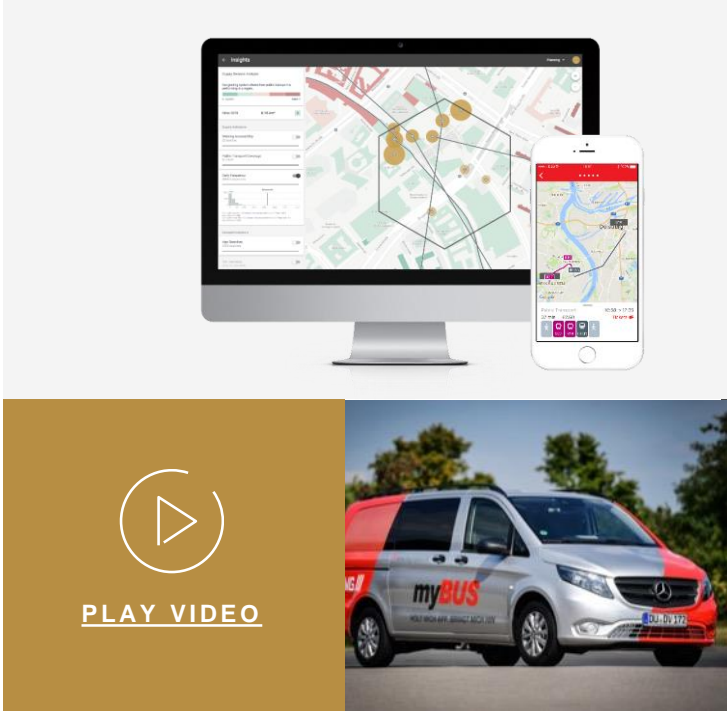
> "We found the platform convincing, that's why we decided to work with door2door. We are proud to have made it work within 12 months. This is a big achievement, which was really only possible by working together as a team."

BIRGIT ADLER
PROJECT LEAD AT DVG

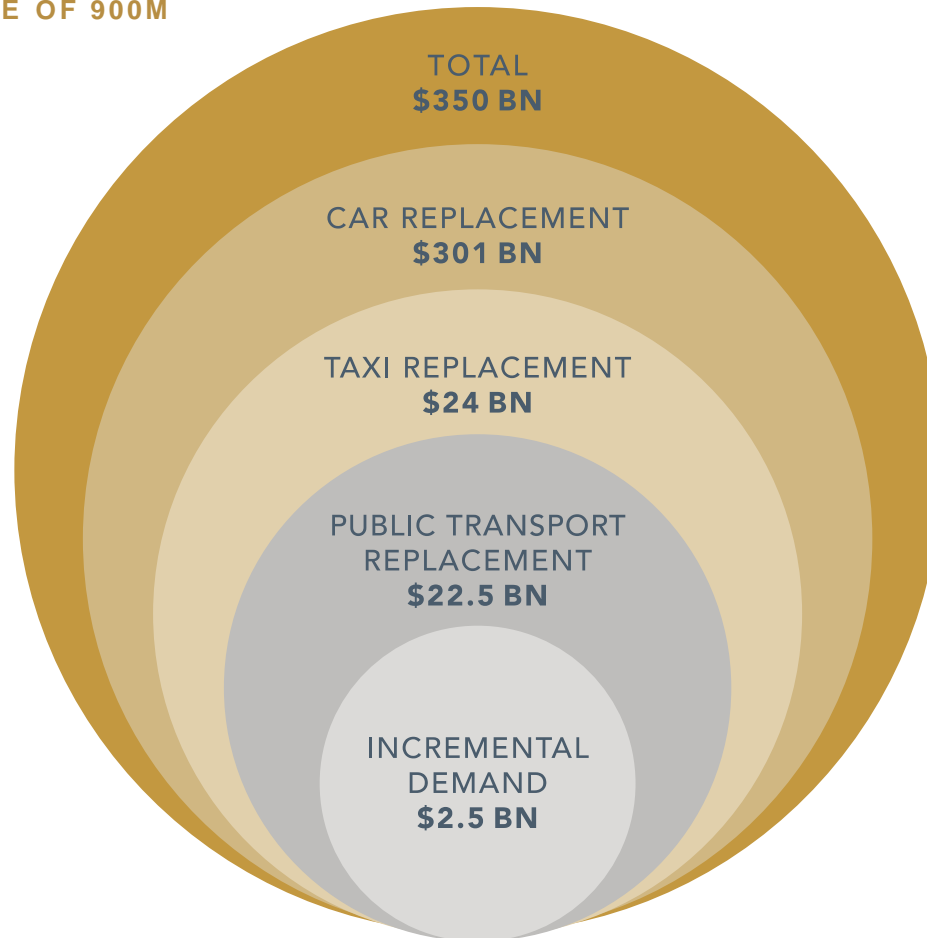| Jul-16	Nov-16	Jan-16	Sep-17	Sep-17	2018 onwards
Start of cooperation	Launch of white-label ally app	Launch Insights	Closed test phase of myBUS (Rideshare)	Public launch with full-fledged operations	Expansion of fleet & operating parameters

door2door

Despite common opinion, ridesharing is superseding all modes of transportation

Penetration of individual market segments by ridesharing (global by 2020)

USER BASE OF 900M

TOTAL
$350 BN

CAR REPLACEMENT
$301 BN

TAXI REPLACEMENT
$24 BN

PUBLIC TRANSPORT
REPLACEMENT
$22.5 BN

INCREMENTAL
DEMAND
$2.5 BN

RIDESHARING REPLACES...

5% of all private cars; representing 40m cars

12.5% of all taxis; replacement will be mainly in urban areas

11% of public transport; highly price sensitive, however with rideshare they can achieve price competitiveness

Incremental demand is driven by price & convenience

Product leadership is verified by multiple independent 3rd parties

GOVERNMENT R&D GRANT

- Research & development **grant over EUR 1.3m** by the Federal Ministry of Transport and Digital Infrastructure via its mobility focused fund **mFund**
- **Largest** grant by the mFund to a single party to date

CENTER MEMBER OF WORLD ECONOMIC FORUM

- door2door was appointed as **new champion 2017**
- Plus, door2door is member of the center for the 4th industrial revolution at the World Economic Forum

FROST & SULLIVAN COMPANY OF THE YEAR AWARD

- door2door was appointed as **Best Entrepreneurial Company 2017**
- Door2door was acknowledged as the most disruptive actor of the year in the demand-responsive transport business

GERMAN CHANCELLOR SUPPORTS D2D

- Chancellor Dr. Angela Merkel visited door2door's office in 12/2016
- The constituency plans to integrate door2door

Congratulations. This platform will truly transform city infrastructure.

door2door

d2d's strategy focuses on the roll-out of operations as well as developing its state-of-the art technological base further

€25m funding

→ **€ 11m – Facilitate growth**
- Professionalize organization with more senior employees
- Using first mover advantage by expanding growth team

→ **€ 5m – R&D**
- Development of new features to create additional revenue streams
- Project for routing of autonomous buses
- Scaling of platform for larger customer base

→ **€ 5m – EU expansion**
- Open 4 sales offices in EU
- Become market leader in Europe

→ **€ 4m – US expansion**
- Launch of a regional office in the US
- Most mature market in regards to on-demand solutions

door2door

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→ **Jörg Asmussen,** Managing Director

→ **Philippe Bull,** Director

→ **Dominik Bär,** Director

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→ **Marcel Rossmann,** Analyst

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