# coachscanner

Number 1 Coach and Minibus Booking Site



## **AGENDA**

**OUR MISSION** 

THE MARKET

**COACHSCANNER TEAM** 

THE PROBLEMS

**OUR PLANS** 

POTENTIAL MARKETS

OPPORTUNITIES/REVENUE STREAMS

## **OUR MISSION**

## "We aim to become The Number 1 Coach and Minibus Site whilst building a Transport Hub"

#### We want to:

- Deliver customers an efficient way to Compare and Book a Coach or Minibus.
- Provide bookings to Coach Operators reducing their empty legs.
- Use Technology and Innovation to improve the Ground Transportation Market.
- Evolve into a Transport Hub and deliver transport across Europe and market sectors such as Limo's, Wedding Cars and Shipping.

## THE MARKET

#### MARKET ANALYSIS

- The Coach and Minibus Hire market is worth over £2.7bn in the UK alone.
- Excess of 11,000 mostly small fragmented, local-serving Operators.
- Over 13,000 vehicles.
- Google UK Market Analysis for Coach and Minibuses:
  - It is understood the search volumes for 80% of UK cities are in excess of 150,000 per month.
- Overall margins vary on type of booking, it is understood the market AoV is £500 with a margin of 15-20%.



11,000 Operators

13,000 Vehicles

150,000 Google searches

## **COACHSCANNER TEAM**

## IRSHAD KHAN (Founder)

- Over 15 years experience in Tech based StartUps.
- Past clients include:
  - Just Eat
  - Minicabster
  - Poject Kangaroo (BBC, ITV, C4) now YouVue
    - Sold to Arqiva
  - BlinkBox
    - Sold to Tesco
- Love Tech, Innovation and Business
- Inspired by Elon Musk and Steve Jobs







## **COACHSCANNER TEAM**

## **AARON KOUMI (Head of Operations)**

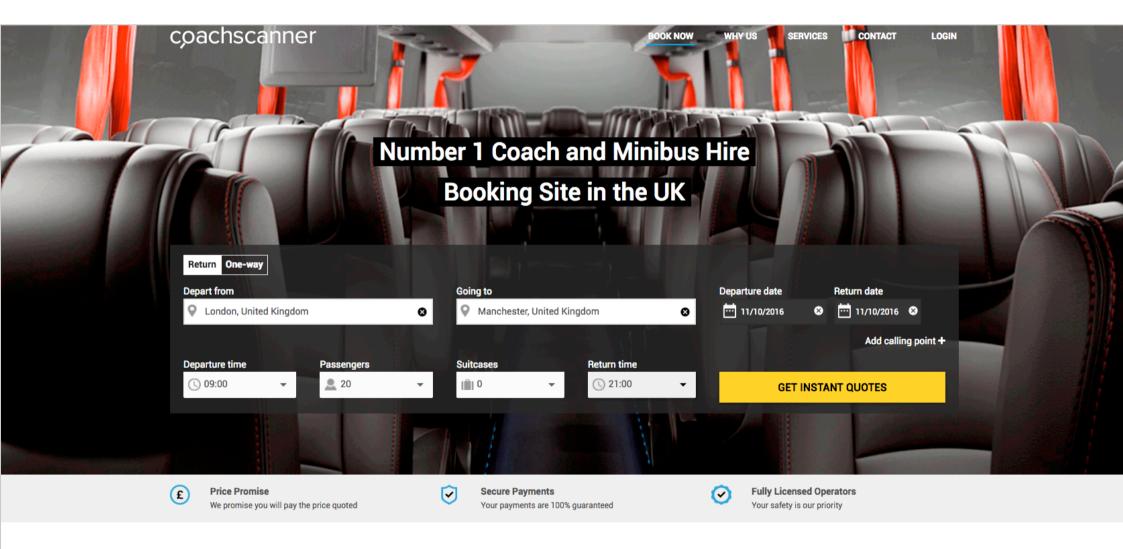
- Over 10 years in Ground Transportation
- Managed International Call Centers
  - 24/7/365
- Achieved a 99.9% Service Delivery for Carey
- Advocate of Call Center Statistical Optimisation
  - Conversion Rates
  - Service Delivery
  - Call Optimisation
- Love Football and Tech







## CoachScanner.com



#### WHY BOOK WITH US

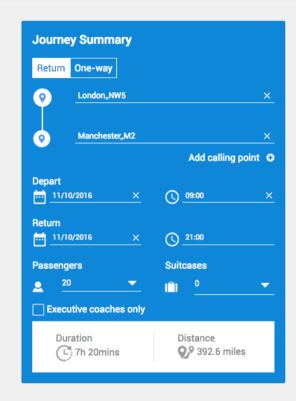
CoachScanner compares prices from our network of Coach Operators for you to select the best Coach hire for your needs.

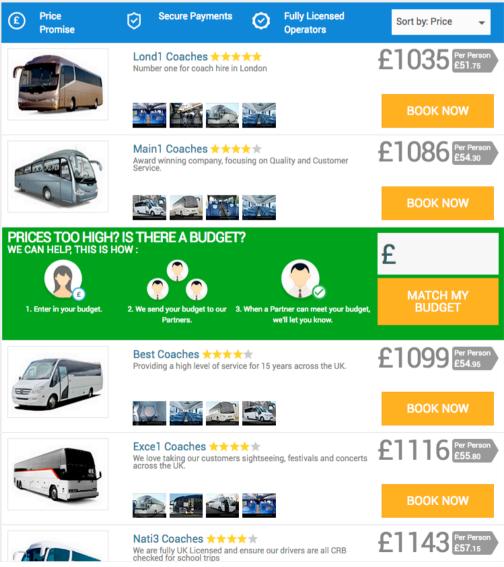
We cater for all occasions, whether its for a Corporate Event, School Trip or European Ski Trip - Book Now

Online - Chat With Us

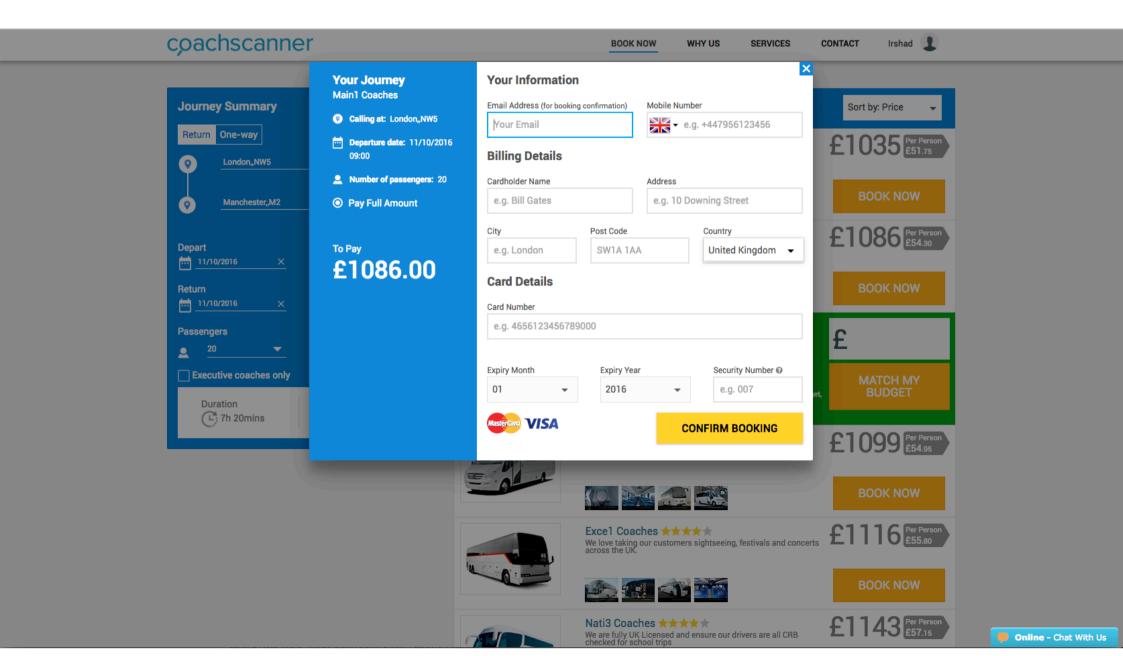
## CoachScanner.com > Quotes

coachscanner CONTACT Irshad 👤 **BOOK NOW** WHY US SERVICES





## CoachScanner.com > Quotes > Payment



## THE PROBLEMS

- PA/Office Managers want to compare prices instantly.
- Consumers want a Comparison site with 'Instant Quotes'.
- Schools want a Secure and Reliable Service.

Coach Operators want to reduce empty legs and keep the 'Wheels Moving'.



Operator Personal Assistant Best Man Teacher

## **PROBLEMS**

- PA/Office Managers want to compare a minimum 3 quotes. They
  do not want to call many Coach Companies and wait for quotes.
- Consumers want a Comparison site with 'Instant Quotes' and the ability to amend their journey with instant prices, similar to other Travel sites such as Expedia and SkyScanner.
- Schools want the most competitive prices without spending time calling numerous Coach Operators.
- We understand "30-40% of a Coaches' Travel Time is empty.
   The average cost of having a Coach standstill costs from £150 £200 a day.

## OUR PLANS

2016	
March	Start of CoachScanner concept.
April	Tech (alpha): Delivery of consumer facing website with Instant Quotes from multiple suppliers.  Marketing: Setup of Ad Google Campaigns.
May	Tech: Release of CoachScanner Partner Portal for Operators to login and view their bookings.  Marketing/Sales: Test minimal Google PPC marketing and optimise booking processes and conversion.
June/July	Business (beta): Raised seed funding.  Tech: Development of Reverse bidding portal.  Marketing/Sales: Aim to increase Operator supply and bookings, hire Sales Advisers. Initiate SEO project.
Q3	Tech: Reverse bidding portal. Creation of landing pages and implementing conversion improvements to current technology.  Marketing: Focus on SEO for organic leads and A/B marketing to landing pages.
Q4 >	Our exciting plans can be shared post a mutual NDA.

## POTENTIAL MARKETS

Other Markets which the Platform can be used for:

- European Travel
- Specialist Transport:
  - Chauffeur Drive (similar to BlackLane)
  - Wedding Cars/Limousines
- Shipping (similar to Flexport)

## **UK Wedding Cars/Limousine Stats**

16,000 Monthly Limo Hire Searches

7,500
Monthly Wedding
Car Hire searches

£550 Average Order Value

15% Average margin £82

## OPPORTUNITIES/REVENUE STREAM

 We see this as sensitive data which can be shared post a mutual NDA.

## CONTACT

## Irshad Khan

