



The taxi/minicab marketplace



Efficient and complementary team

*6 years of collaboration
within the taxi industry*

*Buildup of iDCAB minicab
service within SNCF as
intrapreneurs*



Théodore Monzies (CEO)
*Finance – Product – SEM –
SEO*

theodore@eurecab.com



iDCAB



UBS



Cédric Van Daele (COO)
Operations – Product

cedric@eurecab.com



NORTE

iDCAB

SNCF



Grégory Duhamel (CTO)
*Project managment
PHP (Laravel)
Dev mobile (React Native)*

gregory@eurecab.com



Ryan Djebrouni (Lead Dev)
PHP Backend (Laravel)

ryan@eurecab.com



For drivers, « Be your own boss » is a broken promise

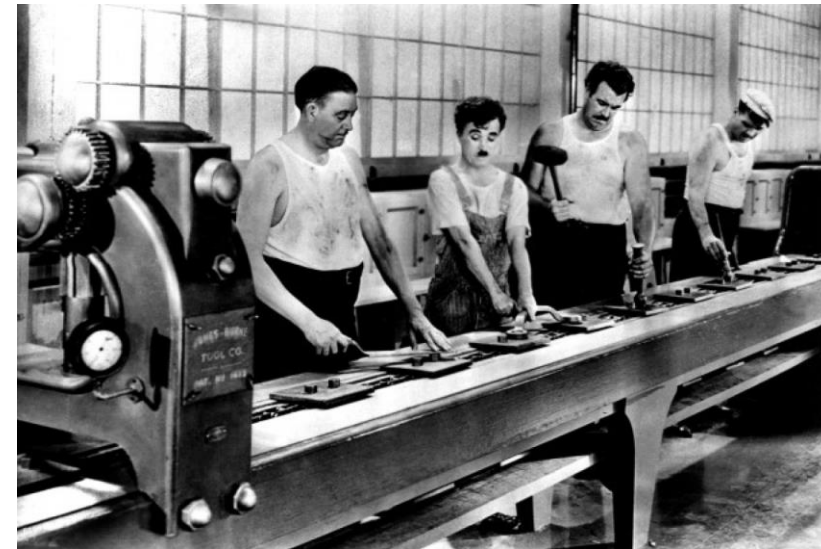
Drivers don't manage their business

They are not entrepreneurs, but simple operators

Drivers have no say on prices.

Drivers can't build online reputation.

Platforms dictate their conditions : they can enforce a price drop (eg. 20% for Uber) or a commission rise overnight.



The first taxi/minicab marketplace

For drivers« Be your own boss » becomes a reality !

Transparency and choice for Clients

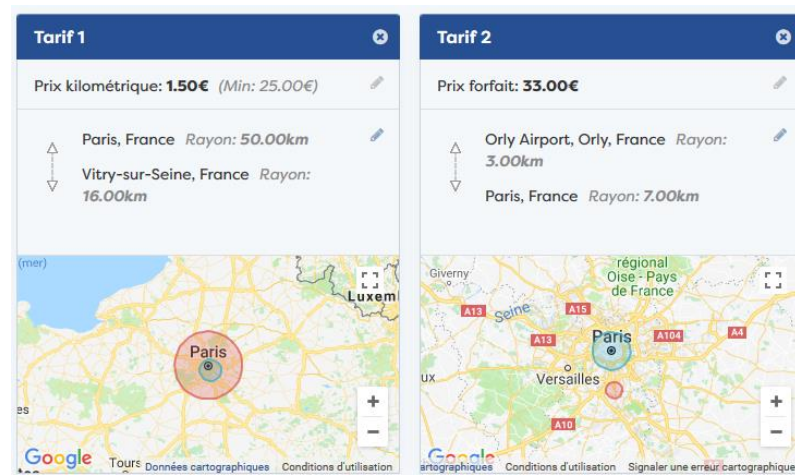


À propos de
GREEN VTC
chauffeur noté
4.95/5

GREEN VTC offre un service de VTC 100 % électrique Zéro Emission en Ile de France. Nous vous proposons une NISSAN LEAF, basée dans l'Est de l'Ile-de-France. Les services à bord: bouteilles d'eau, bonbons, siège auto, Carte de crédit, Siège auto et rehausseur (sur demande préalable)

Profile page with
dedicated client reviews

Drivers aren't anonymous
anymore, they can build
online reputation



Tarif 1
Prix kilométrique: **1.50€** (Min: 25.00€)
Paris, France Rayon: 50.00km
Vitry-sur-Seine, France Rayon: 16.00km

Tarif 2
Prix forfait: **33.00€**
Orly Airport, Orly, France Rayon: 3.00km
Paris, France Rayon: 7.00km

Each driver can choose prices and
the kind of rides (s)he wants to do

Drivers make (smart)
business decisions



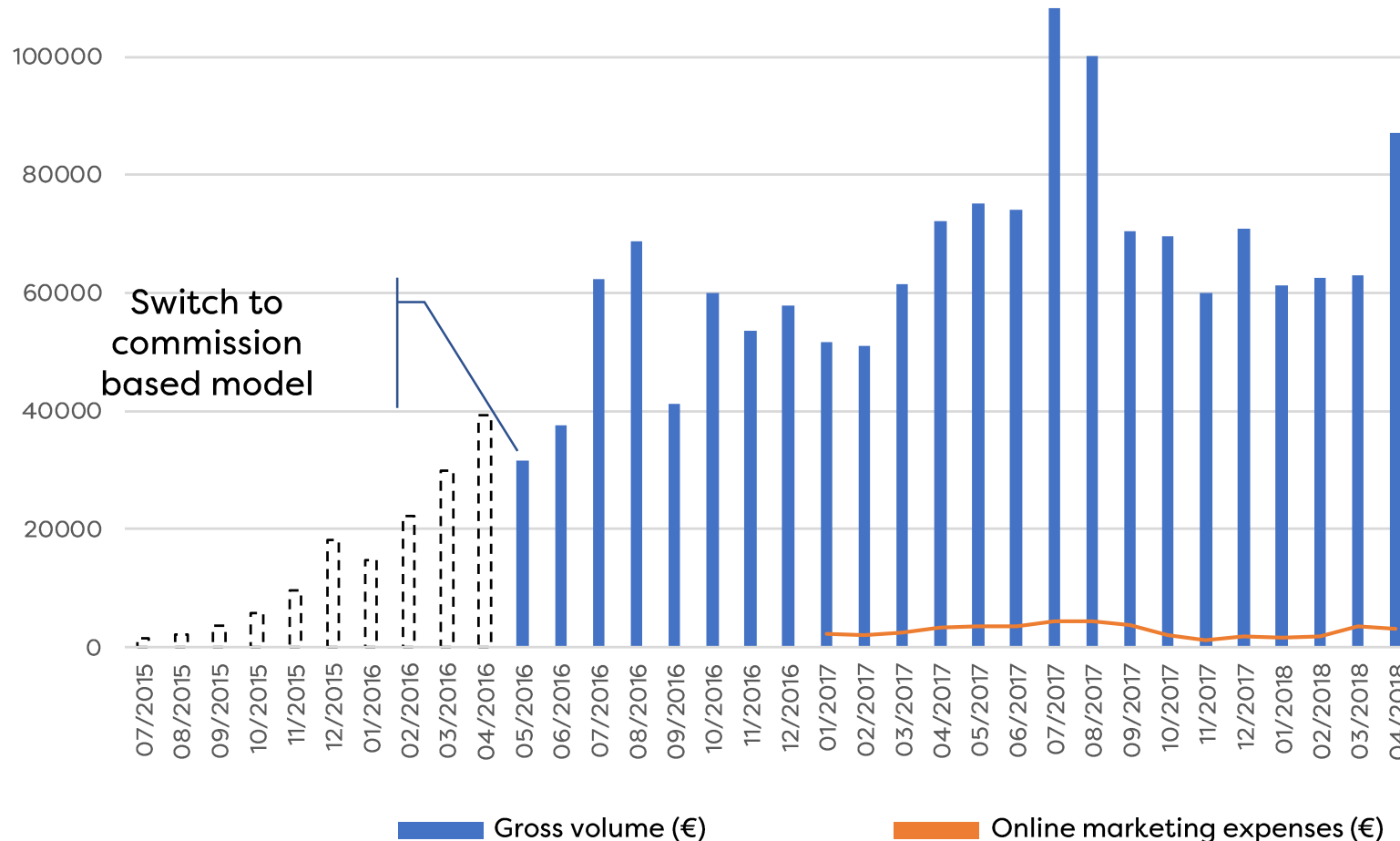
Driver	Service	Price
W TRANSPORTS ★ 4.72/5 - 121 avis + d'infos	Gamme Economique Citroën c6 3 sièges 4 bagages Services: Réponse sous 15 minutes	40 € CHOISIR
NR SERVICE VTC ★ 4.81/5 - 239 avis + d'infos	Gamme Economique Peugeot 508 4 sièges 3 bagages Services: Siège aut, Wi-Fi, Réponse sous 15 minutes	44 € CHOISIR
ALLIANCE VTC PRESTIGE 75 ★ 4.95/5 - 238 avis + d'infos	Gamme Economique Peugeot 508 feline 4 sièges 3 bagages Services: Wi-Fi, Réponse sous 15 minutes	45 € CHOISIR

Clients can compare prices, service
level, client reviews...

Clients can choose and
save money

1800 drivers and €864K 2017 gross volume

Monthly gross volume and online marketing spendings (€)



Limited use of online marketing

Spendings : €35K in 2017
(and no promo codes)

Excellent quality of service



4,9/5 avg. grade (350 reviews)

Excellent capital efficiency¹

€100K raised since incorporation

€70K : cash position as at march 18

Our model provides the best prices for airport rides

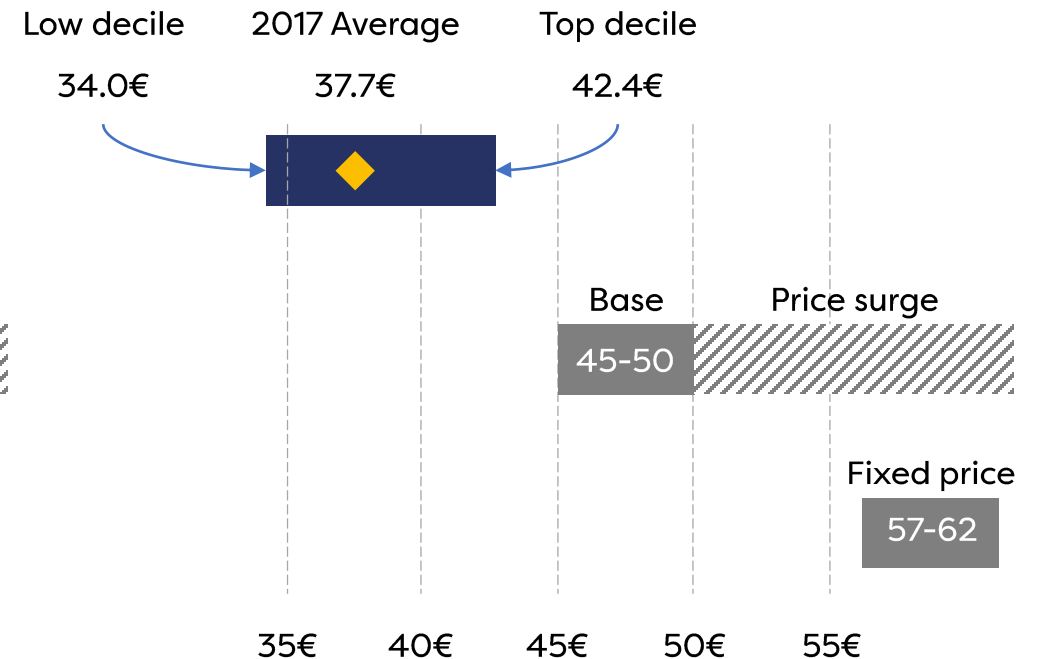
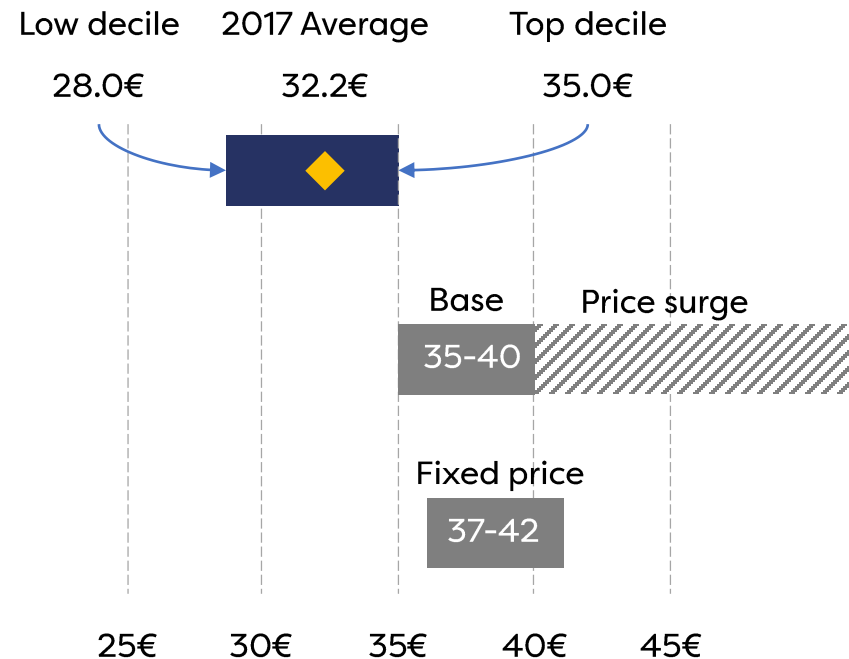
2017 Paris-Orly ride price

2017 Paris-Roissy CDG ride price

eurecab

UBER

Prebooked
taxi

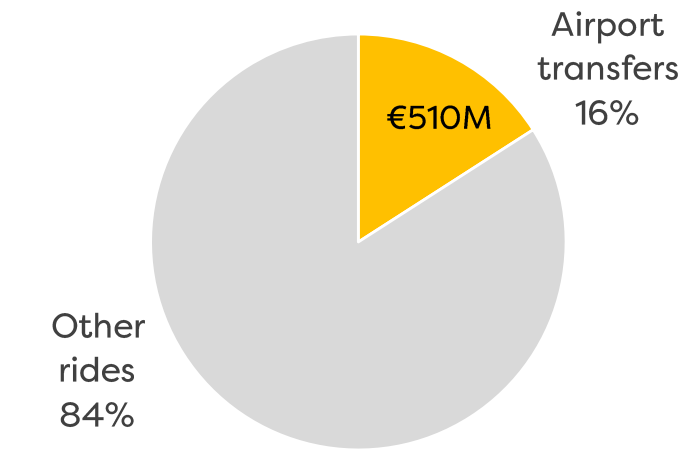


Eurecab provides a 20%+ price advantage for airport rides

eurecab

Eurecab will break into the airport transfers market

A €510M market in France where
Eurecab has a competitive edge



Total French market size : €3.2bn

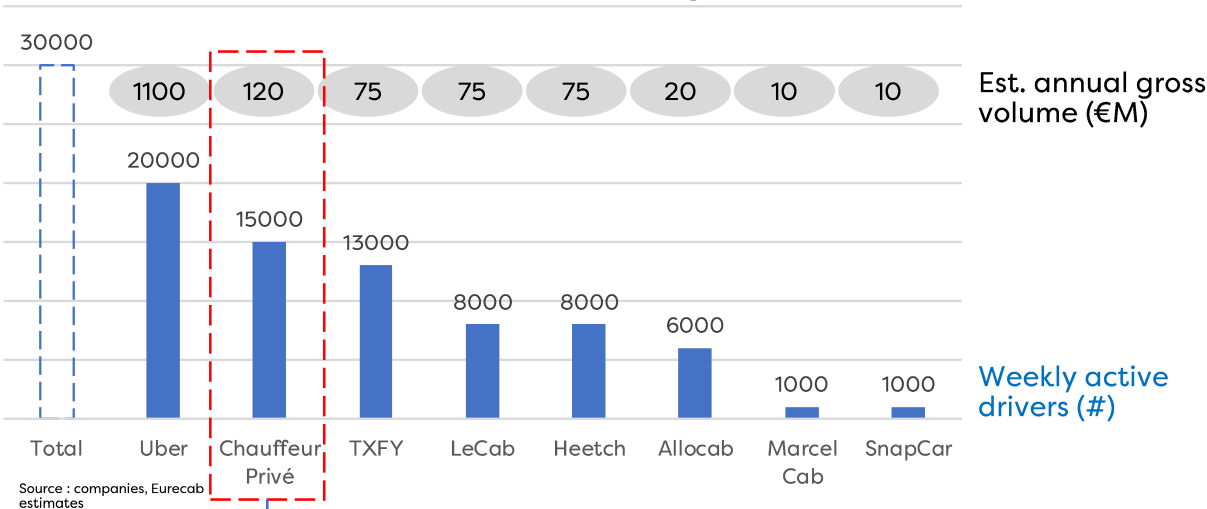
These rides can be booked in advance

Vehicle/driver choice is important as ride is long

20%+ price advantage

Easy access to drivers

Weekly active « VTC » drivers and est. gross volume



9 times smaller gross volume than Uber, but only 25% less active drivers

Drivers are eager to diversify income sources

Exclusivity is forbidden by law

More than 1800 drivers signed up with Eurecab without any advertising



Roadmap to scale up clients and supply acquisition

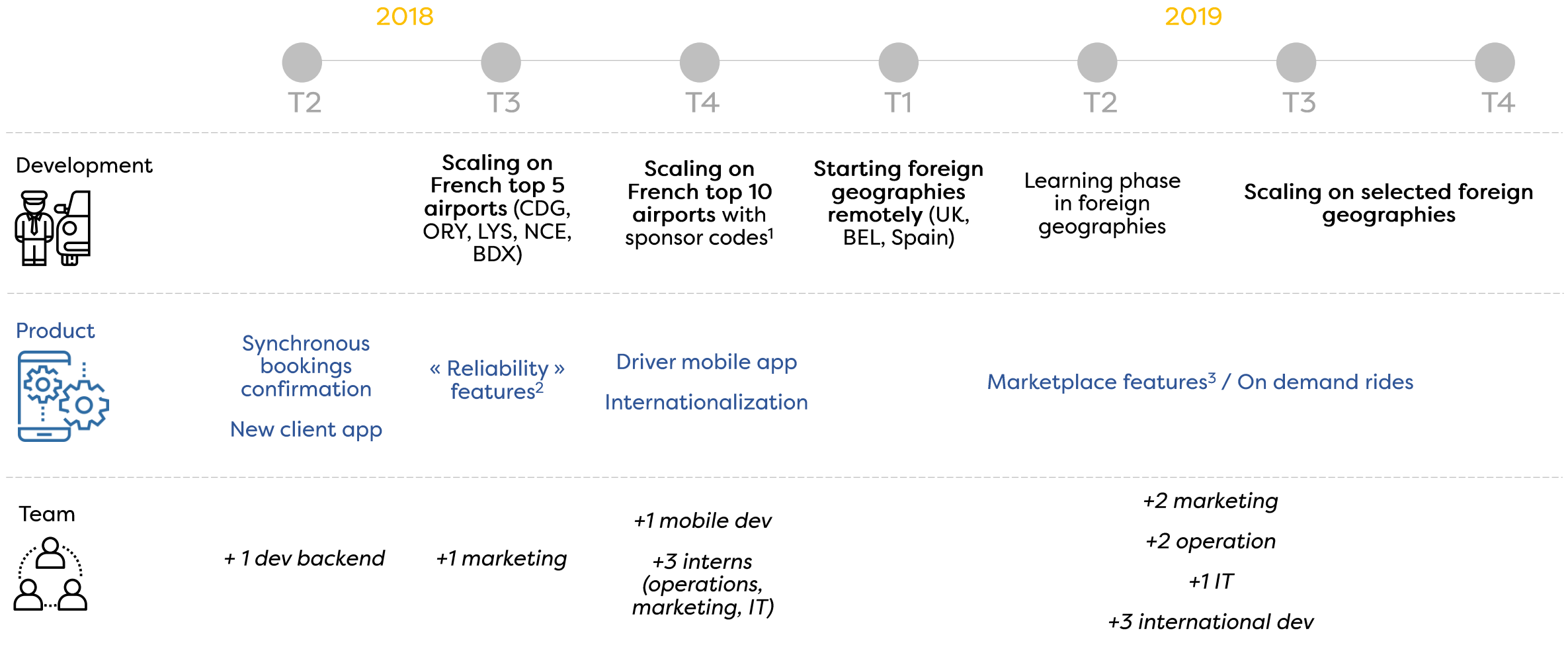


(1) 2017 average adwords acquisition cost. Paris Campaign. €4.51 per new subscriber, 55% activation rate. Campaign volume : €11203. Source : Google Analytics

(2) Average ride of €40 with 12% margin. Sponsor code of €10 for sponsor and €10 for the client. Margin per ride : $40 \times 12\% = 4.8\text{€}$. Sponsor code cost : $10\text{€} \times 2 - 4.8\text{€} \times 2 = 10.4\text{€}$

(3) 2017 average client Lifetime Value. This figure will rise thanks to product and offer improvements

Building the leading marketplace



(1) Sponsor codes feature must be developed

(2) Delayed planes management. Ride handover if the driver is delayed.

(3) Marketplace features : Direct driver/client communication for operations and after sales. Promotion & productivity features. Driver profile improvement.

Finance

(€'000)	2016a	2017e	2018e	2019e	2020e	2021e	2022e
Gross bookings	413	864	2069	10914	33479	56282	78176
(Growth)	ns.	109%	139%	428%	207%	68%	39%
o/w France	413	864	2069	10283	27323	38251	50396
o/W International	-	-	-	631	6156	18031	27779
Gross margin	50	101	237	1266	4412	7401	10265
(in % of gross bookings)	12.0%	11.7%	11.5%	11.6%	13.2%	13.1%	13.1%
Ebitda	(21)	(72)	(298)	(584)	430	1309	3479
(in % of gross margin)	(42%)	(71%)	(126%)	(46%)	10%	18%	34%
Cash & cash equivalents	198	64	519	297	518	1641	4954
Financing (debt & equity)	172	9	813	487	(13)	(3)	-
# of rides ('000)	10	22	52	299	1120	1912	2685
# of active clients ('000)	8	11	22	78	168	272	372
Rides/client	1.3	2.0	2.3	3.8	6.7	7.0	7.2
Client acq. cost (€/client)	1.9	3.1	5.7	7.9	7.8	7.5	6.2
Client LTV (€/client)	12.9	13.9	19.5	45.8	94.2	94.2	94.2
Marketing expenses ('000€)	(14)	(35)	(127)	(613)	(1080)	(1440)	(1440)
Monthly churn	ns.	4.9%	4.1%	3.0%	2.5%	2.5%	2.5%
Headcount	2.3	3.3	10.5	21.0	40.0	52.0	52.0

→ €800K equity financing in 2018. €500K debt financing in 2019.

→ Synchronous confirmation and on demand rides will boost rides/client ratio

→ Churn will drop as a result of product/supply improvements

Our plan

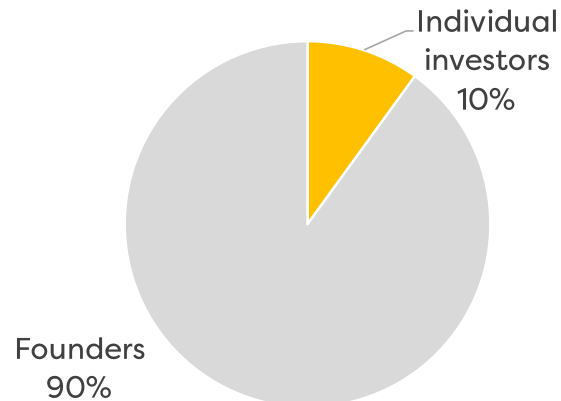
Seed fund raising of €800K in 2018

Fund use :

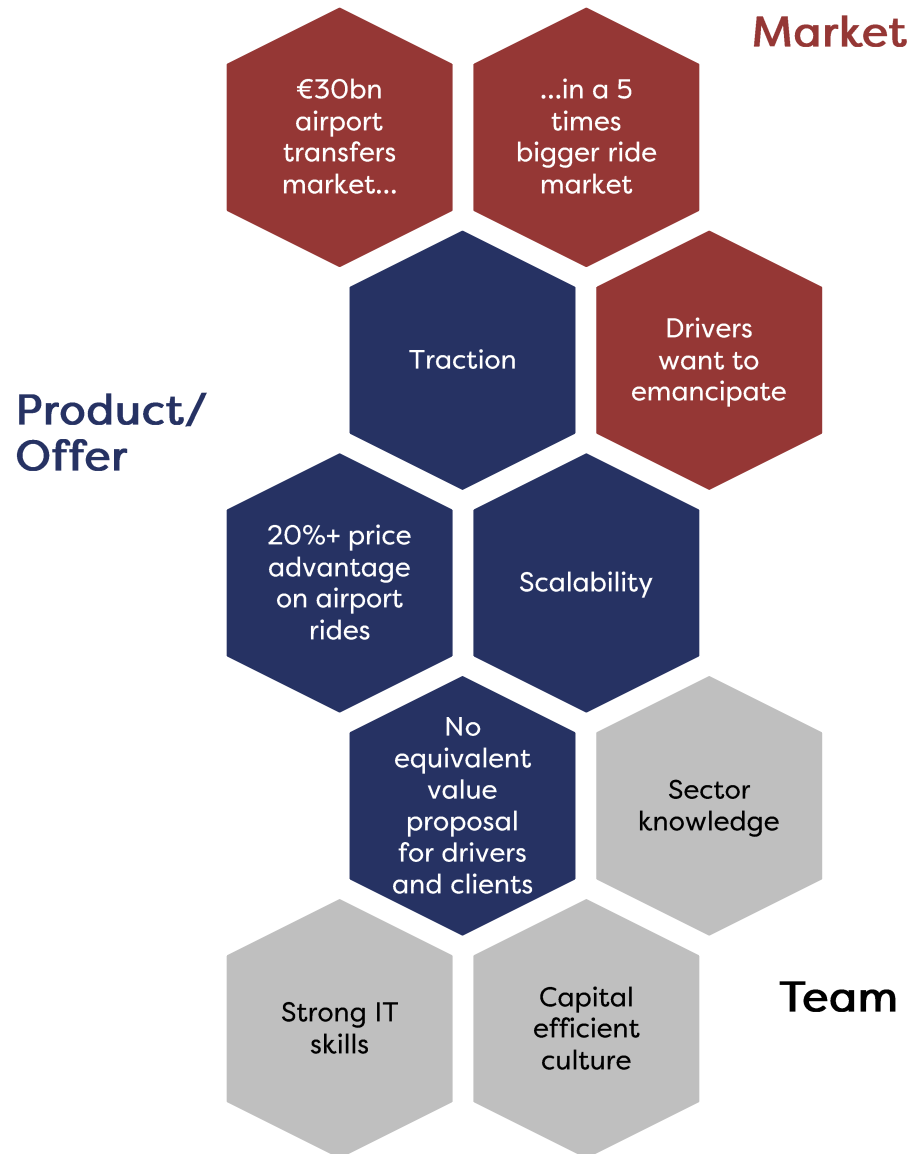
- 50% for recruitment (2/3 IT and 1/3 marketing)
- 50% for marketing expenses

Breakeven in Q1 2020

Current cap table before seed funding :



The opportunity



Ride hailing apps have digitalised the 80 years old taxi model, without changing it. Drivers are still unable to manage their own activity.

We want to create the next gen ride hailing app.

Thanks !

Contacts

Théodore MONZIES

theodore@eurecab.com
+33 6 78 23 82 60

Cédric Van Daele

cedric@eurecab.com
+33 6 86 76 95 12

