

# 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%.



**£2.7bn**  
UK Market

**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
  - Project 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



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## Number 1 Coach and Minibus Hire Booking Site in the UK

[Return](#) [One-way](#)

Depart from

London, United Kingdom



Going to

Manchester, United Kingdom



Departure date

11/10/2016



Return date

11/10/2016



[Add calling point +](#)

Departure time

09:00



Passengers

20



Suitcases

0



Return time

21:00



[GET INSTANT QUOTES](#)



**Price Promise**

We promise you will pay the price quoted



**Secure Payments**

Your payments are 100% guaranteed



**Fully Licensed Operators**

Your safety is our priority

## 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

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Irshad



## Journey Summary

Return **One-way**



London,,NW5



Manchester,,M2



[Add calling point](#)

### Depart



11/10/2016



09:00



### Return



11/10/2016



21:00



### Passengers



20



### Suitcases



0



☐ Executive coaches only

### Duration



7h 20mins

### Distance



392.6 miles



Price  
Promise



Secure Payments



Fully Licensed  
Operators

Sort by: Price



**Lond1 Coaches** ★★★★★  
Number one for coach hire in London

£1035 Per Person  
£51.75

[BOOK NOW](#)



**Main1 Coaches** ★★★★★  
Award winning company, focusing on Quality and Customer Service.

£1086 Per Person  
£54.30

[BOOK NOW](#)

**PRICES TOO HIGH? IS THERE A BUDGET?**  
WE CAN HELP, THIS IS HOW :



1. Enter in your budget.



2. We send your budget to our Partners.



3. When a Partner can meet your budget, we'll let you know.

£

[MATCH MY BUDGET](#)



**Best Coaches** ★★★★★  
Providing a high level of service for 15 years across the UK.

£1099 Per Person  
£54.95

[BOOK NOW](#)



**Exce1 Coaches** ★★★★★  
We love taking our customers sightseeing, festivals and concerts across the UK.

£1116 Per Person  
£55.80

[BOOK NOW](#)



**Nati3 Coaches** ★★★★★  
We are fully UK Licensed and ensure our drivers are all CRB checked for school trips

£1143 Per Person  
£57.15

[Online - Chat With Us](#)



# CoachScanner.com > Quotes > Payment

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## Journey Summary

Return One-way



London,,NW5



Manchester,,M2

### Depart



11/10/2016



### Return



11/10/2016



### Passengers



20



☐ Executive coaches only

### Duration



7h 20mins

## Your Journey

Main1 Coaches

Calling at: London,,NW5

Departure date: 11/10/2016  
09:00

Number of passengers: 20

Pay Full Amount

To Pay

**£1086.00**

## Your Information

Email Address (for booking confirmation)

Your Email

Mobile Number

e.g. +447956123456

## Billing Details

Cardholder Name

e.g. Bill Gates

Address

e.g. 10 Downing Street

City

e.g. London

Post Code

SW1A 1AA

Country

United Kingdom

## Card Details

Card Number

e.g. 4656123456789000

Expiry Month

01

Expiry Year

2016

Security Number

e.g. 007



**CONFIRM BOOKING**

Sort by: Price

**£1035** Per Person  
£51.75

**BOOK NOW**

**£1086** Per Person  
£54.30

**BOOK NOW**

£

**MATCH MY  
BUDGET**

**£1099** Per Person  
£54.95

**BOOK NOW**

**£1116** Per Person  
£55.80

**BOOK NOW**

**£1143** Per Person  
£57.15

**Online - Chat With Us**

## 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*'.



## 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

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