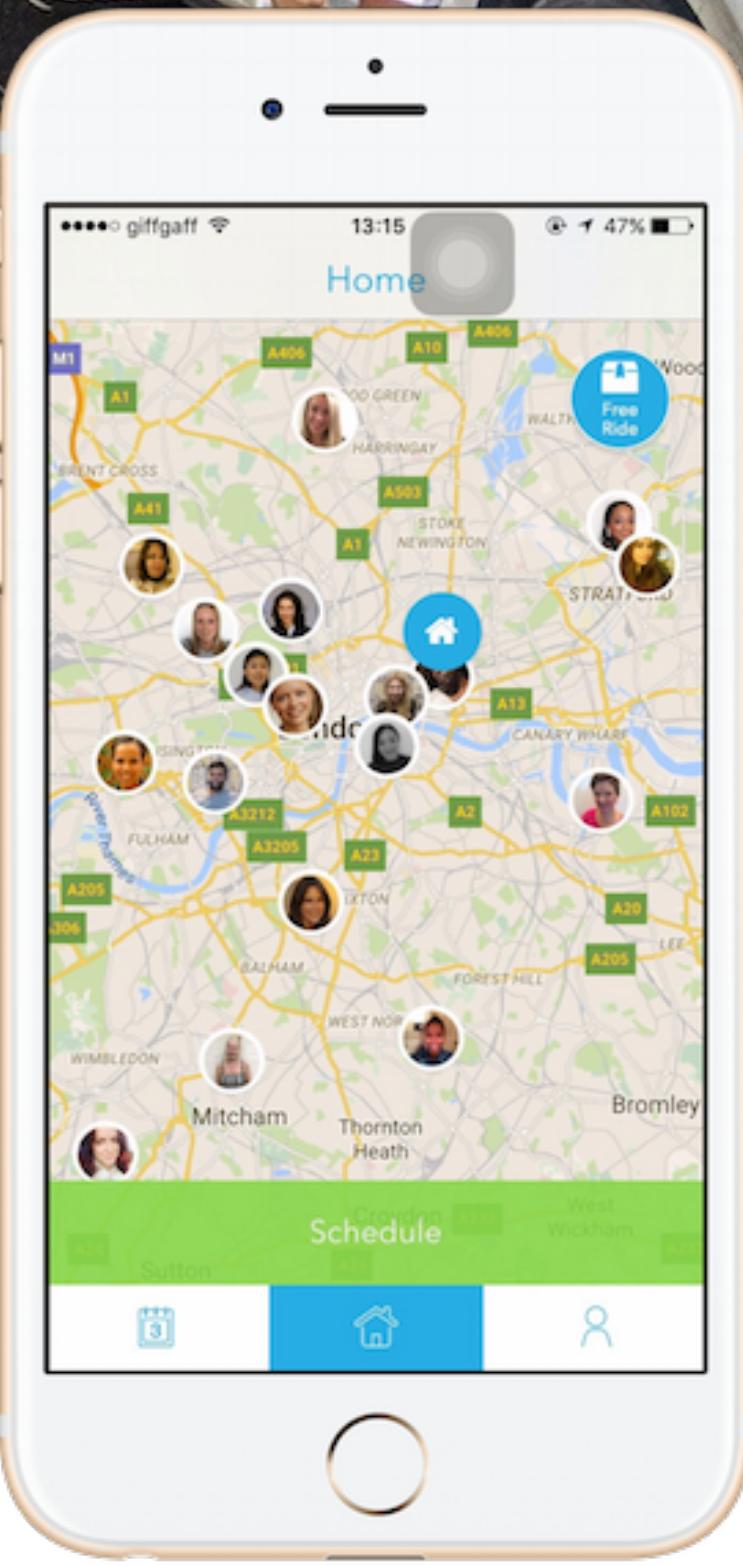
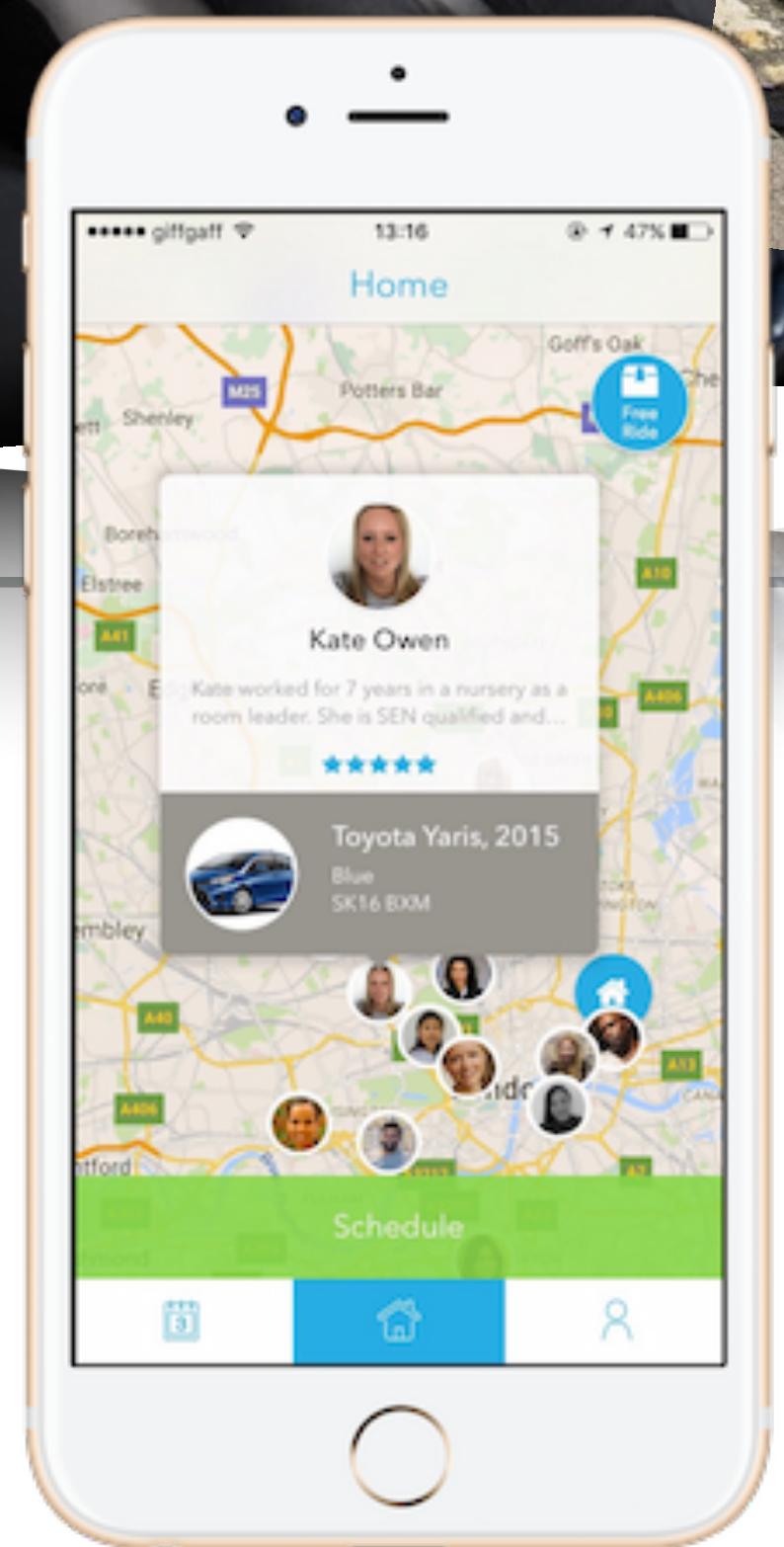


oneLane

MOBILITY-AS-A-SERVICE FOR FAMILIES



The Telegraph

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» Lifestyle > Women > Life

The OneLane app wants to be Uber for kids. But does it work?



"[OneLane] might be the solution to one of the most confounding problems of modern parenting: how to be in three places at once."

The Telegraph, Sept 7, 2016

Helping parents free up 20-30+ hrs per month!



THE SERVICE: OneLane is an app-based "Pickup & Care" service for children. Parents use OneLane to book "Guardians" to get their children to activities & school, with several transport options, to create carpools with others, and to request add-on services such as childcare. The service is pre-booking only and the Guardians are all DBS-checked childcare providers.

TARGET AGE: Children who are post-child seat age but pre-public transportation (about 5-12 yrs).

CARPOOLING FEATURE: allows parents to carpool children to activities & school with other families, saving families money whilst increasing the value of the jobs for the Guardians. The ideal solution to address traffic congestion problems around schools.

WHAT IS ONELANE?

CURRENT SCENARIO IN THE UK

Problem

- ▶ Parents of all income levels **juggle schedules, arrange with acquaintances, hire help**, etc. to get their children to school & activities (sports, music classes, play dates, etc.). A regular point of stress for parents.
- ▶ Arranging transportation for children is an offline routine that is **inefficient, unstructured, informal**, and often **problematic**.
- ▶ It's an **offline routine** that has yet to see any tech innovation to create a better experience.
- ▶ Childcare providers **not willing to take limited hours** or inconsistent jobs.

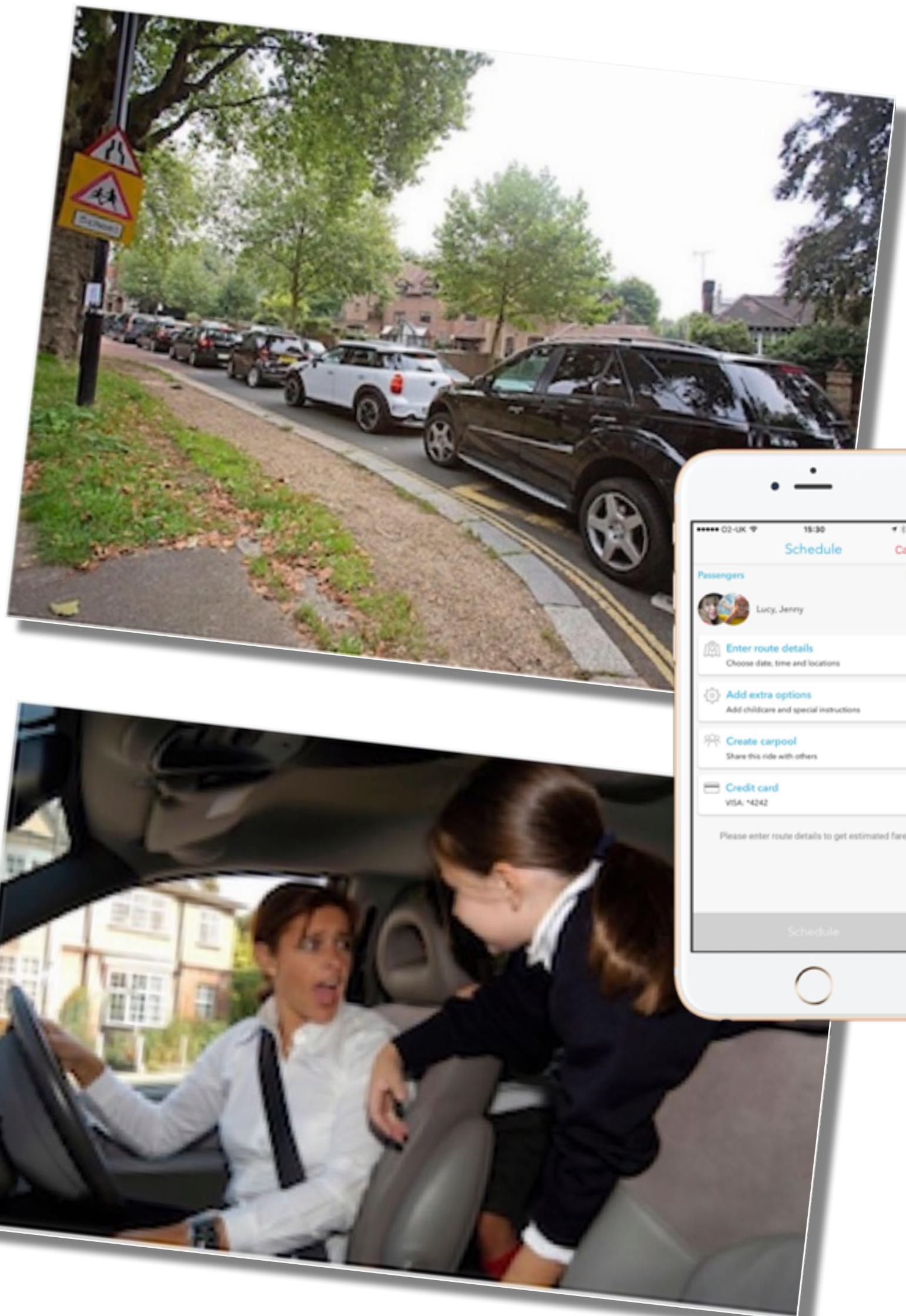
Validation

What parents have expressed in OneLane's several focus groups:

- ▶ "After-school activities are a **logistical nightmare**"
- ▶ "**Impossible to be in two places** at the same time when you work & have active kids"
- ▶ "We **carpool with neighbours, hire help, take turns** between parents..."

ONE USE CASE: THE SCHOOL RUN PROBLEM (UK)

- ▶ The school run is accountable for **24%(!)** of traffic at peak times.
- ▶ 50% of school children are driven to school, making it one of **the biggest uses of a family car**. Not even including after-school activities.
- ▶ Come 8.30am, an extra million parents get into their cars to drive their children to school.
 - ▶ Causes traffic jams, accidents, anger.
 - ▶ Adds **150%** to parents' **commuting times**.
- ▶ A reduction of 10% in school traffic can benefit the economy **£500M over a decade**.
- ▶ The solution, OneLane's **carpooling service**:
 - ▶ Families carpool their children to joint activities and school.
 - ▶ Councils & schools see reduced traffic congestion at peak times, with a positive environmental impact. **Trial with first school account in Q1.**



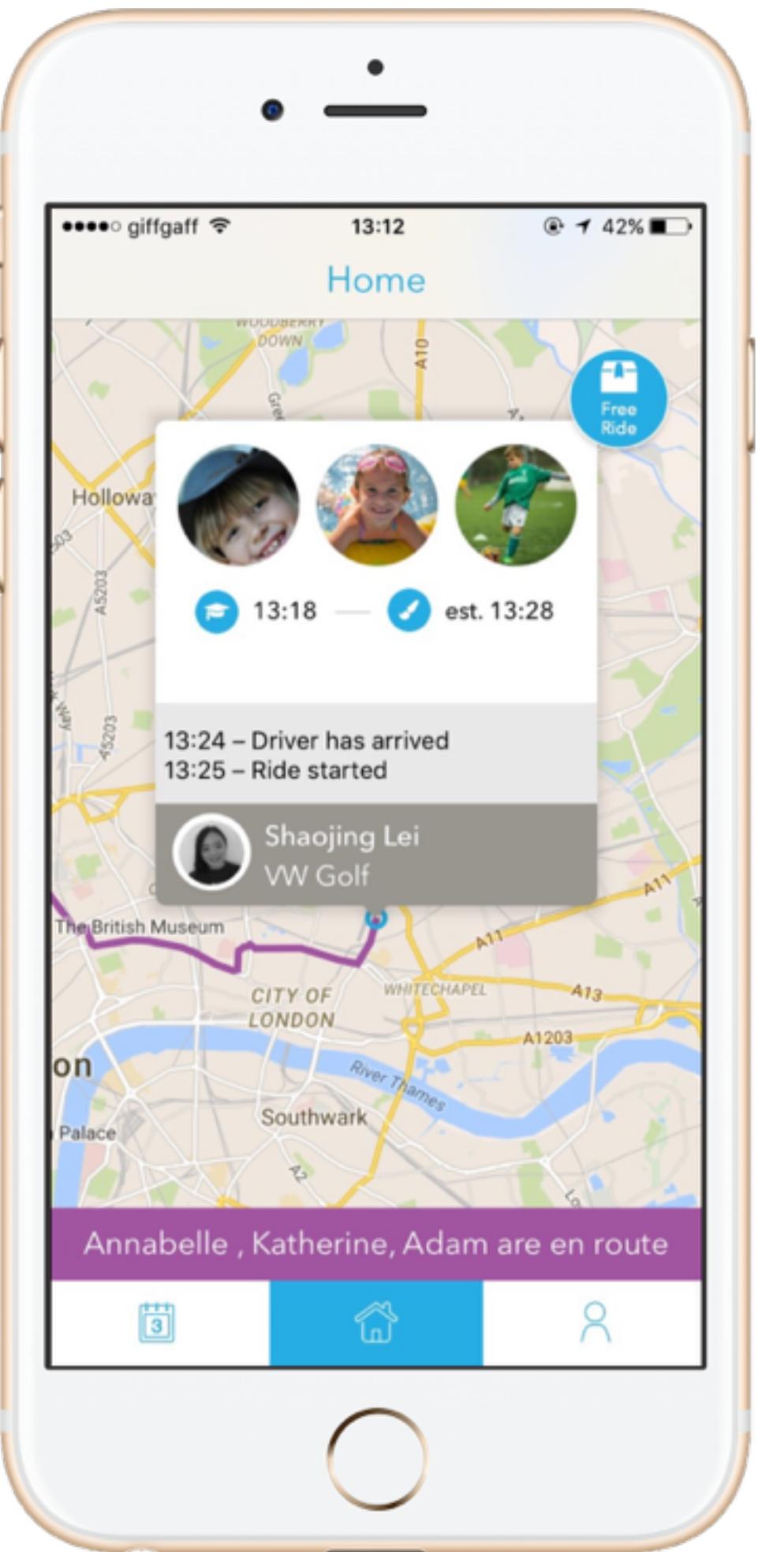


- ▶ **2.1 million.** Primary school pupils who travel to school by car.
- ▶ **560 trips.** Taken per year on average per above pupil, including extracurricular activities.

MARKET SIZE: UK

1) Main sources: Department for Education; Schools, pupils and their characteristics: January 2016; National Travel Survey 2014; [reference 1](#), [reference 2](#).

2) \$50bn market size in America. Source: [The Economist](#)



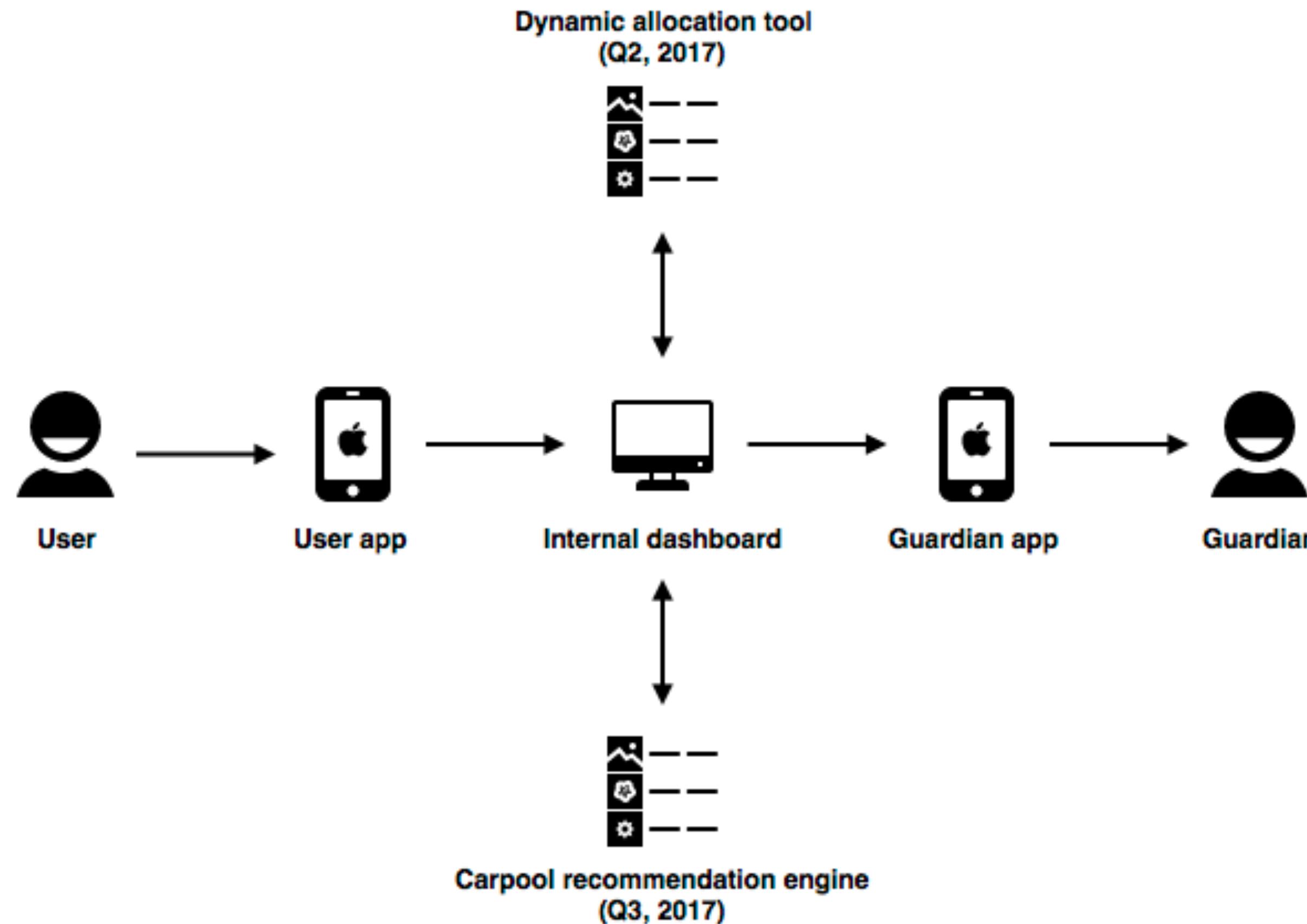
**"IT HAS CHANGED MY LIFE."
"COMPLETELY TAKEN THE STRESS OUT OF THE SCHOOL RUN."**

Georgina M., Sara T.



HOW IT WORKS: A MARKET PLACE, CONNECTING PARENTS WITH GUARDIANS

Booking process



Tech innovations:

- ▶ Advanced UI for fast and simple bookings.
- ▶ Intelligent and pre-emptive monitoring & journey tracking dashboard.
- ▶ Machine-learning (2017):
 - ▶ Dynamic allocation tool for bookings.
 - ▶ Network-based carpool recommendation engine using numerous data points: text-based info, spatial data, temporal data, user & guardian historical data, external conditions.



MORE THAN A TRANSPORTATION SERVICE

	OneLane	Transportation services
Transporting unaccompanied children, accompanying into the venues, including signing in if required	✓	—
Pre- and post-journey childcare	✓	—
Carpooling specifically for children to activities & school	✓	—
Door-to-door service as standard	✓	—
The Guardians: parents can request to meet & greet them beforehand	✓	—
The Guardians: same person for regular bookings	✓	—
The Guardians: childcare experience & training required	✓	—
The Guardians: enhanced DBS checks + previous employer reference checks	✓	—
Monitoring: parents track details of the child's journey in real-time through the app	✓	—

THE ONELANE GUARDIANS

Childcare providers

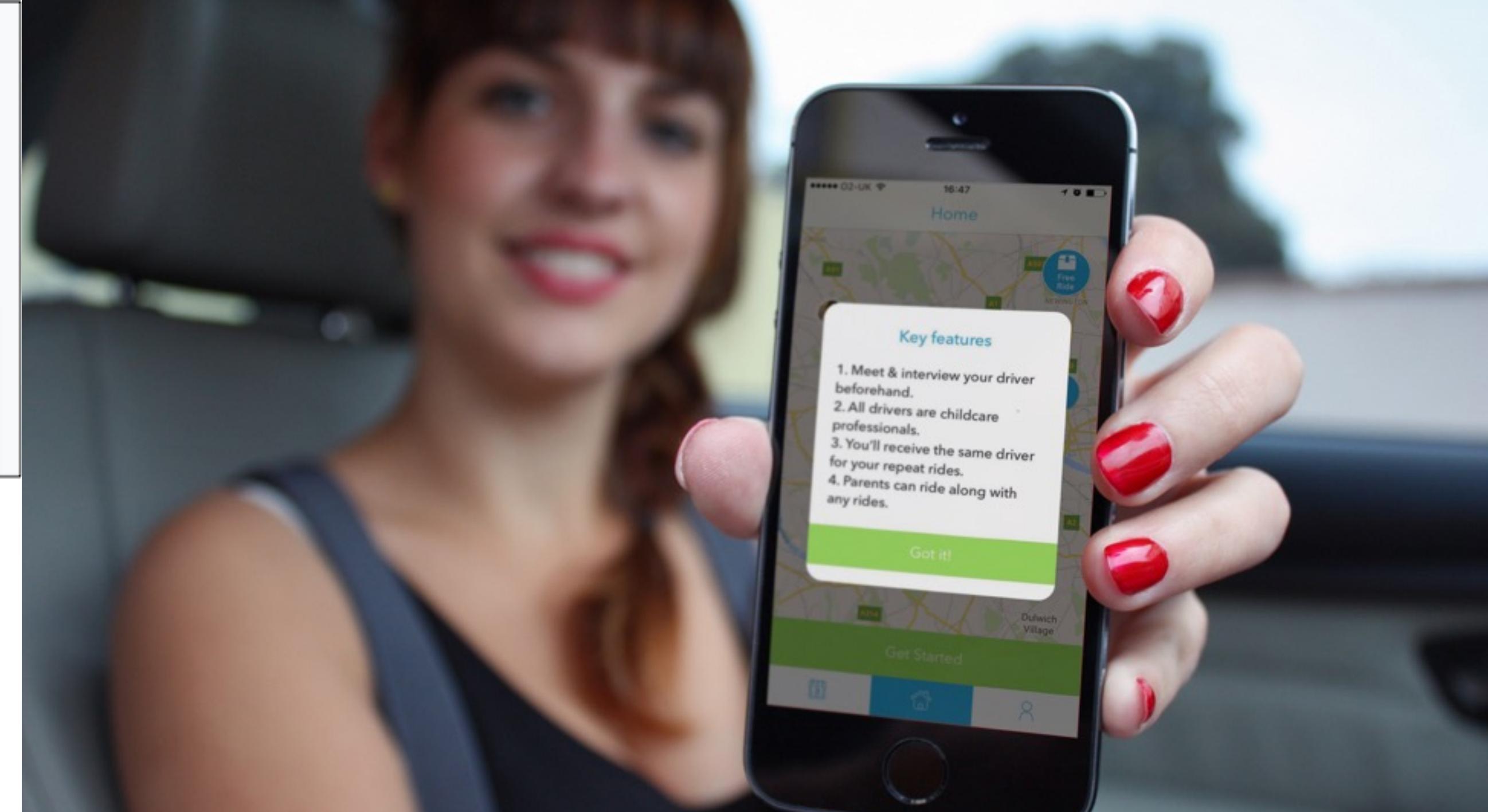
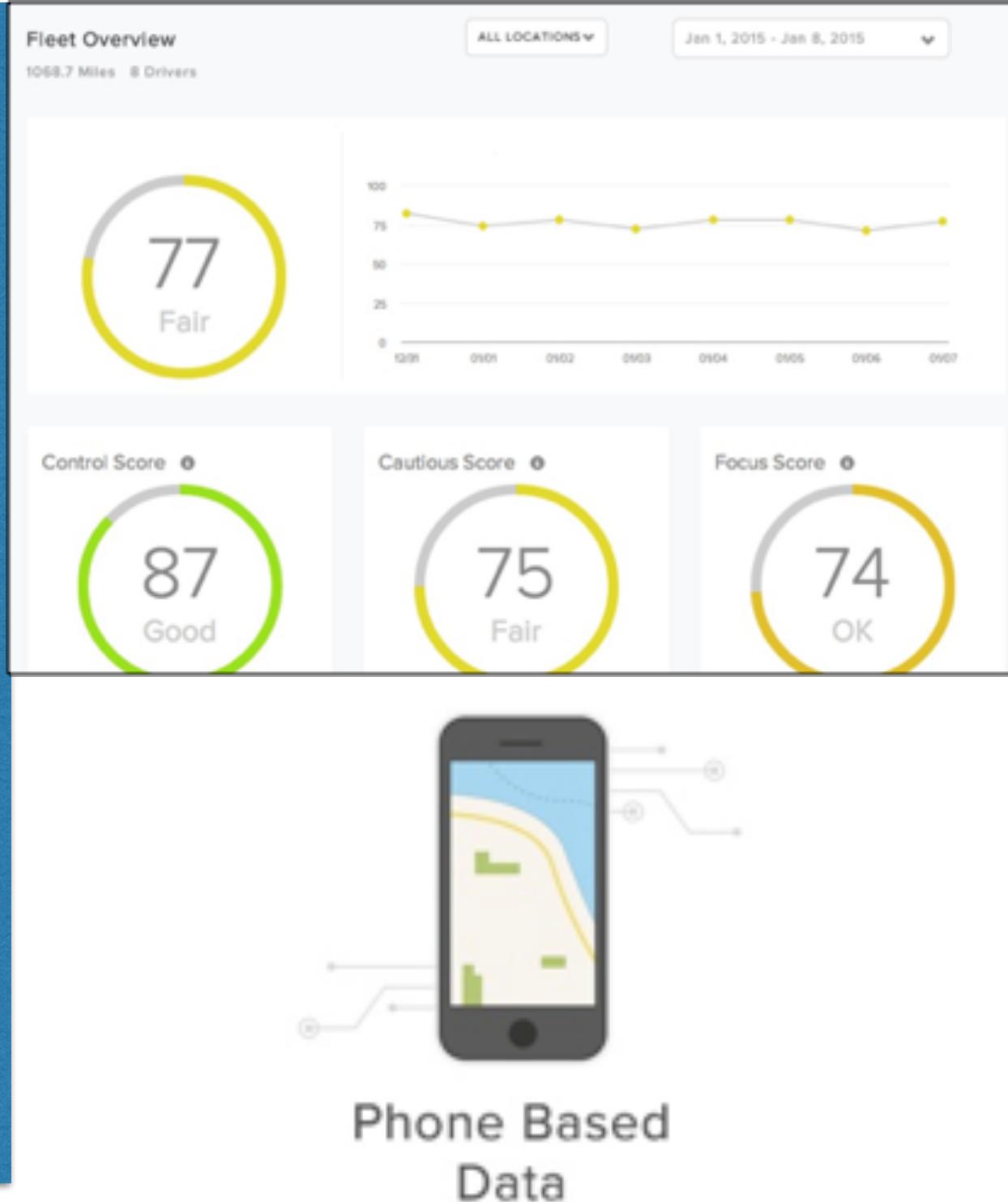
- The Guardians are all **childcare providers** (nannies, teachers, tutors, nurses).
- **Familiar faces:** families receive the same Guardian(s) regularly.

Training & Monitoring

- Guardians go through an **onboarding** and **induction** program.
- OneLane's Guardian App monitors our Guardians' **driving behaviours** in **real-time** (accelerations, texting, making calls, sudden braking), providing us with data for training.

Screening

- Guardian applicants go through a thorough **background screening & vetting** process. In-person interviews, identity checks, enhanced DBS checks, reference checks, employment checks, DVLA checks, and more.



PROGRESS TO DATE

- ▶ May '15 - Feb '16:
 - ▶ £100K self-funding
 - ▶ Platform & app development initiated
 - ▶ £190K angel round raised
- ▶ March - Sept '16:
 - ▶ Public beta launch => great initial response
 - ▶ Coverage in The Telegraph, Evening Standard, Metro, Huffington Post, CityAm
 - ▶ Drop-off to 50th school in London
 - ▶ Launch of carpooling feature
 - ▶ £280K crowd round raised
- ▶ Dec '16:
 - ▶ 2400 completed bookings
- ▶ Apr '17:
 - ▶ Aiming to *raise £750K - £1.5M*, a pre-Series A.

The
Telegraph London
Evening
Standard METRO

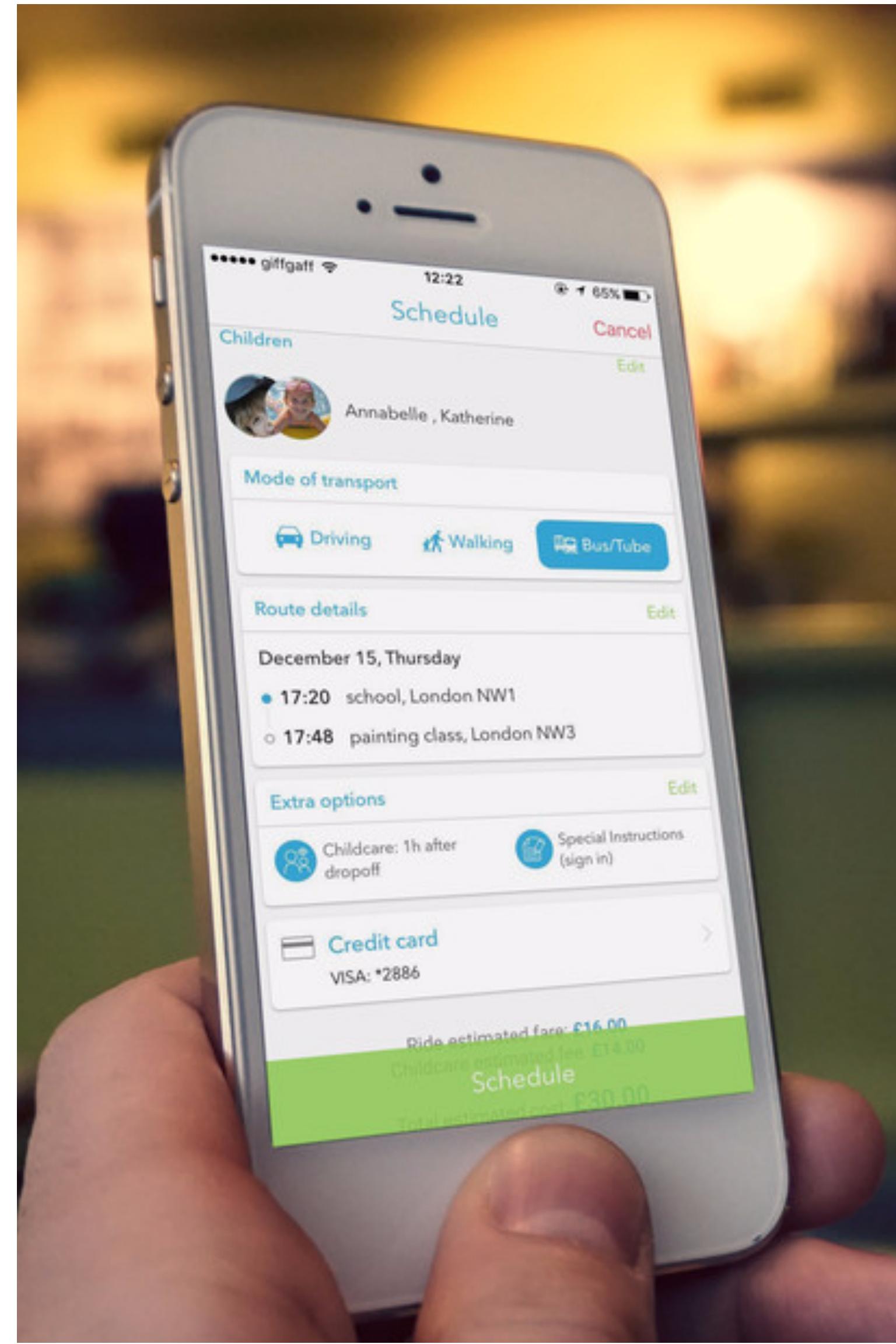
THE HUFFINGTON POST CITYA.M.

CURRENT METRICS

- ▶ **1000+ families** registered to use service.
- ▶ **106 families** used the service in first 10 months.
- ▶ **65%** referred through **word-of-mouth**, almost purely organic growth with minimal customer acquisition spend thus far.
- ▶ Month-on-month **retention rate: 70%**.
- ▶ **Repeat rate of 10-12 times/month**
- ▶ Approaching **800+ bookings/month** in first months:

Aug	Sept	Oct	Nov	Dec *	Jan (est)
43	360	440	610	331	750

Note: December slow month due to 2 weeks of Christmas holiday. Growth spurts during school terms.



ONELANE'S REVENUE MODEL, LTV, UNIT ECONOMICS

Commission

OneLane takes a 20% commission on the following revenue sources:

- **Journey fares** – average of £12.5 per booking.
- **Add-on childcare** -- £7 per 30mins.
- **Waiting / accompany time** -- £0.50 per min

Customer lifetime value (LTV)

- Net LTV of OneLane customers = **£2,160**
- Reasons for high LTV: **retention of 60-70%+** and **repeat rate of 10-12 times / month**.
- Positive indicator: children have the same schedules all term, so using our **repeat scheduling feature**, parents make repeat bookings for weeks ahead. In essence, a "subscription service".

Customer unit economics

$$\frac{\text{Customer LTV}}{\text{Customer Acquisition Cost}} = \frac{\text{£2,160}}{\text{£66}} = \boxed{33x}$$

Very profitable economics. Average 2-3 months to recover acquisition cost. Also, CAC does not account for the large number of families in our pipeline, which lowers CAC further. The above CAC accounts for those who made bookings thus far.

Guardian acquisition costs

- About £200/guardian, decreasing with volume

HIGH REPEAT RATE AND LOW DISINTERMEDIATION

Reasons for high repeat

- ▶ OneLane helps to structure an **existing offline & natural pain point** – parents struggle daily to fulfil this need consistently and reliably.
- ▶ OneLane helps parents **free up 20-30+ hrs per month**.
- ▶ OneLane allows parents to afford the **convenience and security** of one or multiple nannies and to share that cost with other families.
- ▶ Children are allowed **more flexibility** in their schedules.

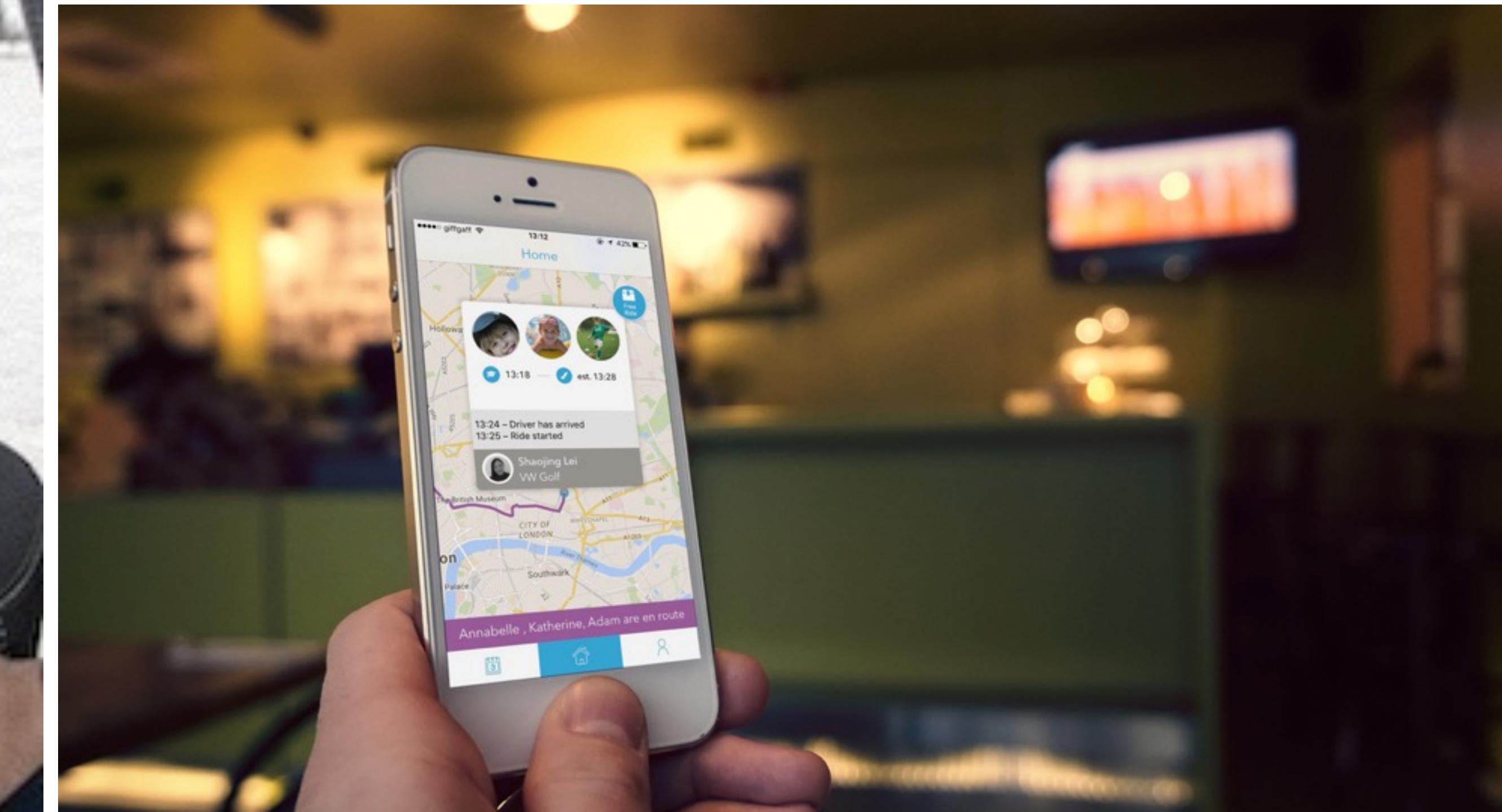
Reasons for low disintermediation

- ▶ Challenge for parents to find childcare providers to do **limited hours** (pickups & drop-offs only), **fragmented jobs**, and who still provide **flexibility**.
- ▶ OneLane platform and tools help **organise & optimise** the fragmented demand-side to appeal to the supply-side.
- ▶ Key values for parents: **transparency** of the app and a pool of Guardians ensures **reliability**.
- ▶ Cashless transactions for both parties.



"IT HAS MADE MY LIFE LESS STRESSFUL AND EASIER. GREAT SERVICE AND MY SON LOVES IT."

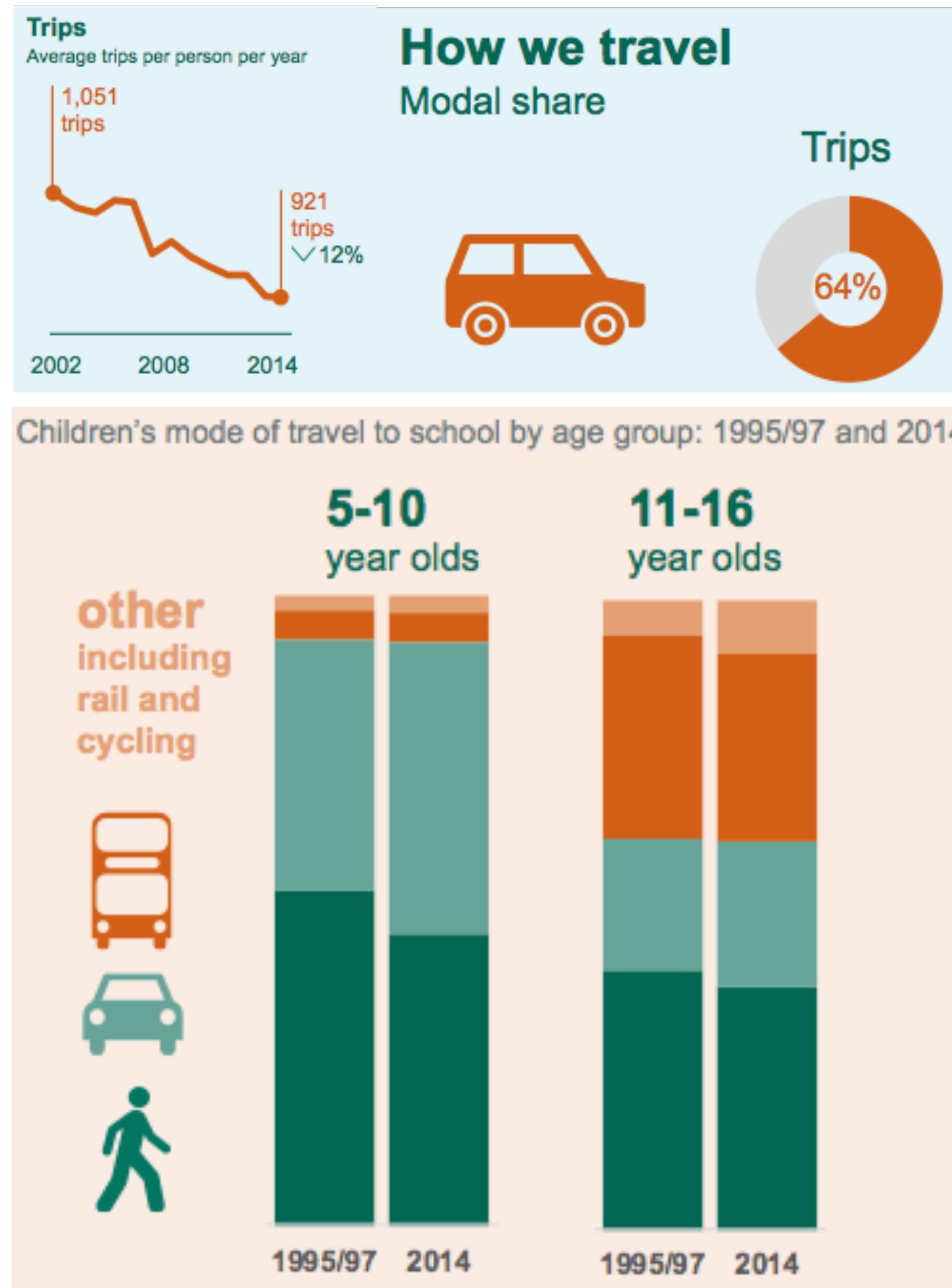
Michelle B.



OUR LONG-TERM VISION

REDUCE CAR OWNERSHIP FOR FAMILIES

TRENDS



Change in consumer behaviour: use of private household cars is decreasing

- ▶ A falling trend in trips families take with their own cars. The average number in 2014 was the lowest recorded.
- ▶ Families are becoming more active, yet their car trips have fallen 11-14% since 1995/97.
- ▶ However, over the last two decades, a larger % of children go to school by car, almost 50% now. Reasons: longer distances and increased traffic risks.
- ▶ So, although use of household cars is decreasing, transporting children still requires households to retain their cars or keep multiple cars.



Change in consumer behaviour: emergence of mobility-as-a-service (MaaS)

Top car use cases		New economy services & MaaS services that are reducing the need for owning a car
	Shopping 19%	Online shopping & home delivery for all goods.
	Leisure & other 16%	MaaS services. E.g., Uber, BlaBlaCar, Zipcar, DriveNow, Ubeeqo, etc. OneLane opportunity: transporting minors to activities.
	Visiting friends 15%	MaaS services. E.g. Uber, Zipcar, DriveNow, etc.
	Commuting & business 19%	MaaS services. E.g. Taxi.
	Personal business & education (incl. accompanying minors to school) 31%	No significant new economy services OneLane opportunity: transporting minors to school.

Sources: National Travel Survey, 2014

Note: In the UK, a large portion of cars are parked for over 90% of the time.

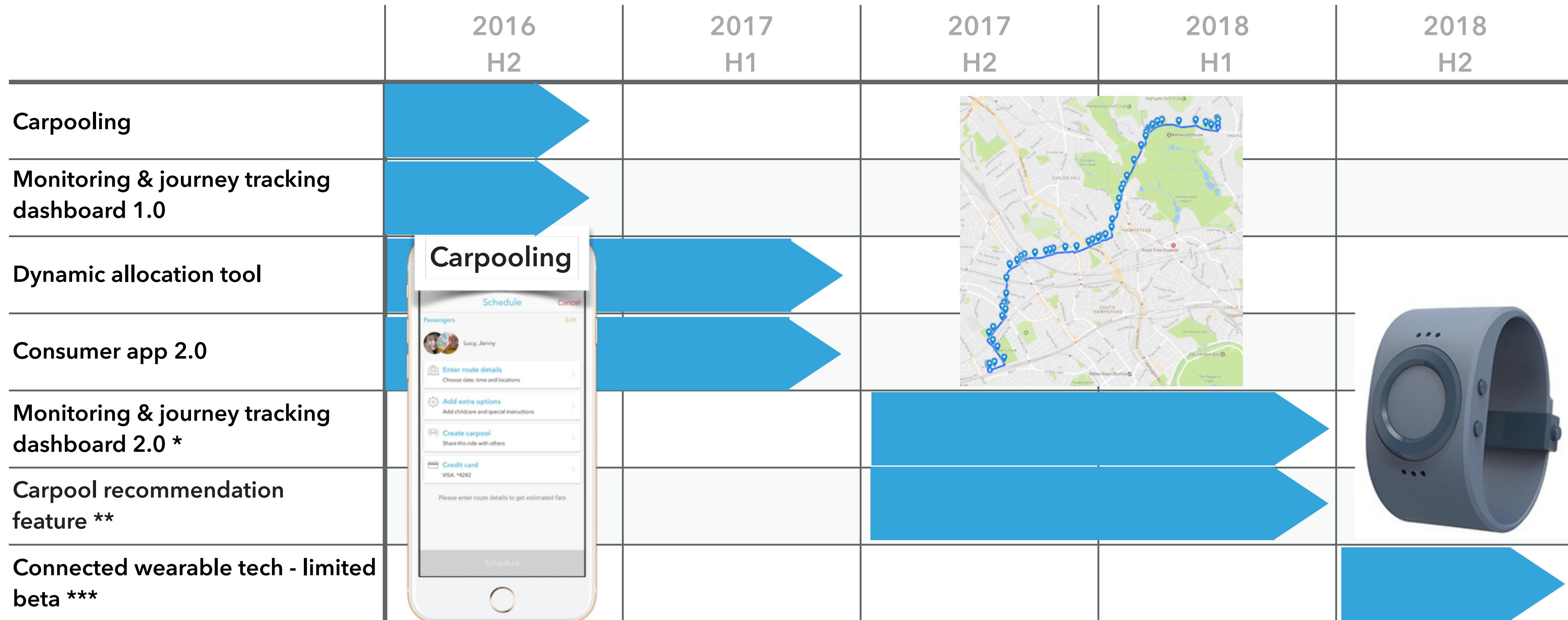
OUR GOAL

OneLane's end-goal is to reduce car ownership for families and become their preferred Mobility-as-a-Service provider



OUR ROADMAP

2016-2018 ROADMAP (MAJOR UPDATES/RELEASES)



* Objective: use machine learning with external and internal data sets to pre-emptively predict behaviours 24hrs ahead of time, alert OneLane / parents / Guardians, and pre-emptively suggest actions or optimise.

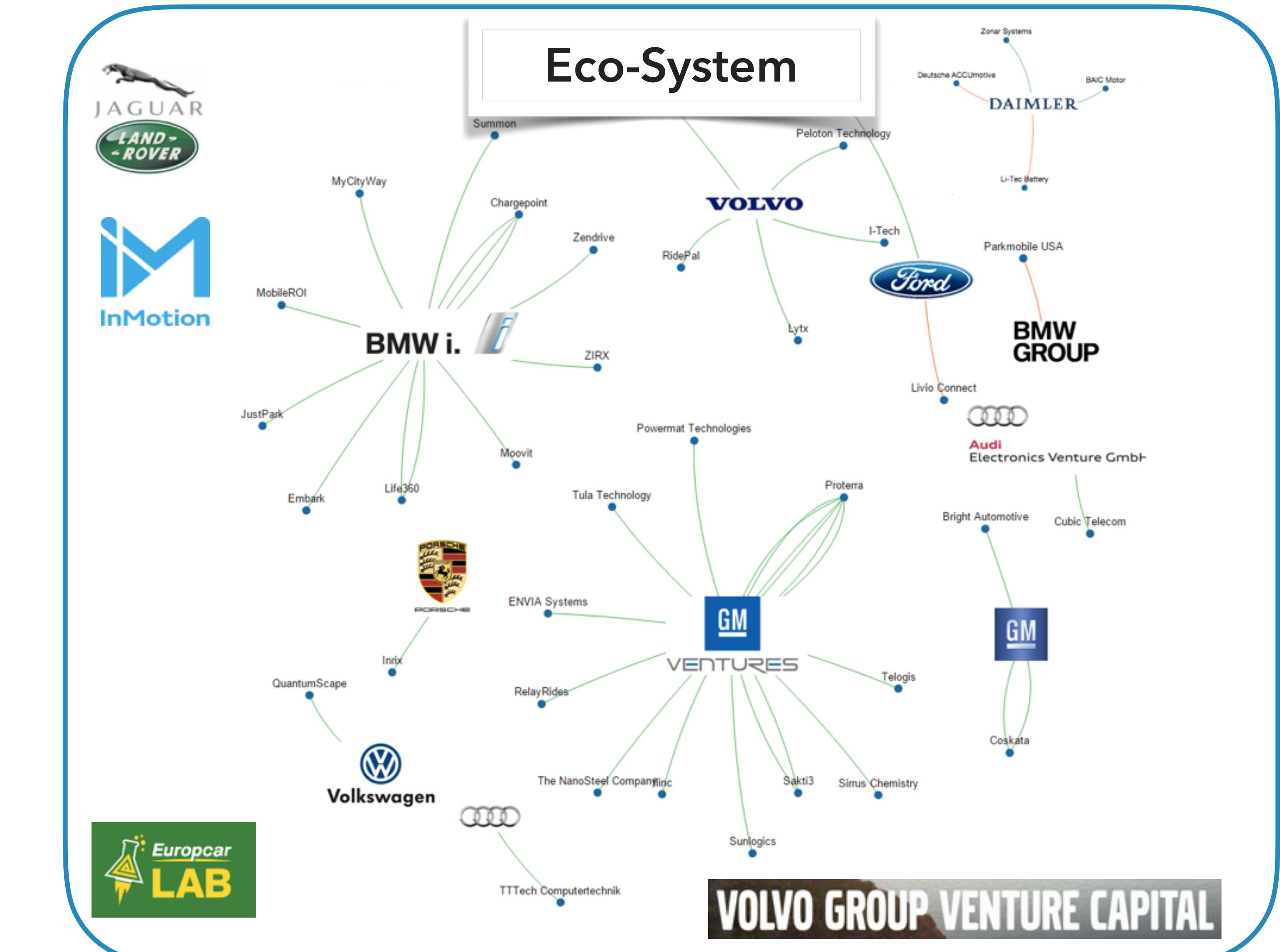
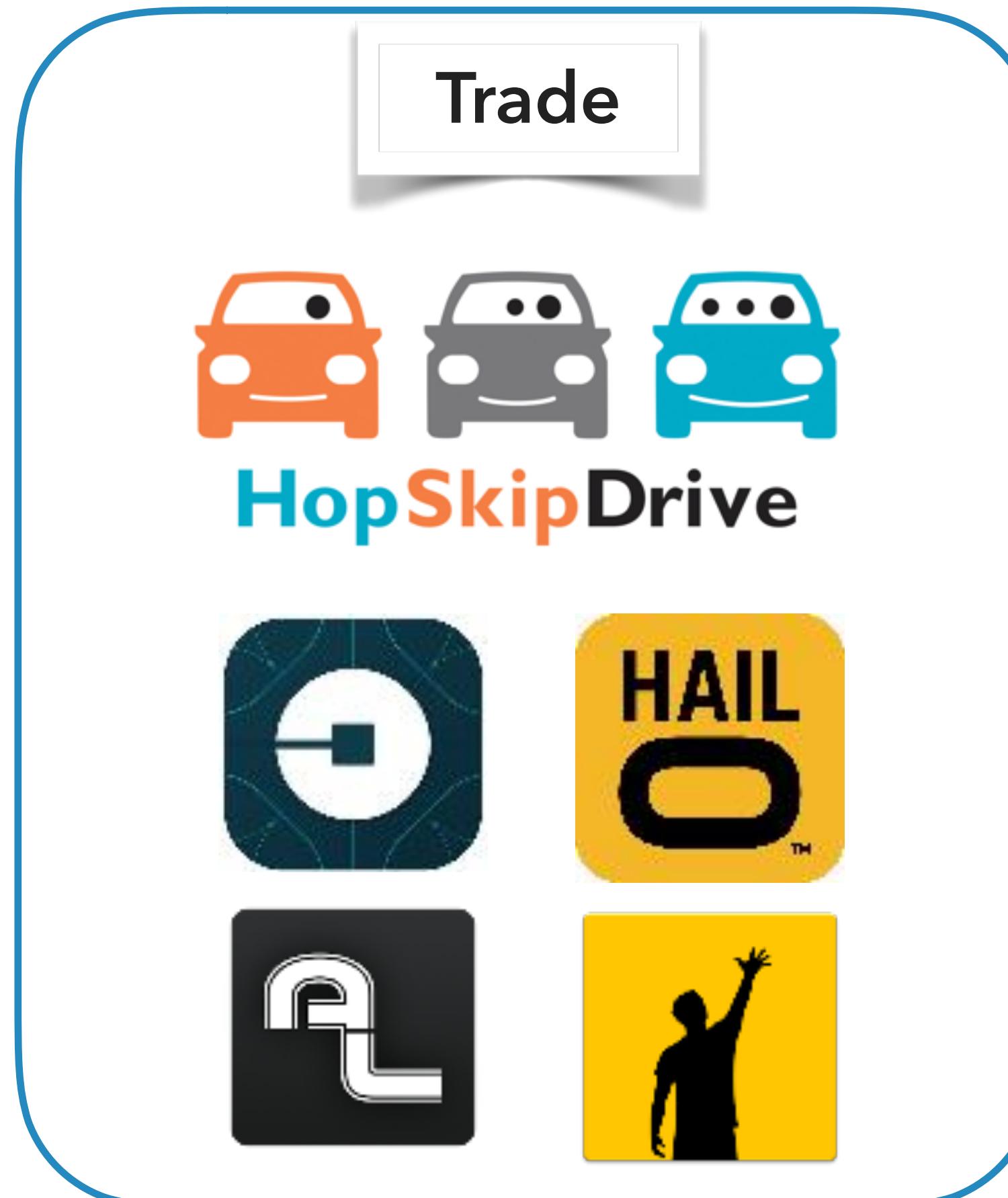
** Objective: network-based carpool algorithm to intelligently suggest carpools using text-based info, spatial data, temporal data, user & guardian historical data, external conditions.

*** Objective: improved data collection, additional safety layer for parents, making the service more sticky.

WHAT INVESTORS CAN EXPECT

EXIT OPPORTUNITY, 3-5 YRS

Exit opportunities to **MaaS industry (trade)** OR **traditional transport businesses (eco-system)**.



FINANCIALS (2016 ACTUAL RESULTS, 2017-2019 PROJECTIONS)

	<u>2016*</u>	<u>2017</u>	<u>2018</u>	<u>2019**</u>
# of bookings	2,434	30,350	164,720	661,143
# of families	106	420	1,500	5,357
# of guardians	40	180	665	2,375
Turnover	£25,650	£460,693	£2,767,296	£11,107,200
Gross profit***	(£32,213)	£74,251	£553,459	£2,221,440
Expenses	£359,181	£735,020	£1,182,686	£1,859,053
% Salaries	46%	51%	41%	31%
% Marketing	13%	11%	13%	25%
Net Income	(£391,394)	(£660,769)	(£629,227)	£362,387

* Public beta, March - Sept 2016. Therefore, less than half a year of business in 2016. Hence the higher perceived growth multiple from '16 to '17 than in the follow-on years.

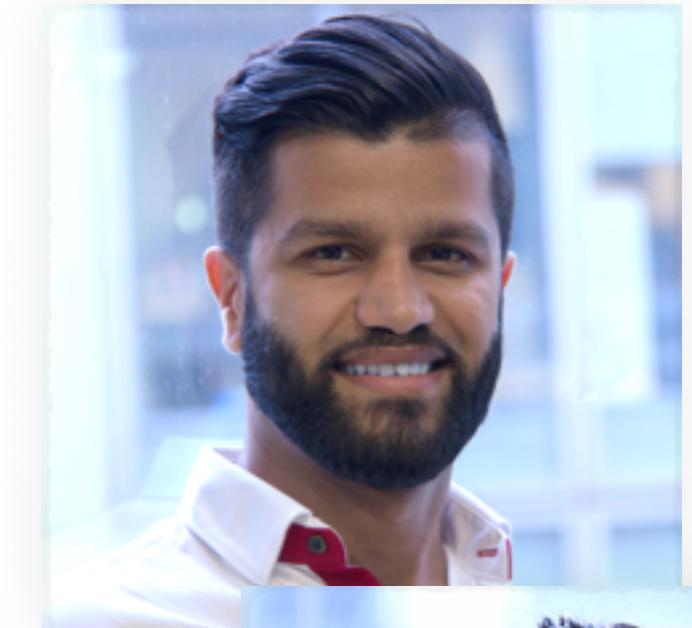
** 2 new cities to be launched at end of 2018, early 2019. Breakeven expected in 2019.

*** Currently no commission on single child bookings in order to build up volume first.

MANAGEMENT TEAM

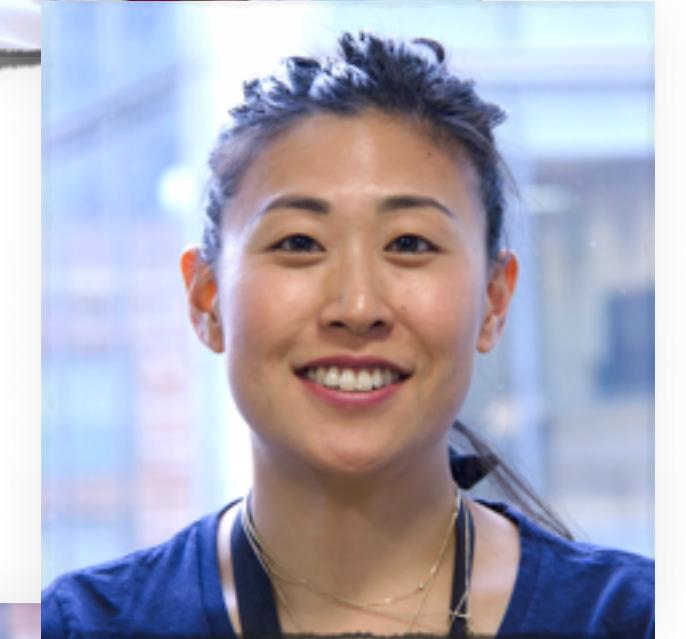
Camron Moradi, Founder

- ▶ Global Business Development Director, Just Eat. Helped build Just Eat from a small company into the largest tech IPO in the UK over the last decade, valued at £3bn and with 1800+ employees.
- ▶ Columbia MBA
- ▶ Linkedin profile: www.linkedin.com/in/camronmoradi



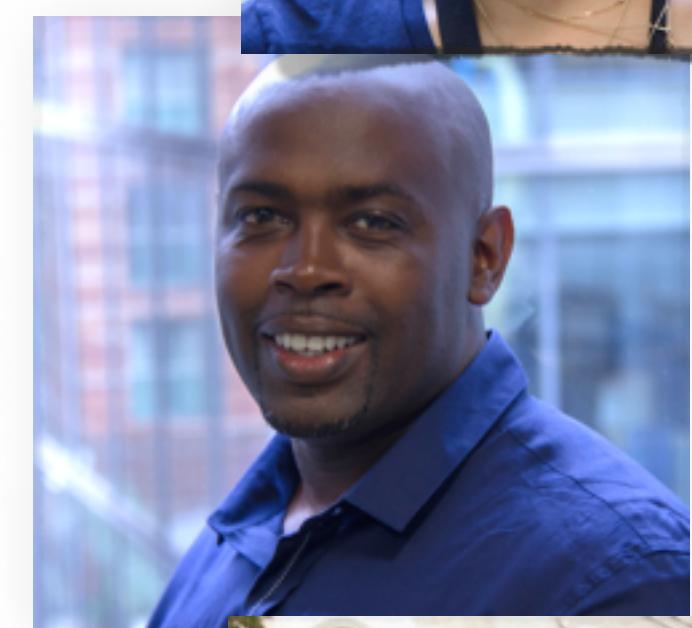
Jina Kwon, Commercial Director

- ▶ Head of Travel, Northern Europe, Groupon, one of the fastest companies in history to reach a billion-dollar valuation.
- ▶ INSEAD MBA
- ▶ Linkedin profile: www.linkedin.com/in/jina-kwon-740407



Richard Riley, Head of Operations

- ▶ Part of the management team at E-Car Club, CrowdCube's first crowdfunding exit, sold to Europcar.
- ▶ Transport Manager, London 2012 Olympics
- ▶ Linkedin profile: www.linkedin.com/in/richardcriley1

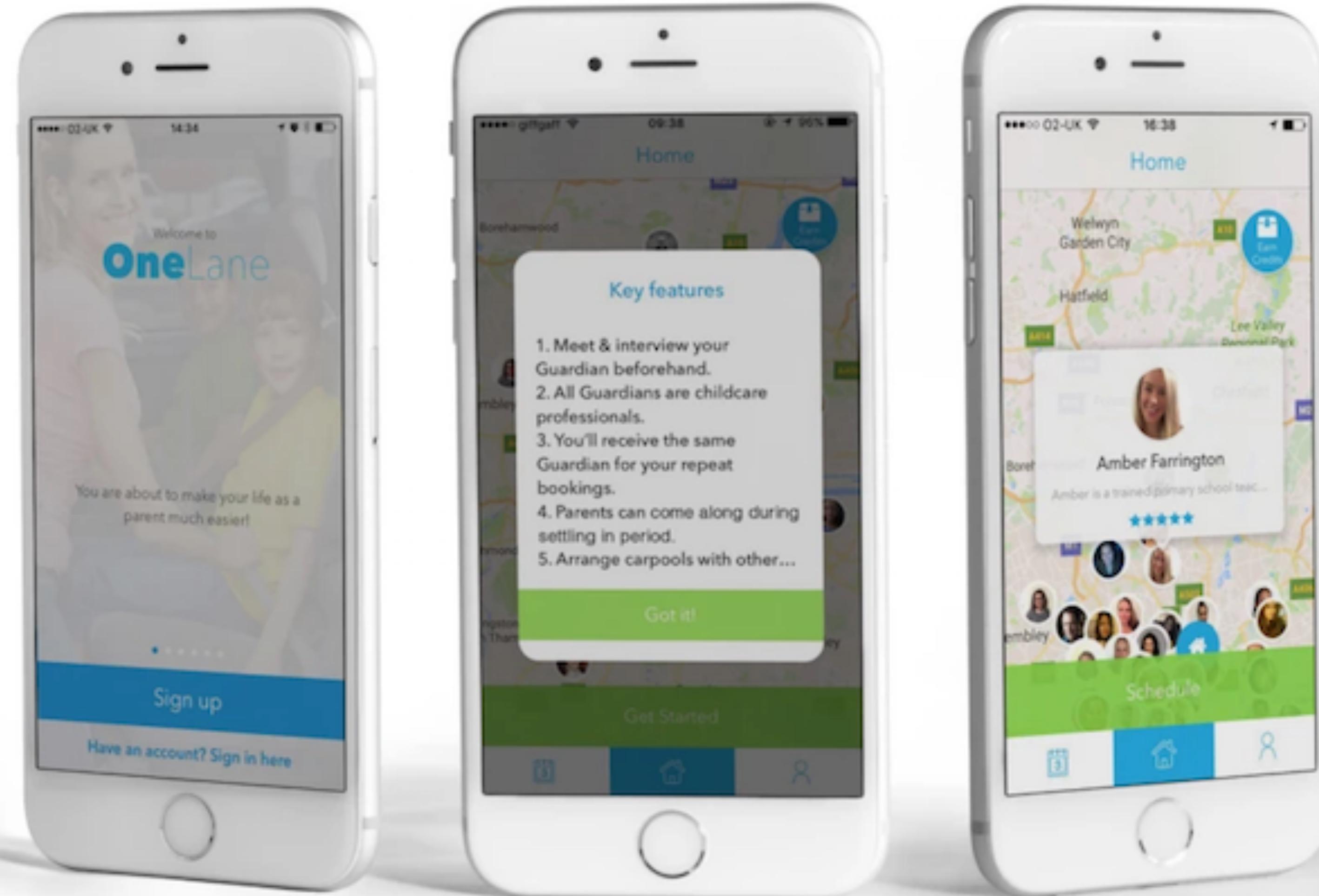


Ilya Derets, Tech Lead & System Architect

- ▶ Head of Mobile and Deputy CTO, Cupid, one of the pioneering companies in online dating.



Thank you!



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