



DRIVIN

The logo for 'DRIVIN' is centered on the page. It features the word 'DRIVIN' in a bold, black, sans-serif font. To the left of the 'D', there is a dashed rectangular box. Inside this box, there are two small green location pin icons: one near the top right corner and one near the bottom right corner. The background of the image is split diagonally from the bottom left to the top right. The upper-left portion is a light gray, and the lower-right portion is a light green. The logo is positioned at the intersection of these two colors.

Problem: Driving Schools in 2018

Most use aging technology


- Driving schools are still using pen & paper or Google Calendar to manage the driving classes.
- There is no transparency in the market. To compare prices you have to approach each school.

Inefficient use of resources

- Driving schools don't fill 100% of the hours for the classes in their available cars.
- The search or booking experience for the driving students is bad and slow.
- A market that is totally fragmented and run by individual schools.

Solution: DrivinApp

A platform that **automates and personalizes the sale of driving classes** & allows the new drivers to purchase and book classes **on the driving school agenda** depending on availability, prices and location.



[INICIO](#) [PARA AUTOESCUELAS](#) [CONTACTO](#) [MI CUENTA](#)

Ciudad o Código postal

Barcelona

¡BUSCAR!

* Todos los carnets incluyen exámenes

Autoescuela 10 X Hora

Carnet + 10 Prácticas

Sin Teórico


450.0€

Comprar →

Con Teórico

448.0€

Comprar →



Carrer d'Entença, 43, 08015 Barcelona

Carnet + 20 Prácticas

Sin Teórico

730.0€

Comprar →

Con Teórico

698.0€

Comprar →

Autoescuela Canyelles 1

Carnet + 10 Prácticas

Sin Teórico


492.0€

Comprar →

Con Teórico

653.0€

Comprar →



calle antonio machado 16, 08023 Barcelona

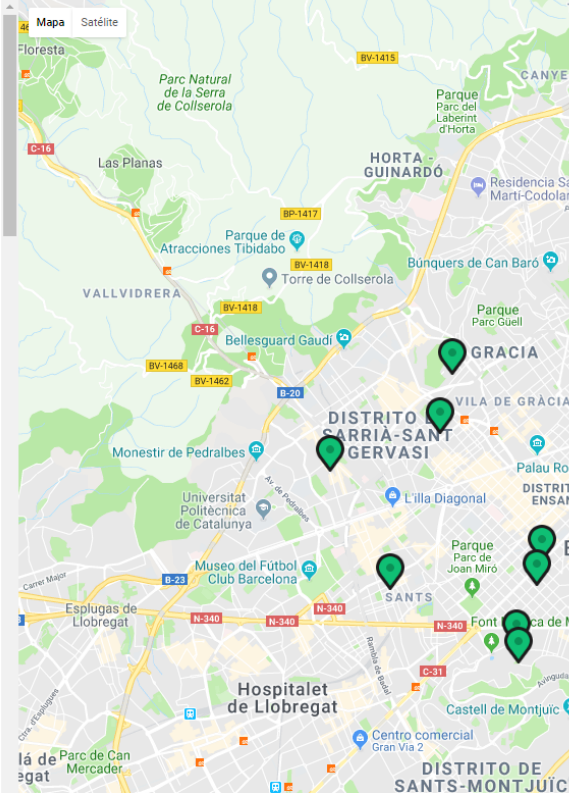
Autoescuela Canyelles 2


Carnet + 10 Prácticas

Carnet + 20 Prácticas

Hemos encontrado 20 autoescuelas en Barcelona.

Mapa Satélite





How it Works!

1.



Search

The user has to select their city or postal code.

2.



Choose

Comparing and making a decision gets easier.

3.



Drive

Once the customer purchases the classes they can start booking & driving.

Product: For students

- Fast & efficient on-demand classes booking.
- Online payment.
- Latest web technology (App coming soon).
- Great teachers – “Reviews system”.
- The ability to pay in installments
- Price Transparency.

The screenshot displays the DRIVIN website interface. At the top, the DRIVIN logo is on the left, and navigation links (INICIO, PARA AUTOESCUELAS, CONTACTO, MI CUENTA) are on the right. Below the logo is a search bar with the text 'Ciudad o Código postal' and 'Barcelona' entered. A green button labeled '¡BUSCAR!' is to the right of the search bar. Below the search bar, a note states '* Todos los carnets incluyen exámenes'. The main content area shows three driving school listings: 'Autoescuela 10 X Hora', 'Autoescuela Canyelles 1', and 'Autoescuela Canyelles 2'. Each listing includes a car icon, a table of prices for 'Carnet + 10 Prácticas' and 'Carnet + 20 Prácticas' (with and without theory), and a 'Comprar' button. To the right of the listings is a map of Barcelona with green pins indicating the locations of 20 driving schools. The map includes labels for various districts and landmarks.

DRIVIN INICIO PARA AUTOESCUELAS CONTACTO MI CUENTA


Ciudad o Código postal
Barcelona

¡BUSCAR!

* Todos los carnets incluyen exámenes


Autoescuela 10 X Hora

Carnet + 10 Prácticas		Carnet + 20 Prácticas	
Sin Teórico	450.0€ Comprar →	Sin Teórico	730.0€ Comprar →
Con Teórico	448.0€ Comprar →	Con Teórico	698.0€ Comprar →

 Carrer d'Entença, 43, 08015 Barcelona

Autoescuela Canyelles 1

Carnet + 10 Prácticas		Carnet + 20 Prácticas	
Sin Teórico	492.0€ Comprar →	Sin Teórico	759.0€ Comprar →
Con Teórico	653.0€ Comprar →	Con Teórico	920.0€ Comprar →

 calle antonio machado 16, 08023 Barcelona

Autoescuela Canyelles 2

Carnet + 10 Prácticas		Carnet + 20 Prácticas	
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Hemos encontrado 20 autoescuelas en Barcelona.

Mapa Satélite

Map showing 20 driving schools locations in Barcelona, including areas like HORTA-GUINARDÓ, GRACIA, DISTRICTO SARRIA-SANT GERVASI, SANTS, and HOSPITALET DE LLOBREGAT.

Product: For driving schools

- Efficient & synchronized agenda.
- Online payment.
- Optimized fleets and quality control.
- Students feedback – “Reviews system”.
- Marketing & Tech Partner.

DRIVIN		Agenda					
Reservas		Coche:					
Facturacion		Roch : Volkswagen - Golf VII R Line (2014) [6337HTS]					
Coches		Hoy					
Profesores		lun. 14/5					
Alumnos		mar. 15/5					
		mié. 16/5					
		jue. 17/5					
		vie. 18/5					
		sáb. 19/5					
		6					
		7					
		8	8:00 - 8:45 MARC GARCIA LIN.	8:00 - 8:45 ANI BERBERYAN	8:00 - 8:45 Ana Gascon	8:00 - 8:45 EVA MARTINEZ MO.	8:00 - 8:45 EXAMEN
		9	8:45 - 9:30 ANI BERBERYAN	8:45 - 9:30 EVA MARTINEZ MO.	8:45 - 9:30 MARC GARCIA LIN.	8:45 - 9:30 VICTOR BANDEIRA.	8:45 - 9:30 EXAMEN
		10	9:30 - 10:15 SILVIA CHIMENTO	9:30 - 10:15 Hranush Maria A.	9:30 - 10:15 SILVIA CHIMENTO	9:30 - 10:15 Mar Garcia Garr.	9:30 - 10:15 EXAMEN
		11	10:30 - 11:15 VANDERLAN BRITO	10:30 - 11:15 MARC GARCIA LIN.	10:30 - 11:15 WELESON CARLOS ..	10:30 - 11:15 Mar Garcia Garr.	10:30 - 11:15
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		20	17:30 - 18:15 EDISON ANTONIO ..	17:30 - 18:15 VANDERLAN BRITO	17:30 - 18:15 Victor val	17:30 - 18:15 Hranush Maria A.	17:30 - 18:15
		21	18:15 - 19:00 EDISON ANTONIO ..	18:15 - 19:00 VANDERLAN BRITO	18:15 - 19:00 VANDERLAN BRITO	18:15 - 19:00 VANDERLAN BRITO	18:15 - 19:00
		22	19:00 - 19:45	19:00 - 19:45	19:00 - 19:45	19:00 - 19:45	19:00 - 19:45

Market size: Spain

+9K

Drivin schools in Spain.

+465K

“B” type licenses are issued each year.

35

Classes per student in average, at 28€ each.

5%

Annual market growth.

Sources



Market size: Global

+\$600M

Spain market size

+\$12B

Europe market size

+\$12B

USA market size

Use cases



First-timers

From 17 to 25 years old, with no driving license



Recycling

From 25 to 45 years old, with the driving license. Users that haven't been driving in a while and need to practice.

Go to Market



Social & Google Ads

Marketing ads to acquire users through social media and Google Searches.



Prescription by Driving Schools

Driving Schools are already prescribing Drivin to their users as a way to automate their bookings.



Car signage

Putting stickers in our driving schools car fleets with our own branding and booking information.



Referral program

To acquire more customers Drivin allow its users to recommend the app in exchange of discounts.

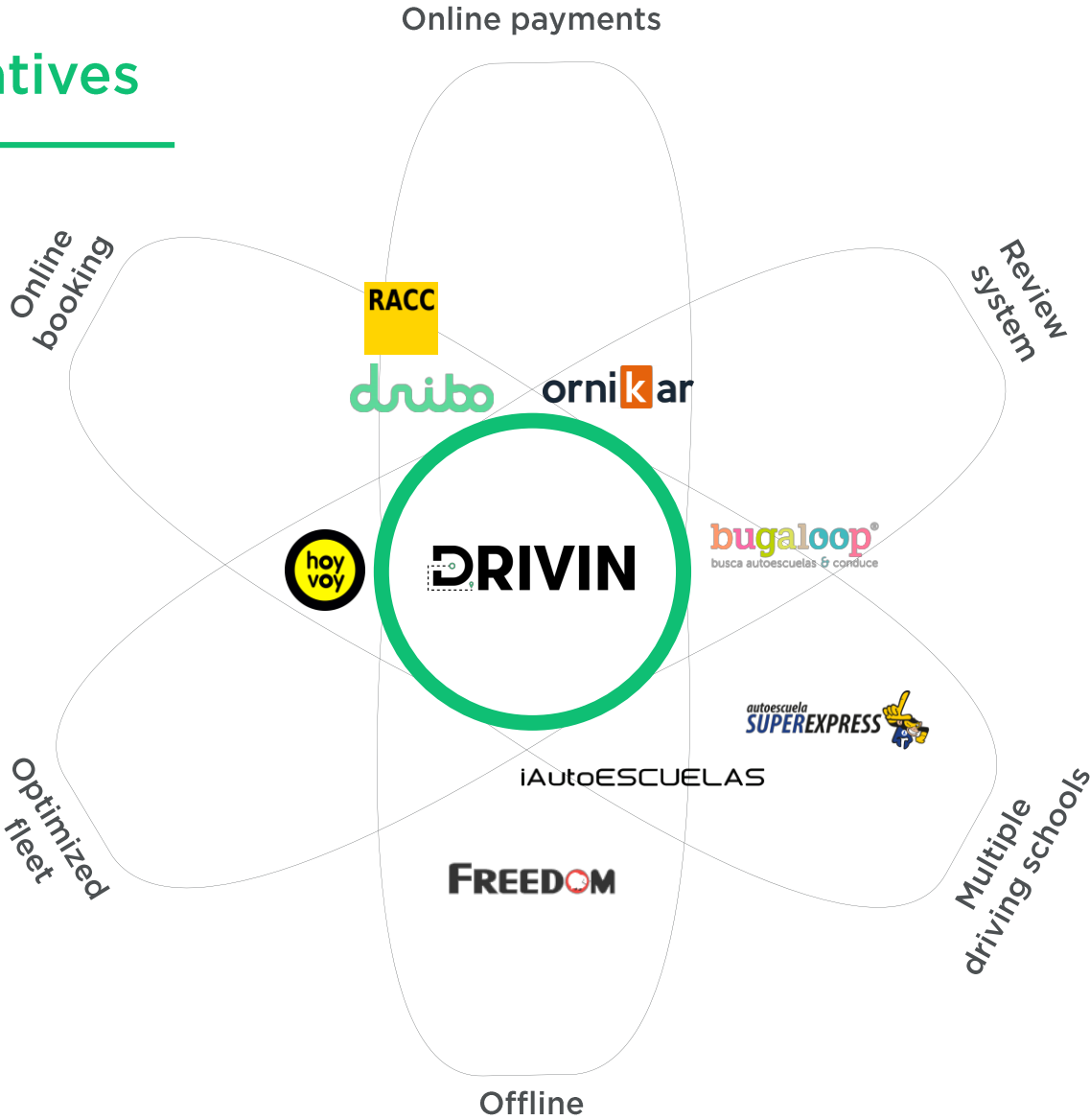
Car Signage

+10 Branded Cars



DRIVIN

Competitors & Alternatives



Business model: Marketplace



15% Comission

Per class bought by Drivin users



5% Comission

Per class bought by the driving
school student from the Drivin's
platform

UBER

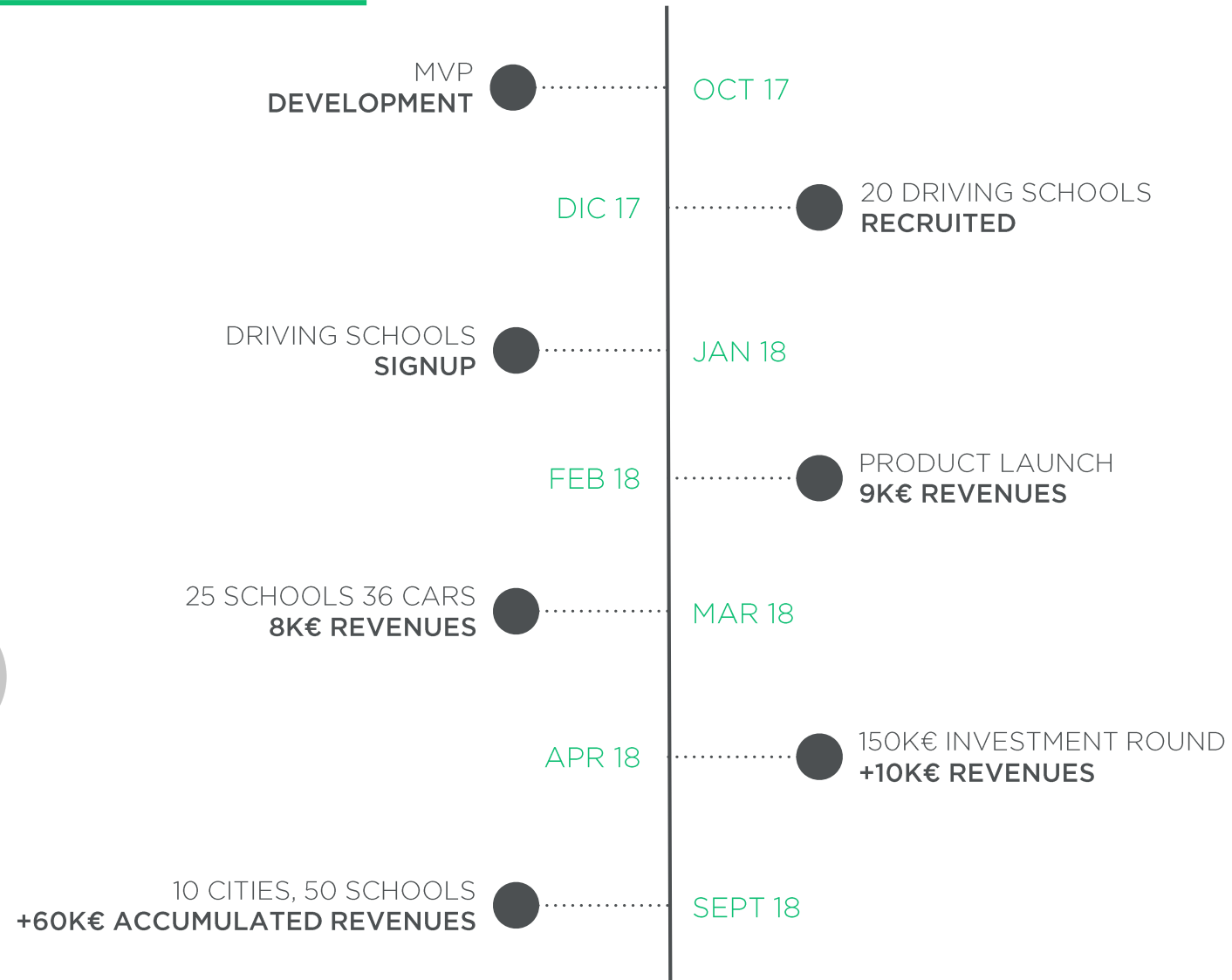
lyft

cabify

HAIL
O

Xmytaxi

Traction: Progression to date



CEO Sergi Espada

More than 8 years working in tech companies.

Sergi founded his first Ecommerce at 22 years old, and has developed most of his career in startups like Boardfy or Sequra, managing the sales and business development teams.



CTO Álvaro Muhlethaler

Alvaro has been working as a developer for almost 20 years. After working for TCS, Moove-it and IBM he wanted to start his own software development company, VAIRIX.

After just a couple of years, VAIRIX had 10 employees and worked with an extensive list of clients from US. He owned VAIRIX for 6 years before leaving to move to Barcelona."



CPO Leo Capillera

Leo is a software engineer that have been working with US companies to develop and discover their products for more that 10 years.

Some of the companies he has worked for are CrazyEgg and Wildfire (by Google), or development agencies like WyeWorks.



Advisor Joan Bonvehí

Joan has experience in the driving school sector due to family inheritance. He has been the owner and director of the Mobi driving school in La Garriga for more than 10 years.

He has digitized his own driving school and for this he created his own "click & drive" platform that he integrated into other driving schools too.



Advisor Lavin Luis

Serial entrepreneur. Lavin has been creating companies for more than a decade.

His last startup was a SaaS platform with customers like Movistar, Amazon, UBER or DELL.

Currently co-founder at Boardfy.com, a SaaS platform that helps online retailers and brands to track their competitors.



Investors: 150K April's round



Eneko Knorr

Hostalia exit to Telefónica.
Investor in Cabify, Petcoach, Ticketbis and Habitissimo.



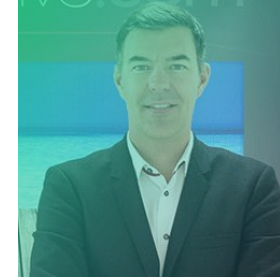
Ben & Uri Nachoom

Business Angels.
Owners of the Salamanca Group, a +100M€ fund, the OneCowork and OneOcean Club.



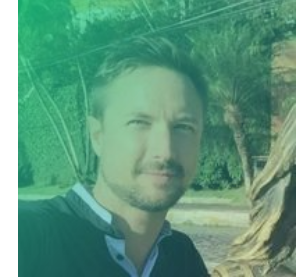
Andreu Huguet

Business Angel and CEO of SarQuavitaie, acquired by Domusvi in 2016 for 500M€.



Sébastien Bouillet

Business Angel and former CEO of companies like VoyagePrive in Spain or TUI Globally.



Roland Marceau

Business Angel and french entrepreneur. Has invested in many startups from France.

Watch Drivin's Ad



DRIVIN

A photograph of a person driving a car, viewed from the passenger side. The driver is wearing a brown hat and a brown jacket. The car's interior is visible, including the steering wheel, dashboard, and rearview mirror. The car is driving on a road with green hills and a cloudy sky in the background. A large green semi-transparent shape is overlaid on the left side of the image. A white horizontal bar with a thin line above and below it is positioned across the middle of the image, containing the company name and tagline.

DRIVIN

Next-Generation Driving Schools

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