



BE SPORT



CARPOOL !



Thousands of parents, children and clubs...

DIFFICULTIES EVERY WEEKEND IN ORGANIZING INTERCLUB SPORTING EVENTS



Problematics
&
identified needs



27%



Busy schedule

26%



Time and place
incompatible with
family organization

19%



No nearby
infrastructure

17%



Cost

11%



Health

Parent-reported barriers to
sports participation among
children aged 6 to 17

Number of people surveyed : 1,472

Age range: 18 – 64 ans

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**THAT's WHY
WE'VE CREATED...**

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SOLUTION PROPOSED

THE 1st CARPOOLING APPLICATION FOR AMATEUR SPORTS CLUB

Our innovation, our difference

A TRIPLE INNOVATION

A TRIPLE INNOVATION



GREEN

Use Innovation

SOCIAL



Technological Innovation

Our innovation, our difference

We are committed to a
CSR approach

GREEN INNOVATION !



Our innovation, our difference

We are committed to a
CSR approach

SOCIAL INNOVATION !



We develop new responses to new or poorly
met social needs by involving stakeholders



3 MARKET SEGMENTS



sports clubs



sports sponsorship,
CSR



governmental
institutions



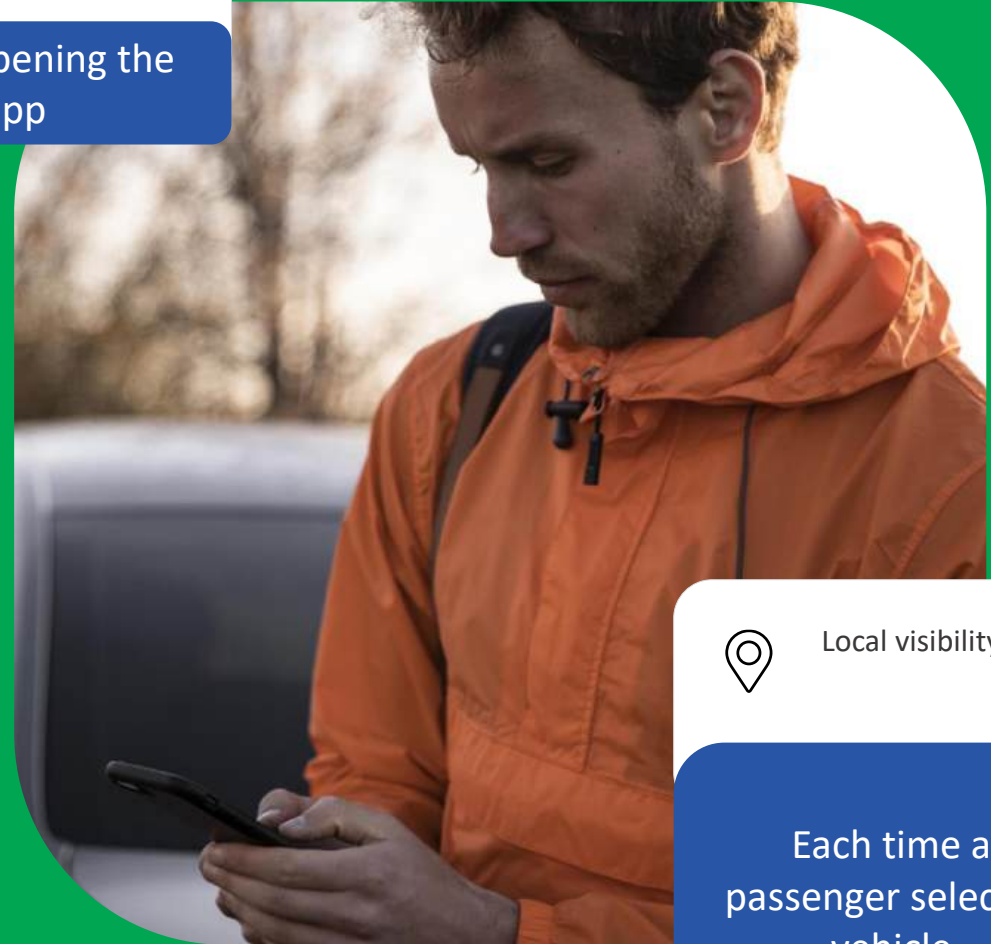
MOVE FROM PASSIVE MARKETING TO ACTIVE TARGETED DIGITAL MARKETING

2 Partner appearances on the app:



National visibility

When opening the
app



Local visibility

Each time a
passenger selects a
vehicle

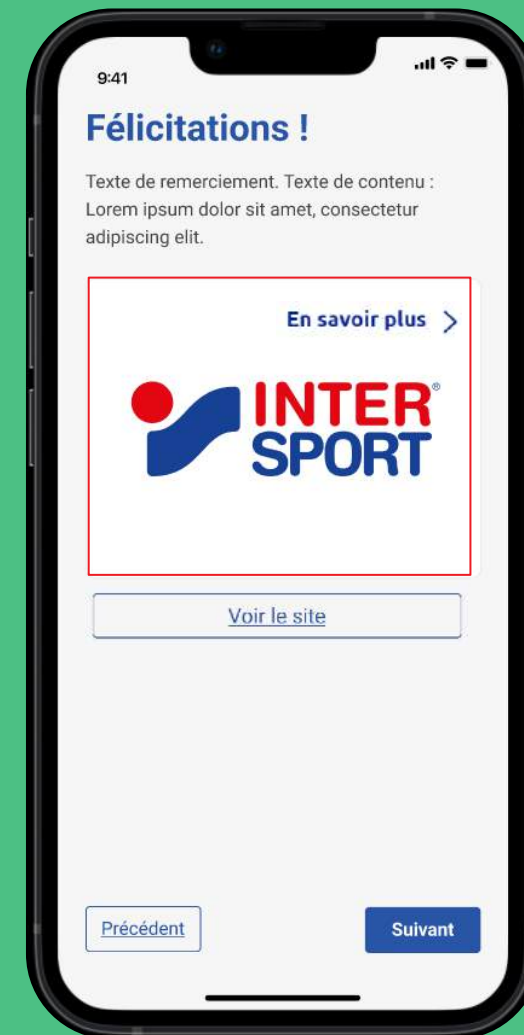
MOVE FROM PASSIVE MARKETING TO ACTIVE TARGETED DIGITAL MARKETING



National visibility



When opening the app



MOVE FROM PASSIVE MARKETING TO ACTIVE TARGETED DIGITAL MARKETING

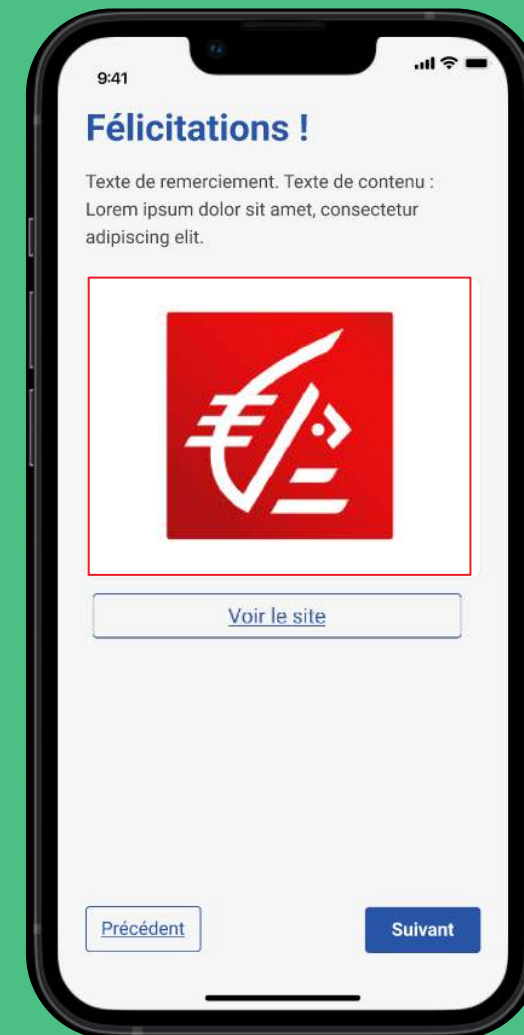


Local visibility



Each time a passenger selects a vehicle

1 to 3 PARTNERS MAX



Our innovation, our difference

Profile analysis, **PERSONA**
for Digital Marketing
the heart of our model

A TECHNOLOGICAL INNOVATION



By using AI, we aim to analyze data from thousands of users, allowing us to create typical profiles (personas) that represent the future of personalized digital marketing in the fields of sports, sports equipment and mobility.

Our aim is to study the interactions between sporting activities and modes of transport, and vice versa.










By drawing conclusions from these analyses, we act to optimize our carbon footprint while promoting more responsible sporting practice.

At the same time, we focus our communications on our partners' target segments and promote their products or services.

Our innovation, our difference

A TECHNOLOGICAL INNOVATION

By exploiting the data of thousands of users, we will be able to generate significant statistics that can be used to support communication campaigns. Based on data such as:

-  Quantity of CO2 saved
-  Number of carpools
-  Average number of people per vehicle
-  Average trip distance
-  Average trip duration
-  Driver and passenger profiles
-  Vehicle types by energy source
-  Average age of fleet used for carpooling
-  Filter by region, department, city, federations, clubs, etc.



Corporate interest in sports sponsorship



4 French people / 5
find sports sponsorship useful



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