



xplor
startup village

ENERGY  **Startup
Day**
innovative Startups | meet Industry

Presented by

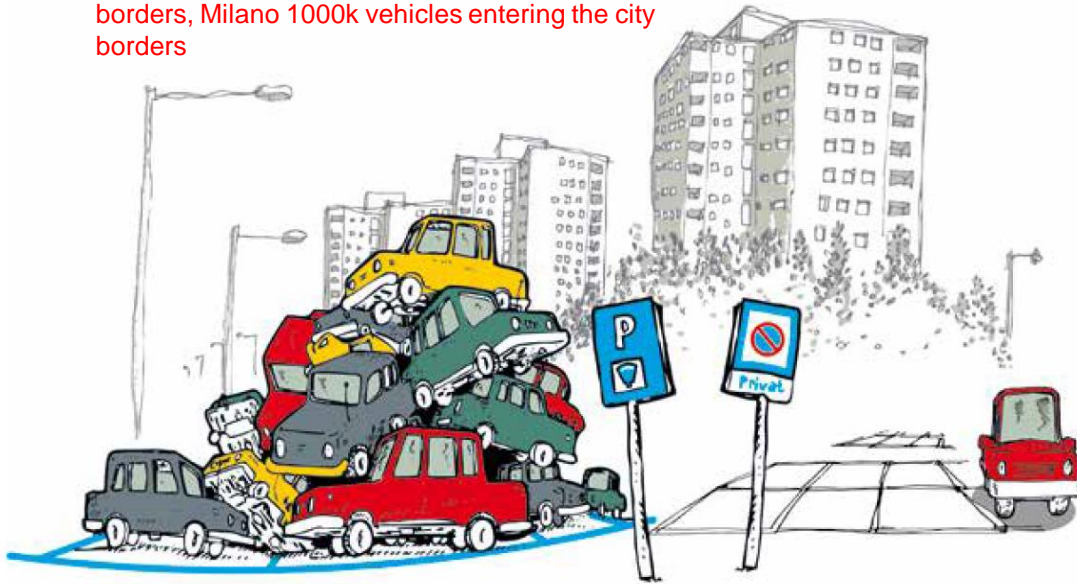
powertage

**BePooler: make the most of your daily
commute**

Everyday problems...

TRAFFIC

Ticino: 68k vehicles/day entering the cantonal borders, Milano 1000k vehicles entering the city borders



SPACE

Many Swiss cities are set to finalise their new master plans
The trend towards fewer parking spaces is increasing

TIME

2019: 30'230 hours /year lost queuing in Switzerland

MONEY

Swiss cities are some of the world's most expensive to park a car

BePooler's solution & distinctive features

BePooler's solution

- **BePooler SA** ("BP" or the "Company") was born in Switzerland in 2015.
- It provides companies and commuters with a fast and safe way to **share their home-work-home trips**, reducing traffic, pollution, costs and the use of public resources.
- BP is a technologically advanced **car-pooling platform** dedicated to commuters and business travelers in Europe.
- The **B2B2C business model** requires employers to offer the service to all employees who need to travel, resulting in cost savings and monetary benefits for users.
- BP has a **multiplier effect** resulting from the possibility of grouping users from different companies with the same travel route, whether short (e.g. airport, train station, etc.) or long distance.
- BP is the **first mover** in several urban business hubs in northern Italy and Switzerland, targets specific locations to reach critical mass and keep competitors away.

BePooler's distinctive features

Manages proprietary algorithm for route and location.

Manages driver-rider communication and delays.

Upon request, the trip can be managed via a web App.

Guarantees shared travelling and allows dedicated parking reservations.

Manages customizations to optimize vehicle filling.

Calculates expenses reimbursements and manages micropayments among crew members.


On request, the service can be provided as a *white label* format.

Opportunity for companies to improve welfare, through incentives and rewards.

CarPooling ... with an extra gear!

“BePooler develops a technologically advanced car-pooling platform. The BePooler's App enables commuters to share their home-work-home trips, reducing traffic pollution, costs and the use of public resources.”

Partners:

We have carried out a project in Chiasso, Balerna and Stabio/SBB Railway Stations: 7 cost free parking lots reserved for our poolers, on a behalf of **SBB**.  **SBB CFF FFS**

Comparable companies:



Scoop is a company that employs innovative technologies to aggregate the demand and match drivers and riders. The founders, brothers Rob and Jon Sadow, raised \$ 36 m in 2017 and \$ 60 m in 2019.



Zify is a ride sharing Indian company headquartered in Hyderabad. Thanks to a capital increase in 2015 Zify is now operative also in the cities of Bengaluru and Gurgaon.



Via Van was founded in 2012 by Daniel Ramot and Oren Shoval it first launched its technologically innovative platform in 2013 providing carpooling services in New York. On March 30 th, 2020 Exor announced that it will invest \$ 200 m in Via Van.



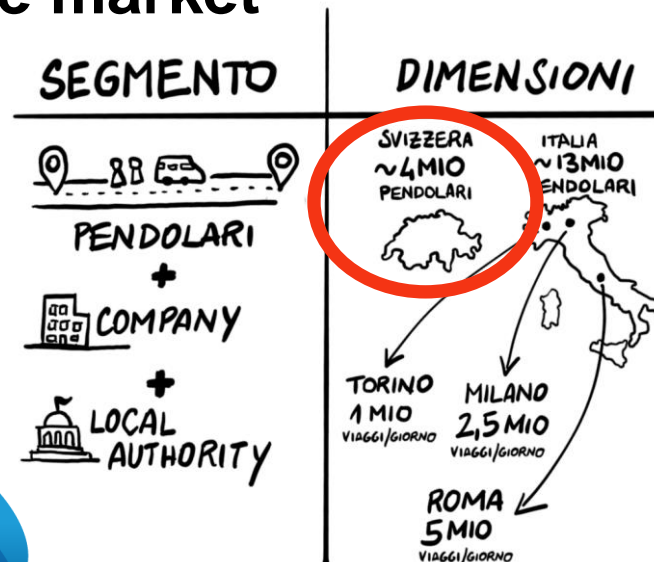
Karos is the company that made carpooling mainstream in France. With two rounds of investment held in 2019 Karos managed to raise Eur 4,2 m in equity and Eur 1,9 m in convertible bonds.

Commuters Multimode addressable market

Companies e Local Authorities are at the same time Customers and Partners. They promote CarPooling to employees and citizens.

We provide an **easier** and **comfortable way** to manage common resources.

The number of yearly trips managed by BP has considerably increased.



# Yearly trips	12/2015	12/2016	12/2017	12/2018	12/2019	12/2020	12/2021	12/22
	51	4,029	13,690	23,799	16,587	6,316	3,109	
	658	4,859	14,125	26,192	18,704	7,121	3,507	

2019: Digital Wallet Introduction.

Team

The Company

- Team of specialists in the automotive, telematics, mobility, marketing and sales of mobile services, in partnership with the leading Sat/Nav operator.



Claudio Cattabriga
Ad/
Member of the Board Of Directors



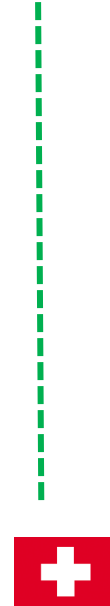
Antonio Turrone
Co-Founder/
Member of the Board Of Directors



Paolo Mastrobuono
Co-Founder & CTO



Annalisa Mangone
Executive Manager Roma



Giovanni Vergani
Chairman



Mirko Baruffini
General Manager/
Member of the Board Of Directors



Timeline / Investment need / Investment offer

Use of funds

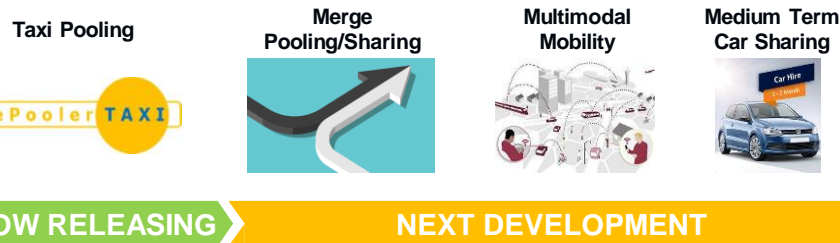
The Company is looking for an **industrial or financial partner** willing to invest a total of **CHF 0,5 M.**

The raised capital will be employed as follows:

- Developing user interface (CHF 25k)
- Completing the web-app functionality (CHF 25k)
- Completing CarPooling Shuttle (CHF 75k)
- Taxi Pooling (CHF 125k)
- Redesigning the Driving Behavior (CHF 50k)
- Gamification (CHF 50k)
- Digital communication and portfolio of services (CHF 100k)
- Help Desk (CHF 50k)

What are we interested in:

1. Specific projects to develop our product (eg with SBB)
2. Expand our business contacts and clients to the rest of Switzerland, **need of a capital increase of CHF 0,5M**



June 2017

VIVA TECHNOLOGY

Selected as Best Mobility Solution for

October 2018

GLOBAL SHAPERS COMMUNITY

Innovation Champion 4.0

Innovation Area

December 2018

iRen STARTUP AWARD

Best StartUp

Mobility Area

February 2019

European Startup Prize for mobility

2019 Global Nominee

Selected out of 568 application as EUSP TOP150

May 2019

startup lighthouse

Selected out of 100 European Smart Cities startups ready to scaleup

November 2019

IoMOBILITY AWARDS 2021

Best StartUp Open Innovation

November 2021

IoMOBILITY AWARDS 2021

Best StartUp Open Innovation

3 classificato: BePooler - Handy Trip

Fleet Management Sharing Platform

One ticket for Multimodal Travels

Contacts



Move together



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Google play Apple Store

