Long distance transportation as a service
We are one of the fastest growing Dynamic Shuttle Platform in Europe.
Every day **4M passengers** across 3000 cities worldwide struggle to reach airports **from smaller cities.**

**Shuttle bus** companies don’t have the technology to access the demand and scale.

- Stressful
- Expensive
- Time-Consuming
- Indirect
- Lack of customers
- Poor vehicle utilisation
- No or poor IT infrastructure
- No frequency
We are creating **new demand**

**Our platform** provides web and mobile app, **dynamic pricing and pooling**, **risk management**, routing and payment transactions.

**Passengers**
get an affordable, convenient and **direct transfer at the desired time** from home to the airport.

*Passengers save €80 and one hour of their journey.*

**Shuttle companies**
get pricing, marketing and sales **know-how**, route planning, customer and driver **support**.

*Shuttle companies triple their revenues.*
Our Ambassadors

**Travel agencies**
get easy-to-book transfers for individuals and groups.

**Hotels and Resorts**
get an opportunity to arrange comfortable transfers for their guests.

**Airlines**
get a wider pool of potential passengers and a new way to connect flights.

**Businesses**
get a cheaper and more reliable way to organise business trips.

More than **1750** partners in the network
The market is big

**TAM**¹
€200 billion
3,6B flights worldwide

**SAM**²
€40 billion
20% of rides from/to small and medium sized cities

**SOM**³
€4 billion
10% market share

¹Total Available Market - number of rides to the airport in the world multiplied by our average cost of the ride per passenger.
²Serviceable Available Market - share of travellers from 100k-800k cities.
³Serviceable Obtainable Market - 10% market share, which achieved in Slovenia.
LONG DISTANCE (50+ km)  
CITY TO AIRPORT

Convenience and affordability are the two most important deciding factors according to our indepth survey of 4,000 customers.

76% of our clients would otherwise travel by car.
We have found the right **business model**

*First external investment, bootstrapping previously*
Unit economics

**Demand side**

- **CAC:** 4.5 €
- **Revenue/Booking:** 68.5 €
- **Gross Margin/Booking:** 14.7€
- **Retention:** 30% return in 12 months
- **LTV:** 50€

**Supply side**

- **Franchisee acquisition cost:** 20k-40k
- **Franchisee side:**
  - **Monthly Passengers:** 1,000 - 15,000
  - **Monthly Income:** 20,000 € - 300,000 €
  - **Monthly profit after 2 years:** 5 - 15%
- **Needed investment:** 80,000 € - 150,000 €
Organisation structure

Team Members

Marko Guček, CEO
Business strategy and execution,
Co-founder

Tomaž Lorenzetti, BDO
Internationalization and sales,
Co-founder

Romana Bogovič, CFO
Finance specialist,
former Outfit7, Siemens

David Prekadinaj,
Head of product back end

Damijan Omerza,
Head of product front end

Lea Šuligoj,
Head of marketing

Andraž Vrabič,
Head of planning and optimisation
Our vision - to be the platform that facilitates mobility

The future of passenger transportation

- Replacing short haul flights
- Solving mobility problems from rural to urban areas
- Change how people move in small to mid-size cities

The future are fleets of 8-15 pax driverless vans, that will allow the flexibility for direct door to door transportation within the desired time frame.
2.9M
Series A in 2015
EBRD, Point Nine, RTA

1.5M
EU funding in 2016
Horizon 2020

3M
Series A2

- Additional cities in Italy and Spain and 10 new countries
- Improve pricing, prediction and optimisation.
- Automate, simplify, real time, AI
- From 1,5M to 18M gross margin.

#goopti #jointheride
Thank you.