



# Pitch Deck

November 2018

**strictly confidential**

# The context: Ride-Hailing is booming



**x8**

Ride-hailing  
market size  
forecast growth  
by 2030



**+300%**

Cars growth  
forecasted on  
ride-hailing platforms  
by 2021 in Europe




**+\$10Bn**

Investments  
in Ride-Hailing  
Platforms since 2017



but... **Uber**-like platforms  
need more cars  
at a larger scale and  
struggle to find partners

A woman with blonde hair, wearing a black headset with a microphone, is looking at a computer monitor in a call center. She has a serious expression. In the background, other call center workers are visible, and there are several computer monitors. The text is overlaid on the right side of the image.

but... traditional Car Fleet  
Owners are **not equipped**  
and **not organized** to  
manage the **specific**  
**usage of ride-hailing**



but... drivers **struggle** to find  
flexible car solutions and  
**don't trust traditional**  
rental and leasing  
companies



we have a solution

**unicarn**

A conceptual diagram set against a background of interlocking metal gears. Four circular nodes are arranged in a diamond pattern, connected by a dotted white line. The top node is a blue circle containing the word 'unicarn'. The other three nodes are dark grey circles: 'Drivers' on the left, 'Fleet Owners' on the right, and 'Platforms' at the bottom. A vertical dotted line also passes through the center of the diagram.

**Drivers**

**Fleet  
Owners**

**Platforms**

# We solve the **main pain points** in the value chain

**unicarn** is a single vehicles platform **intermediating** ride-hailing companies, drivers and fleet owners

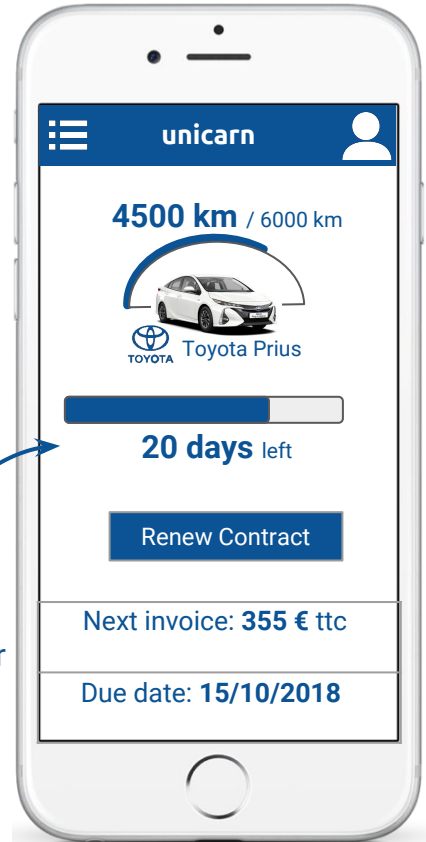
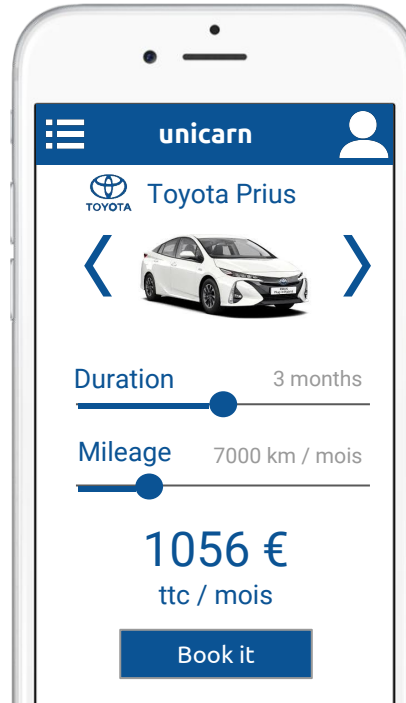
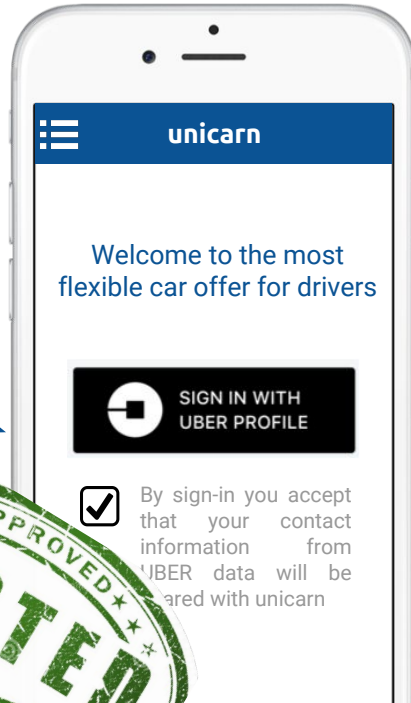




# A marketplace for drivers to find a car at a fair price

**Save time** by sign-in with your UBER account to retrieve all your information

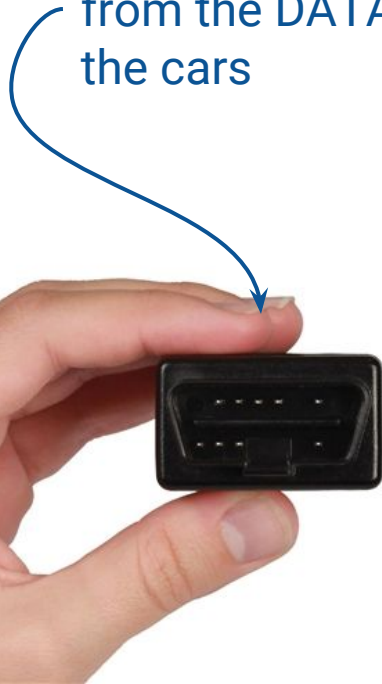
Select your **eco-friendly car** and simply define your needs: the price is **100% transparent!**  
Rent a car from 1 month to 6 months! It's **flexible** !



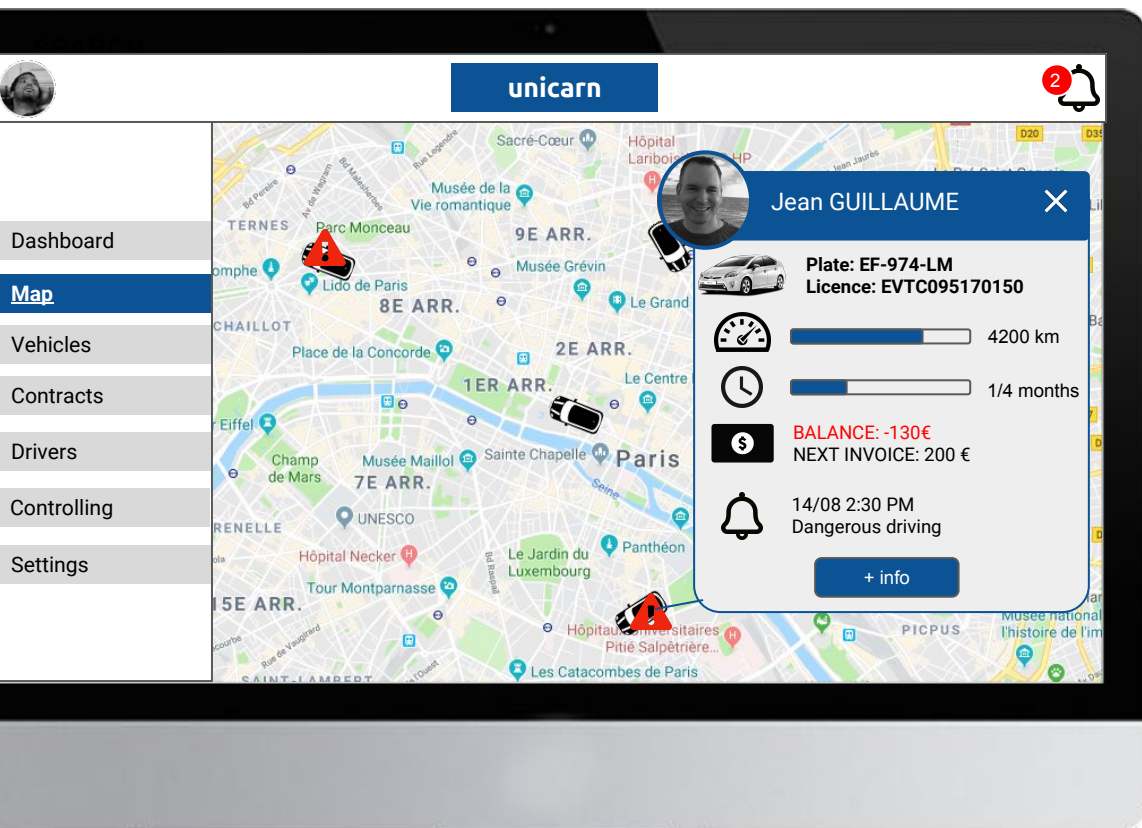
Follow-up your car usage & manage your contract:  
It's all **clear!**

# Only eco-friendly Cars **100% connected**

We will generate the best value  
from the DATA collected from  
the cars



# A platform for Fleet-owners to better control their cars



## 360° supervision tools

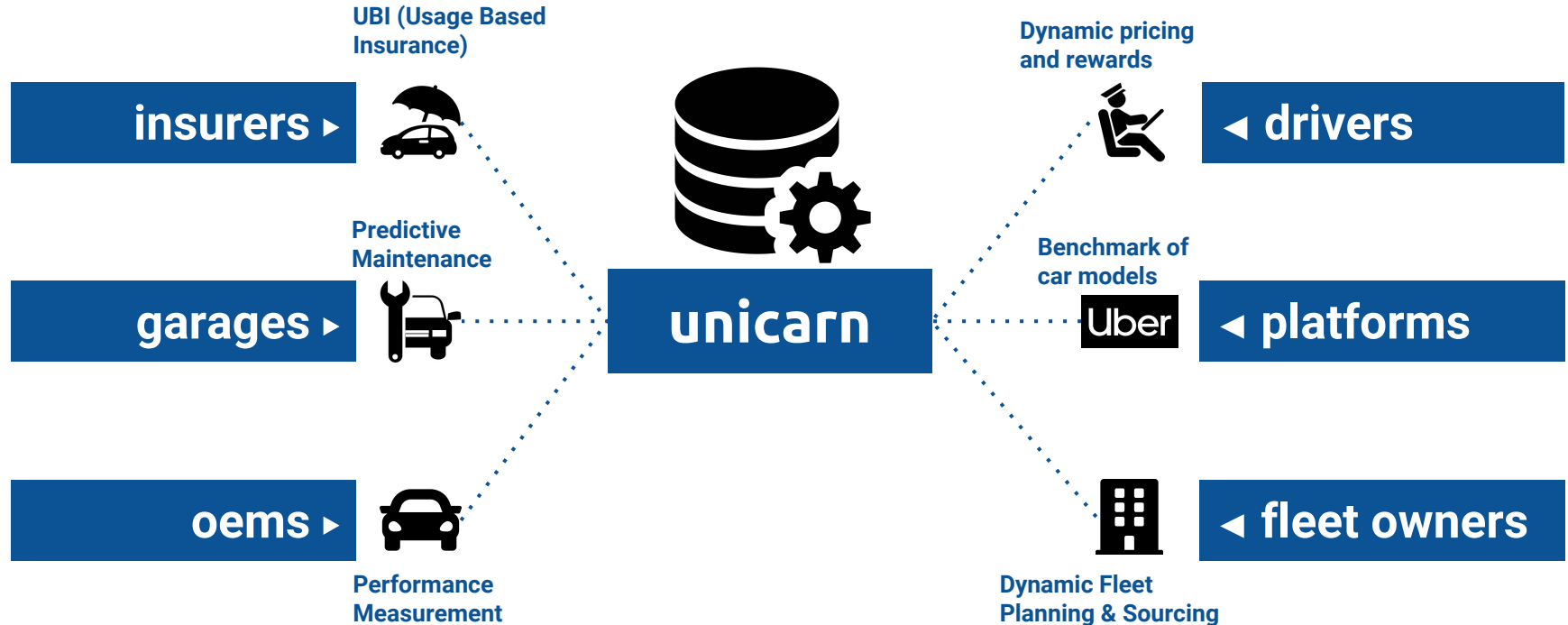
- > Monitor in **real time** the fleets.
- > **Payments secured** via direct cash collection from Drivers Platforms accounts.
- > **Alerts** management (driving behaviors, non payments, damages, ...).
- > **Tailor-made** Cars and Drivers **contracts** management.

**We secure Utilization  
Rate, OPS & Revenues  
for fleet owners**

# A deep integration with ride-hailing platforms thanks to their API's



# A huge potential of **data valorization** thanks to the billions of data collected and machine learning





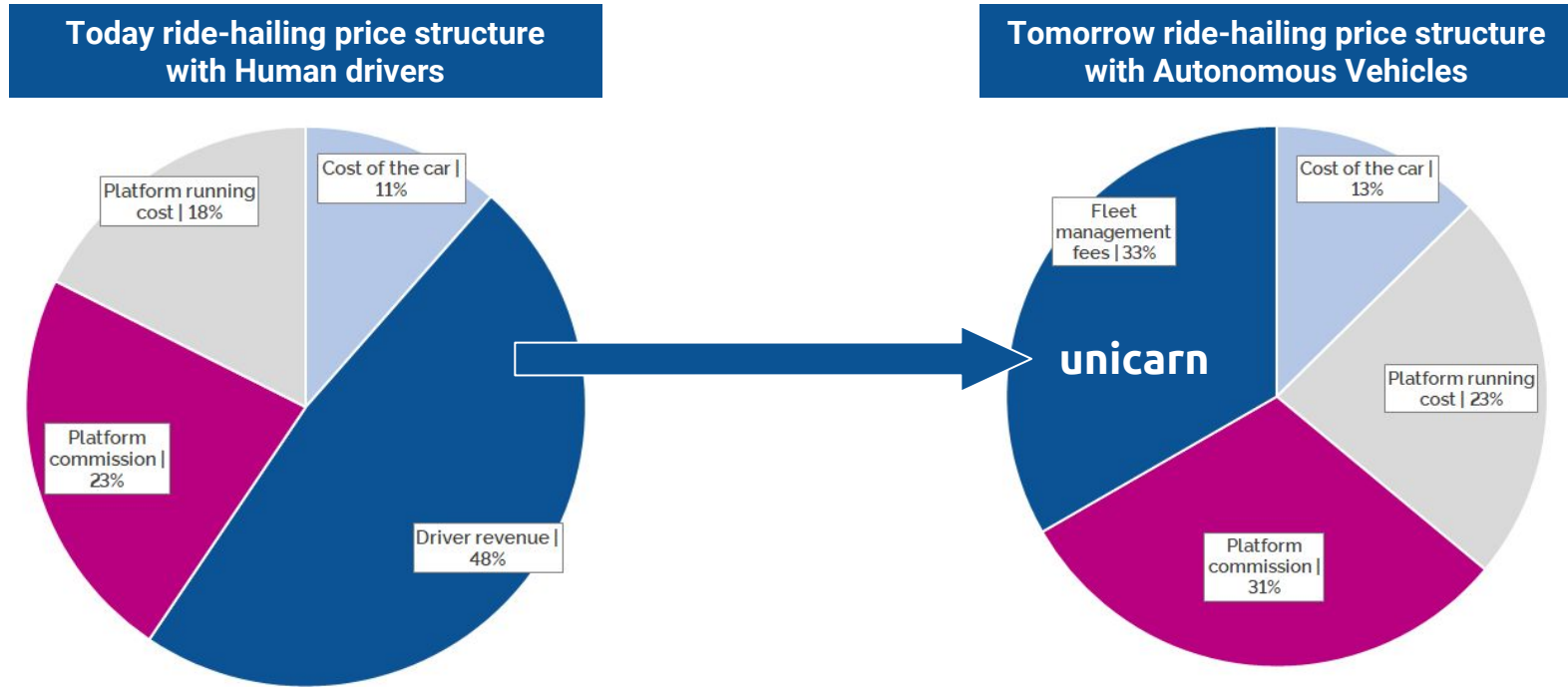
Long term vision: the future of ride-hailing will be dominated by autonomous vehicles

**€247 bn**

Size of the ride-hailing  
market in 2030  
worldwide



# A big part of the future ride-hailing revenues will be captured by fleet management thanks to our platform



# The Founders Team



**Mickael Honorine**

CEO - Co-founder - 30 y/o



**7+ years XP in Product Development**

Innovation Manager **@Europcar** & Sponsor of the International Connected Car Program

Work experience with **@UBER**

Experience in M&A in New Mobility

**Expertise in Ride-Hailing and Connected Cars**



**Jean-Baptiste Hugon**

COO - Co-founder - 29 y/o



**7+ years XP in Big Startups**

Head Of Restaurants Analytics  
**@TripAdvisor**

Sales & Services Operations  
**@LaFourchette**

Business Analyst - Marketing offer & Web analytics **@Groupon**

**Expertise in Data Analytics & Operations**



**Guilhem Augendre**

CTO - Co-founder - 31 y/o



**10+ years XP in Web DEV & Startups**

Lead dev / Software Engineer  
**@FidMarques**

Co-Founder **@GuimieSoft** / **@Wertoo**

Fleet scheduling **@Gunnebo** / **@MyGeoLook**

**Expertise in web apps, trackers, backend cloud systems & Data science**

# Join the project

The logo for 'unicarn' is displayed within a solid blue rectangular box. The word 'unicarn' is written in a white, lowercase, sans-serif font, centered horizontally and vertically within the box.

**unicarn**

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