



<p>Company name: <b>BESAFE</b></p> <p><b>Description of the activity of the company:</b></p> <p>BeSafe is an application that offers the possibility for cyclists to hit the road in a safe and comfortable way. It does not only focus on cyclists, but also provides security and peace of mind to drivers when they are receiving notices of proximity to cyclists. We are basically the only app in the market that offers a real solution to a big problem which is the high rate of accidents between cars and cyclist.</p> <p>BeSafe is an application available for both IOS and Android that will work together with Waze, a platform through which drivers will be notified of the location of cyclists, and the DGT to provide confidence in the coexistence between cyclists and drivers in road.</p> <p><b>Description of the founding team:</b></p> <p>We are a team of 6 where 2 of us are from Venezuela and the rest from Spain, we meet each other at EOI where we were pursuing a master degree in order to keep growing as professionals. Between us are many different degrees and areas of expertise for example: Engineers, Administration and Accountant. But what we have all in common is the passion we have for sports, especially for cycling. That's why we detected this problem and so far we have been trying to find a real and cost efficient solution.</p> <ul style="list-style-type: none"> <li>• Gonzalo Perelló Sánchez: MAGUA &amp; Environmental Scientist &amp; Industrial and Environmental Biotechnology Master.</li> <li>• Gonzalo San José García: MBA &amp; Chemical Engineer.</li> <li>• Edgardo Molero Rouvier: Bachelor degree in Accounting &amp; MBA and MIB.</li> </ul>	<p style="text-align: center;">Company data</p> <hr/> <p>Web: <a href="https://carmenhontapombo.wixsite.com/besafe">https://carmenhontapombo.wixsite.com/besafe</a>  Email: <a href="mailto:besafe@gmail.com">besafe@gmail.com</a>  Contact person: Gonzalo Perello  Foundation year: 2018  Sector: IT  No. Employees: 6</p> <p style="text-align: center;">Financial situation</p> <hr/> <p>Received investments: 0  Monthly Burn rate::  Premoney Rating:  Capital sought:  We are looking for 2 investment rounds and also 2 of crowdfunding, with the purpose to reach 340k Euros in 2 years.</p> <p style="text-align: center;">Team</p> <hr/> <p>CEO: Gonzalo Perello, Carmen Hontañon  CTO: Gonzalo San Jose Garcia  CCO: Edgardo molero  CMO: Arnaldo Leone, Rodrigo De Blas  Mentores: Epi Pascual</p> <p style="text-align: center;">Investors</p> <hr/> <p>FFF  Business angel  Seed Capital: 60.000 Euros</p>
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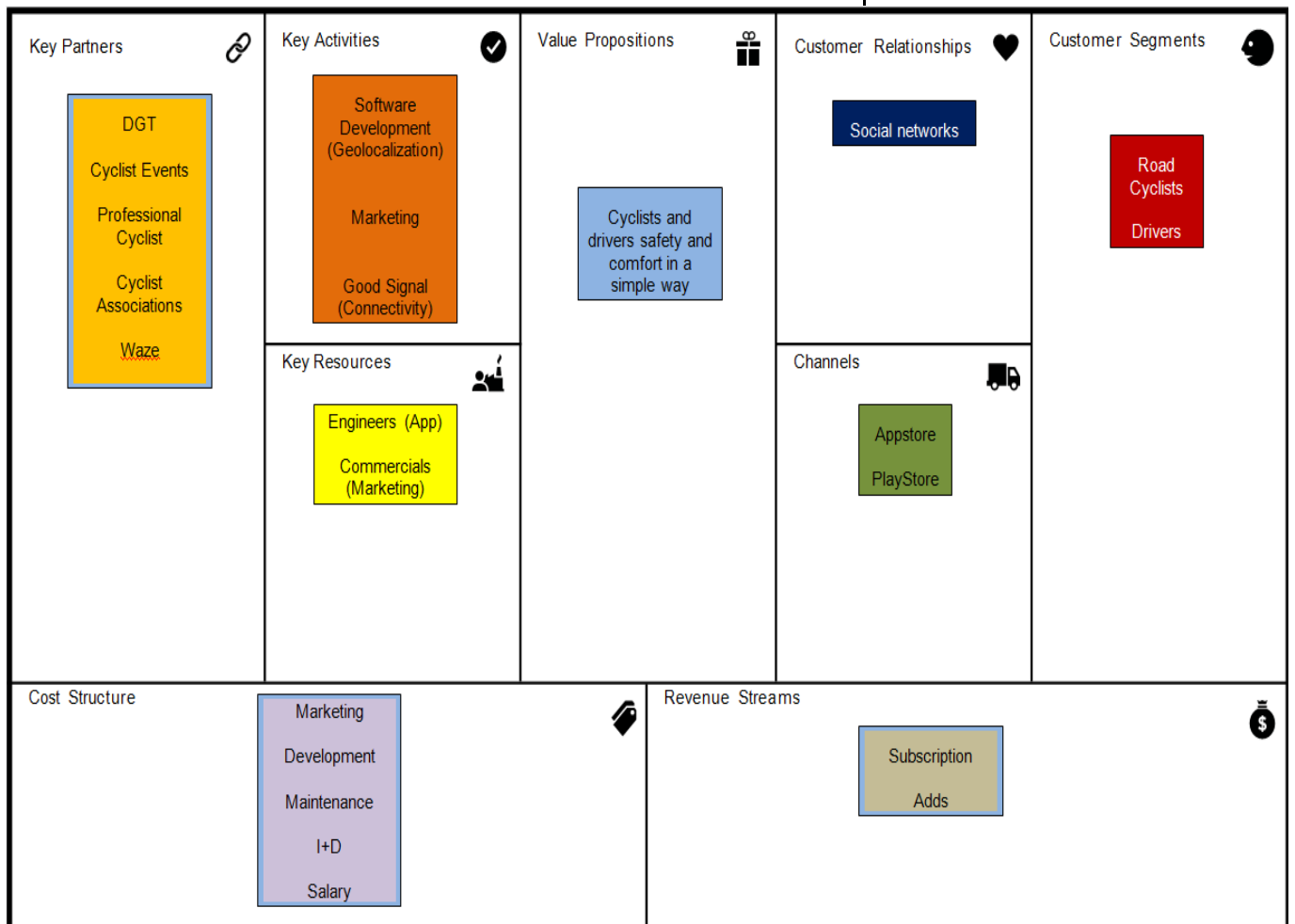
- Rodrigo De Blas González: Energy Engineer & Master Renewable Energies and energetic market.
- Arnaldo Leone Montilla: Mechanical Engineer & Master Renewable Energies and energetic.
- Carmen Hontañón Pombo: MBA & Bachelor in Business Administration.

Destination of the investment: Marketing, Product and Brand Development and Operations.

### Summary of the business model:

Our Business Model is based on improving safety and reducing accidents between cars and cyclist as well as provide real time information to cyclist and drivers of what is happening on the road. We are a technology company that mainly focus in security that is why our way to get revenues is by charging cycling with a monthly fee, in addition we are enabling ads in our app to reach as much money we can.

Here is a snapshot of our Business Model Canvas.



Problem that is solved:

We have detected a huge problem in the society and nobody has made a big effort to fix it. Some of the problems are:

- Run-ins by cyclists
- Insecurity on the part of drivers
- Fear of cyclists in the face of practicing their sport.

We have study the problem and we realized that not even the government has made any initiative to solve it, that's why we decide to create an app that would connect cyclist with drives to avoid or reduce the percentage of accidents.

#### **Products or services offered:**

We are offering several subscription plans like individual and group which has differences in prices but they do the same, our cyclists pay the subscription in order to be seen in Waze so the drivers could be aware of them. In addition we are adding some features to our app like possibles routes, weather, being able to upload the workout with facebook community.

#### **Description of the market**

Spanish market related to bicycles and safety devices is our market. We just need to focus on road cyclists which are our clients. On one hand, cyclists federation licenses keep growing up every year (75.871). On the other hand, road bicycle sales has raised 20% over previous year (82.181 sold units). Finally, internet is continuously increasing as a shopping channel for cyclists which indicates how they are used to new digital technologies as mobile apps.

#### **Marketing strategy**

In order to reach our marketing objectives, we have developed various actions focusing on the importance of the issue and how BeSafe could present itself as the solution.

The most powerful and affordable tool BeSafe could use at the beginning is the social media. These platforms allows us to reach several people and show our product. Another great characteristic social media has is that we could ensure our 5% target of cyclist population through the help of influencers at the time when people are more passionate about cycling, at the Vuelta a España.

BeSafe distribution channels are the many app store in different operating systems, but we want to go a step further and align ourselves with sporting store like Decathlon. This will allow us to communicate and distribute our products at the same time that BeSafe is contributing in added value to these brands.

One of the most important actions we consider in BeSafe is the development of awareness and get together events. At these meetings we could show the issue we want to mitigate and present BeSafe as the solution. Also, the presence of sporting store or brands, cyclists association and even DGT will give BeSafe the reputation and positioning we are seeking.

### **Competition**

There are already many competitors on the market whose products or services are based on improving safety conditions on the road. These are some examples: Garmin, Lumos, Zackees, Cycle alerts, Blaze, Eco Counter, etc.

However, we must focus on direct competitors which work as an app. Comobity is a mobile app which aims to get a safer mobility allowing drivers, cyclists and pedestrian to inform the rest about its presence. It works warning every road user about all the risk potential situations (cyclist or pedestrian presence, accidents, traffic jams, etc). It uses sensors to do it.

Which are its strengths and weaknesses? Users claim app idea is completely good as they are looking forward to improving road conditions. Nevertheless, they think there is a huge lack of use by drivers, who are used to having other type of apps. All this information is very important for us as we want to differentiate our service from this direct competitor.

### **Competitive advantages**

Our main competitive advantages is that we are a disruptive startup with a unique idea and platform, there is not such an app as ours in the market. In addition we have some aspects in our favor like the concern for safety, accident prevention. Nonetheless the creation of a relationship between both groups will diminish hostility.

Moreover we could gain more advantages if we make great alliances like trying to get the support from the DGT, making awareness campaigns and for sure our alliances with Waze which is our main engine to deliver the best results.