



Company name: EASYFIX

Activity description:

We will offer our service by using a Web page and an APP.
We will provide a service that connects mechanics with car owners that need to change small things in their cars: tires, Bulbs, batteries, windscreen wiper. By using Easyfix car owners could also repair small scratches and bumps in their facilities. Our service will connect mechanics with people that requires some service in their car and it will take the mechanic to their private parking lot. With Easyfix, car owners do not have to go to the workshop because mechanics will go to their place.

Our team description:

We are an enthusiastic, responsible and multicultural team with different backgrounds, with a deep knowledge of our markets need. We have different experience in business, big data, planning and marketing. We have an environmental engineer, we also have a couple of experts in sustainability, and some of us have startup experience. Four out of five people in our team have a Business Administration Degree. We are from different places. We are from Spain, Dominican Republic, Venezuela and Colombia.

We are also students at Escuela organizacional Industrial EOI, so we are well aware of the advantages of becoming an entrepreneur. We believe that startups are a real option that creates solutions to new markets needs.

Business model summary:

Company Information

Web: <https://tmssas.com/easyfix/> We are still working on it.

Email: easyfixeoi@gmail.com

Since: August 2018

Sector: IT

Nº Employees: 5

Finance situation

Investment received: \$6.050 euros from the entrepreneurs

Burn rate: During the first year it's on a average of -152,08, during the second year, the average it's 3286,68

pre money rating: 3,9 millions

Capital:\$6.050

Team

CEO: Tatiana Garcia Echeverry

CTO: Daniel Benzaquen Moreno

CCO: Cristina Rodriguez Martinez

CMO: Gabriela Planchart Robles

CSO: Saiurys Bonnet Matos

Mentor: Carlos Perales

Tutor: Pablo Valcarcel

Investors

FFF: 6.050 euros

Business angel: 0

Seed Capital: 0

Our value propositions are focus on delivering In home delivery services to car owners to repair small things in their car. EasyFix is convenient. Our platform serves as an intermediary for mechanics and clients. It is easy to make transactions. By using EASYFIX car owners will save time making reparations on their cars. With EASYFIX We will connect car owners with the nearest mechanical technician, so there is no need to move to the mechanics workshop. EASYFIX it is convenient, comfortable and faster compared to traditional business. Easyfix also represent income generation and job opportunities for Mechanics.

In the era of share economy, we decided to create the next cabify for car reparations: EASYFIX. By using EASYFIX car owners will save time fixing their car, they will also get rid of their scratches and they will be able to make easy reparations on their cars.

Problem that is solved:

Easyfix is an easy solution to car owners that are tired of having scratches in their car, but that are not willing to pay a lot of money to repair those small things, or they might need to change their car battery, bulbs or windscreen wiper but they lack the time to go to a workshop, so they will see Easyfix as their solution. We also rely on mechanics, people that have the technical skills to make reparations or small changes in our clients cars but they do not have a job.

We know that there are MANY cars having little scratches, bumps, and irregularities on the painting. We also know that Workshops "require" to change big parts of the car in order to repair very small scratches, and this is Expensive and time consuming.

Investment destination

- Recruitment: during the first year it's 0, on the second year 6.604 euros:
- Development: 1050 euros, 500 for the web and the app and 550 euros to register the company
- Marketing: during the first year will be 6.372 euros, on the second year will finance our marketing campaign with the sales we are making.

Products or services offered

EasyFix aims to provide a delivery service of small automotive repairs. The service is provided through an App and website in which the customer is assigned to the nearest automotive specialist based on the customer's location. We will provide a service that connects mechanics with car owners that requires to fix something in their car.

Our clients could ask for changing Bulbs, batteries, windscreen wiper. By using Easyfix car owners could also repair small scratches and bumps.

Market description

In 2016 there were 4.474.787 vehicles in Madrid. In our opinion, it is common to see in the streets many cars having scratches and little bumps.

We are certain that nowadays people seek acceptance from society and are interested in taking care of their own image. Cars, in many cases represents a good that it is appreciated by consumers and its main purpose is not only for mobility but also for status.

Easyfix is a solution for car owners that need a reparation, for mechanics that want income generation. An eventually Easyfix could partner with Mechanics School, Low Insurance coverage Companies, and car washing business.

Marketing strategy

We are going to focus on Direct Marketing strategies:

Flyers: distributed on car windshields of the main residential neighborhoods of the 21 districts in Madrid.

Facebook ads: adds are going to be visible through the FB website and app.

Post at MilAnuncios: posts advertise the services EasyFix offers.

Informative talks: in Vocational Training Centers in order to announce EasyFix activities and recruit in some cases mechanics that are currently graduating and that are interested in working in our Company.

Competitors

Our main competitors are the establish workshop

Competitive advantages

- Convenience
- Innovative service
- Wide range of services offered.
- In home delivery service
- Adaptation to the client.
- Efficient technical assistance and quality in the service.
- Certified workforce.
- Mechanics
- Strong differentiation.