

# Executive summary



## Company Data

Web: [www.epul.es](http://www.epul.es)  
Email: [info@epul.com](mailto:info@epul.com)  
Persona de contacto: Eduardo  
Año fundación: 2018  
Sector: Movilidad  
Nº Empleados: 8

Investors  
Excelerate  
Business Angel

## Team

CEO: Eduardo Sáenz Naranjo  
CEO: Manuel Rodrigo Sánchez  
CCO: Andrea Delgado Cordero  
CMO: Rebeca Manchado Perero  
CFO: Carlos Díaz Velasco  
CDO: Fernando Ucelay Jimenez

## Financial Situation

Inversiones recibidas: 190.000 €  
Burn rate mensual: 26.250 €  
Valoración pre money: 900.000 €  
Capital buscado: 190.000 €

## Destination of the Investment

Contratación: 15.000 €  
Desarrollo: 90.000 €  
Marketing: 45.000 €

## Description of the companies activities:

The activity of the company is basically focused on connecting people who want to share a trip using the current carsharing fleet and services through an App that optimizes the trips in order to save costs and optimize their time.

It also aims to promote the use of electric vehicles, with the corresponding reduction of CO2 emissions, reduction of traffic congestion and to optimize the efficiency in the usage of the cars since they will be transporting more than one person per trip.

## Description of the founding team:

The founding team is made up of highly qualified personnel, all of whom have higher education. The whole team is made up of engineers from different branches (energy, mechanics, chemistry ...) which provides a wide and extensive knowledge in different fields and a global vision.

All the founders also have a post-engineering education, a Master's Degree in Renewable Energy, in one of the most important business schools nationwide and with international recognition (EOI- Business School).

In addition, the members present young profiles, so they are aware of current digital trends.

## Summary of the business model:

The business model involved in the development of EpuL is described as generating revenues from connecting people and allowing them to split their car sharing

expenses. This will favor EpuL into three major streams of income:

1. A percentage of the amount paid by the passenger can be considered as travelling expenses. It will be interesting for clients to pay for this percentage since the service will still be cheaper than most ways of transport and have major advantages over public transport and cheaper ways of moving.
2. Advertising can be implemented into the App and can be exposed through other means of communications like social media. This will also generate an income.
3. Data that is handled by the App can have a value for other organisations. For example, the government can be very interested in knowing how and when people move from one place to another in order to optimize mobility in their city. Selling this data is another way of making profits.

Problem that solves:

- Optimization of time and vehicle occupancy
- Traffic congestion
- High CO2 emissions in the transport sector
- Restrictions on combustion vehicles when there are high pollution levels
- High levels of noise in cities
- Public mobility is distributed to certain locations
- High cost of private and fast mobility
  - High fees
  - High initial investment needed
  - Parking costs
  - Maintenance cost
  - Insurance cost
- Small range of fast mobility services

Services offered:

The product can be described as a platform that allows users to share minutes of mobility. It automatizes and optimizes the processes involved in searching for users and making the payments of the trips. It also takes advantage of the carsharing fleet and their services such as insurance.

## Description of the market:

The main market of EpuL will be anyone willing to travel. From usual public transport users that need to move fast from one place to another in a cheap manner to current private transport users that wish to keep the benefits of their way of transport but would like to get rid of the inconveniences like paying and searching for parking. However, it is expected that the service offered by EpuL will be more attractive and more socially accepted by clients aged between 18-35 years old since they have been manifesting a more open minded way of life that fits into EpuL's nature.

It is worth mentioning that the service will be limited for those users over 18 years of age as this will avoid any problems involving kidnapping or violating minors. Nonetheless, minors will be able to benefit from this service as long as they are accompanied by an adult.

## Marketing strategy:

The marketing strategy that is going to be carried out will be focused on two parts, the channels and the message to get the attention of the people.

The channels will be mainly focused on social networks (fb, linkedin, instagram ...), the "word of mouth", digital advertising and at fairs and conferences of institutions such as the EOI, university, IFEMA as well as some offline marketing like physical and television ads.

The message to get people's attention will be focused on two slogans: Easy move, easy go and Save time & Save money. But not only will it stay there, promotional discounts will be launched for new users and if the existing ones bring a friend they will be benefited with significant discounts in their next trips.

## Competition:

The competition that can be found be EpuL lies in the fact that car sharing companies would have the facility to implement this idea. So really the competition would come in the form of plagiarism / theft of the idea.

These car sharing companies are so keen to compete with each other that they often do not try to innovate or improve their services, so a rapid implementation and disruption of the market is key.

## Competitive advantages:

- First to implement this idea in the market
- Seeking to improve clients lifestyles
- Break the entry barriers among the different apps
- Priority focused on improving the quality of life of people and optimizing their time while at the same time being respectful with the environment.