



EXECUTIVE SUMMARY

SAFEWAY

Going home shouldn't be a concern

FOUNDERS

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Who are Safeway?



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Strategy



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Coordination



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Operations

What is Safeway?

Safeway is an App and website that offers a safe and cheaper way to return home. The possibility of having multiple options to return home after a night out by walking by yourself with the support our tracker, sending an alert to their emergency contacts in case of deviation and having no response from the user. The other two options are sharing a walk or car service with other users they prefer basing on their ratings, paying the fee that best fits for them



What is the problem we are trying to solve?

When people go out at night, they have limited options to return home. Public transport closes early, VTC services are not affordable for everyone, and walking home is not an option as women feel insecure of what could happen along their way. This is why we came up with the idea of Safeway, to provide a safe return to women by night, at an affordable price.

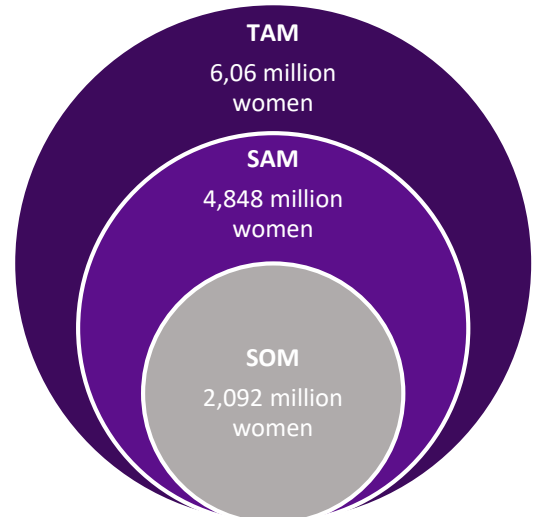
Who are our customers?

Our main customers are young women, living in cities, with night life habits (who normally go out at night at least once a month) who don't want or don't have too much money to spend in a cab/VTC to come back home. But it is also aimed to all types of women who don't feel safe when they go back home. It is an easy and convenient way to make the way safer and also make women feel more secure.

On the other hand, as our segmentation starts at the early age of 15 years old, we have also considered that parents may also be interested in acquiring our service for the safety of their daughters.

What is the size of the market?

Women represent about the half of world population. In Spain, women between 15-34 years old represent 4,939 million, and 1,121 million between 20-24. Knowing that the urban population represent close to an 80% of the total population in Spain there are 4,848 million potential customers. In Madrid, Barcelona, Valencia, Seville, Zaragoza and Malaga, where Safeway will be initially launched, there are 1,624,886 women between 15-34 years old, and 467,647 between 20-24.



What is the business model?

Safeway is a cheaper way to come back home safely. It is very easy to use, and our customers can choose between our options to go home: walking alone with a tracker, sharing a walk, sharing a VTC.

We will offer two different products (**FREE & PREMIUM**). The Premium service will have 3 different subscription fees with digressive rates.

	Safeway FREE	Safeway PREMIUM		1 month	3 months	1 year
Localisation and contact			PREMIUM Version			
-Sharing a walk	×	✓				
-Sharing a VTC	×	✓				
VTC Price comparison	✓	✓	Price			
Itinerary Tracking	✓	✓		0.99€	1.99€	5.99€
Emergency alert	✓	✓				

How are they going to know about us?

We need our service, mission and values (together with the application, the brand ...) to be known as quickly as possible to the greatest number of clients, this is why we will be working with two types of strategies, online and offline. We move in a market that fluctuates constantly, so we opt for a campaign in digital media through Instagram, Facebook, YouTube channel and blogs. For the offline strategy, we intend to be present in the subway, areas with high nightlife activity, public transport, close to universities and office complexes, through posters, marquees and fences. Also organize events and promote through merchandizing. All these strategies will be coordinated by our Community Manager.

How are we going to make this real?

We will have to hire a programming team to develop the platform and all the tools it will contain and an annual fee to maintain and update it. We calculated that the development of the app and the web site will have a cost around 40.000€ and the maintenance around 8.000€ per year approx. This is the technical part, but we also have to promote it with marketing actions by ourselves and with the help of the authorities, since the problem we are trying to solve affects a great part of the society.

The most important thing about our business model is that we are not going to have high operational expenses. This will have two results, the first one is that it will allow us to offer affordable prices to the users, and the second one that our financing needs will not be very high.

We are going to work with Google Maps, to locate the clients and the destination of each one to gather them into several groups to cover the way or activate the tracking system, and we will also work with VTC companies and Taxis to do the same but booking journeys to be shared by our clients instead of go walking.

Who are our competitors?

Although there's no other App offering the same services as Safeway in Spain right now, we do have many competitors we need to consider for the success of our business. In terms of safety, there is an App called "bSafe" that has a similar service, but it only offers the walking home with a tracker and emergency contacts but it's not available in Spain. On the other hand, we also need to consider all transportation as our competitor. Subway, buses, bicycles and scooters companies can be our competition in the day, but as our main purpose is that our app will be used at night we can say that our main competitors will be VTC companies and Taxis, this is also why we decided to offer a service that includes them.

Which are our competitive advantages?

The key function of the App is the guarantee of a good and secure service, low price (thanks to our low operational expenses) and always able to conveniently fit in with the customer's requirements since they could choose the way to come back home and if they want to pay for the whole service or just for the free part (walking alone/with other women, sharing cab).

So, we could sum up the main advantages of our company in low prices, flexibility about the service and easy use.

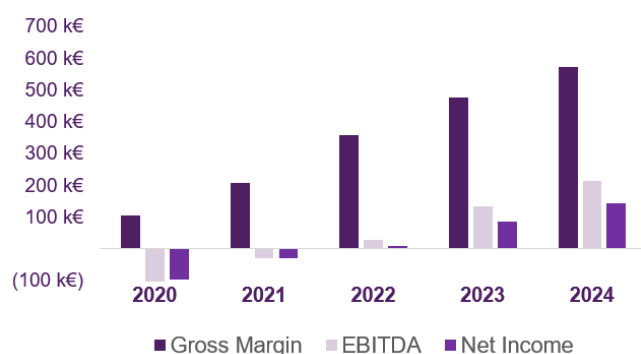
How much is it going to cost us?

Period	2019	2020	2021	2022	2023	2024
FOUNDERS SHARES: 80%						
Shareholder Cash Flow:		(113,19)	(39,82)	(8,94)	42,91	769,15
Accumulated Cash Flow:		(113,19)	(153,01)	(161,94)	(119,03)	650,12
INVESTORS SHARES: 20%						
Shareholder Cash Flow:		(28,30)	(9,95)	(2,23)	10,73	192,29
Accumulated Cash Flow:		(28,30)	(38,25)	(40,49)	(29,76)	162,53

TIR: 55,64%
Payback: 4,15 years

How is our company going to grow?

The Income Statement shows that the first two years the company will record losses due to the initial investments, but will be showing profits from year 2022.



Income Statement

In thousand € ('000)					
Period	2020	2021	2022	2023	2024
Revenues	106,26	207,21	358,65	476,27	571,52
COGS					
Gross Margin	106,26	207,21	358,65	476,27	571,52
Fixed Costs	227,53	235,49	329,99	343,95	359,03
EBITDA	(121,27)	(28,28)	28,66	132,31	212,49
Depreciation	7,07	10,07	13,52	16,15	18,36
EBIT	(128,33)	(38,36)	15,14	116,16	194,13
Interests	0,62	1,52	2,09	2,57	2,87
EBT	(128,96)	(39,88)	13,05	113,59	191,26
Taxes	(32,24)	(9,97)	3,26	28,40	47,81
Net Income	(96,72)	(29,91)	9,79	85,19	143,44

Ratios for the investors

Profitability	2020	2021	2022	2023	2024
ROE	-216,0%	-46,3%	11,4%	85,8%	134,0%
ROA	-117,0%	-26,8%	6,6%	50,1%	78,6%
Profit Margin	-91,0%	-14,4%	2,7%	17,9%	25,1%

How much are we going to earn?

Cash Flow Statement

in thousand € ('000)					
Period	2020	2021	2022	2023	2024
1. Cash Flow from Operations					
Net Income	(96,72)	(29,91)	9,79	85,19	143,44
Depreciation	7,07	10,07	13,52	16,15	18,36
Op. Cash Flow	(89,65)	(19,84)	23,31	101,34	161,80
(-) Incr. Inventories					
(-) Incr. Acc. Receivables	(8,73)	(8,30)	(12,45)	(9,67)	(7,83)
Incr. Acc. Payables					
Incr. Accruals	18,70	0,65	7,77	1,15	1,24
Cash Flow from Operations	(79,68)	(27,48)	18,63	92,82	155,21
2. Cash Flow from Investments	(70,68)	(30,05)	(34,45)	(26,30)	(22,10)
3. Cash Flow from Financing					
Common Shareholders	141,49	49,77	11,17	(71,52)	(135,66)
Preferred Shareholders					
Banks	19,19	8,51	8,98	5,86	3,34
Cash Flow from Financing	160,67	58,28	20,16	(65,65)	(132,32)
TOTAL CASH FLOW	10,31	0,75	4,33	0,87	0,79