



CoMo BOOSTER





1

Use Drivers' idle capacity to pick-up and drop-off passengers



2

Create a marketplace so Offer ↔ Demand



3

Offer Incentives to reach Critical Mass





A **platform**
connecting
in real time
Riders to Drivers
to **share Rides**
through a
mobile App



For
RIDERS...



SAFE

Drivers' driving licenses are manually checked by Tooxme



SOCIAL

Common Friends on Facebook
Rate your Rider/Driver after each Ride



CHEAP

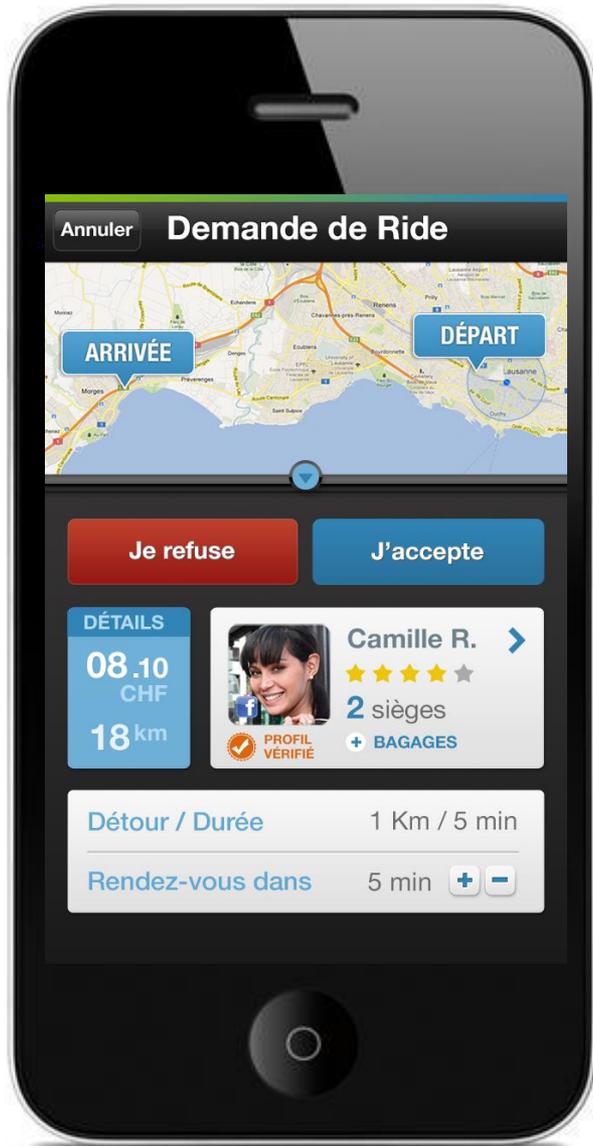
2 to 3 times cheaper than a Taxi
Same price for 1 or + passengers



COVER THE 'LAST MILE'

Comfortable door-to-door service, on-demand, in private cars.





For
DRIVERS...



'DRIVE EMPTY' INCENTIVE

Get paid even with no Passenger on board:
'earn-as-you-drive' 1 ct/KM



ECONOMICAL

Share your car-related costs
up to 0.70 CHF/KM with a Passenger



SOCIAL

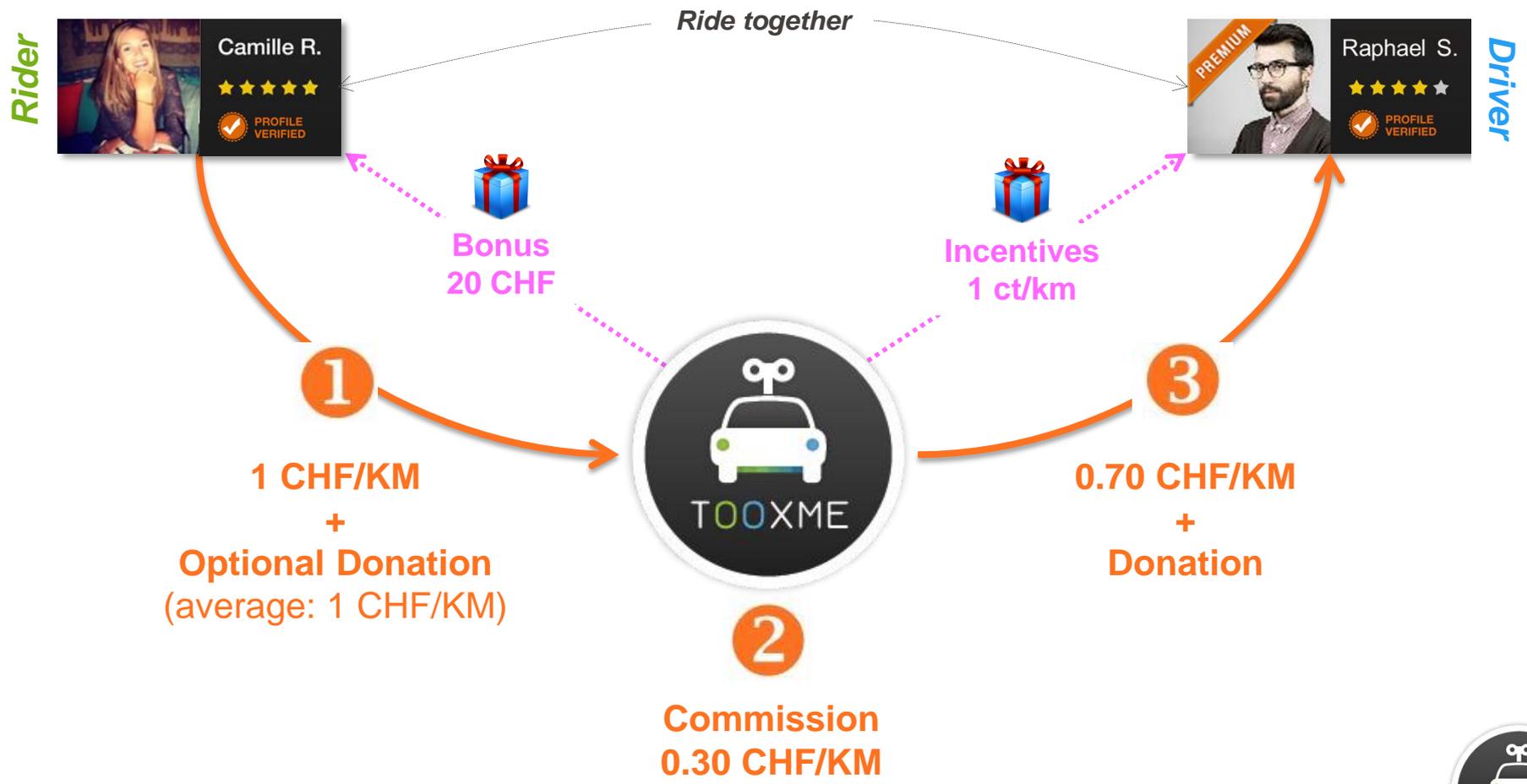
Make new friends instead of driving alone



GOOD FOR THE COMMUNITY

Reduce traffic congestion, reduce carbon
footprint

 **BUSINESS MODEL**



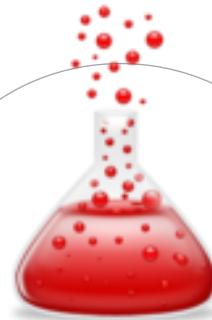


Lausanne
& Geneva



+20'000
accounts created

Including
+4'200 drivers



PILOT
RESULTS

1 ride
booked
every 7 min
on weekends

80%
chances to find
a Driver available

4.5 / 5★
Customers rating



THE **SBB**
PILOT



STRATEGIC
FIT

SBB benefits



Offer a
door-to-door service



Extend SBB reach
from Rail to Road



Offer an innovative &
social mobility service to
Young segment

Shared DNA, for a Mobility...

... more eco-responsible
& sustainable



.. more affordable



..more integrated &
multi-modal



THE **SBB**
PILOT



COVER THE
LAST MILE



Offer a new value added service to travelers:
THE LAST MILE in TOOXME

Fun, Social, Economical, Green, Easy

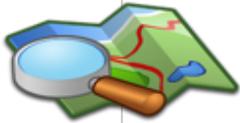


THE **SBB**
PILOT



COVER THE
LAST MILE

Potential Configuration



Lausanne and/or
Geneva



Meeting point
to facilitate pick-up



Cross-promotional
Actions



Possibility to buy SBB
tickets on Tooxme App

Food for Thoughts

2 FREE Rides per month
for GA card holders
& Inter-abonnements



2 Rides at 1/2 price per month
for 1/2 card holders



1 FREE Ride per unique user
for single ticket



THE **SBB**
PILOT



COVER THE
LAST MILE

EASY 3-STEPS CUSTOMER JOURNEY
& SEAMLESS INTEGRATION FOR SBB



1

Buy a **SBB** train ticket or GA, Abonnement, ½ Price ...

2

Enter your special code (couponing) on **TOOXME**

3

Book your Free or ½ price **TOOXME** Ride !

SIGNS
Pick-up points



Lausanne



ANNOUNCEMENT
Book your Ride on Tooxme with SBB special offers !



SCREEN
Available Tooxme drivers nearby

Infos transports offerta par 

	Mabrouk H
<small>Disponible pour un ride depuis 14.03, à 99 m d'ici</small>	
	Olivier P
<small>Disponible pour un ride depuis 14.08, à 104 m d'ici</small>	
	Stéphane D
<small>Disponible pour un ride depuis 12.51, à 5.9 km d'ici</small>	
	Manuel K
<small>Disponible pour un ride depuis 12.32, à 15.4 km d'ici</small>	
	Evelyne B
<small>Disponible pour un ride depuis 12.09, à 18.4 km d'ici</small>	
	Laurence C
<small>Disponible pour un ride depuis 14.05, à 33.4 km d'ici</small>	
	Vadim K

Infos & réservations
Tooxme.com



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APPENDIX

TOOXME – CoMo BOOSTER SBB



THE TOOXME SERVICE

MULTI-MODALITY

Cancel Results Map

 **DEPARTURE** 09h12 11 MIN > **ARRIVAL** 09h45 37 MIN

1 MUTUAL FRIENDS
35% SOCIAL MATCHING

CHF 8.70

 **Transports publics**

DEPARTURE 09h12 11 MIN > **ARRIVAL** 09h45 37 MIN

2 CHANGES

 **Taxi Services**

DEPARTURE 09h12 15 MIN > **ARRIVAL** 09h45 37 MIN

Call **CHF 29.58** APPROX.

 We are going to keep searching until your departure time, even in background !



TOOXME Drivers

See all Drivers available



Public Transports

Trains, Buses, Metro, Boats...
All transportation available.



Taxi Services

Direct access to Taxis
with 1-click-to-call



MARKET FIT & COMPETITION

TAXI VS. CARPOOLING VS. RIDESHARING

Tooxme
VS.
Carpooling

Need

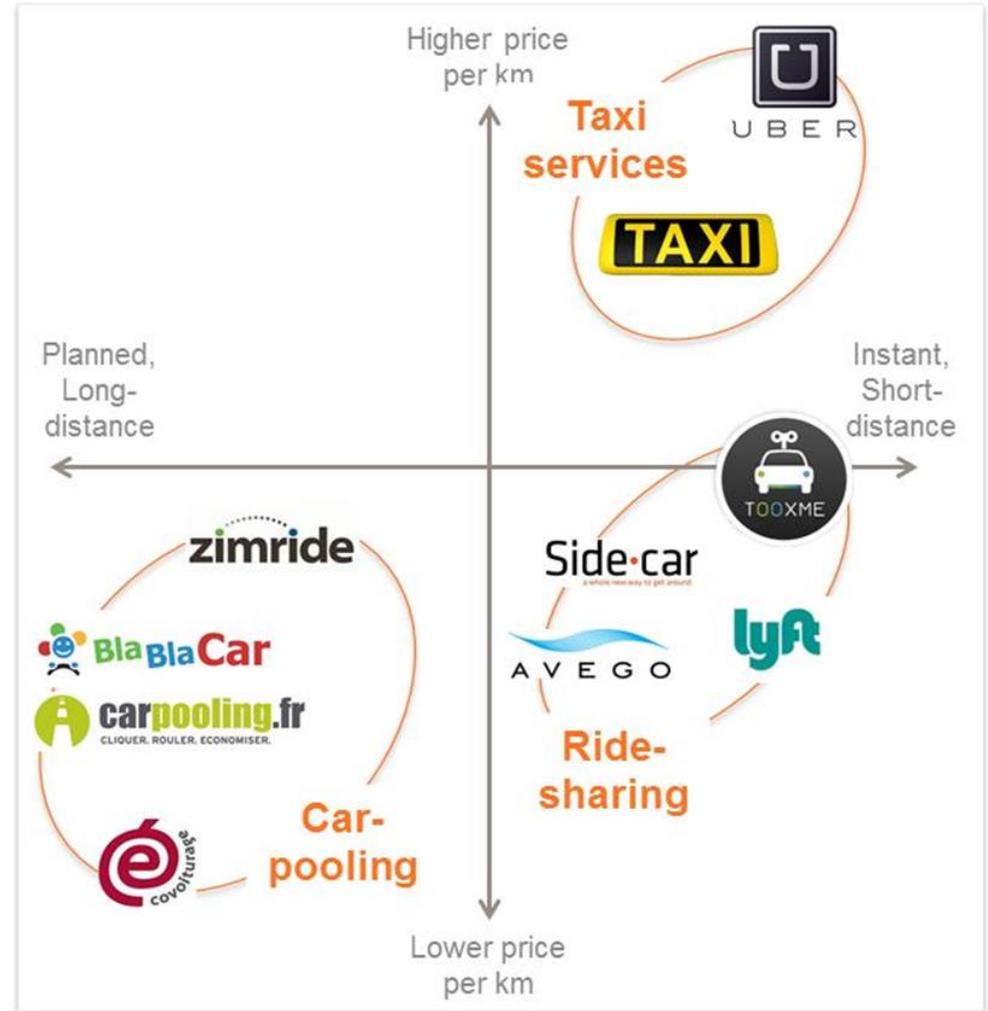
Instant
VS.
Planned

Distance

Short
VS.
Long

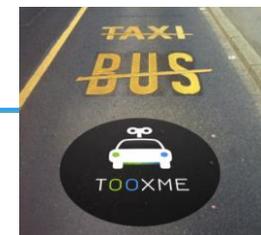
Frequency

One-Shot
VS.
Recurring





MARKET OPPORTUNITY



DISRUPT THE MARKET : FILL THE GAPS

TAXI

Expensive



**Cheap
&
Transparent**

=

- ✓ 3 x Cheaper
- ✓ No Cash needed
- ✓ No surprise: Price pre-fixed

**Low
Availability**



**Available
at Peak hours**

=

- ✓ Large offer
- ✓ Incentives to cover Peak-hours

**Quality of Service
&
Drivers' mood**



**Safe
&
Social**

=

- ✓ Verified Drivers' profiles
- ✓ Social Network integration
- ✓ Rate your Driver





PARTNERSHIPS

TCS & CTI



Since 1986, leader of Swiss Mobility with 1.6 million members



- ✓ Pre-provisioning of every TCS Member with 20 CHF Bonus
- ✓ Cross-Marketing Campaigns



Swiss Confederation's innovation promotion agency



- ✓ Market Research : Business Model, Extension Model, Customer case studies
- ✓ Algorithm Optimization: routing, multimodality, social matching

Hes-so