



## OKAYBUS

### One line pitch:

Because Uber doesn't go out of the city or is too expensive, OKAYBUS wants to connect all national, regional and local buses.



OKAYBUS

### Market Analysis:

We are retail partners of all 3 national carriers, also known as "Macron" to sell their trips. We are meeting up with Cities in order to become their bus networks' retail partners. Transport authorities will be able to offer to their partner carriers a turnkey solution including ticketing. Moreover, our solution also offers to give carriers and Transport Organizing Authorities all useful data for free. We estimate the market size, with national lines only, as following: France: 100 M€/yr (target) United States: 500 M€/yr Germany: 400 M€/yr United Kingdom: 600 M€/yr Spain: 640 M€/yr

### Value proposition:

We want to connect all bus networks including, national, urban, departmental and regional networks, transportation on request, school buses, and tour buses. We add real-time geo-tracking of all buses, allowing to know the time they will arrive. Travelers can instantly know all bus lines available around them and track the path of buses in real-time on the map. All payments are made with a credit card or Paypal, like Uber, and approval of tickets is automated using geo-tracking, so that the driver doesn't need to do anything. It is driverless ready. We provide a unified credit card payment per trip, whatever the number of bus lines taken until you reach your destination.

### Business Model:

We foresee an introduction during the 1st semester of 2017 with mainly national lines. Then, we foresee a growth in activity during the 2nd semester of 2017 with regional, and local lines in France. We foresee opening to the European then international market in 2018. Our revenue come from tickets sales commission.

### IP and Regulatory situation:

Our business, like Uber, can not be protected with patents. Our success will rely on our capacity to rapidly deliver the best service possible, in terms of functions and in terms of performance and continue innovations. Our Brand "OKAYBUS" has been protected to the French IP services INPI, and we own the internet domain "okaybus.com". We set up distribution partnership contracts with carriers. As far as regulatory situation, European Union and France are in a momentum of liberalisation of mass transportation with bus and associated data, with the help of government agencies such as Etalab and the central state IS/IT, the DINSIC.

### COMPANY PROFILE

- **Website:**  
<https://www.okaybus.com/>
- **Field:**
- **Contact:**  
KALOUSDIAN Philippe  
[philippe.kalousdian@okaybus.com](mailto:philippe.kalousdian@okaybus.com)
- **Location:**  
99, route d'Espagne  
31100 Toulouse  
France
- **Founded in:** //2016
- **Employees:** 5
- **Financial information (€):**
  - **Company stage:**  
Proof Of Concept
  - **Capital raised to date:**  
51000
  - **Monthly burn rate:**
  - **Capital seeking and date:**  
500000 for H1 2017
- **Investors:**  
Jean-Pierre Grau , Nicolas Léger , Philippe Kalousdian