



## SECURE DRIVE COMPANY

### One line pitch:

SDC is a Tunisian tech startup with a social impact and specialized in the production of road security systems related with vehicles and drivers.



### Market Analysis:

• The Tunisian car fleet according to the Tunisian Agency Technical Land Transport: more than 1 500 000 vehicles including more than 81 348 state vehicles. • According the same source, the car fleet increases by 70 000 vehicles/year and that's a result of the growth of Tunisian standard of living, bank facilities and the necessity for utility cars for different business sectors • Average number of accidents according to the National Road Safety Observatory: more than 8000 accidents / year. • Despite the decrease of 11% of accidents and 9% of injured between 2013 and 2014, we see increasing rates of deaths by 4% which shows the severity of accidents in Tunisia.

### Value proposition:

The "GPS Accident Assistance" of SDC is considered innovative for different reasons - It's a system that does not exist in Tunisia and other targeted markets. - It solves the problem of accidents that take place in isolated areas.. - Our solutions offered can be installed in all types of vehicles without exception. - We use a technology and equipment that are independent of the car Airbag or geolocation systems and it does not affect the mechanical systems of vehicles.

### Business Model:

• Selling and installing the kit (hardware part) • Annual subscription for the permanent monitoring • Mobile app service subscription

### IP and Regulatory situation:

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### COMPANY PROFILE

- **Website:**  
<http://securedrivecompany.wixsite.com/website>
- **Field:**
- **Contact:**  
GHAMGUI Ahmed  
ahmed.ghamgui@esprit.tn
- **Location:**  
Tunis  
2083 Ariana, Tunis  
Tunisia
- **Founded in:** //10/2015
- **Employees:** 3
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
40
  - **Monthly burn rate:**  
5000
  - **Capital seeking and date:**  
100k / 2017
- **Investors:**  
Kapitalease , Reseau  
Entreprendre