



UBI TRANSPORTS

One line pitch:

Editor-Integrator of digital disruptive solutions, Ubi Transports helps the passenger transportation sector to secure and optimize its networks.

Market Analysis:

In France, 2 million children are transported by school buses each day, for an annual budget of 1 billion euros. 10 to 15 000 buses are used for public transit. Current technological offers providing either fare management or CAD/AVL for bus transport require heavy, costly and complex embedded systems. Many small to medium-sized transit authorities and school districts don't have the financial and/or organizational resources for these solutions. These authorities don't have a thorough understanding of their network. Ubi Transports' founders saw a need for economic optimization of transport networks, diminution of environmental impacts, and improved security and services to users.

Value proposition:

Since 2012, Ubi Transports' solutions are operations, navigations and decision-making aid tools for passenger transport: school, small and medium urban, intercity, tourism, substitution buses or demand-response transit. Based on light, digital and powerful technologies, Smartphone and Cloud Computing, we are the first company in Europe and North America to use them for connected CAD/AVL and fare management systems, and we have created a new market with them. The solutions bring simple, intuitive, ergonomic, powerful, collaborative and efficient management to transportation networks. They lead the digital into the territories driving economic, environmental and societal efficiencies.

Business Model:

The Smartphone is given to the driver and communicates via Bluetooth with either a card reader or a printer. Passengers are equipped with contactless cards, which they scan on the card reader. The usage management information and vehicle location are uploaded by the Smartphone to a distant server in the Cloud, processed and redistributed in real time to different actors, including transportation authority management, bus contractors, and passengers. Organized in SaaS mode, solutions allow notably to regulate early/late arrivals, better master passenger flow (schedules and boarding locations), automatically manage sales, optimize schedules, buy tickets on-line or via Smartphone.

IP and Regulatory situation:

Ubi Transports owns all software deployed as part of the service contracts sold to our clients. All of the IT code is developed and maintained by our employees. Ubi Transports owns several trademarks registered with the INPI and is currently working on protecting its trademarks in North America. We plan to register our trademarks with the USPTO (United States Patent & Trademark Office). Ubi Transports is registered with Trade and companies register, as a Simplified joint-stock company. Ubi Transports also acquired the status of a Young Innovative Company.



COMPANY PROFILE

- **Website:**
www.ubitransports.com
- **Field:**
- **Contact:**
RACHEL Iglesias
r.iglesias@ubitransports.com
- **Location:**
200, Boulevard de la
Résistance - Cité de l'entreprise
71000 Mâcon
France
- **Founded in:** //04/2012
- **Employees:** 20
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
117 000
 - **Monthly burn rate:**
120 000
 - **Capital seeking and date:**
6 Million € in 3 phases starting
in 2017
- **Investors:**
Jean-Paul Medioni (70%),
Company's management team
(30%)