



## GOMETRO

### One line pitch:

The Flexible Mobility Platform allows any organization to design, contract, launch and manage end-to-end tailored transport solutions for their users.

### Market Analysis:

Smart transport has major challenges in co-ordinating the supply of vehicles to match customer demand, keeping the customer informed at all times, and receiving payments for these transport services and making payments to suppliers and operators need to be seamless and transparent.

### Value proposition:

GoMetro allows any business or company to design and implement a managed transport service – enabling an “Uber-like” experience to their customers. The Flexible Mobility Platform simplifies transport operations on public and semi-public transport services within a specific geographic footprint. The flexible and fully-customizable cloud-based technology makes Transport Planning, Tracking, Tasking, Paying and Reporting much easier. We do this by providing Supply-Side Co-ordination, Demand-Side Applications and Mobility Analytics & Mapping technologies in one solution to our customers. The platform provides a technology solution to connect and match users of the service looking for a ride.

### Business Model:

The proposal is to deploy our flexible mobility platform in Nairobi, in a partnership with a Mobile Network Operator. We will establish our infrastructure with a local Hosting centre, and get access to simcards and connectivity. We will also integrate Mobile Money services for passenger payments. We aim to be in a position to empower any organization in Nairobi to design, contract, launch and manage end-to-end tailored transport solutions for their users. We have identified a first customer in Nairobi, a telematics company that has agreed to license our platform technology to Design, Launch, Run and Account their Shuttle service.

### IP and Regulatory situation:

?Our end-to-end solution for transport management fulfills the needs and expectations of commuters, operators and managers along the Entire transport service provision value-chain. Our competitors all focus on one part of the value-chain, such as providing an API service, mobile or smartcard payments or traditional fleet telematics solutions. GoMetro is designed with two apps (Passenger and Driver) integrated into our big Data engine, providing an open and customizable platform with Data creation and mapping using GoMetro Pro app, a tasking and ordering engine, a passenger application with deep services, in-vehicle technology like driver-assist tablet and a reporting and analytics tool.



### COMPANY PROFILE

- **Website:**  
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- **Field:**
- **Contact:**  
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- **Location:**  
13 Kwagga Street Goedemoed  
7550 Cape Town  
South Africa
- **Founded in:** //09/2011
- **Employees:** 7
- **Financial information (€):**
  - **Company stage:**  
Scalability phase
  - **Capital raised to date:**  
1000000
  - **Monthly burn rate:**  
25000
  - **Capital seeking and date:**  
1000000
- **Investors:**  
AngelHub Ventures, 4Decades  
Capital, Trittech Media