MONKEY FACTORY

MyBus

One line pitch:
MyBus is my clever assistant for public transport. It is a free app that provides real time guide and dematerialized tickets.

Market Analysis:
Most of French cities over 200k inhabitants (30 in France) are equipped with a dedicated mobile app for public transport. MyBus has found a place in the environment of medium-sized cities between 20 and 200k of inhabitants (212 in France). The priority of users in public transport of those cities is different than big cities. The combination of bus transit frequencies are widely spaced, more irregular, with a geographic coverage less important. All those arguments change the way people use to their public transportation network. Then, The priority is to know the bus schedules (generally limited to 2 or 3 regular lines not combined) downtown to outside of the city or outside to downtown.

Value proposition:
The means to address the market is carried out in 3 steps: 1. Creation of a simple app bus guide: Responding to the needs of medium-sized cities constitutes the first innovation of MyBus project. The project deployment is a collection of applications city by city, in fact, there is one different app depending on the city you are. 2. A simplification and automation tool for data collection: We set up automated procedures to recover the web's data. Then we develop a community of users who can capture or import themselves data from a public transport network. This method will increase our user experience. 3. Setting up a business model: the solution of the dematerialized ticket.

Business Model:
Monkey Factory has designed an innovative approach to the dematerialized ticket's management accessible to medium-sized cities: it is the 2nd innovation of MyBus. The solution imagined by Monkey Factory limits or even cancels technological, financial & management barriers of electronic tickets. . No investment in hardware or software for transportation management. . To set up a specific printed signage device for each bus line. . To keep users and agents habits (purchasing tickets & control the ticket validity) The solution's simplicity is the key driver of the deployment: 1- It's easy, so it's a OBIOUS, 2- It's adopted by the majority, so it's VIRAL, 3- It's used by all, so it's INDISPENSABLE.

IP and Regulatory situation:
Name of Project: MyBus Company Name: MONKEY FACTORY Legal Structure: "Société par actions simplifiée " in France CEO: Frédéric PACOTTE (co-founder / President) Franck Raynaud (co-founder) Employees: 6 (+ 2 co-founders) Official address: 3 avenue Aiguilhe - 43000 Le Puy-en-Velay Siret: 80261986600014 Business activities: Edition and promotion of applications and computer programs   People to contact for this application: Frédéric PACOTTE - 04 71 04 93 01 / fpacotte@monkeyfactory.fr Franck RAYNAUD - 04 73 44 56 58 / fraynaud@monkeyfactory.fr Alexandre ECHALIER - 06 60 71 21 35 / aechalier@monkeyfactory.fr

COMPANY PROFILE

- **Website:**
  http://www.mybus-app.com/

- **Field:**

- **Contact:**
  RAYNAUD Franck
  aechalier@monkeyfactory.fr

- **Location:**
  3 avenue d'Aiguilhe
  43000 Le Puy En Velay
  France

- **Founded in:** //2016

- **Employees:** 6

- **Financial information (€):**
  - **Company stage:**
  Pilot Phase
  - **Capital raised to date:**

  - **Monthly burn rate:**

  - **Capital seeking and date:**

- **Investors:**