



## WENOW

### One line pitch:

WeNow is an app and web-based service for individuals and fleet managers to monitor car energy efficiency, decrease fuel wastes and carbon footprint.

### Market Analysis:

4 segments: - Fleet managers - cities - BtoBtoB/BtoBtoC (car manufacturers, insurers, leasing companies, petrol companies...) - individuals total market: >1,5 billion vehicles Adressable market: >27M corporate vehicles in Europe + US First targeted market: 2.5 M corporate vehicles (France, significant fleet >10 vehicles) -> easier because: - they are urged to cut dramatically their carbon emissions whether this pressure be from Governments, Shareholders, Customers - they have CSR commitments - they have large fleet and larger budgets.

### Value proposition:

We provide individuals or fleet managers with innovative indicators about the energy efficiency of cars and services to reduce energy waste and improve carbon footprint. With our adapter or with any other means, WeNow collects data from the car and provides services: - It gives driver-specific analyses of the energy spent due to driving style in each trip - It trains the driver to ecodriving, monitors its performances and gives personalised suggestions to use other transport modes, avoid traffic jams... ?- it calculates the CO2 emitted and helps the driver to offset it - it rewards efforts (low consumption, lower number of trips - it gives indicators to the fleet manager. ?

### Business Model:

Saas subscription: a monthly or yearly subscription to access our services.

### IP and Regulatory situation:

2 patents have been filled.



### COMPANY PROFILE

- **Website:**  
www.wenow.com
- **Field:**
- **Contact:**  
Mas Valérie  
valerie.mas@wenow.com
- **Location:**  
49-53 AVENUE DES CHAMPS  
ELYSEES  
75008 PARIS  
France
- **Founded in:** //11/2014
- **Employees:** 3
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
50000
  - **Monthly burn rate:**
- **Capital seeking and date:**  
1,5 M€ first semester 2017
- **Investors:**  
Valérie Mas, Fabien Carimalo,  
Yves Choueifaty