



Tripco Ltd



TRIPCO LTD

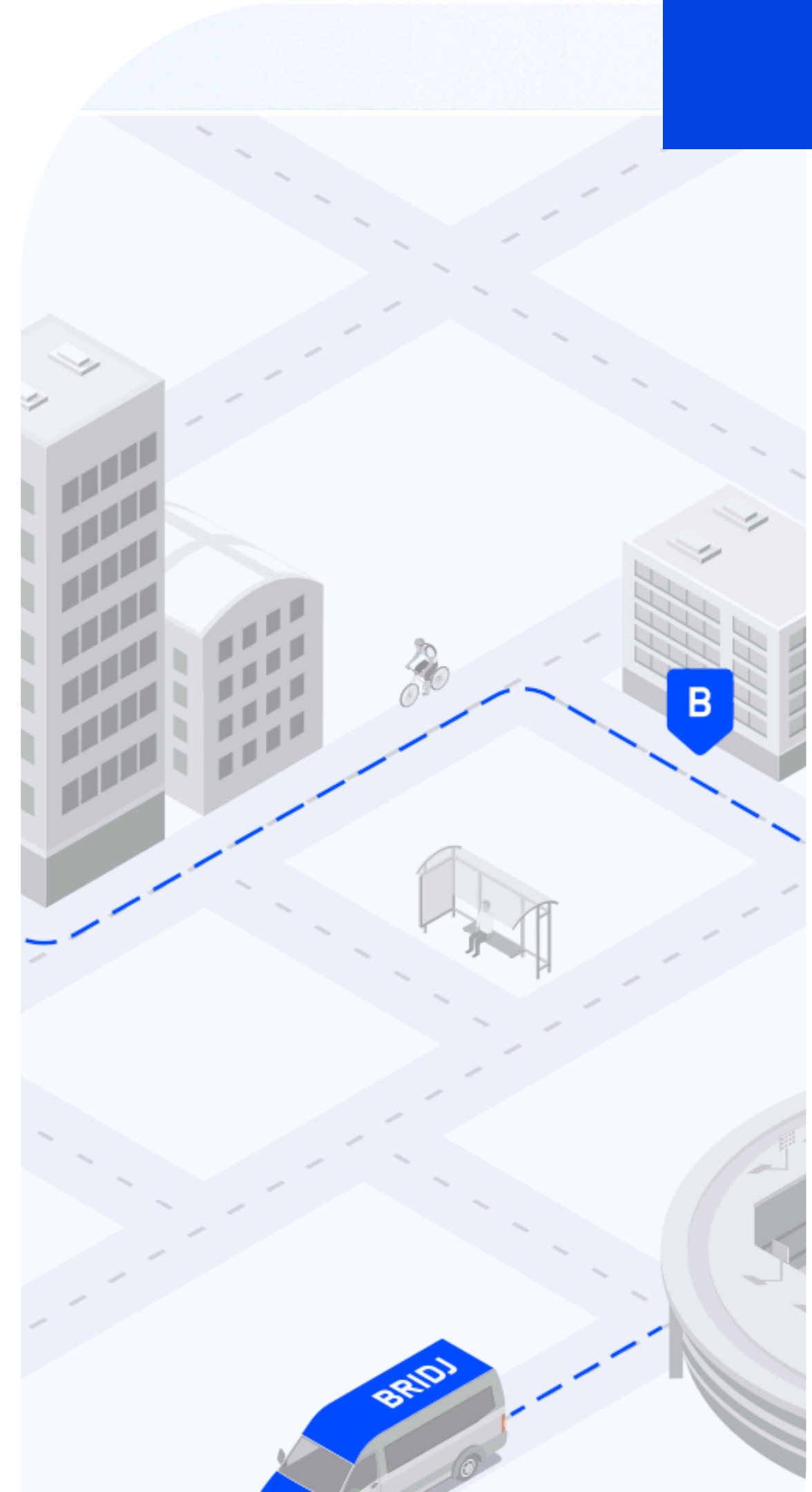
June 2024



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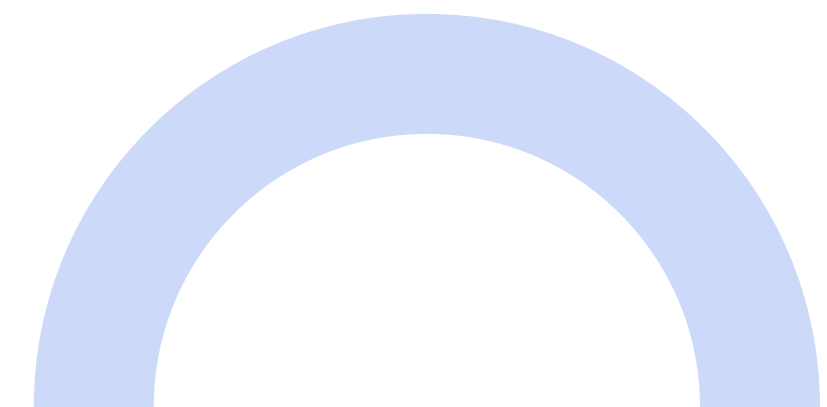
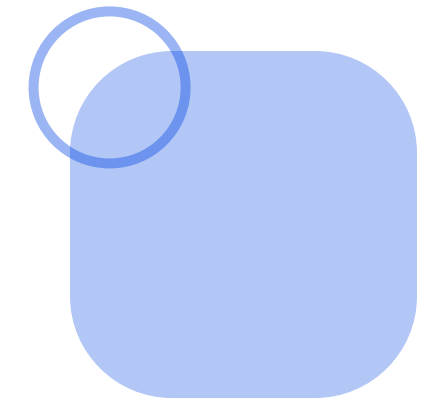
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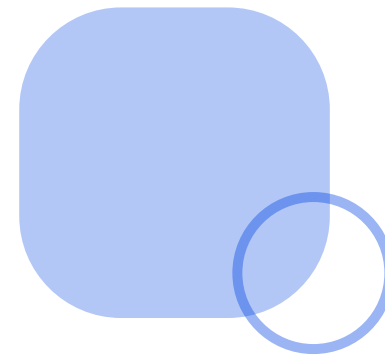
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OVERVIEW



Tripco – the future of public transport in Bulgaria and beyond. Our innovative model seamlessly connects passengers, Public Transport Operators (PTOs) and Public Transport Authorities (PTAs). With our comprehensive database and user-friendly apps, we're redefining travel with ease, efficiency, and smart solutions.



Tripco Ltd

01

Comprehensive Database:

Our robust database serves as the backbone of our operation, providing essential information about routes, schedules, fares, and more.

02

Passenger App

Our user-friendly mobile app empowers passengers to plan their journeys effortlessly, purchase tickets in advance, and access real-time updates on routes and schedules.

03

Operators' App:

For Public Transport Operators, our dedicated app streamlines operations, enabling efficient ticket scanning, seat management, trip setup, and communication with passengers.

THE PROBLEM

- 01 Unreliable mobility data
- 02 Misinformation
- 03 Limited insight into the national network.
- 04 Excessive use of personal cars

THE SOLUTION

- 01 Tripco introduces a comprehensive app for real-time public transport (PT) vehicle tracking, providing accurate and reliable data to encourage the use of public transport.
- 02 Simplifies the PT experience with easy, in-app ticket purchases, reducing the need for personal vehicle use.
- 03 Utilises a centralised database to optimise the national network, improving service reliability and efficiency, and making PT a more attractive option.



Centralised National Transport Data Hub

Tripco establishes a centralized data hub using Transmodel-based standardised data, ensuring reliability and up-to-date information. This empowers PTAs with analytical insights to optimize the network. Additionally, Tripco's platform seamlessly integrates with existing operator platforms, maximizing efficiency and facilitating adoption.



Empowering Passengers with National Multimodal Trip Planning

Tripco will introduce the first national multimodal trip planner in Bulgaria, revolutionising travel options across the country. By simplifying journey planning, ticket purchasing, and travel updates, we empower passengers to navigate seamlessly and prioritize their satisfaction, making public transport the preferred choice in Bulgaria.



Innovative Mobile Payment Solutions for Operators

Innovative Mobile App for Transport Operators: Tripco offers an innovative mobile app tailored specifically for transport operators. With features like mobile payment solutions that transform devices into Point of Sale (POS) terminals, operators can optimize operations, increase visibility, and attract more passengers, propelling Tripco as a pioneer in the global public transport industry.

TARGET AUDIENCE



Tripco's target audience encompasses both individual passengers seeking seamless travel experiences and a diverse range of businesses and organizations within the public transport ecosystem



Tripco Ltd

B2C



- **Individual Passengers**

B2B



- **Public Transport Operators**
- **Public Transport Authorities**
- **Micromobility Companies**
- **Taxi Companies**
- **Local Airplane Companies**
- **Data Consuming Platforms**
- **Event organizing companies**
- **Other**

TIMELINE

In just one year, Tripco has achieved significant milestones, but without a tangible product yet, edging closer to achieving our goals. Our progress demonstrates our relentless pursuit of a business model that can disrupt public transport systems globally, particularly in countries facing challenges similar to those in Bulgaria. Let's delve into the key achievements that showcase our journey toward innovation and transformation.

2018:

The idea for Tripco was born from the challenge of planning a journey from Burgas to Ribaritsa, marking the start of a vision for easier travel planning.

August 2022:

The journey from idea to realization began for Tripco. Foundations were laid with valuable inputs from a diverse group of stakeholders, including drivers, cashiers, passengers, and Public Transport Operators (PTOs).

April 2023:

Consulted EC experts to assess Tripco's data collection compliance with Directive 2010/40/EU and MMTIS Delegated Reg. (EU) 2017/1926, ensuring high standards in service quality and regulatory adherence.

June 2023:

Thanks to Stefan de Konink from Stitching OpenGeo, the first-ever NeTEx compliant data set for Bulgaria was established, representing a significant advancement in data standardization for public transport in the country.

November 2023:

Thanks to international partners the Bulgarian Stop Register's groundwork was laid, and system integration efforts began to set the baseline for generating comprehensive public transport timetables.

NOW

During the Pandemic:

The need for accessible travel information grew, emphasizing the importance of digitizing public transport information.

March 2023:

Tripco began establishing international connections, aligning with the latest EU transport initiatives and standards.

May 2023:

Tripco project was introduced at the Calypso Networks Association's 8th Bucharest Smart Ticketing and Digital Services Forum, its first international presentation.

July 2023:

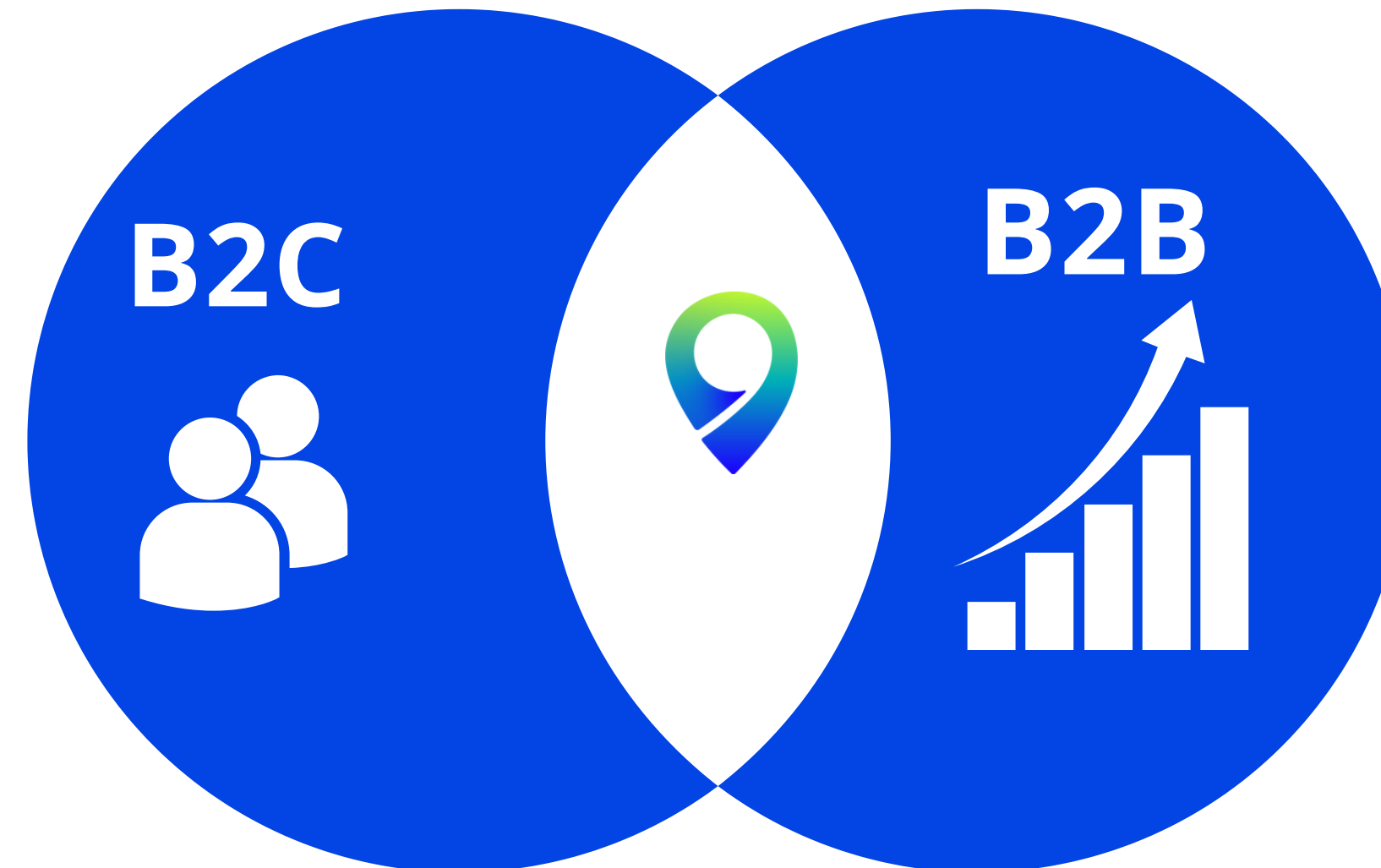
Key developments included finalizing the app's design and launching the Tripco website.

January 2024 :

Tripco will engage in discussions with government representatives, exploring potential support and collaboration.

Bridging B2C and B2B in Public Transportation

We charge flat rate of \$ 0.5 per ticket sale



We take 10% commission on each ticket sale

We charge for access to our data base.

We charge public transport authorities for data backed up analysis reports.

We take 6%(avg) commission on each affiliate transaction

Search for a route → Book a ticket → Travel with confidence



Sign in → Geo track → Real time sales → Report to system → Data export



CAPABILITIES AND RISKS

Strengths

Tripco's strengths lie in its innovative approach to public transport, its comprehensive database infrastructure, and its ability to adapt to evolving market demands. Additionally, as a new business, Tripco can immediately implement the latest innovations to stay ahead of the curve.

Opportunities

There is a significant opportunity for Tripco to capitalize on the growing demand for smart transportation solutions, particularly in regions where public transport systems are inefficient or outdated. As public transportation and micromobility gain more popularity as part of the fight against global warming, Tripco can position itself as a leader in sustainable transportation solutions.

Weaknesses

While Tripco has made strides in development, its lack of a fully launched product and no market penetration yet pose challenges for immediate revenue generation. Furthermore, it operates in a competitive market where established players may have greater resources and market share.

Threats

Competition from established transportation companies and regulatory hurdles present potential threats to Tripco's market entry and growth. Additionally, economic and political downturns could impact the adoption of Tripco's solutions, affecting funding and market stability.

MARKET SIZE

2028

Bulgaria

Balkans

Europe

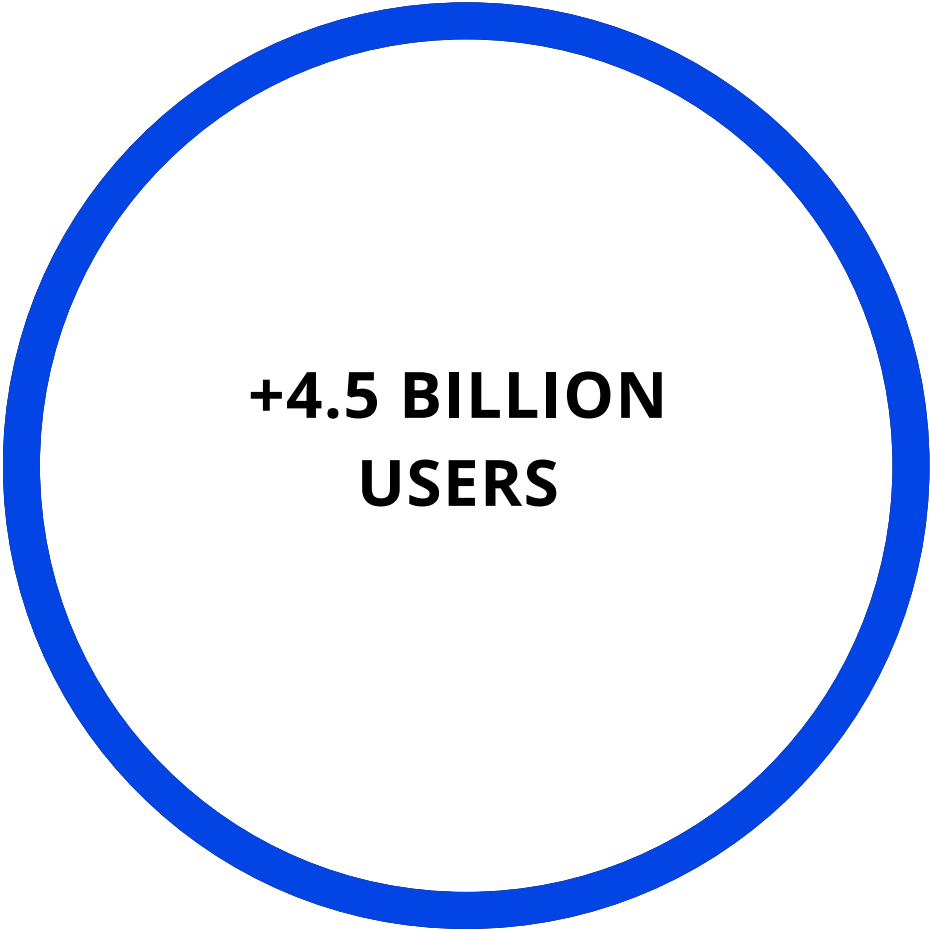
Worldwide



Source:Statista

The global public transportation market is on a trajectory of steady growth, presenting Tripco with a significant opportunity to tap into expanding demand for digital mobility solutions. This anticipated market expansion across various regions, including the Balkans, underscores a compelling opportunity for Tripco to innovate and lead in enhancing public transport accessibility and efficiency.

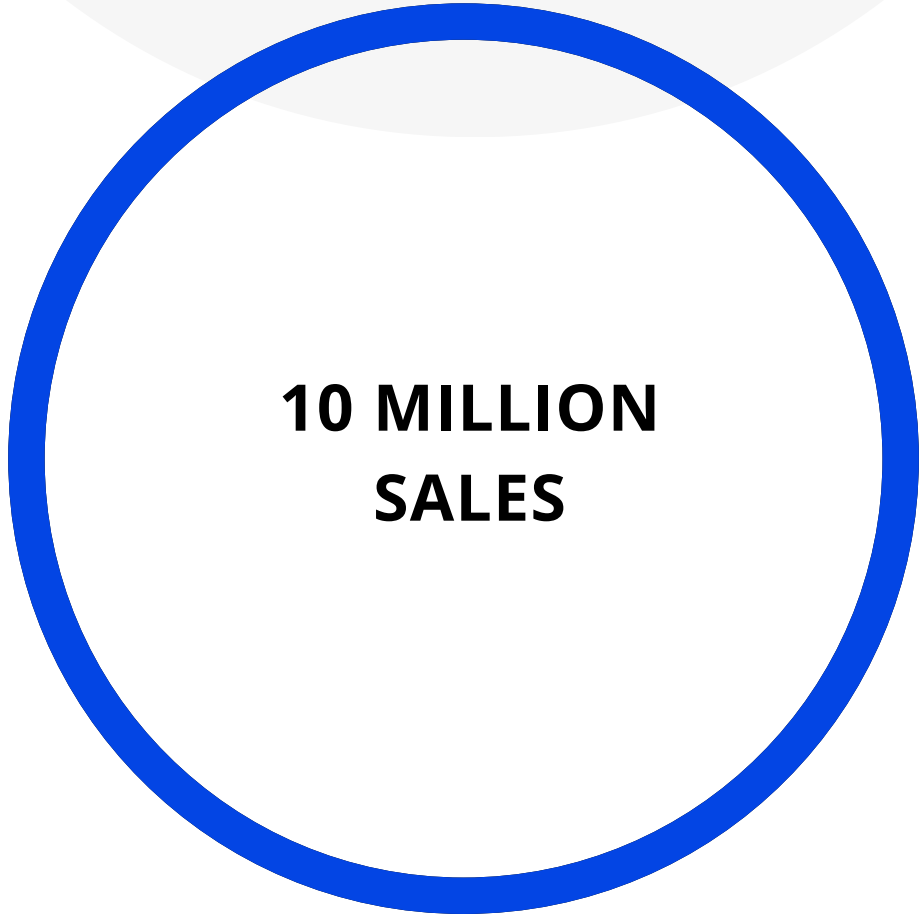
2028



Public transport trips booked (WORLDWIDE)
Total Available Market



Online bookings
Serviceable Available Market



Tripco
Market share

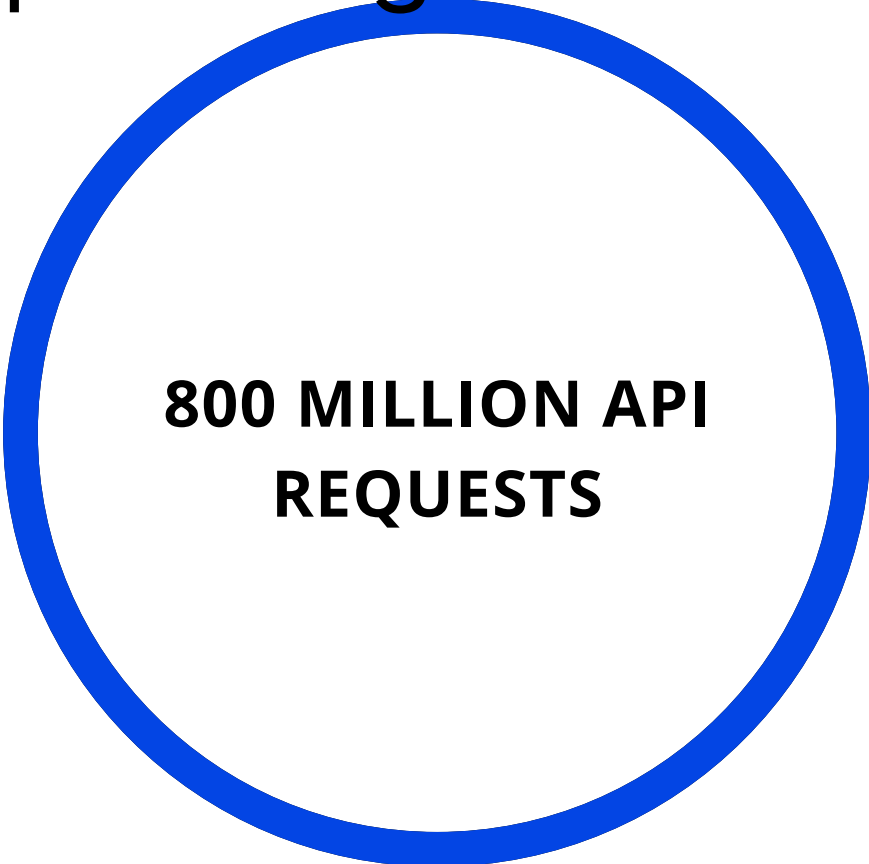
2028

We take a 10% commission on each transaction from the operators,
\$0.5 per sale from passengers and \$0.001 per API request



**10 MILLION
SALES**

**Tripco
Market share**



**800 MILLION API
REQUESTS**

Related products

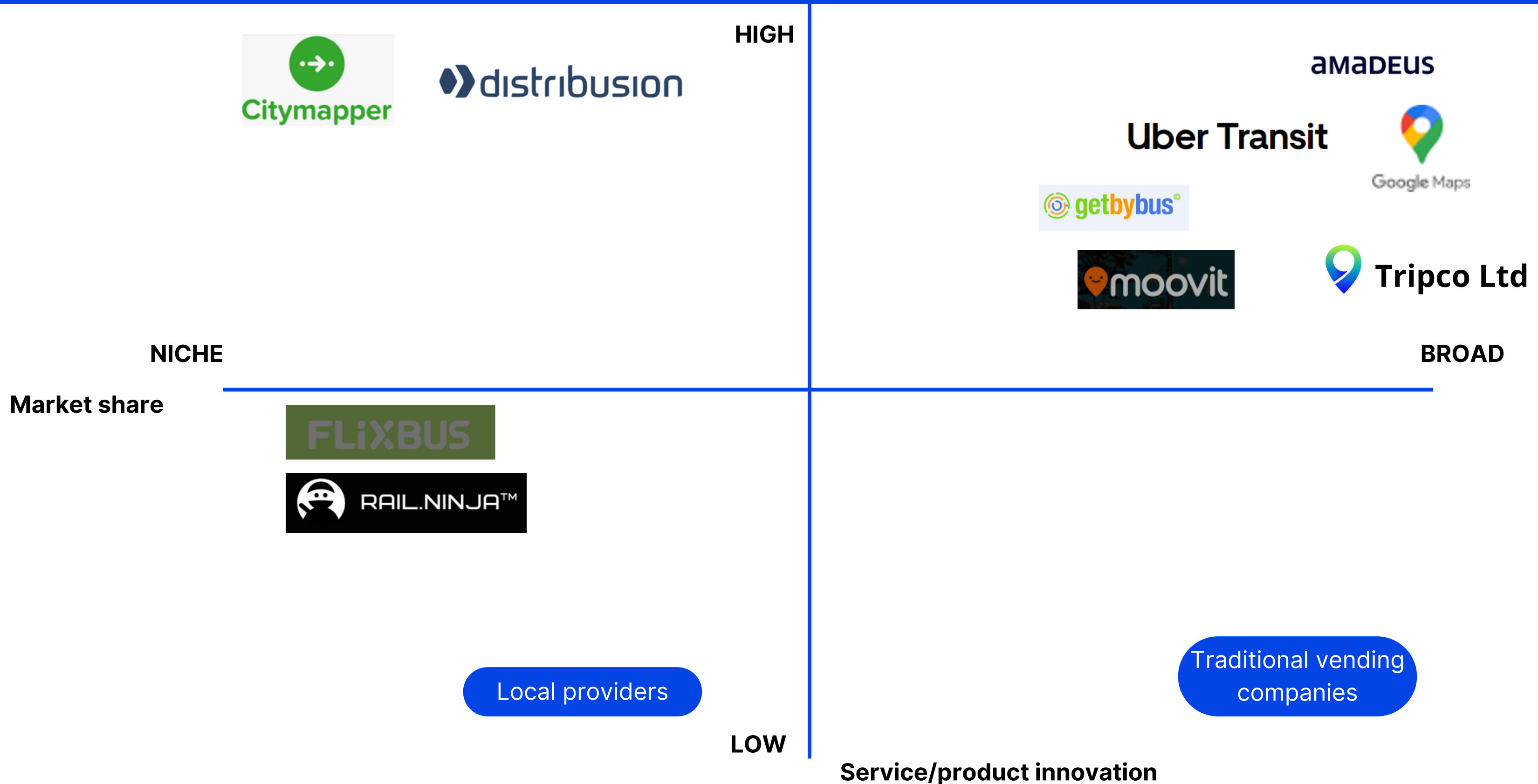


**\$25.8
MILLION**

**TOTAL REVENUE
2024-2028**

COMPETITORS

The public transportation market is highly competitive, fostering a vibrant ecosystem where innovation thrives. We recognize and appreciate this competition, as it drives us all to continuously seek and implement groundbreaking solutions that enhance the overall public transport experience for users worldwide.



PIONEERING PRESENCE

We are the first to market in Bulgaria, creating a tool that allows to people to travel effortlessly

ADVANCED TICKETING SOLUTIONS

Cutting-edge ticketing with digital wallets, QR codes, and soft POS

INTEGRATED MULTI-MODAL JOURNEY PLANNING

Seamless travel across multiple modes with our integrated journey planner

LOCAL FOCUS WITH GLOBAL POTENTIAL

Expertise in Bulgaria with scalable solutions for global market transformation

EUROPEAN DATA STANDARTS COMPLIANCE

Exceeding European transit data standards for superior accuracy and reliability.

DATA-DRIVEN INSIGHTS

Empowering decisions with comprehensive analytics for operators and cities

OUR PARTNERS



Through this collaborative ecosystem, we leverage the strengths and capabilities of our partners to create a holistic and innovative public transportation platform. This synergy not only enhances our service offerings but also ensures that Tripco remains at the forefront of technological advancements in the industry.



Manuela Maneva
Founder



ENTUR
Data Management Systems Provider



Coseco
SAAS Provider and Partner



Ypsilon
Fintech System Provider



JEL International
Financial Advisory Provider

Led by Manuela Maneva, with a track record of running a sustainable business in London since 2012. Manuela's dedication, leadership and ambition led to a promising collaboration with reputable organizations.

Entur is a Norwegian government organization with which we work closely by adopting their advanced and well-developed data management systems.

Coseco provides us with the SAAS solutions critical to our platform's infrastructure. Their scalable and reliable software services enable us to offer high-quality, efficient, and secure services to our users.

Ypsilon is our fintech partner, responsible for integrating advanced financial ticketing technology systems into Tripco.

JEL International provides us with professional financial advisory services. Their expert guidance helps us navigate the financial landscape, ensuring that our business operations are sound and our growth strategies are financially viable.



Investment Ask 500,000 euro

Use of Funds:

- 50% Product Development (Building MVP/Prototype)
- 30% Market Research (Validating market fit and customer needs)
- 20% Operational Costs (Legal, administrative, and other startup costs)



Equity Offered Negotiable

Vision for Growth: Aim to capture a significant share of a \$1B+ emerging market with our innovative solution.

Early-Bird Advantage: Early investors will have a unique opportunity for favorable terms and to be part of a potentially disruptive solution from the ground floor.



Milestones with Your Investment

MVP Development: Complete by Q3 2024


Market Validation: Conduct comprehensive market research and initial customer feedback by Q4 2024

Fundraising Goals: Prepare for a larger seed round in 2025 based on MVP success and market validation

THANK YOU

FOR YOUR ATTENTION

June 2024

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