



TOOXME

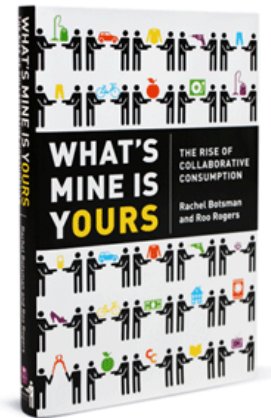


THE SOCIAL MOBILITY

Olivier Perrotey



- 🚗 Waiting time
= 12 min. average
- 🚗 Available seats
= 2.4 average
- 🚗 Share of Information
= \emptyset



The Collaborative Consumption model

“The shift in consumer values from ownership to access, using network technologies to share and lend on a scale never before possible.”



Our market positioning :

A collaborative solution in real-time, social & economical

Tooxme
VS.
Carpooling

Need

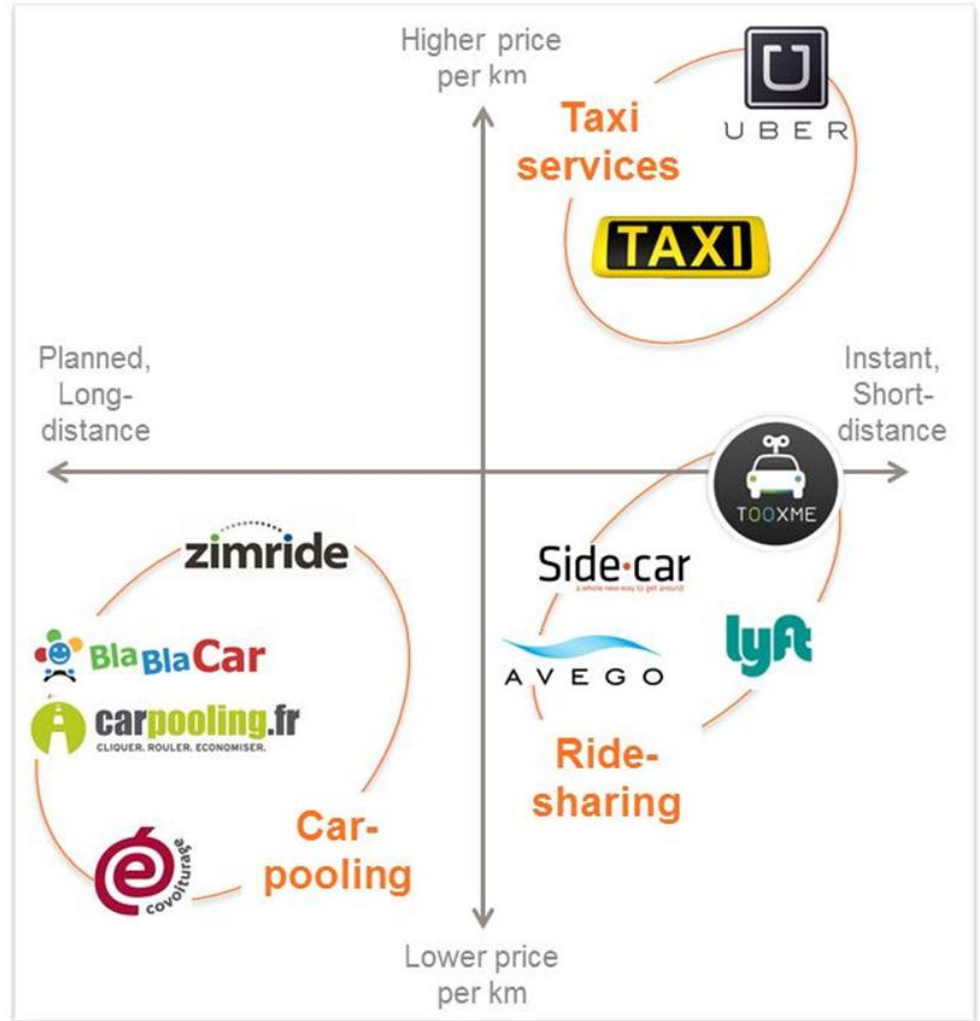
Instant
VS.
Planned

Distance

Short
VS.
Long

Frequency

One-Shot
VS.
Recurring





1

Use Drivers' **ability** to pick-up passengers on its way



2

Create an **Marketplace** and a **Tool** so Offer ↔ Demand



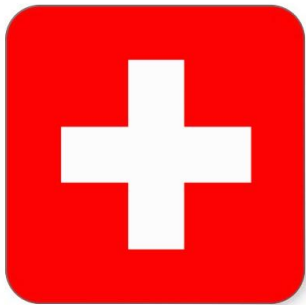
3

Offer **Features** and **Incentives** to quickly reach Critical Mass



1

Drivers' **ability** to pick-up passengers on its way



- 🚗 35 min per day spent in the car
- 🚗 1.6 occupation rate
- 🚗 24.9 km / day average



2

Marketplace and a Tool so Offer ⇔ Demand



Launch Date
17th of Jan. 2013



6-months Pilot Phase
Leman Lake area
(VD + GE)



3

Features and Incentives ⇒ reach Critical Mass



Multimodal Feature

No Tooxme Driver available ?
'Tooxme Multimodal' allows Riders to:

⇒ Access **Taxi**
call-centres in 1-click



⇒ Display route in
in **Public Transport**
including:
Train, Tram, Metro,
Bus and leg of route.

Dep.	15h14	Dur.	13
Arr.	15h27	Chg.	0
Dép.	15h14	Dép.	1003 Lausanne, Place Pépinet 1
	À pied	Dir.	Lausanne-Flon >
	5 min		
Arr.	15h19	Arr.	Lausanne-Flon
Dép.	15h19	Dép.	Lausanne-Flon
	M m2	Dir.	Lausanne, Ouchy >
	6 min		
Arr.	15h25	Arr.	Lausanne, Ouchy
Dép.	15h25	Dép.	Lausanne, Ouchy
	À pied	Dir.	1006 Lausanne, Place de la Navigation 1A >
	2 min		
Arr.	15h27	Arr.	Lausanne

3

Features and Incentives ⇒ reach Critical Mass



Social-Enablers

Facebook is fully integrated (SSO + Share) in the Customer Journey. Feedback from Users as well.

⇒ Account creation & activity on Facebook

⇒ Social Graph: 'Friends in Common'

⇒ 'Reputation Capital': Evaluation after each Ride



84% AFFINITÉ SOCIALE

5 AMIS EN COMMUN



3

Features and Incentives ⇒ reach Critical Mass



Trust & Safety

Trust in Networking Services is the key:

⇒ Manual 'Profile Verification' via ID scan through the App



⇒ Personal Interview and Car inspection for Premium Drivers

⇒ Strategic partnerships with trusted brands & institutions



3

Features and Incentives ⇒ reach Critical Mass



Financial Incentives

The Tooxme Business Model on based on Redistribution within the Community :

⇒ 10 CHF **Welcome Bonus** For Riders

⇒ Drivers get paid for every km **with or without** a Passenger on board.

⇒ Specific Remuneration Model for '**Premium Driver**'





Our **Value Propositions** to Drivers & Riders

drive



Drivers

1. Get paid for every km
(with or without Passenger)
2. Reduce your carbon footprint
3. Travel with Passengers whose profile has been verified and/or rated by other users
4. Reduce traffic jams
5. Meet new people, don't drive alone anymore!

ride



Passengers

1. Door-to-door service
2. Available in real-time and on-demand (no timetable)
3. At least 4 times cheaper than a Taxi
4. Travel with Drivers whose Driving licenses have been verified
5. Get immediate access to Public Transport options or book a Taxi when no Drivers are available





17.01.2013
The Launch



Teaser
Tooxkey contest



**CULLY
JAZZ.**



**Campaign
Off-line**

mobilité sociale sur **tooxme.com**
 Disponible sur l'App Store

En partenariat avec

Tooxme
 3 138 J'aime · 95 personnes en parlent

Tooxme @tooxme 6 Mar
 @vanBullet let's drive ! - Eric bit.ly/Ydanw8
 View conversation

Tooxme @tooxme 11 Feb
 @fraganddrink Pour l'instant elle n'est pas prévue, mais si la demande se fait sentir on y viendra - Eric bit.ly/VOWIuf
 View conversation

Tooxme
 TooxMe >

Détails **Notes et avis** Assoc

Notes et avis de l'App Store

Version actuelle Toutes les versions

NOTE MOYENNE
 ★★★★★
 Selon 75 notes

51	★★★★★
17	★★★★
3	★★★
0	★★
4	★

Mettre à jour

★★★★★ (13)

Available on the
App Store

[Tooxme - Mobilité Sociale](http://www.tooxme.com)
www.tooxme.com
 10 CHF de bonus offert et
 soyez rémunéré à chaque KM.

Campaign
 On-line

JEUX
Ecolo-Mobile

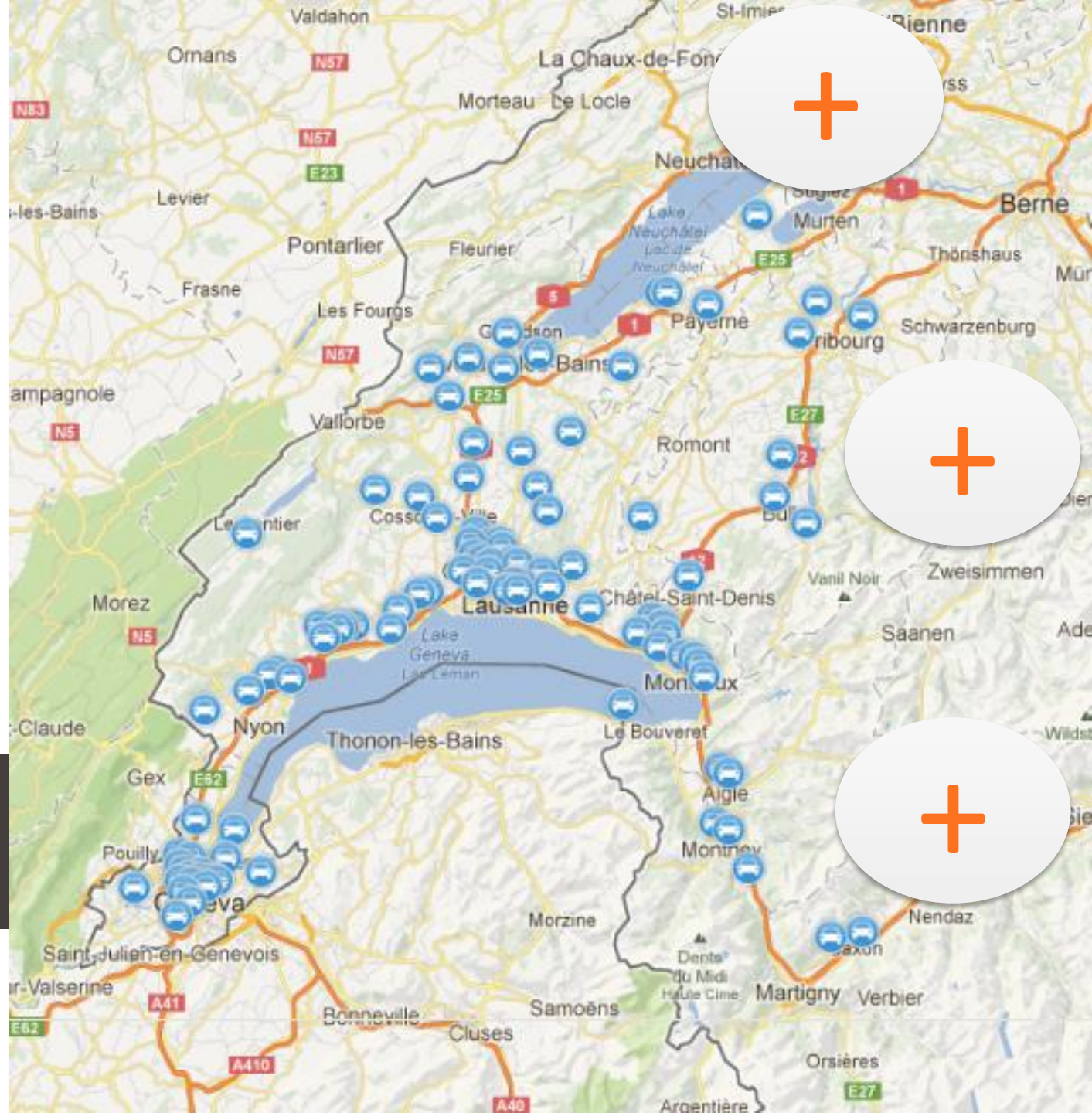
Les lots
 Mobiles et écolos

100 crédits de 10 CHF à utiliser sur Tooxme

1 VOITURE ELECTRIQUE
 CITROËN C-ZERO

10 Cours de conduite
 Eco-Drive du TCS

Piltot Phase Extension





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