



# Move smarter, become a meeper.

## Problem

**City transport** can be **inefficient**, congested and above all, disconnected. This **lack of integration** leaves transportation ill equipped to accommodate the needs of rapidly growing city populations.

Users cannot reserve or purchase trips through a single platform nor can they truly incorporate their travel preferences. Wait and arrival times are not updated in real time or aggregated into one location.

## Solution

Meep is a mobile application (iOS & Android) that **integrates all** available modes of transport in a city - public and private - into a single platform. Users can **search for, reserve and pay** for trips in one transaction, eliminating the need for several apps or tools.

The app shows all transport nearby to a current location and contains a journey planner, which allows users to combine different modes of transport in one route, establishing new connections and reducing the pain points of transfers.

Users can select travel **preferences**, which Meep incorporates in its suggested routes. Once in transit, users can follow a real-time, step-by-step route guide within the app.

## Transportation Trends

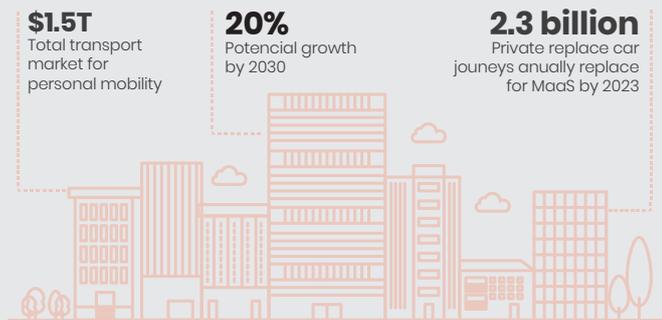
The proliferation of on-demand and sharing modes of transportation along with the heavy usage of mobile apps creates the perfect breeding ground for a Mobility as a Service (**MaaS**) platform. Digitalization facilitates simpler transactions and empowers users to personalize their transportation.

## Operator Integration Options

**Partial:** Information and bookings through the app.

**Total:** Information, bookings and payments (ticketing) through the app.

## Market Size



## Meep Technology

Our **algorithm** combines public and private operators and incorporates real-time information and user preferences to create previously unexplored, **custom routes**. The center of transportation is now the user.

## Business Model

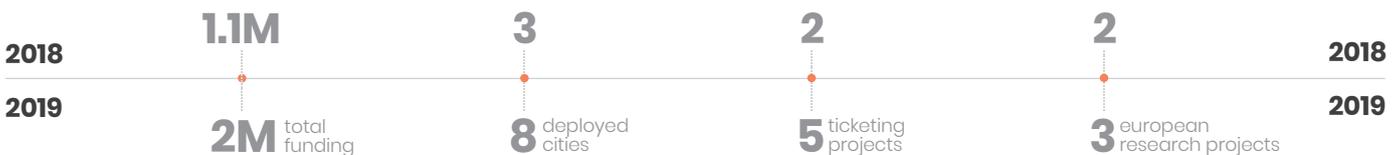
- End users ————— Pay-as-you-go
- Transport operators ————— % **Fee-based**, SaaS projects
- Ticketing companies ————— Technology agreements and fee-based
- Public companies ————— Access customer base and reach
- Urban planners ————— Data analytics



## Target Market

Mid-sized **cities with 250K - 1M** inhabitants with a diverse transportation ecosystem (i.e. at least 2 operators for each type of transport) that is technologically developed, which we define as having sufficient smartphone usage and operator technology.

## Roadmap



## Team

**Guillermo Campoamor** (CEO)  
Economist & Lawyer,  
Travel freak. Mobility innovator



**César Caamaño** (CTO)  
Computer Engineer,  
Smart Mobility Expert



**13 dynamic team members** with a passion for mobility and diverse backgrounds

**BBVA**

**IBM**

**ECI**

**NEX**