



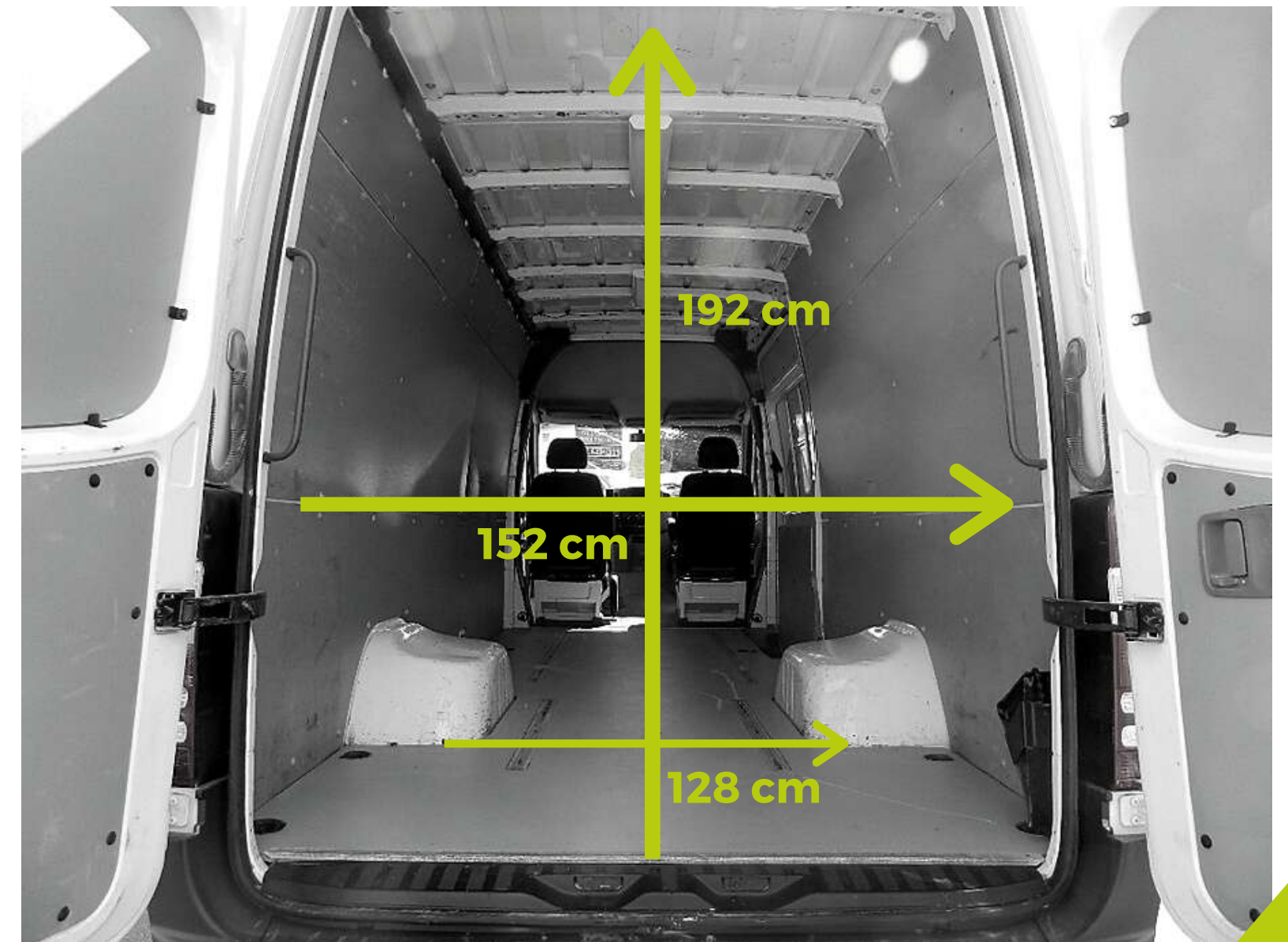
sivego
SMART **ECO** TRANSPORT

MARCELLO FAVALLI

B2B PROBLEM

In Europe
25%
of professional transport
vehicles travel empty

[15TH ACEA SCIENTIFIC ADVISORY GROUP
MEETING BRUSSELS. EUROPEAN FREIGHT
TRANSPORT STATISTICS]



B2C PROBLEM

"TRAFFIC CONGESTION
IS CAUSED BY VEHICLES,
NOT BY PEOPLE"

JANE JACOBS

DATA - NOT OPINION



Without data you're just
another person with an
opinion.

«William Edwards Deming»

B2B DATA

> 1,1 M
Vehicles travel
empty

> 10,000
Km of traffic

> 10 M
Spare cubic
meters



ELABORAZIONI SIWEGO DA DATI ANFIA
DOSSIER TRASPORTO MERCI SU STRADA

> 1.5 € B
value of
wasted fuel



ELABORAZIONI SIWEGO DA DATI ANFIA
DOSSIER TRASPORTO MERCI SU STRADA

B2C DATA

in Italy

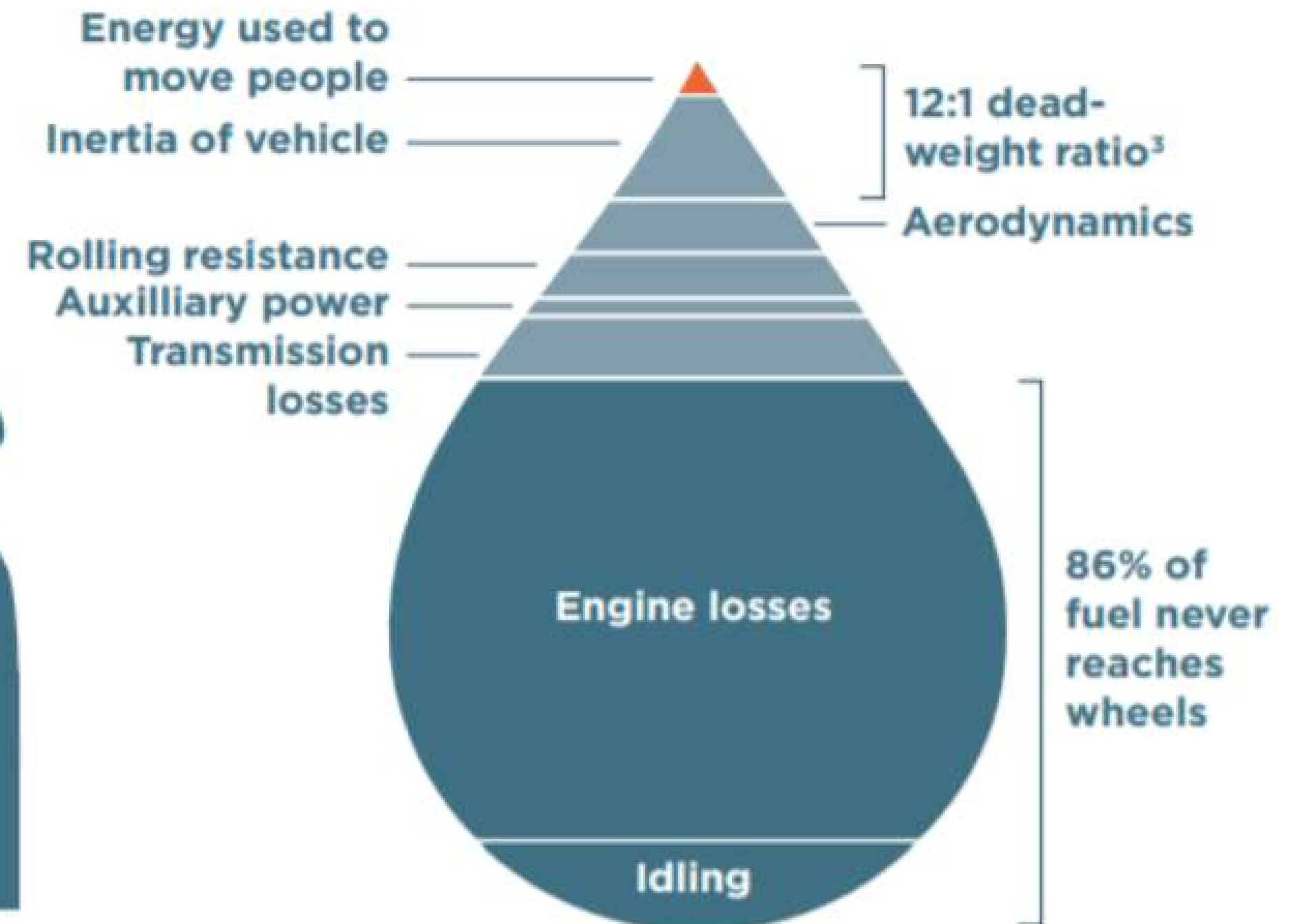
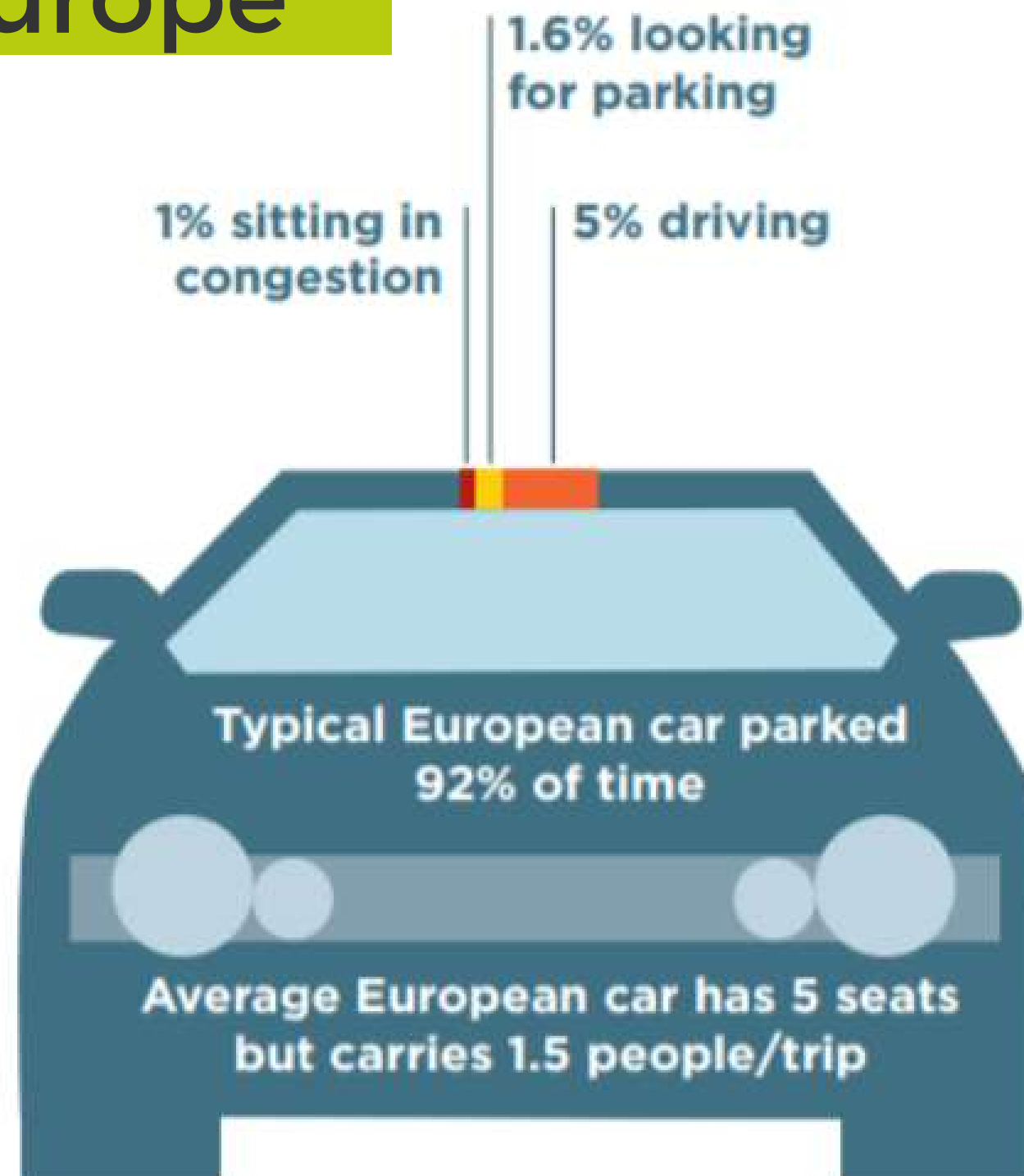
1.8 million commuters move every day

**37 M
of cars in our
streets**

**OLNY 1.33
PERSON
PER CAR**

[HTTPS://WWW.ANSA.IT/CANALE_MOTORI/NOTIZIE/ATTUALITA/2016/07/08/OGNI-GIORNO-18-MLN-DI-PENDOLARI-AUTO-COME-DA-MILANO-A-PECHINO_D8BF6552-F88A-4D84-BBBC-93E23789AA16.HTML](https://www.ansa.it/canale_motori/notizie/attualita/2016/07/08/ogni-giorno-18-mln-di-pendolari-auto-come-da-milano-a-pechino_D8BF6552-F88A-4D84-BBBC-93E23789AA16.HTML)

in Europe



S O L U T I O N

SOLUTION

**SiWeGO sells
SPARE SPACE**

**of
PROFESSIONAL
&
NON PROFESSIONAL
DRIVERS**

**to
SENDERS
OF GOODS**

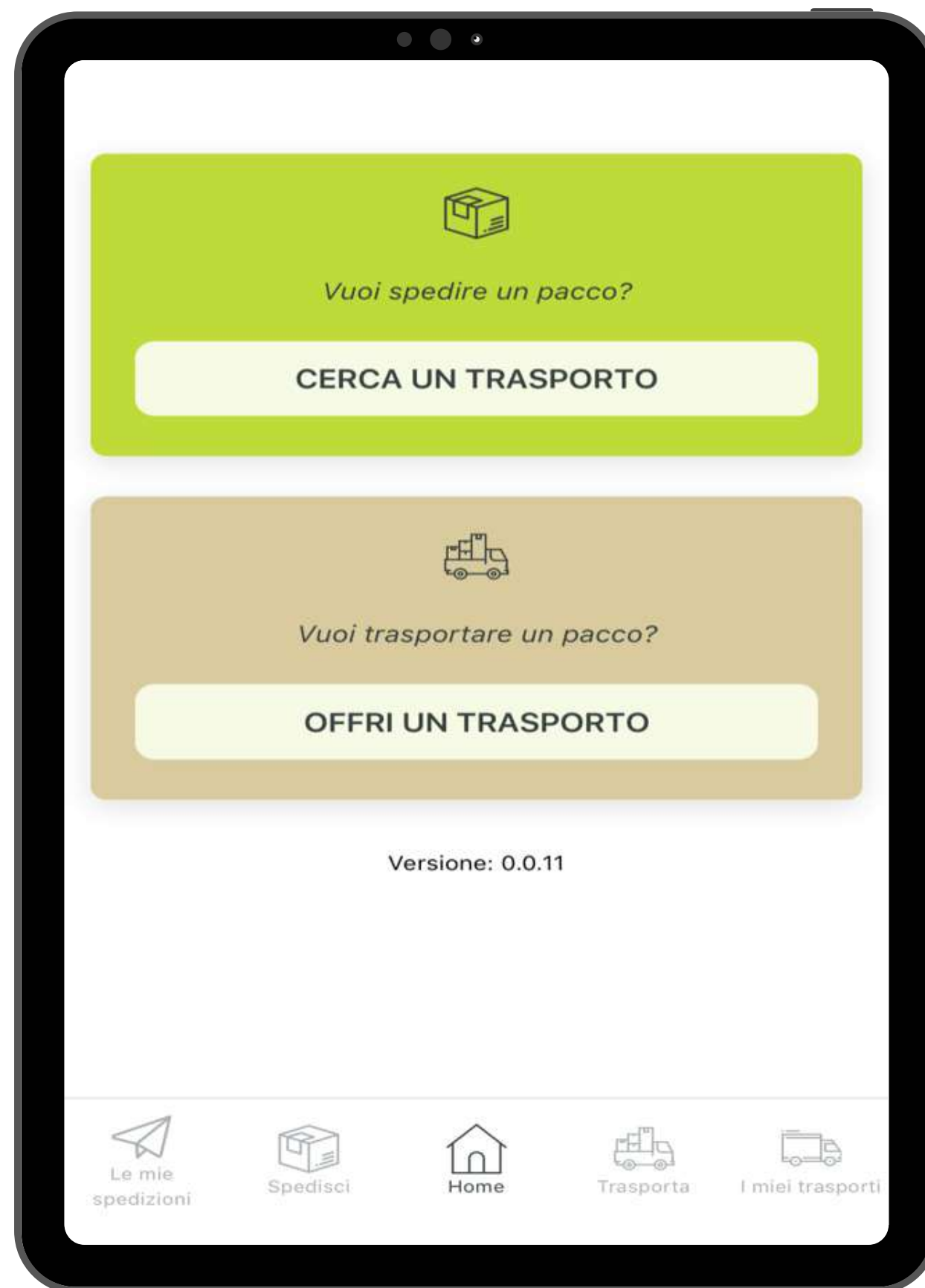
Available as

WEB APP



WE ARE READY FOR THE MARKET

PRODUCT



PRODUCT

Luogo di partenza *

Milano, MI, Italia

Luogo di arrivo *

Venezia, VE, Italia

Data di partenza *

20/12/2019

Prezzo massimo

20

Dimensioni del pacco

Fino a 50cm/10kg

Mezzo di trasporto

Berlina | Station wagon

Solo corrieri professionisti

☒

Affidati solo a trasportatori geolocalizzati

☒

Cerca un trasporto

Le mie

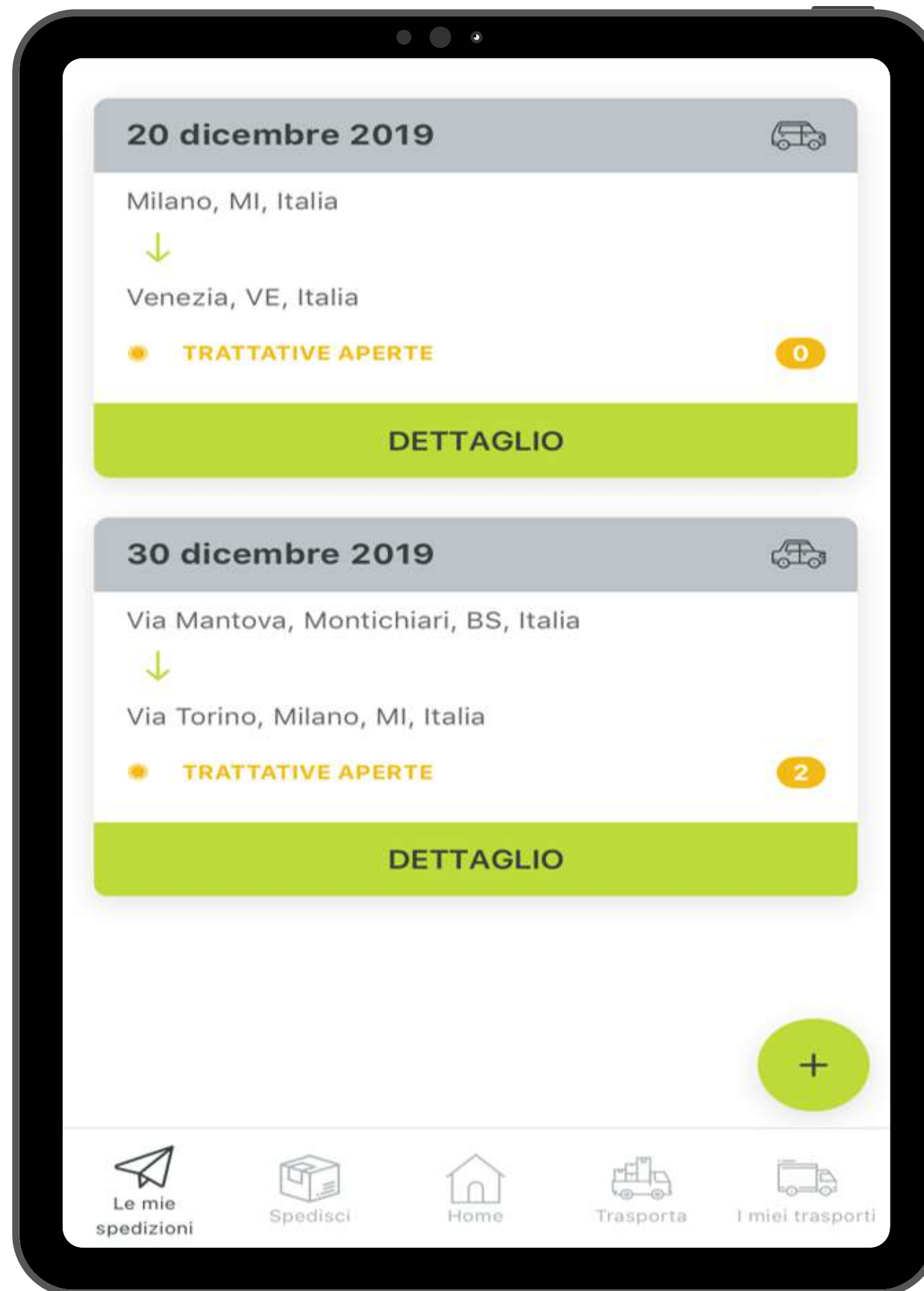
Spedisci

Home

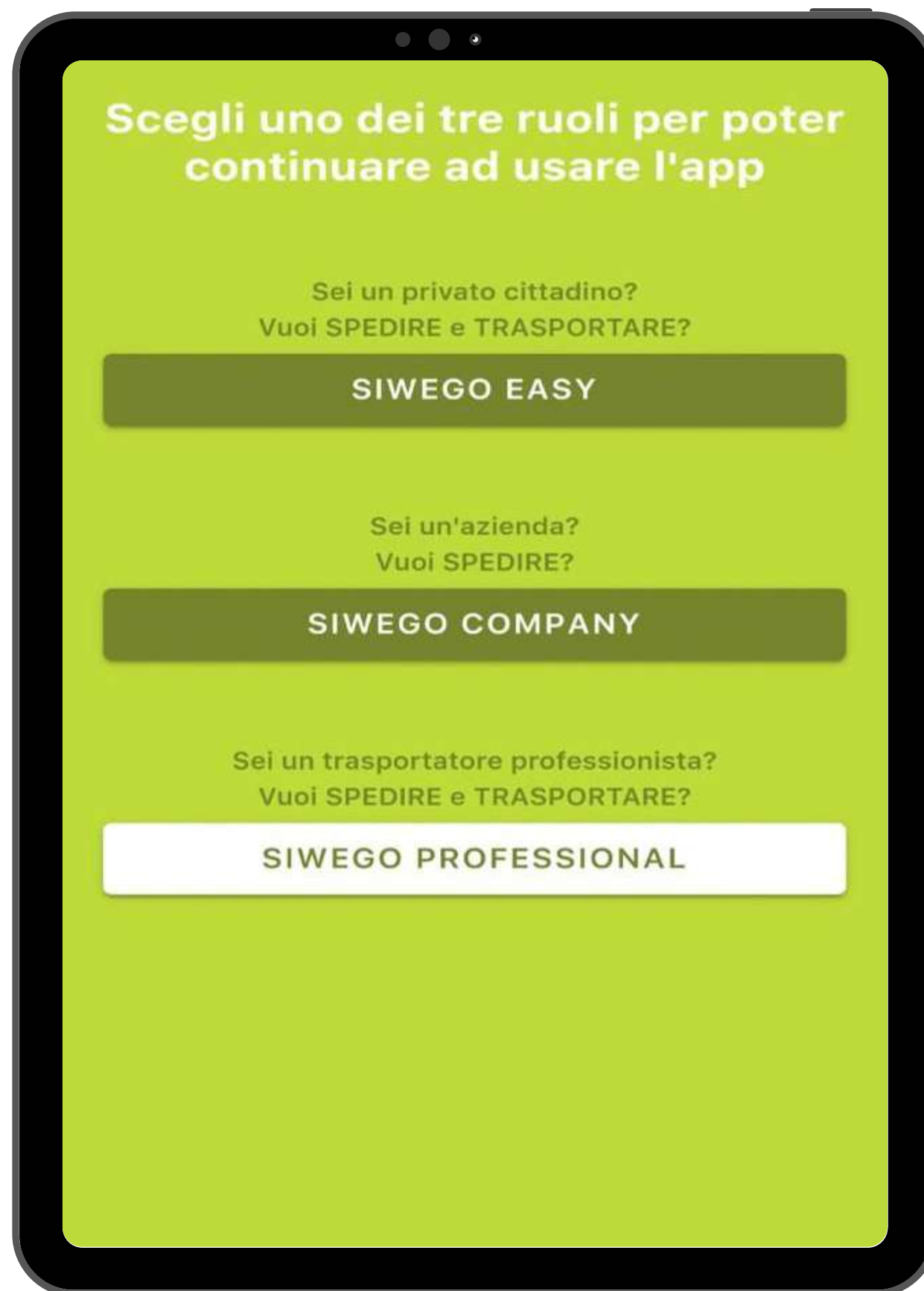
Trasporta

I miei trasporti

PRODUCT



PRODUCT



PRODUCT



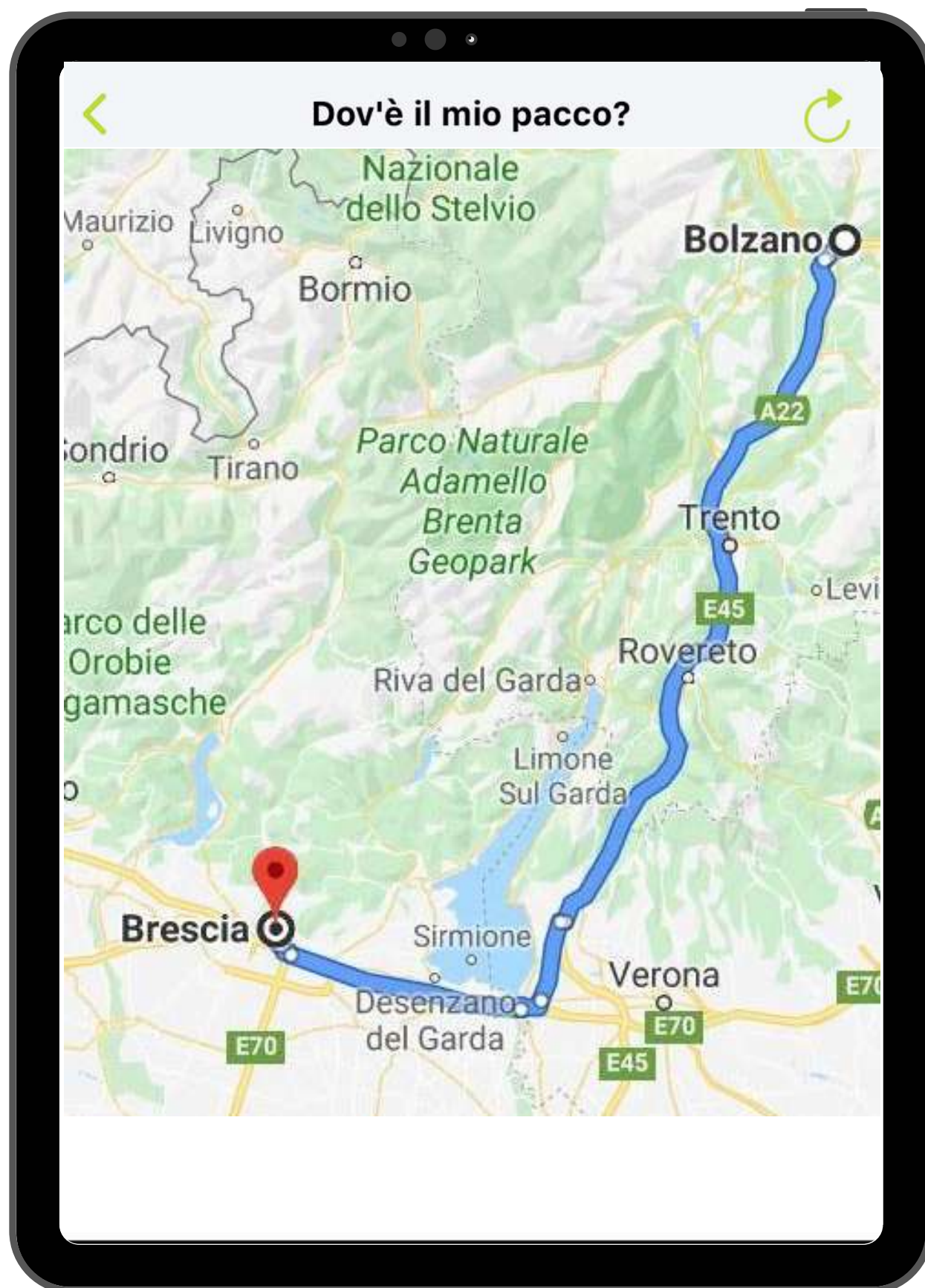
PRODUCT



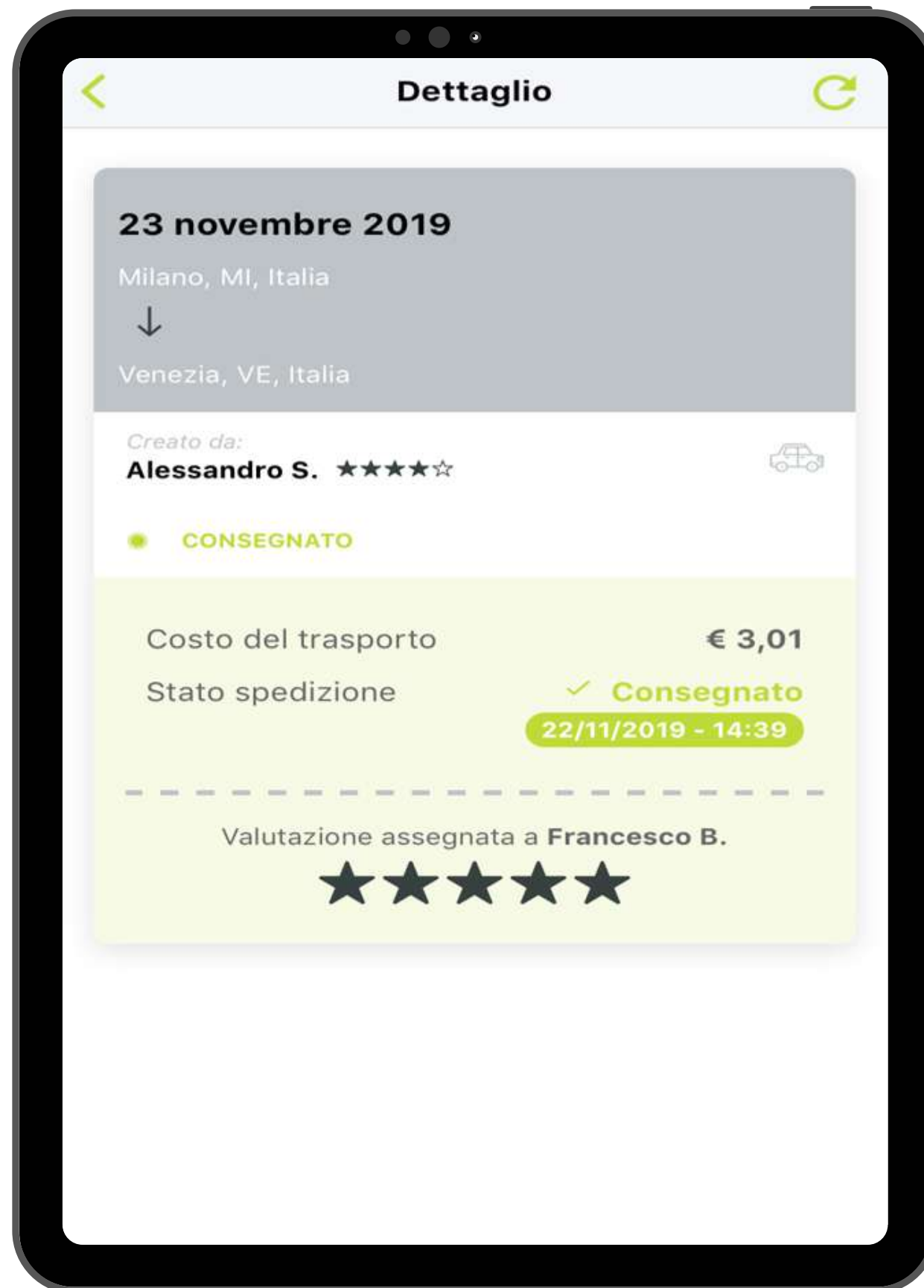
PRODUCT



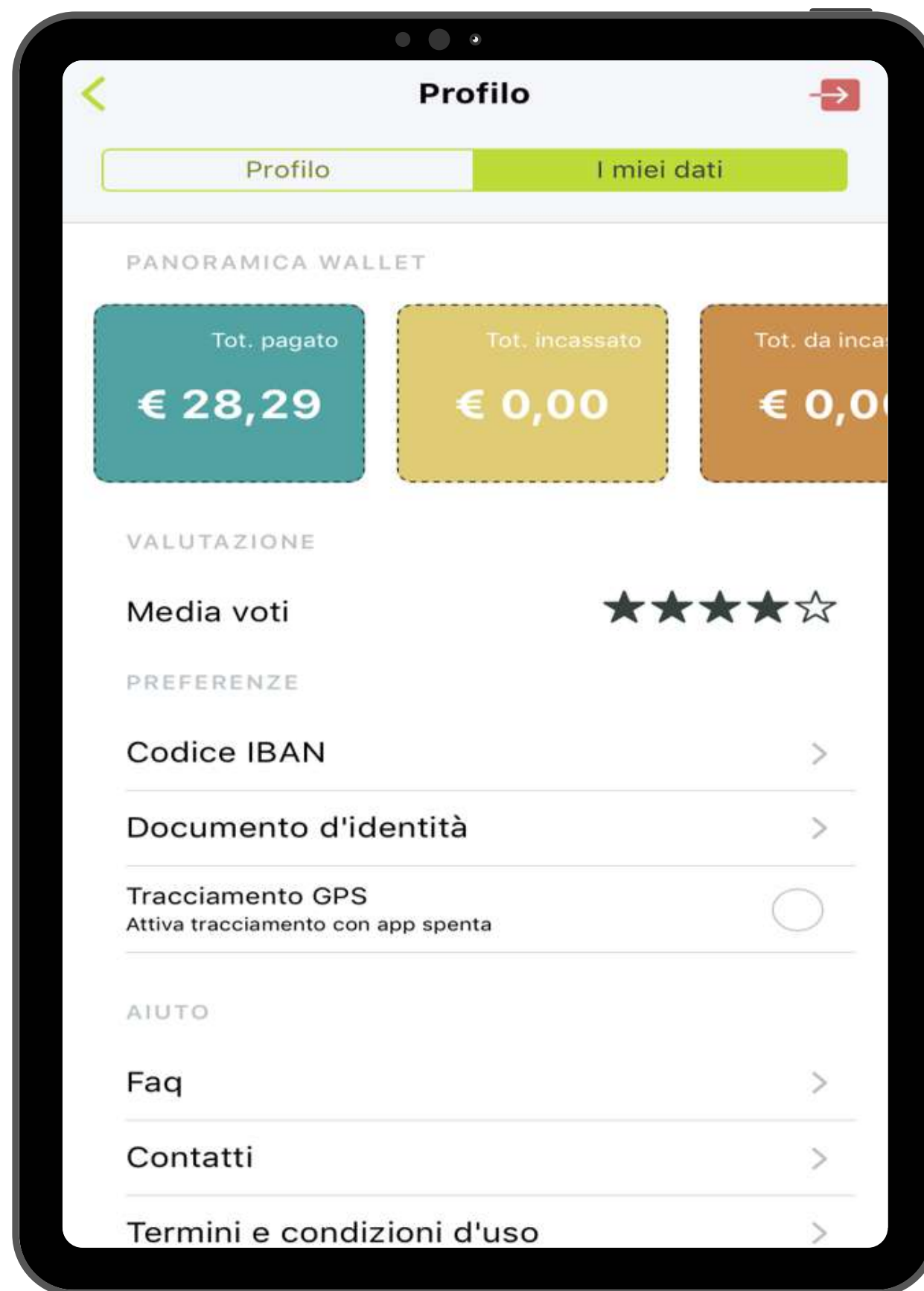
PRODUCT



PRODUCT



PRODUCT



WHY UNIQUE

1

Real time matching

2

Chat

3

Payment

4

Tracking

5

Insurance

6

Feedback

7

Automatic invoice



VALUE PROPOSITION

SiWeGO

is a platform (WEB, Android, iOS)
that fills the empty space of vehicles
with easy, safe and real-time matching



BENEFIT



SAVING TIME & MONEY

FOR TRANSPORTERS & SENDERS

ENVIROMENT & SOCIAL IMPACT



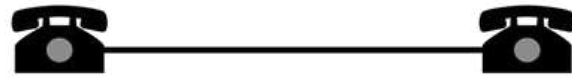
Less
Vehicles
travel empty

Less
Km of traffic

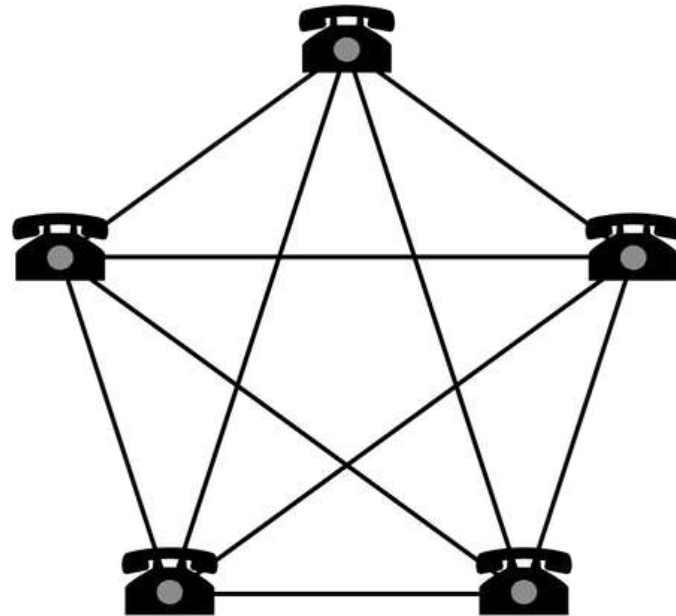
Less
tons of CO2

Less
road accidents

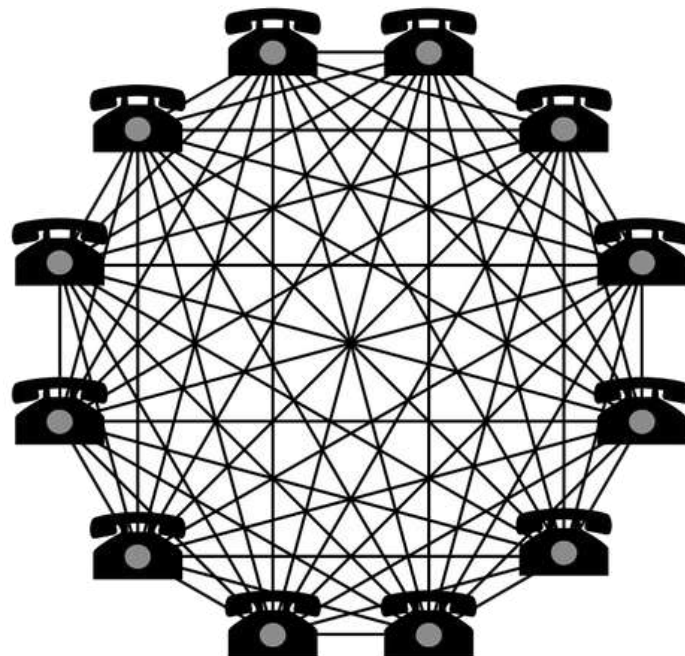
BUSINESS MODEL



2 users
1 link



5 users
10 links



12 users
66 links

REVENUES

TRANSPORT
COMPANIES



€ 999
Annual
subscription

SENDERS



Fee 9%
Transport
cost

B2B TARGET

Small
Medium
Enterprise
of transport



B2B MARKET

B2B CUSTOMERS: TRANSPORT COMPANIES

EUROPE
817K

€ 878 B

ITALY
92K

€ 80 B

**NORTH
EAST**
23K

€ 20 B

ELABORAZIONE SIWEGO DA DATI ISTAT
[HTTPS://EC.EUROPA.EU/TRANSPORT/THEMES/STRATEGI
ES/STUDIES/STRATEGIES_EN](https://ec.europa.eu/transport/themes/strategies/studies/strategies_en)

B2C TARGET

Here We are



B2C MARKET

FREQUENT ESHOPPERS
12.7 M

**OFFSITE
WORKERS**
2 M

**OFFSITE
STUDENTS**
500 K



[HTTPS://WWW.HUMANHIGHWAY.IT/NET-RETAIL-2/NETRETAIL.HTML](https://www.humanhighway.it/net-retail-2/netretail.html)

[HTTPS://WWW.ISTAT.IT/IT/FILES/2016/11/STUDENTI-E-BACINI-UNIVERSITARI.PDF](https://www.istat.it/it/files/2016/11/studenti-e-bacini-universitari.pdf)

MARKET TREND

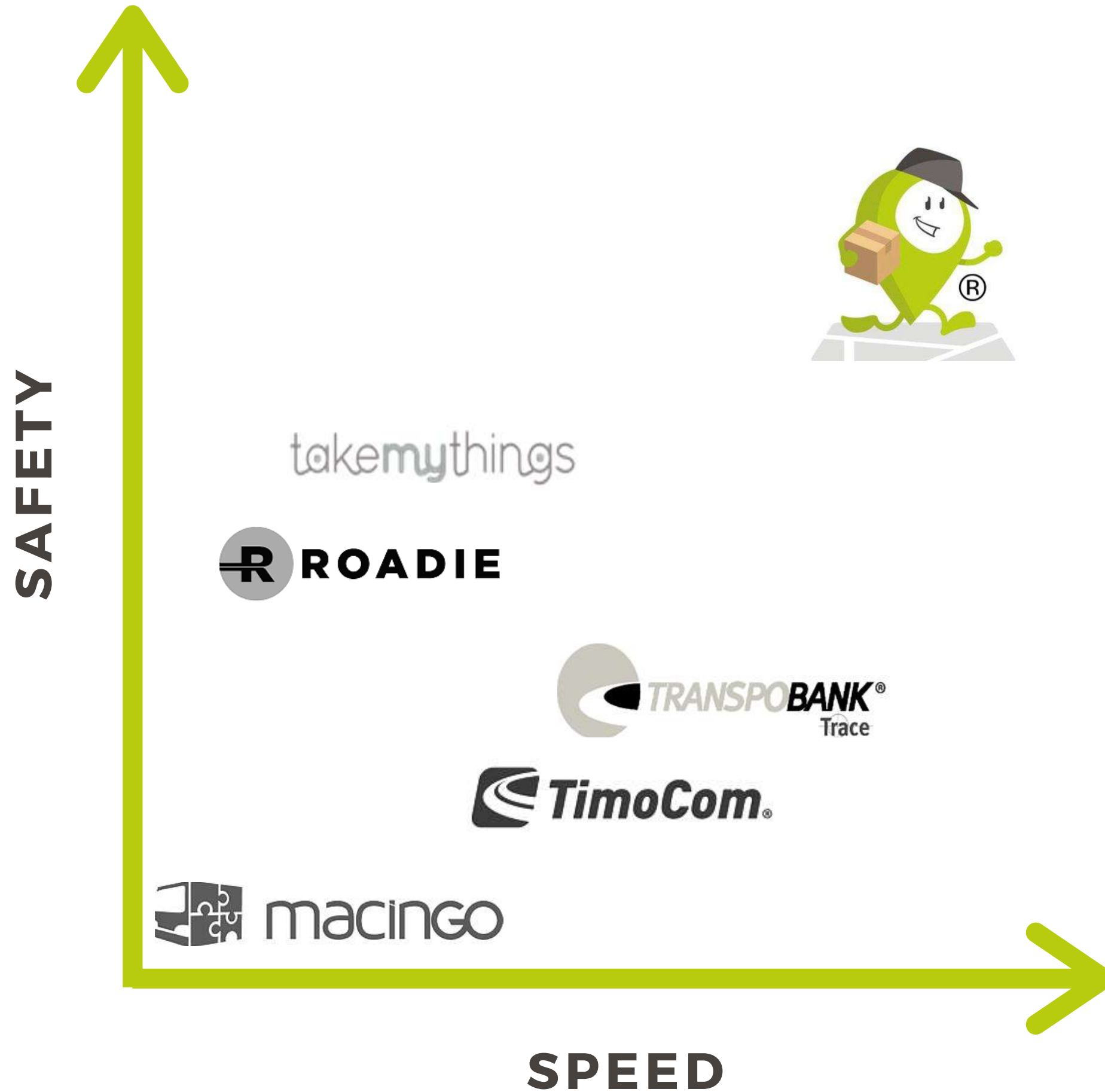
N. TRANSPORT
COMPANIES

FREQUENT
ESHOPPERS

OFFSITE
WORKERS

OFFSITE
STUDENTS

COMPETITORS

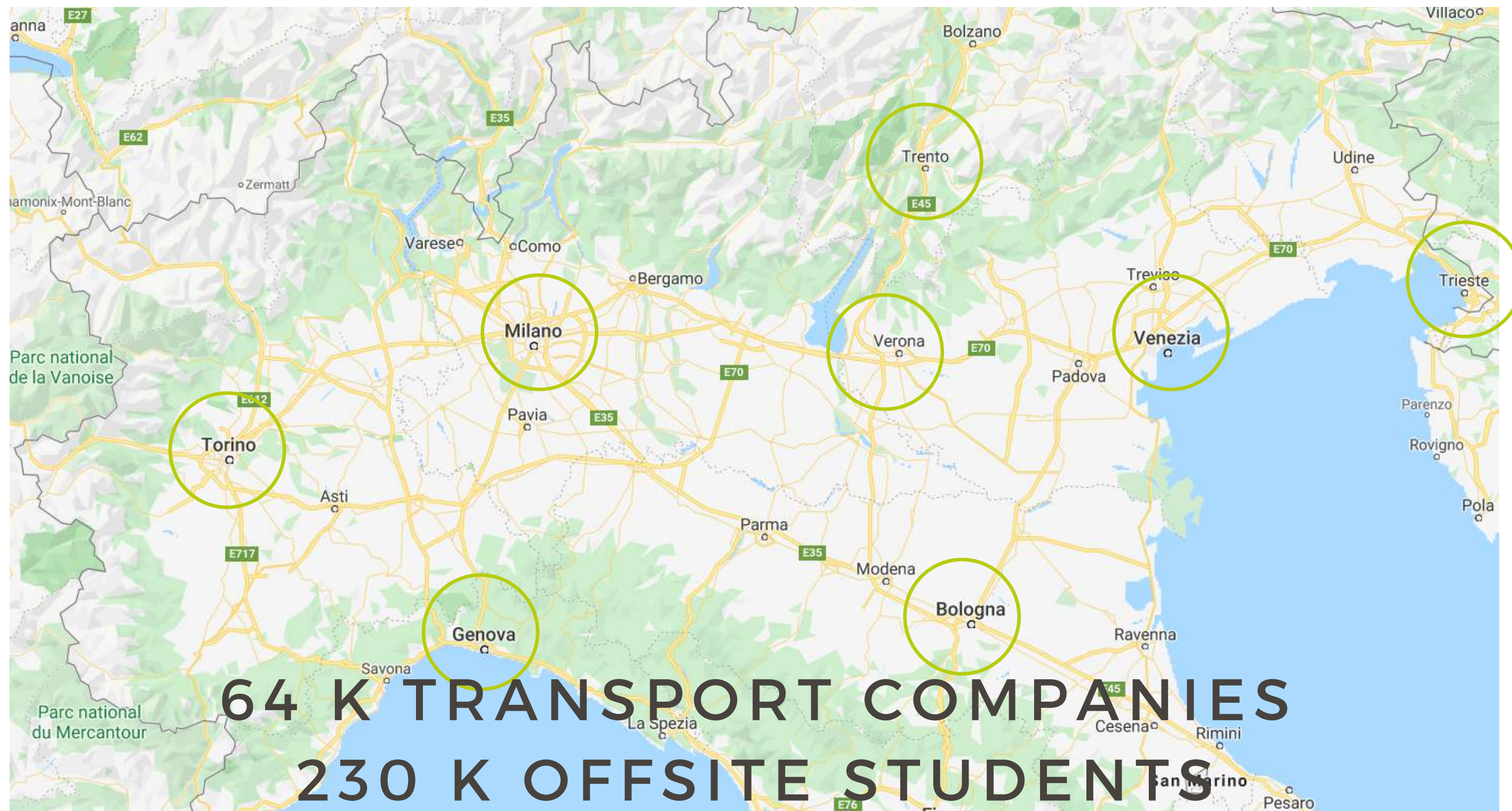


+ EFFICIENCY

+ TRUST

+ USABILITY

GO TO MARKET STRATEGY



ELABORAZIONE SIWEGO DA DATI ISTAT

[HTTPS://WWW.ISTAT.IT/IT/FILES/2016/11/STUDENTI-E-BACINI-UNIVERSITARI.PDF](https://www.istat.it/it/files/2016/11/studenti-e-bacini-universitari.pdf)

TRACTION

>1,500 PEOPLE & COMPANIES
interested to send&transport with us

>800
DOWNLOAD



TIMELINE

**September 2020
Marketing Campaign**



**December 2020
New releases**



**September 2021
SiWeGo PROfessional:
1% of Italian Market
= 900 Subscriptions**



TEAM

CO-FOUNDERS



Dr. Marcello Favalli
CEO
Sales Manager for
international
companies



PhD Walter Tinganelli
Project manager
Researcher at
Frankfort, Tokyo and
Trento University



Dr. Renato Ziliani
Administrative Manager
Credit Analyst for
international truck
company



Ing. Alessandro Morbi
Market Analyst
R&D manager for
international
company

TEAM

ADMINISTRATION



Dr. Luca Ottelli
CFO
Certified accountant



Dr. Miriam Rakai
Project Trainee

TEAM

IT



Ing. Davide Ragazzi
CIO & Associate partner
at Tab Lab software
development company



Ing. Alessandro Sarzina
CTO & Associate partner
at Palmabit software
development company



Arch. Larisa Gardean
UX graphic designer

TEAM

MARKETING & SALES



Alessandro Assentato
Social Media Manager
& Associate partner
at e-SportHub



Dr. Marco Novellino
Business Developer
& Associate partner
at e-SportHub

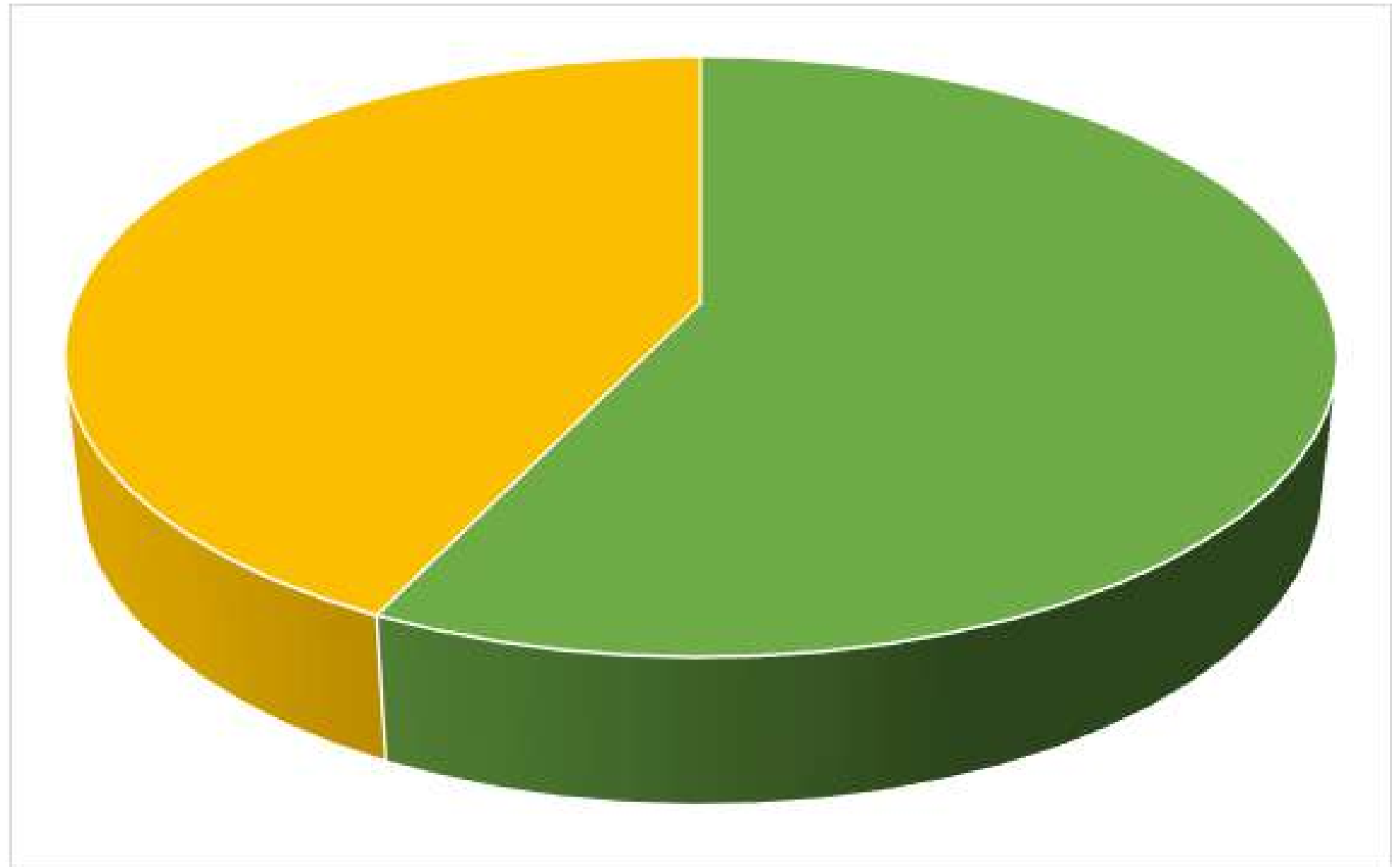


Dr. Marco Zanon
Business Developer
& Associate partner at
Studio Centro Marketing

FUNDING

**420K
in 3
years**

180 K FOR MARKETING



240 K TO HIRE



siwego
SMART ECO TRANSPORT

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