



siwego[®]
SMART **ECO** TRANSPORT

Who we aim to be

"We are the
BlaBlaCar
for packages"

INSPIRED BY...



The world's largest landlord,
does not even own a hotel



The world's largest taxi driver,
does not even own a car

...WE AIM TO BE



The world's largest transporter,
does not even own a vehicle

What we want to do

We solve the
challenges of
last-mile
delivery

MISSION

SiWeGo wants to solve the environmental and efficiency challenges of last-mile deliveries.

To address the enormous economic and environmental impact of unused space in deliveries through the Sharing Economy principle, in line with SDGs 9, 11, 12, 13.

VALUES

THIS IS US



Our Value Proposition

We create value through helpful connections

SiWeGO connects people who want to send a package with people who want to carry and deliver goods.



PACKAGE SENDER

Who wants to deliver a package



PACKAGE CARRIER

Who can deliver the package

..by doing so, we fill in the blanks of the means of transport

Problem 1

In Italy only, this translates into **1.1 Million vehicles** creating **10,000 km of traffic**, burning **€70 Billion of fuel** unnecessarily.

All this while carrying **10 Million m3 of unused capacity.**

In Europe, 25% of transport vehicles travel empty.



Problem 2

In Europe, a passenger car transports on average 1.3 people.

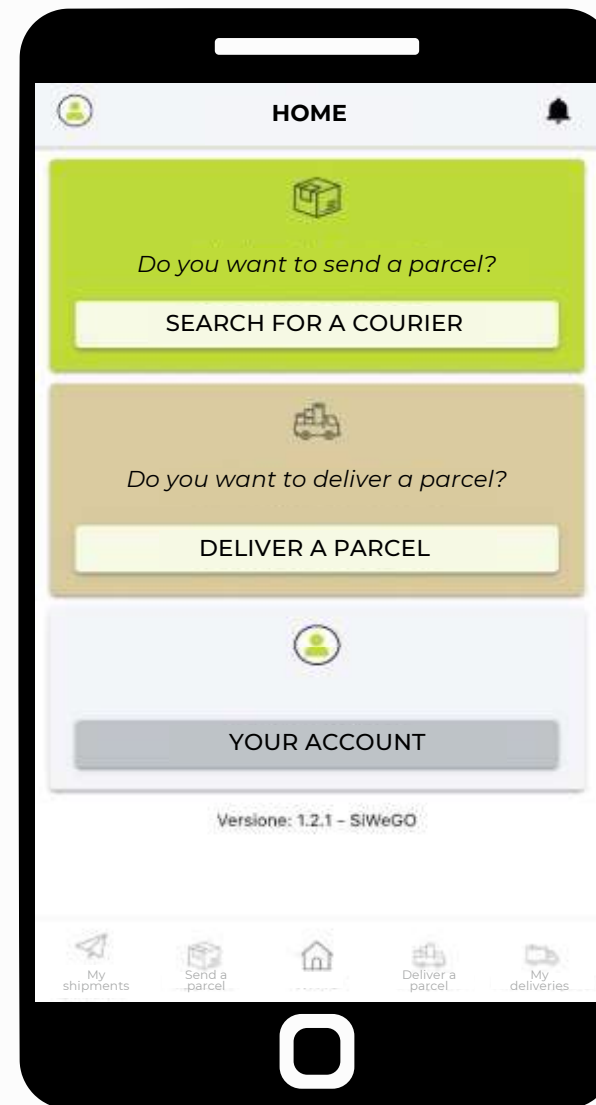
In Europe only, 270 Million cars traveling with empty seats result in an average **300+ kg loss in unused transport capacity.**



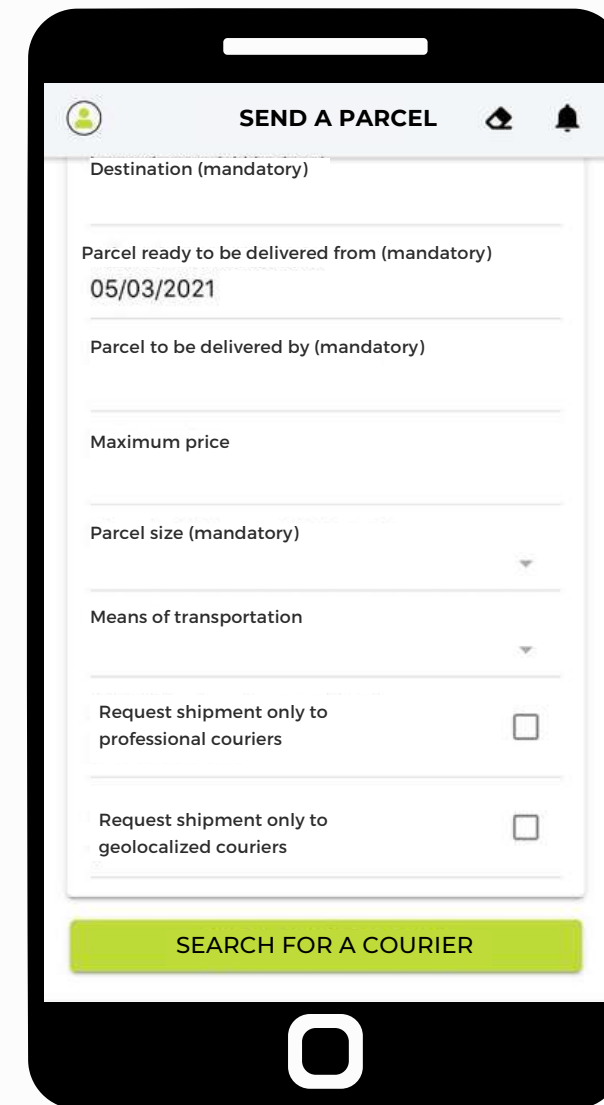
Our solution

SiWeGO is a web platform for Android and iOS that is creating a new sustainable system for transporting goods.

We fill and sell the spare space of any vehicle



Step 1
Select the service



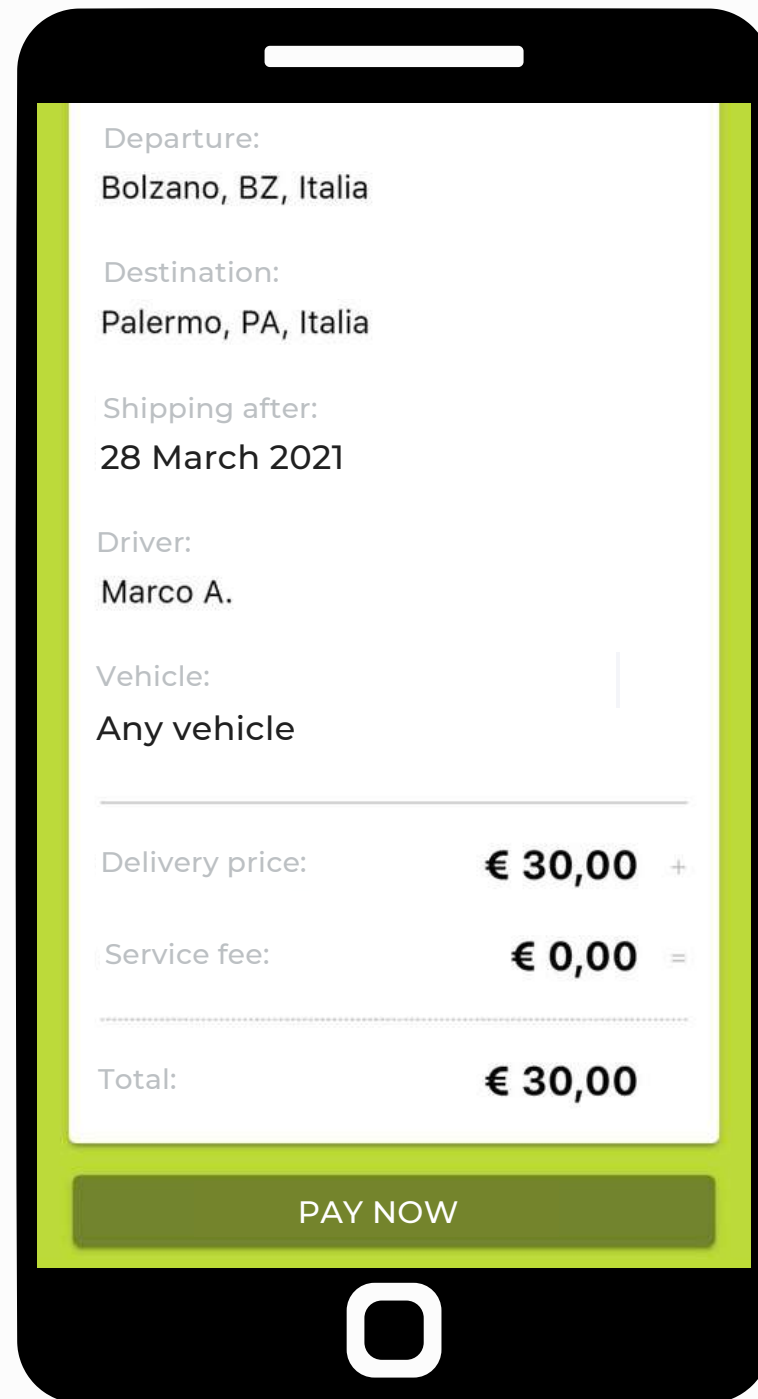
Step 2
Fill out the data for the delivery request or for the delivery offer



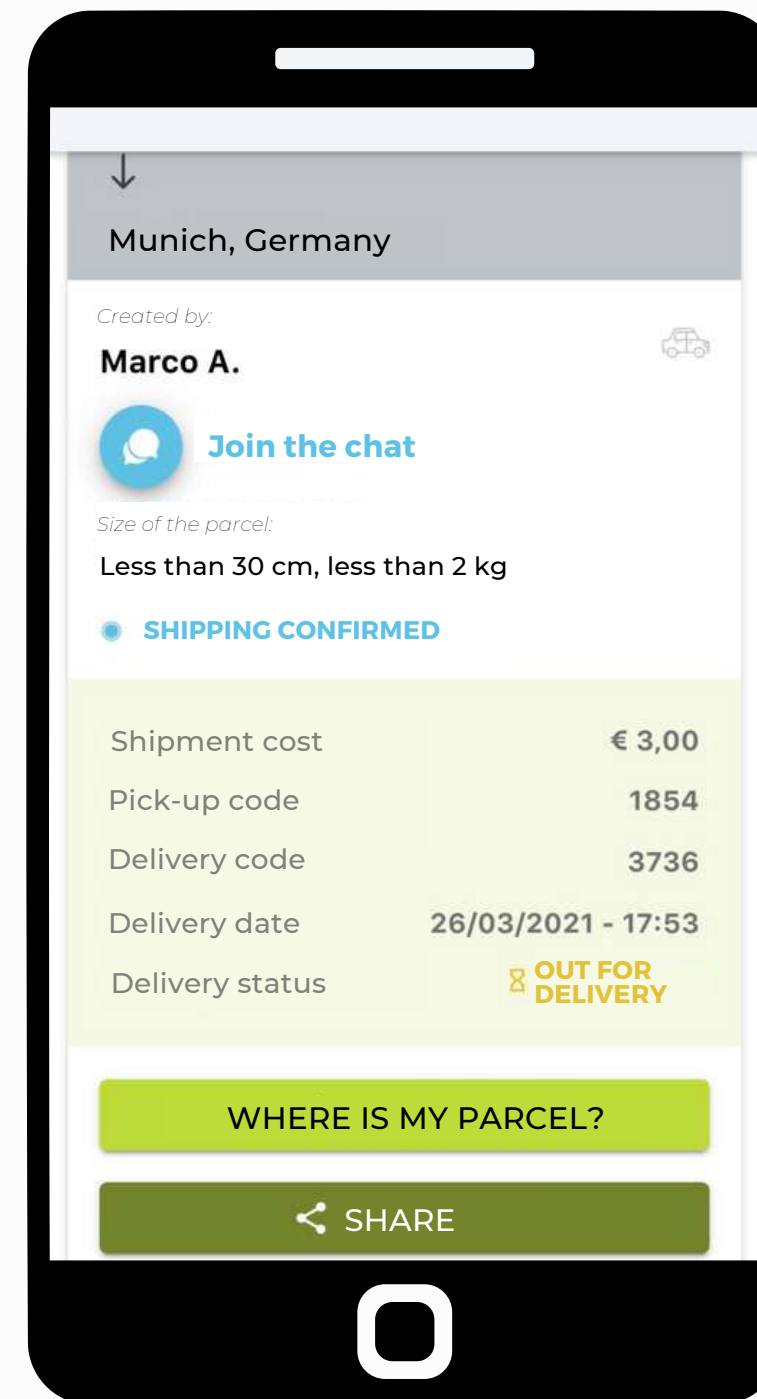
Step 3
Connect with your courier or sender

Product key features

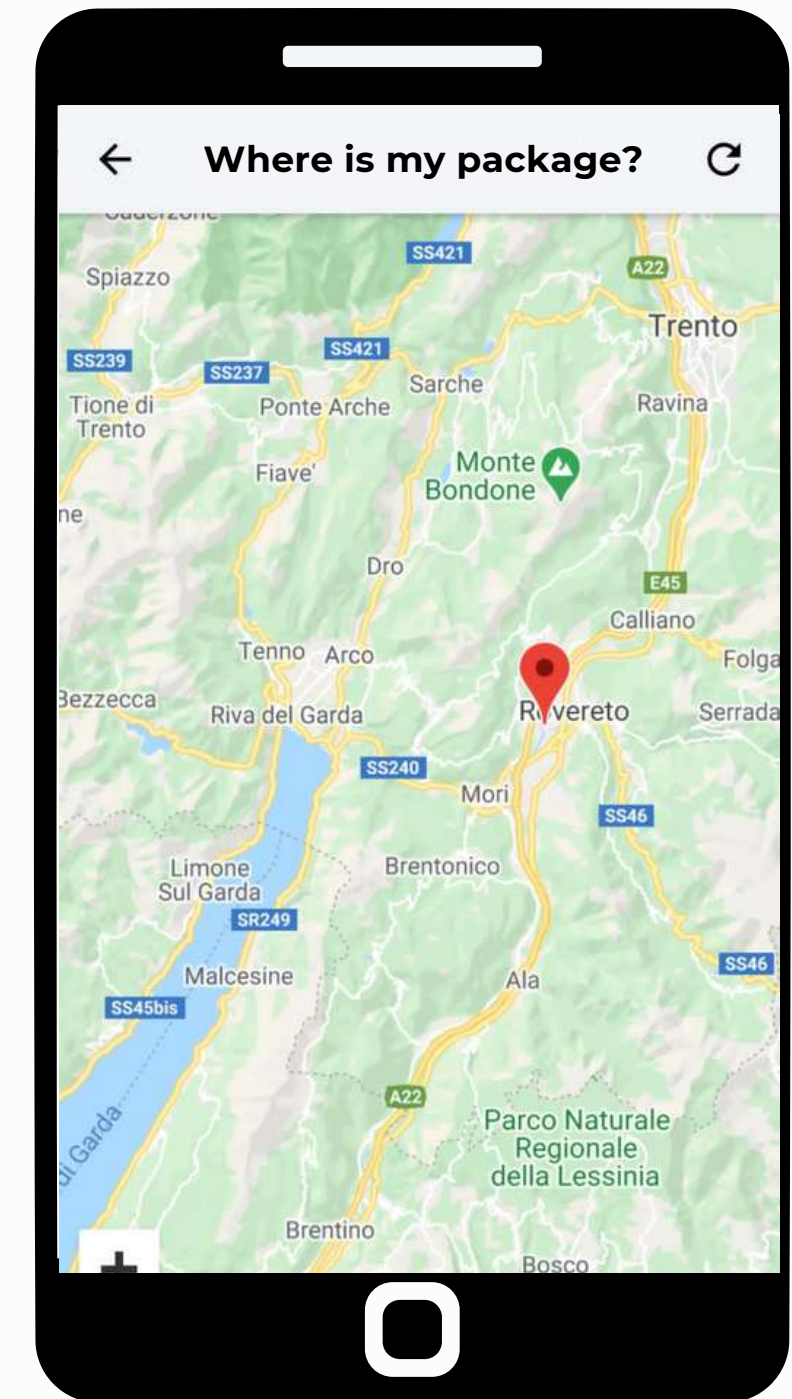
For a truly user-friendly platform



Step 4
Pay for the requested service



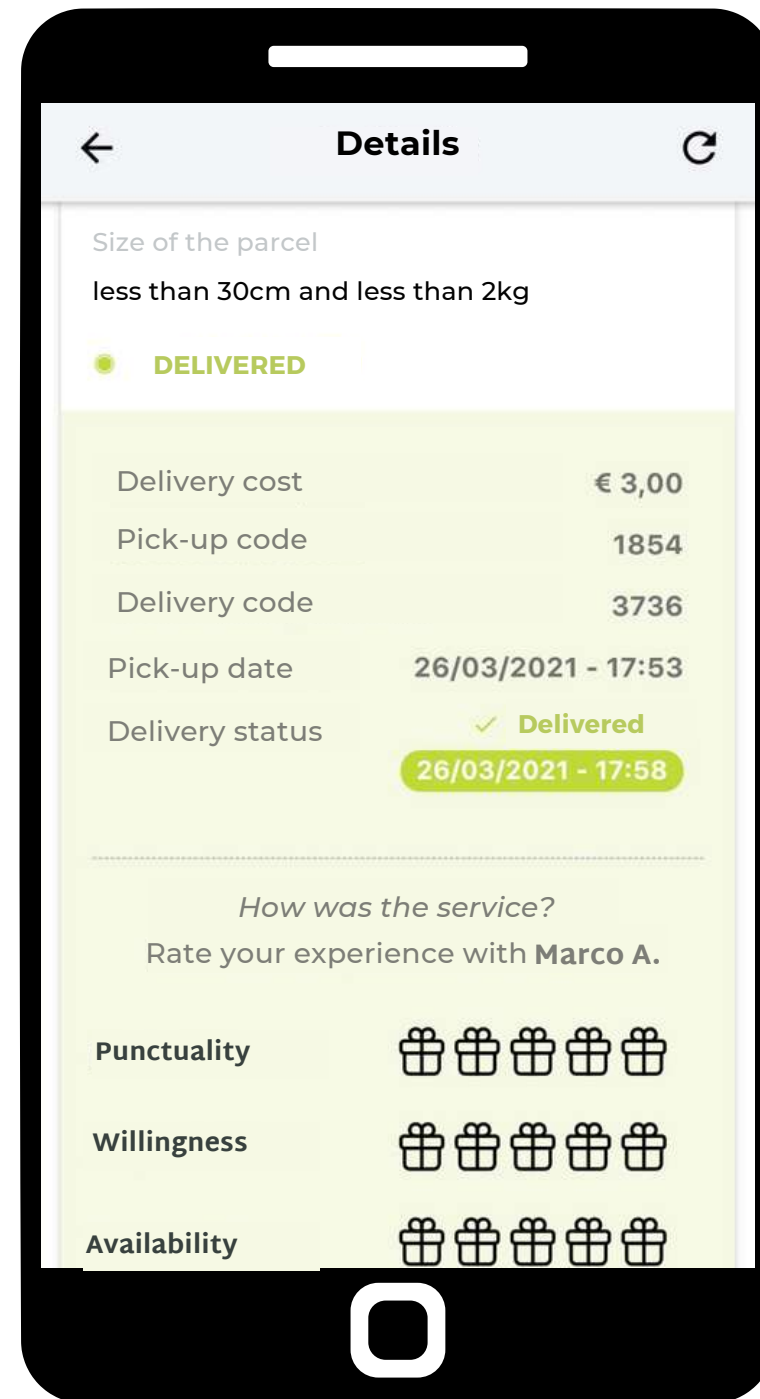
Step 5
Track your parcel



Step 6
Real time tracking

Product key features

For a truly user-friendly platform with certified users



Step 7
Feedback

AUTOMATIC MATCHING IN REAL TIME

LIVE CHAT FOR EASY COMMUNICATION

GEOLOCATION FOR SHIPMENT TRACKING

E-PAYMENT INTEGRATION FOR KYC2 USERS

DOUBLE OTP FOR ACCURATE
PICKUP AND DELIVERY

TRANSPARENT FEEDBACK AND USER RATING

AUTOMATIC INVOICE FOR MAXIMUM SCALABILITY

Target markets

Big market, big
opportunity:
joint TAM (EU)
36.7 Million

BUSINESS CUSTOMERS

Manufacturing SME
WITHOUT third-party
transport license

Manufacturing SME
WITH third-party
transport license

PRIVATE CUSTOMERS

Individuals sending
packages +1/month

22.8 Million TAM (EU)

+

817.000 TAM (EU)

+

12.7 Million TAM (EU)

REVENUE STREAMS

Business model

An integrated Commission & Subscription business model

CURRENT

SENDERS

7% COMMISSION
on the transport cost

PROFESSIONAL DRIVERS

€199 SUBSCRIPTION
Fixed, paid annually

FUTURE ADDITIONS

DRIVERS

4% COMMISSION
on the transport cost

INSURANCE

SUCCESS FEE
on the insured goods transported

BIG DATA

DIRECT SALE
of aggregate data to interested parties

Competition landscape

Freight exchanges and sharing economy platforms



SWOT Analysis

The benefits for
the entire
community
outweigh the
risks

STRENGTHS

- Real time traceability
- Reliable 24/7
- High scalability
- Eco-friendly and sustainable solution
- Different payment methods
- Fast, safe and low price professional service

THREATS

- International competition
- Potential hazards in delivering in unsafe areas
- Different local regulations could affect the service and the go-to-market strategy

WEAKNESSES

- Potential risks on the relationship between the parties (e.g. delayed delivery, non-payment)
- Platform maintenance and product development

OPPORTUNITIES

- Leverage on emerging technologies for product improvement
- B2B partnerships to scale faster
- Leverage on e-commerce platforms for a faster go-to-market and highest adoption

KEY METRICS (JUNE-DEC 2022)

Traction metrics

5.5 k€ budget

in 6 months

reached ~1.300

downloads

ADVERTISING



BUDGET

1.7 k€

IMPRESSIONS

740 k

COST PER CLICK (CPC)

0,05 €

CLICK-THROUGH RATE

4.6%

BUDGET

1 k€

IMPRESSIONS

350 k

COST PER CLICK (CPC)

0,02 €

CLICK-THROUGH RATE

14.3%

PRODUCT



OF DOWNLOADS

781

COST PER DOWNLOAD

3,46 €

OF REGISTERED USERS

492

COST PER REGISTRATION

5,49 €

Roadmap

In 5 years,
Siwego is
looking to
achieve
outstanding
results

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
PEOPLE	4 FTEs	7 FTEs	10 FTEs	13 FTEs	19 FTEs
PRODUCT	App design (frontend)	Translation into new languages New front end New features		-	-
MARKET	Italy	Italy	Italy Germany	Italy Germany France	Italy Germany France Spain Polland
FUNDING	500k € seed round	1 M € bridge round	1.5 M € Series A	-	-

Economic metrics

Profit positive within the year 3

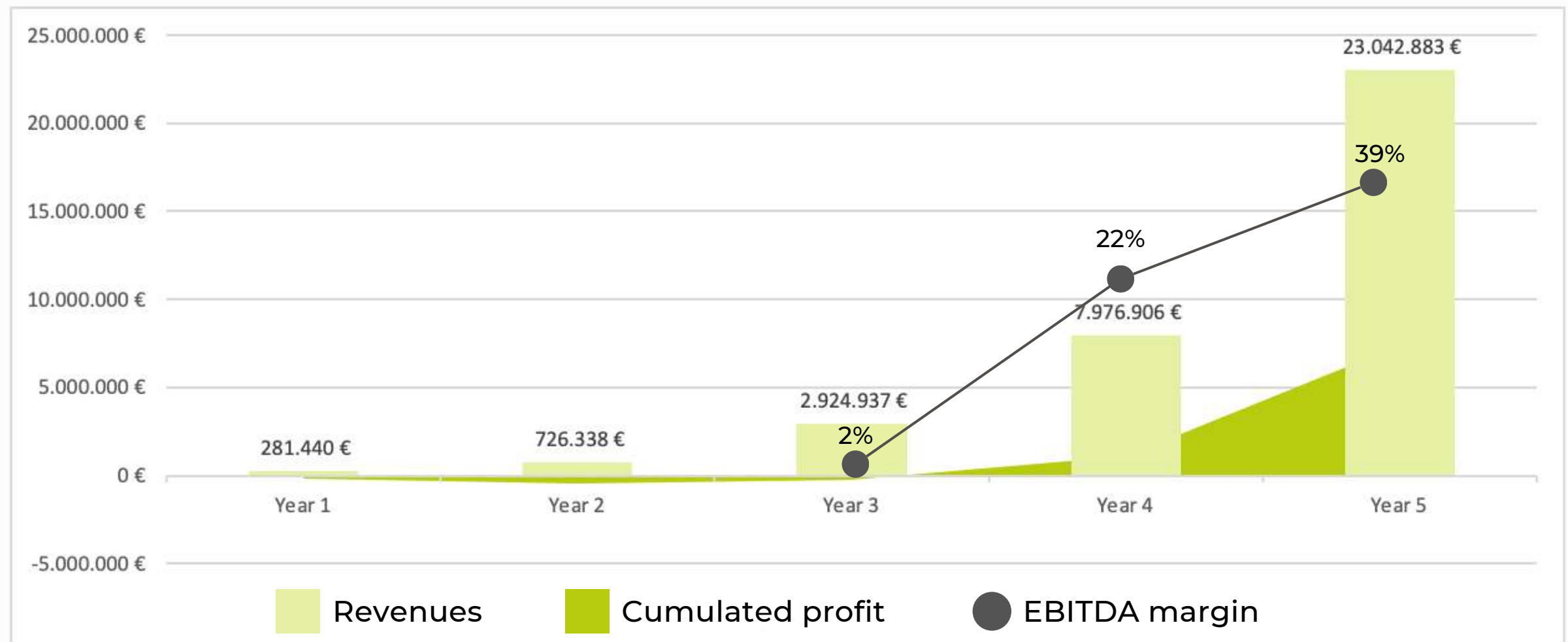
KEY METRICS

Revenues (year 5)
€23 Million

Cumulated profit (year 5)
€7.4 Million

Payback period
3 years

ROI (average 5 years)
11.2%

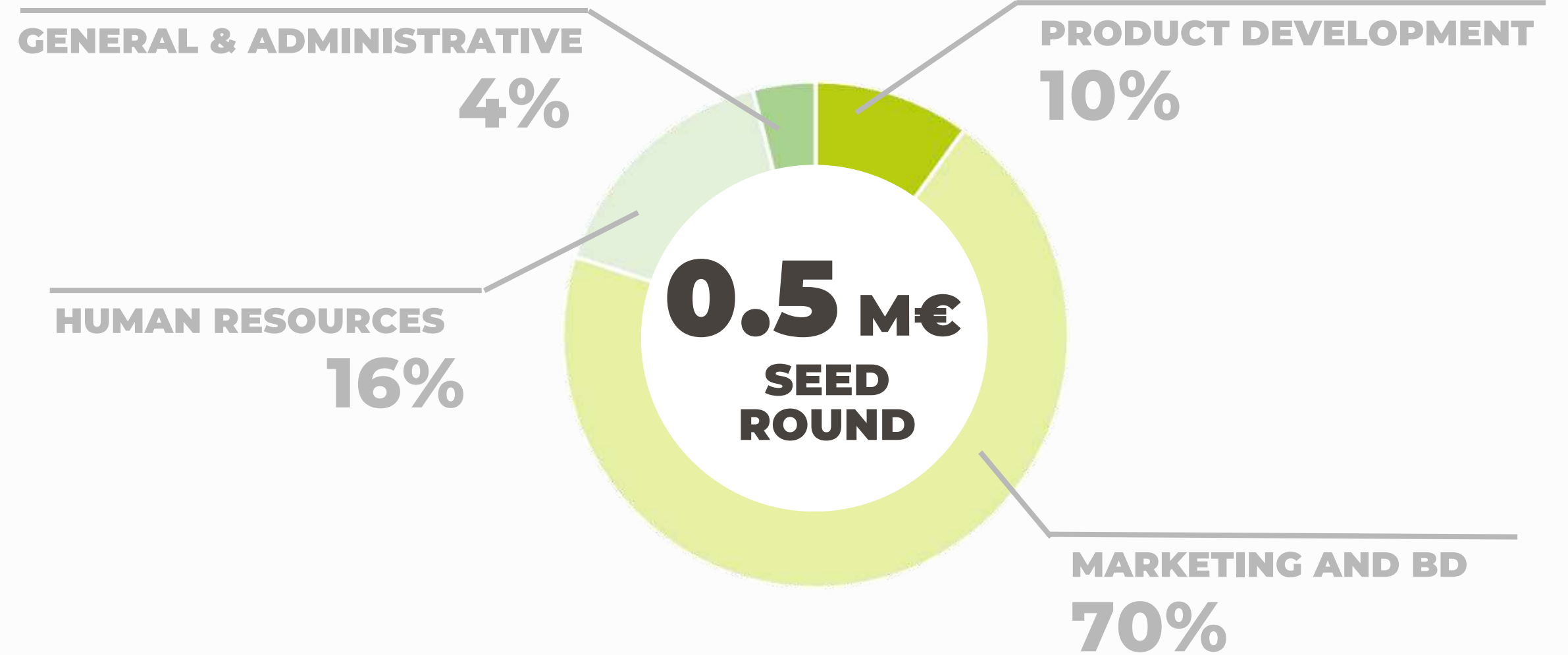


Funding

Seed round

Seeking for a seed round of €0.5 Million in year 1 to sustain our growth

The seed round is the **first round of investment** needed to open the first geographical market (Italy), hire additional people and improve the performance of the product



Core team

An experienced
management
team



Marcello Favalli
Co-founder CEO

Previous: Business
Representative @CPM



Walter Tinganelli
Co-founder & COO

Previous: Lead
Researcher @GSI



Renato Ziliani
Co-founder & MD

Previous: Credit Analyst
@Volvo



Luca Ottelli
CFO

Previous: Freelance
Accountant



Ing. Davide Ragazzi
CTO

Previous: CEO @Kama
Sport



Giulia Palumbo
CMO

Previous: Founder
@Double

IT



Lucrezia Manenti
UX/UI Designer



Federico Stefanoni
Software &
App Developer



Niccolo Pomachagua
IT Project Manager

MARKETING & SALES



Alina Filip
Social Media Manager



Alessandro Locatelli
Business Developer

Operational team

A supporting
team of
professionals

Advisors and investors

A professional network of advisory board members to boost our growth



Raffaele Bonizzato
President @Gruppo Sinergia

Raffaele has decades of experience in strategy roles, holding several positions as president, CEO or board member in companies such as Gruppo Sinergia, AGSM Energia, Global document service and Politecnico Calzaturiero Scarl



Alessandra Beschi
CFO at Messaggerie del Garda

Alessandra has more than 15 years of experience as co-founder of the Italian logistic company Gruppo Messaggerie del Garda, with a deep network and knowledge of the supply chain space





LESS
vehicles
travelling empty



LESS
Km of traffic

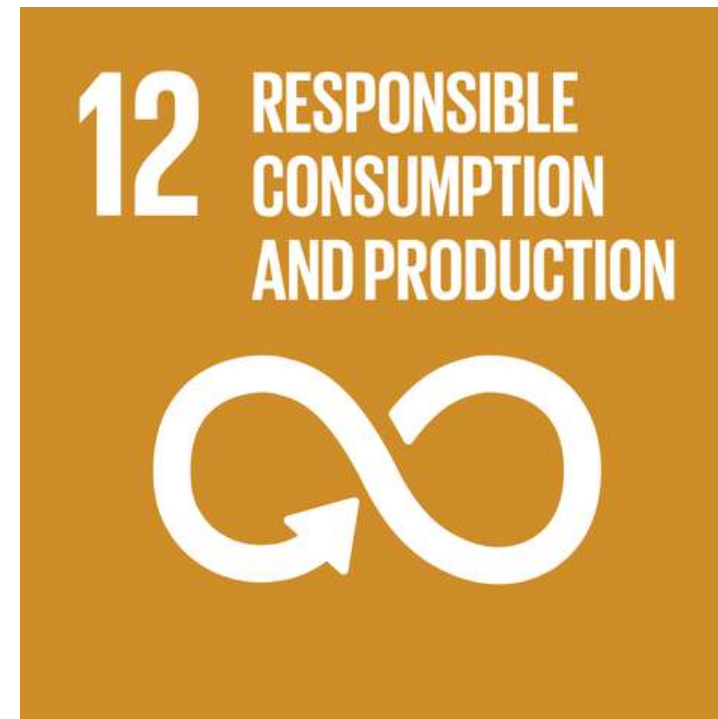
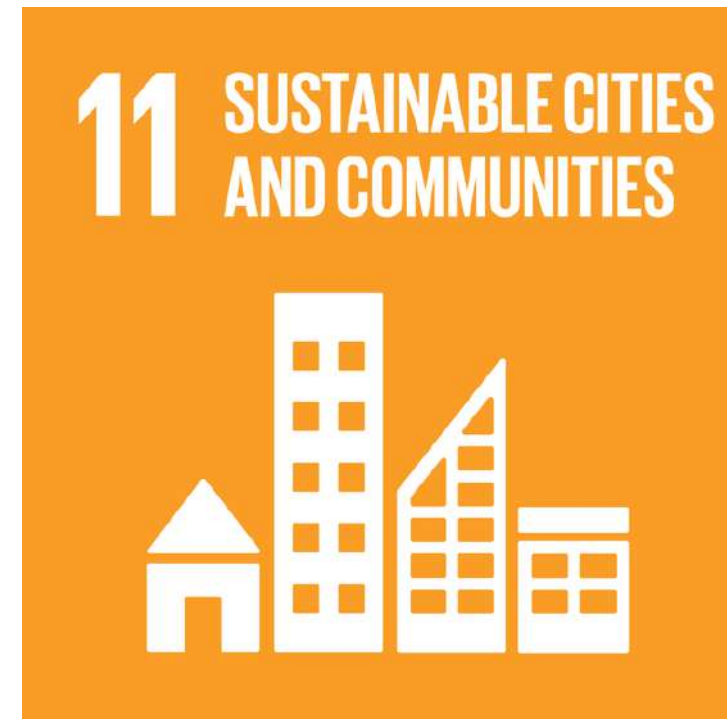


LESS
tons of CO2



LESS
road accidents

SDG IMPACT



-2,100 t of CO₂ per year
according to our business plan

It's not enough to do a good job

We have to do good with our job



CONTACT

MARCELLO FAVALLI

+39 331 3127 013

✉ m.favalli@siwego.com

**WE
ARE
SIWEGO**

Smart

ecotransport