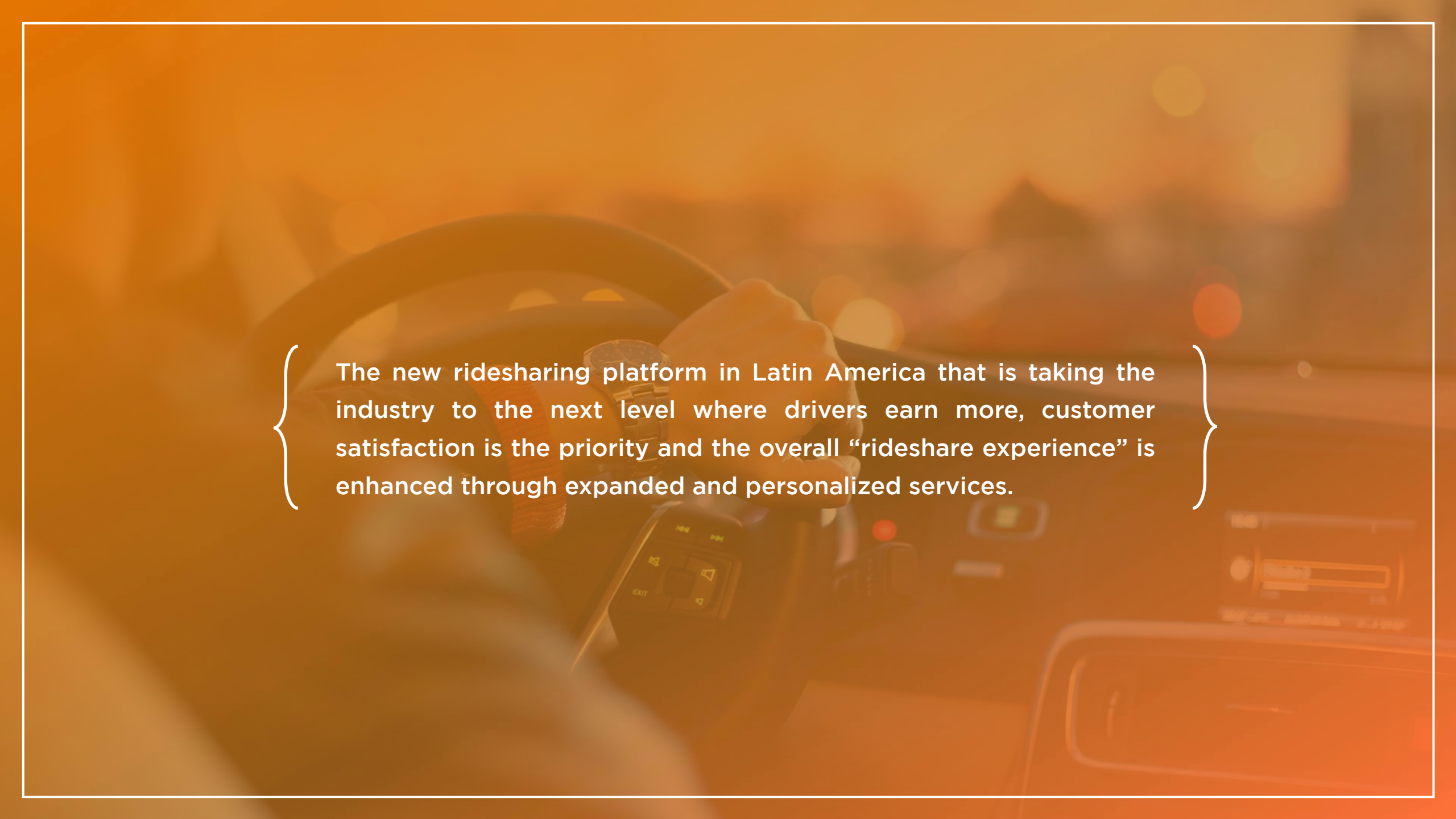# pablito

"Tu amigo de confianza, el amigo de todos"

"Your loyal friend, the friend of all "

The new ridesharing platform in Latin America that is taking the industry to the next level where drivers earn more, customer satisfaction is the priority and the overall "rideshare experience" is enhanced through expanded and personalized services.

OUR **MISSION**

To build a better market place for personal transportation, offering ridesharing and taxi services all in one platform.

01 Current ridesharing services face ongoing challenges from taxi unions.

02 Difficulty in recruiting and keeping drivers; existing players charge high fees to drivers (up to 25% of the customer's fare).

THE **PROBLEM**

03 Commuting times in Mexico City have increased up to 3x due to traffic congestion.

04 Mexico City traffic is stranded necessitating government regulations on number of cars and drivers allowed.

01
Taxi and ridesharing in one platform

02
Driver Friendly (Charging private drivers a low fee of 12.5% and providing a booking platform for our partnered taxi companies)

PABLITO **SOULTIONS**

03
Motorcycles for faster commute

04
Pablito pool (Sharing rides with other passengers)

KEY MARKET FACTS

WHY **MEXICO CITY?**

First city in Latin America to legalize ridesharing services.

With over 21 million people, Greater Mexico City's traffic is at a standstill increasing daily commutes up to 3x.

Government regulations to combat pollution have forced 2 million drivers to leave their cars at home daily.

Easier recruiting for reliable long term drivers due to a lack of better job opportunities and rapidly growing middle class with higher disposable income.

INITIAL LAUNCH **MARKETS**

SOUTH & CENTRAL AMERICA AND EUROPE

MAP OF
CENTRAL AMERICA

MADRID

MEXICO

YEAR 02
MADRID

MAP OF
SPAIN

YEAR 01

1. MEXICO CITY
2. MONTERREY
3. GUADALAJARA
4. LA PUEBLA

COLOMBIA

Based on a
combination of factors
(i.e.population
demographics and
local contacts), Pablito
will launch initially in
Mexico City followed
shortly by launches in
Monterrey along with
other large Mexican
cities. Brazil and Spain
will follow.

YEAR 02

1. CALI
2. BOGOTA
3. MEDLIN

BRAZIL

YEAR 03

1. SAO PAOLO
2. RIO DE JENERIO
3. BRASILIA
4. SALVADOR

MAP OF
SOUTH AMERICA

THE **COMPETITION IN MEXICO**

	BUGGY RIDES	AVANT	CABIFY	UBER	EASY TAXI	PABLITO
EASE OF USE	-	-	YES	YES		YES
ADVANCE BOOKING	-	UPTO 3 DAYS	UPTO 30 DAYS	-		UPTO 30 DAYS
KNOW WHAT YOU PAY	-	YES	YES	YES		YES
RIDE TRACKING	-	-	-	YES		YES
24/7 CUSTOMER SERVICE	-	-	YES	-		YES
DRIVERS FEE UNDER 15%	-	YES	-	-		YES
SHARE RIDES	-	-	-	YES		YES
TAXI	YES	-	-	-		YES
LOYALTY PROGRAMS	-	-	-	-		YES
PREFERRED DRIVERS	-	-	-	-		YES
TIPS	-	-	-	-		YES
FLAT RATE	-	-	-	-		YES

MARKETING PLAN

USERS

DRIVERS

- Social Media

- Pablito's Story :
The Mexican personification of ridesharing

- Celebrity Partnership

- Social Responsibility Campaign through
" green ridesharing "

- The " dice " game

- Social Media

- 3% equity reserved for first 5,000 drivers
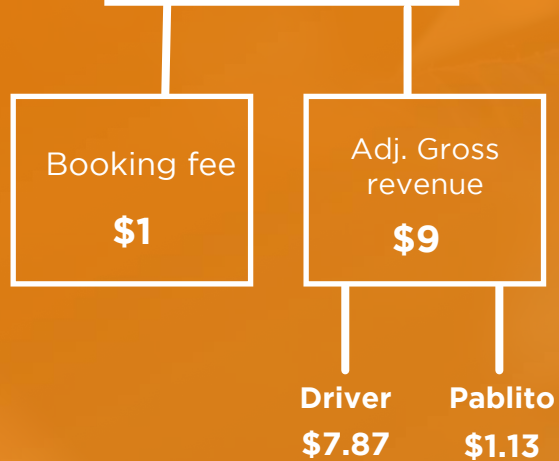
- Strategic partnerships with telecommunication companies and local businesses

- Celebrity Partnership

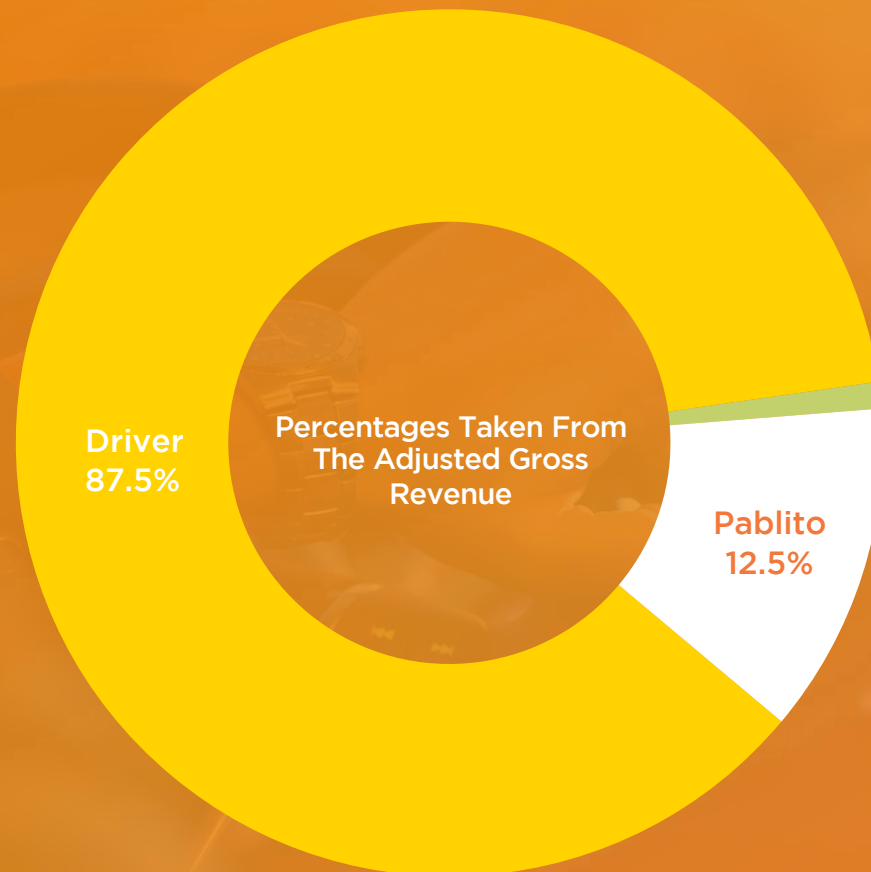- Online job platforms

BUSINESS MODEL

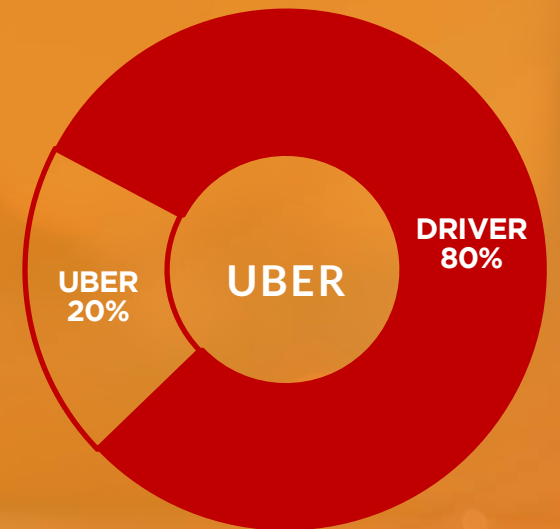## $10 RIDE SUMMARY

Booking fee
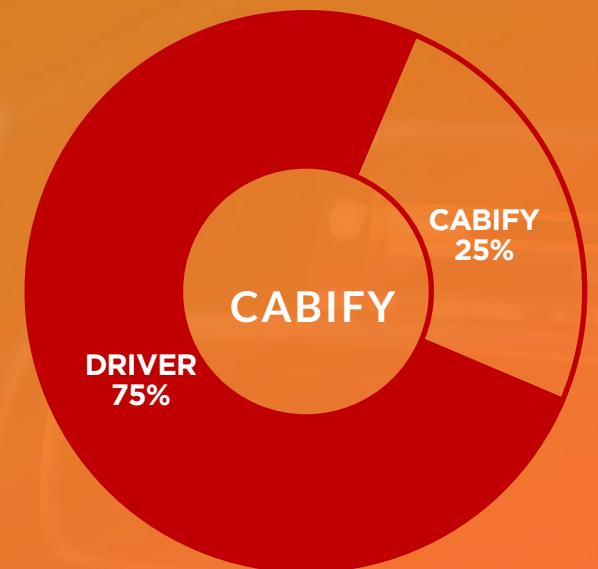**$1**

Adj. Gross revenue
$9

Driver
$7.87

Pablito
$1.13

* 2.13 = Pablito gross profit per ride

Percentages Taken From The Adjusted Gross Revenue

Driver 87.5%

Pablito 12.5%

Booking fee $1

12.5% Pablito commission per ride

UBER

UBER 20%

DRIVER 80%

CABIFY

CABIFY 25%

DRIVER 75%

MANAGEMENT TEAM

Pablo has played several years as a Professional Basketball Player in Luxembourg and Spain. Represented the Country of Luxembourg in the Olympics of the Small Countries, World Cup and European Championship. Partner manager and development of luxury condominium "Dunas de Cotovelo" in Natal, Brazil. Pablo has a Business Major at CSUSB (California State University, San Bernardino).

PABLO GENEVO (CEO)

DARNELL SHUMPERT (CTO)

Darnell Shumpert is a mobile application developer with experience scaling servers, building websites using Angular 2 and Typescript and project management experience. Darnell has his bachelor degree in Computer Science and has worked with mobile applications for 4 years while also working at ESRI on web applications.

MANAGEMENT TEAM

CORY BROWN
(CTO PARTNER/ MOBILE APP EXPERT)

Cory is a experienced server developer and has built, distributed, and deployed applications in Go using cloud servers. Cory graduated with his bachelor degree in Computer Science and has worked on mobile applications for 2 years.

Michael Garaysi is a web developer. A guru in custom responsive WordPress development and other CMS platforms using primarily bootstrap. Strong knowledge in HTML5, CSS, Php, and WordPress query. Michael has his bachelor degree in Web Development.

MICHAEL GARAYSI
(WEB DEV)

CAPITAL REQUIREMENTS AND MILESTONES

We are seeking
$600,000
in "seed financing"

For 6 months
of operating launch in
Mexico City and
Monterrey

With $600,000 we will achieve

- Launch in Mexico City and Monterrey
- Sign up 1,000 drivers
- Book 50,000 rides
- Entering into a Joint Venture with a local strategic partner (and summarize what the partner is anticipated to bring to the table)