



**iVcardo**

*Open Global Ground Transportation Hub*

**Demand Partner Solutions 2019**

# Introducing iVcardo

iVcardo is a platform business, a B2B exchange where demand for ground transportation is connected with quality-assured transport service operators.

iVcardo empowers existing stakeholders to participate and compete in a sector that's being transformed by transportation network companies such as Uber.

## WHAT WE ARE

✓ A B2B SaaS solution

✓ A ground transportation platform business

✓ Aiming to connect demand and supplier specialists

✓ Seeking to generate transaction fees

## WHAT WE'RE NOT

✗ iVcardo does not sell to end consumers, travellers

✗ A retailer of dispatch systems

✗ Responsible for any ride in any way

# What We Do: iVcardo

iVcardo connects retailers of transport services with transport operators such as taxi, limo, minibus and coach companies, eliminating operational inefficiencies, friction and cost. We are connecting, and providing access to, the existing supply chain.

Our exchange improves market liquidity by facilitating the seamless booking, exchange, fulfilment and billing of passenger transport services on a global scale.

iVcardo is an extensive cloud application suite that drives adoption. By providing the software tools our users require, we eliminate the need for costly and unstable legacy system integrations.



# iVcardo for Demand Partners

A typical Demand Partner deployment of iVcardo TSM provides:

Key Benefits		Future Roadmap
✓ Plug-n-play virtual fleet solution	✓ Pre-qualified operator network	💡 Integrated payments
✓ Flexible pricing methodologies	✓ Travel policy compliance	💡 White label partner app
✓ Multicurrency ready	✓ Performance reports	💡 Marketplace
✓ Multi-language support	✓ Driver facial recognition to prevent proxy driving	💡 Digital taxi rank solution
✓ Traceability	✓ Driver (de)selection	💡 Revenue share tools

# iVcardo for Transport Operators

A typical Transport Operator deployment of iVcardo BOM provides:

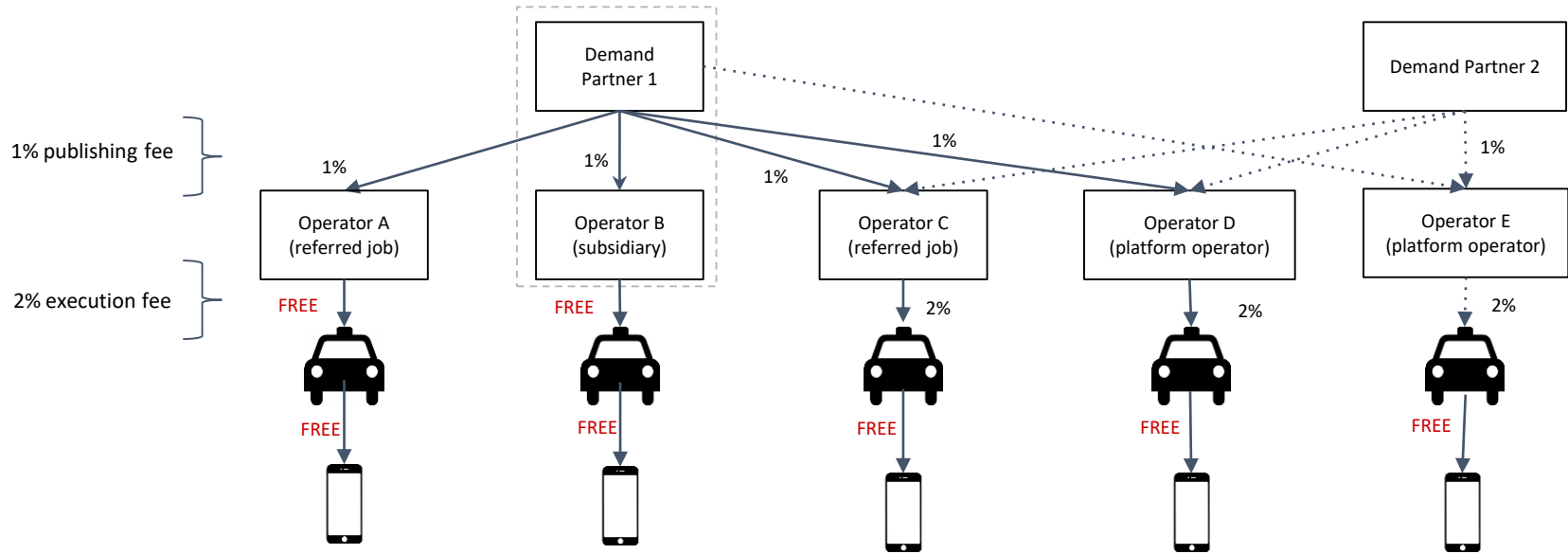
Key Benefits		Future Roadmap
✓ Fleet management	✓ Integrated B2C & B2B booking engines	💡 App-based taxi meter
✓ Driver management	✓ Booking data validation	💡 Intelligent planner
✓ Price management	✓ Live flight monitoring	💡 Reactive scheduler
✓ Integrated driver & customer apps	✓ Detailed driver log	💡 Marketplace
✓ Automatic ride allocation (SmartDispatch™)	✓ Driver rating & performance systems	💡 Driver behaviour through OBD module

# Platform USPs

- SaaS connectivity platform for the ground transportation sector
- Unique RideBridge 2 minute onboarding process, providing global ride tracking without the need for integration
- iVcardo is a unique cloud application suite for transport
- Platform respects complex supply chain relationships such as group company structures, third party service providers, agents and affiliates
- Multi-currency and multi-language
- FREE from setup charges
- Supports tech and consultancy partner ecosystems
- Seamlessly handles on-demand, pre-booked, shared and multi-stop work
- Pipeline of premium features under development



# iVcardo 1+2 Revenue Model



Basic operator account features provided free of charge to operators while they only use it to process jobs for Demand Partner 1 (RideBridge). This is the “First Love” deal. Avoids adoption resistance and recognises upsell opportunity.

Demand Partner 1 can send work to its subsidiaries free of charge forever. An operator that is a subsidiary of Demand Partner 1 can assign Demand Partner 1 jobs free of the 2% charge

When a transport operator begins accepting jobs from another Demand Partner, they will be required to pay the 2% transaction fees for all jobs from other Demand Partners.

Demand Partner 1 finds Operator D on the iVcardo platform, agrees contract and begins sending jobs.

The wider universe of iVcardo transport operators includes Operator E. Although this operator doesn’t currently work for Demand Partners, they are discoverable and a connection can be created within minutes.

# How does it work?



Demand and supplier partners can agree to pick the deal that suits them best, just like bank transfer charges



Business that sends invite proposes terms, options include:

Assignor pays all

Assignee pays all

Standard split (1% - 2%)

Reverse standard split (2% - 1%)

First Love: (1% - 0%) \*



\* Available for RideBridge accounts - Demand Partner locks in 2% pricing First Love advantage forever!





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Grant Palmer  
Director of International Growth

grant.palmer@ivcardo.com  
DID +44 (0)203 653 2052