

Vertical

Software B2B

Target market:

B2B (Business-to-Business)

Stage

Seed: MVP available & received first market feedback

Revenue-Stage:

Post-Revenue

Investment sum:

5000000 EUR

Number of founders:

2

Founded in:

2018

Legal form:

Ltd.

HQ:

Marseille, France

Contact:

info@capmatcher.com

Digitization for companies of international transports: Minority Stake Investment Opportunity in a Transport Software B2B - Vertical

The startup digitizes the processes of international transportation of goods for companies to increase efficiency and transparency. The most important key figures of this startup are included in this exposé. The questions were raised in a 60-minute process while the founders answered all questions.

General Business Model

Realization of profits: Fees, Marketplace, Saas (Software as a Service)

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Product

Problem:

Relations with freight forwarders are time consuming, complex, non digitized and there are frequent lacks of transparency.

Solution:

With a straightforward web app, the customer is able to find the best freight transporters in terms of price, transit time and ratings/comments left by other customers. It also helps to exchange informations and files, and track the merchandise on a dedicated space.

USPs:

The startup doesn't want to be a digitized freight forwarder, but a partner for such companies in order to improve their level and quality of service. With their software it is the easiest, quickest, and safest way to book transportation of goods, according to the startup.

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Market

Prioritized geographic market:

Europe

Market size (expected):

> 5 Bio. Euro

Market growth (expected):

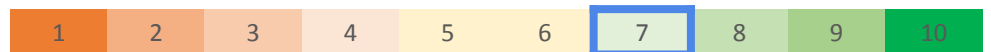
5%

Competitive environment:

Yes, few competitors.



Expected Switching Costs: 10



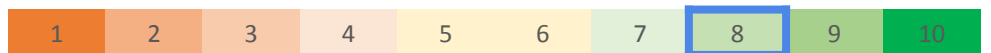
Financials

According to the founders, the following sales and earning numbers were generated during the last three years.

Year	2016	2017	2018
Revenue	0	0	330000
Profit	0	0	65000

Scalability:

Opinion of the founders as to which degree costs increase in an increase of revenue. Low values values (bad scalability) indicate that costs grow linear or overproportional in terms of revenues.



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Team**Number of founders:**

2

Number of founders with a proven entrepreneurial background:

1

Total size of the team:

7

Background of the team:

Msc International Business, two years in the third world biggest shipping company (CMA CGM), and two years in a Freight Forwarder company (Ziegler)

MBA in Finance & Business Administration, ten years in an international bank (CIC), founder of its innovation & New Tech department

Traction

Five new clients every day

Investment**Investment sum:**

5000000 EUR

Use of proceeds:

Improvement of the product, Sales, Marketing, Expansion of the team

Number of currently invested Business Angels oder VCs:

0

Preferred stake:

Minority Stake