

CrowdTuesday

European Crowdfunding Network



»*carsharing24/7*« and »*ibiola*[®]«

Carsharing for private individuals, communes and housing estates

IBIOLA Mobility Solutions GmbH

Mag. Robert Reithofer

Mag. Johannes Freudenthaler

How it started



- /// Three years ago Robert Reithofer started Carsharing with friends
- /// Surprised that there was no platform he developed carsharing24/7
- /// Now:
 - /// carsharing24/7 more than 5000 users and 500 cars
 - /// Need for full-fledged carsharing solutions → local solutions
 - /// Implementation partner for local public transportation



Team



- /// Robert Reithofer: founder and chief executive
- /// Johannes Freudenthaler: sales and partner management
- /// Gerold Neuwirt: software development
- /// Ruth Juric: accounting, carsharing24/7 operation
- /// Tanja Röhm: design/production, carsharing24/7 operation
- /// Gerda Pongratz: public relations

on demand

- /// Freelancer for software development, video production, ...

Market



A study of Frost & Sullivan says that the European market for carsharing will increase twentyfold from 700K to 15 Mio. participants

Reasons for the development:

- /// Shareconomy: Using rather than owning
- /// Car is not a status symbol any longer
- /// Carsharing enabler for e-mobility, e-mobility boosts carsharing
- /// Climate change and sustainability awareness
- /// Economical factors: increasing fuel price, parking fees, maintenance costs, road pricings
- /// New mobility behavior: Proper means of transport for individual purpose

Customers



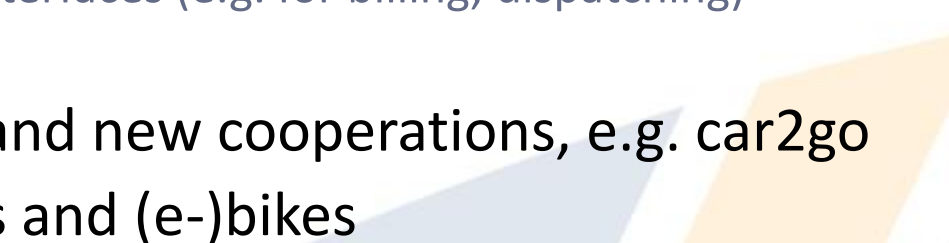
- /// Private persons
- /// Communities, housing complexes
- /// Companies, business parks

- /// White-label solutions for reseller

- /// Current opportunities (large projects)
 - /// Austria: Carsharing for 300-500 cars
 - /// Switzerland: Carsharing 300 cars, starting Jan 2014

Finance Requirements



- /// Advancement of carsharing24/7
 - /// Membership fees
 - /// Advertisement, media work,
 - /// Usability improvements - new features
 - /// Development of new Hardware:
 - /// Open/lock door solution
 - /// User terminal
 - /// Advancement of administration software and API interface
 - /// B2B fleet management interfaces (e.g. for billing, dispatching)
 - /// White-label solution
 - /// International roll-out and new cooperations, e.g. car2go
 - /// Integration of scooters and (e-)bikes
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Awards & Nominations



Get in touch with us:



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