



HiReach Project

CARPOOLING FOR HOSPITALS & RURAL AREAS

- Sharing is caring -



2020

Vienna



CARPOOLING SOLUTION

To increase car occupancy rate in daily commuting

— Focus so far: Capital cities

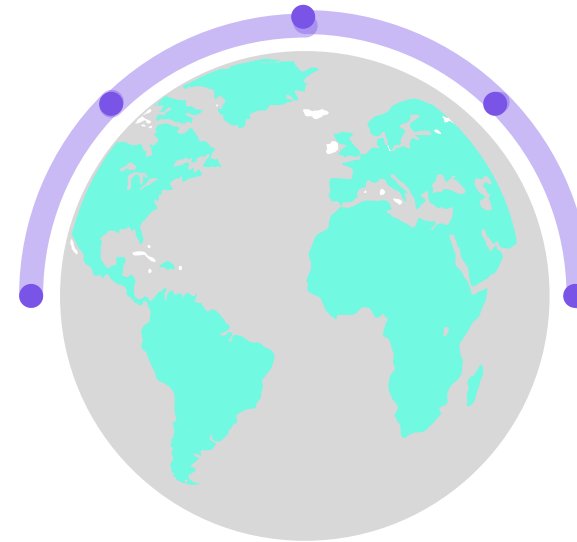
COMPANIES



UNIVERSITIES



uni>ersia



PUBLIC INSTITUTIONS







hoop carpool — New segment





— New segment



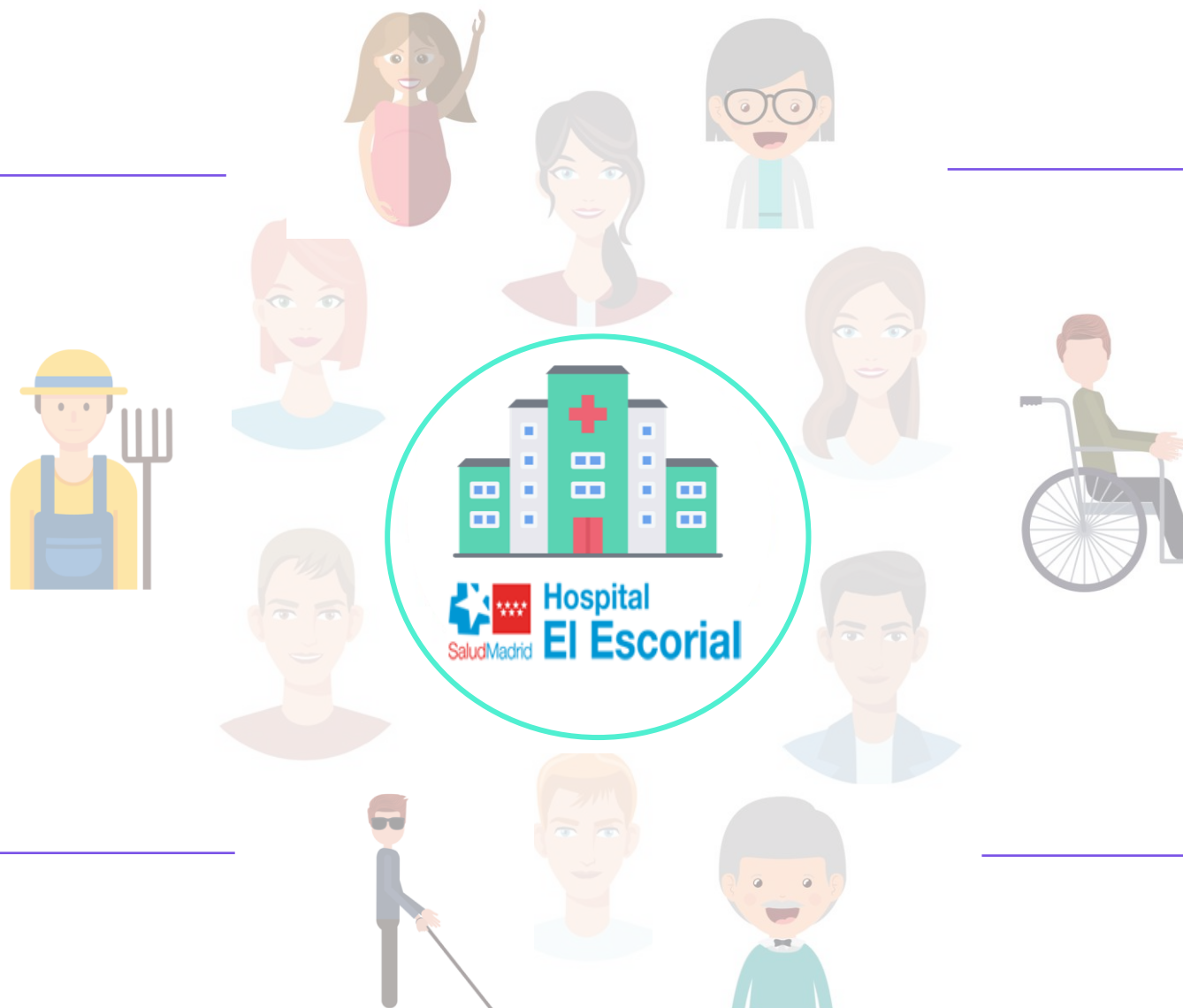
hoop carpool — Host Hospital: El Escorial



**BAD ACCESS TO
PUBLIC TRANSPORT**



**UNCOMFORTABLE
& UNACCESSIBLE**



UNSUSTAINABLE



EXPENSIVE



— Market validation



Employees' survey

(50 answers)

35% (Doctors) - 40% (Nurses) - 10% (Administration) - 10% (Auxiliar) - 5% (Ancillary)

50%

WALKING

They won't change how they go

47%

BY CAR

95% will share their rides

3%

PUBLIC TRANSPORT



— Market validation



Employees' survey

(50 answers)

35% (Doctors) - 40% (Nurses) - 10% (Administration) - 10% (Auxiliar) - 5% (Ancillary)



86%

Thinks carpooling will make patient's life easier

- Rural areas patients
- Rehab patients
- Chronic patients

hoop _ Pilot launching

carpool



1. Meeting with managers
2. Meeting with communication department
3. Health employees
4. Internships students
5. Health centres

- Increase in use of private vehicle
- Urgency for carpooling
- Strict schedule - *medical appointments*
- Users priorities: Risk & cost

hoop _ Pilot launching

carpool



1. Meeting with managers
2. Meeting with communication department
3. Health employees
4. Internships students
5. Health centres

Transport	Risk	Cost	Total
Public transport	10	1	11
Ride-hailing	8	10	18
Carsharing	6	8	14
Bikesharing	2	4	6
Private vehicle	1	7	8
Carpooling	4	3	7

hoop _ Pilot launching

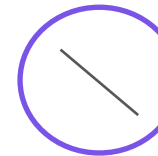
carpool



1. Meeting with managers
2. Meeting with communication department
3. Health employees
4. Internships students
5. Health centres



2 people/car



Diagonal



Masks



Disinfection

hoop _ Pilot launching

carpool



1. Meeting with managers
2. Meeting with communication department
3. Health employees
4. Internships students
5. Health centres



MARCOM
(€)



M.I. Ayuntamiento de
San Lorenzo de El Escorial



Ayuntamiento de
Robledo de Chavela



Ayto. de Colmenarejo



Ayuntamiento de Galapagar

hoop _ Pilot launching

carpool



1. Meeting with managers
2. Meeting with communication department
3. Health employees
4. Internships students
5. Health centres



Appointment
scheduling
system

Press
conference



hoop

— Product

hoop
carpool

Entrar

Good evening, Sara!

35% completed profile
Do you want to get more colleagues on your route? Complete your profile information and gain confidence in the platform

Your next trips
Tomorrow Tuesday 18

8:00
9:00

Sophie
4.6

Home → Hospital

0,75€

Create new trip

Wednesday 19
8:45
9:15

Home → Hospital

Monday 17

9:00

4 Fernández de la Hoz St, 28035 Madrid
52 Arzobispo Morcillo St, 28029 Madrid
17 General Arrando St, 28005 Madrid

Sophie
Hospital

4.6

Payment method
VISA **** * 9732

Send request

Confirmar ruta

Mis Direcciones

Casa
Establecer Casa

Trabajo

Calle de General Arrando, 17
28010 Madrid, España

Universidad

Calle de General Arrando, 17
28010 Madrid, España

Gimnasio

Establecer

Crear rutina

¿Serás pasajero o conductor?

Mi rutina

Lunes

9:00

Casa →

Añadir

Editar

Cambiar a pasajero

Desactivar

Eliminar

¿Cómo quieres continuar?

con Google

Tuesday 18 9:00
Home → Work

Only women

Baby chair

Non-smoking

Wheelchair

Apply filters

Sophie
4.6

THE BEST APP FOR CONNECTING HOSPITALS & RURAL AREAS



1. ULTRA FAST SIGN-UP

No password required. Sign up with Google, Facebook, Apple or phone number



3. HOSPITAL EMAIL VALIDATION

Hospital/company/university email validation for additional safety about your drivers or passengers



5. WEEKLY COMMUTE SETUP: DRIVERS

Set up your commute routine as a driver, find passengers and invite them to join your ride



7. WEEKLY COMMUTE SETUP: PASSENGERS

Set up your commute routine as a passenger, find drivers and request them to join their ride



UX/UI RENEWED 100%

After several months analyzing the user experience of our app, studying the best international competitors and conducting weekly interviews with users, we have designed the best possible app for daily carpooling



2. CAR ACCESSIBILITY

Additional information about the car: space for a wheelchair, availability of child seats, isofix, etc.



4. PARKING INTEGRATION

Hospitals can check which cars are carpooling at every moment and book priority parking spaces



6. SMARTER ALGORITHM

Match with passengers all along driver's route, not only at the origin/destination



8. EXTRA FILTERS

Apply filters when searching for colleagues, regarding gender, car accessibility, smokers, etc.

THE BEST APP FOR CONNECTING HOSPITALS & RURAL AREAS



1. ULTRA FAST SIGN-UP

No password required. Sign up with Google, Facebook, Apple or phone number



3. HOSPITAL EMAIL VALIDATION

Hospital/company/university email validation for additional safety about your drivers or passengers



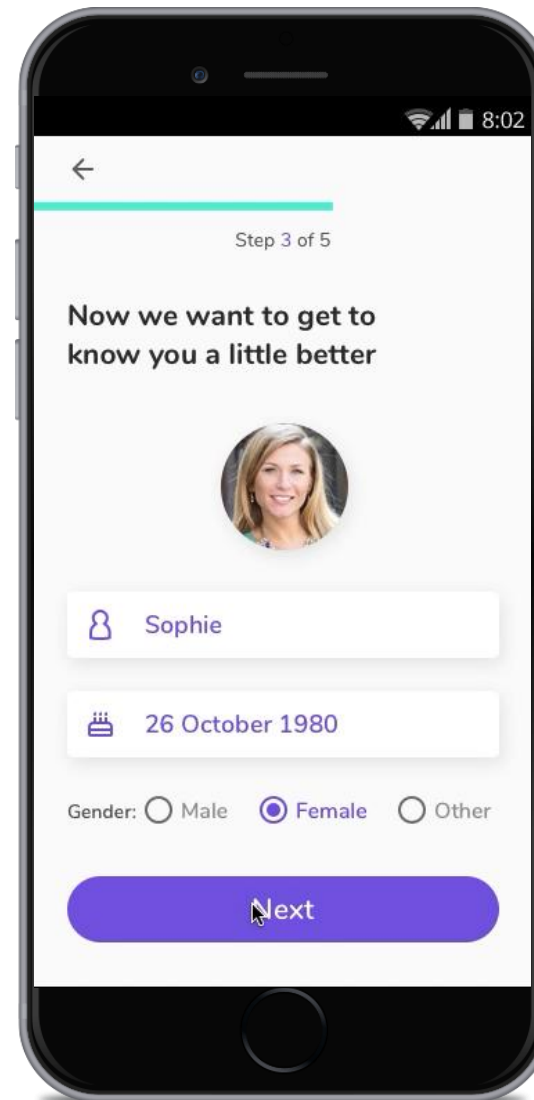
5. WEEKLY COMMUTE SETUP: DRIVERS

Set up your commute routine as a driver, find passengers and invite them to join your ride



7. WEEKLY COMMUTE SETUP: PASSENGERS

Set up your commute routine as a passenger, find drivers and request them to join their ride



UX/UI RENEWED 100%

After several months analyzing the user experience of our app, studying the best international competitors and conducting weekly interviews with users, we have designed the best possible app for daily carpooling



2. CAR ACCESSIBILITY

Additional information about the car: space for a wheelchair, availability of child seats, isofix, etc.



4. PARKING INTEGRATION

Hospitals can check which cars are carpooling at every moment and book priority parking spaces



6. SMARTER ALGORITHM

Match with passengers all along drivers route, not only at the origin/destination



8. EXTRA FILTERS

Apply filters when searching for colleagues, regarding gender, car accessibility, smokers, etc.

THE BEST APP FOR CONNECTING HOSPITALS & RURAL AREAS



1. ULTRA FAST SIGN-UP

No password required. Sign up with Google, Facebook, Apple or phone number



3. HOSPITAL EMAIL VALIDATION

Hospital/company/university email validation for additional safety about your drivers or passengers



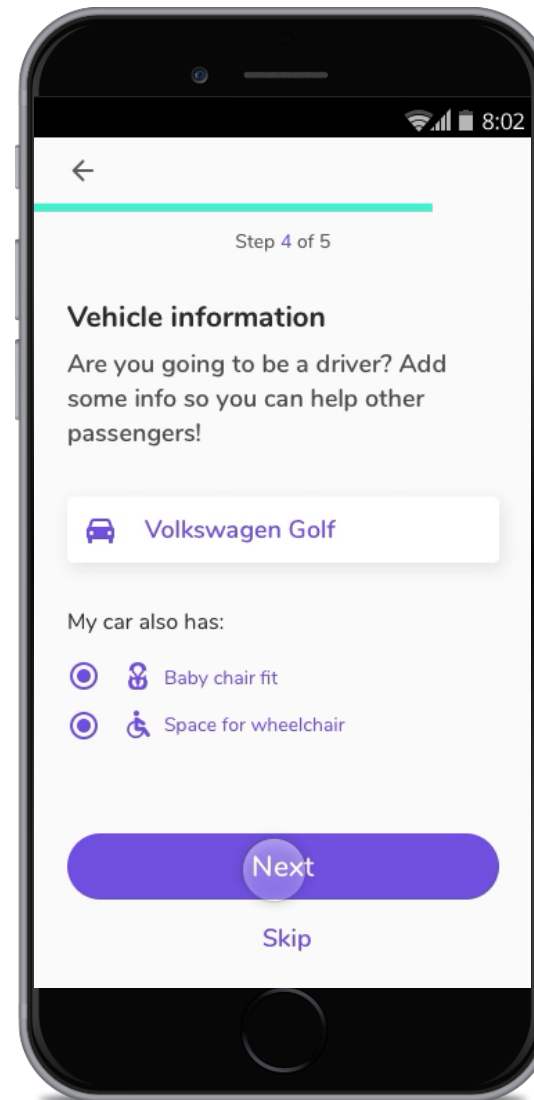
5. WEEKLY COMMUTE SETUP: DRIVERS

Set up your commute routine as a driver, find passengers and invite them to join your ride



7. WEEKLY COMMUTE SETUP: PASSENGERS

Set up your commute routine as a passenger, find drivers and request them to join their ride



UX/UI RENEWED 100%

After several months analyzing the user experience of our app, studying the best international competitors and conducting weekly interviews with users, we have designed the best possible app for daily carpooling



2. CAR ACCESSIBILITY

Additional information about the car: space for a wheelchair, availability of child seats, isofix, etc.



4. PARKING INTEGRATION

Hospitals can check which cars are carpooling at every moment and book priority parking spaces



6. SMARTER ALGORITHM

Match with passengers all along driver's route, not only at the origin/destination



8. EXTRA FILTERS

Apply filters when searching for colleagues, regarding gender, car accessibility, smokers, etc.

THE BEST APP FOR CONNECTING HOSPITALS & RURAL AREAS



1. ULTRA FAST SIGN-UP

No password required. Sign up with Google, Facebook, Apple or phone number



3. HOSPITAL EMAIL VALIDATION

Hospital/company/university email validation for additional safety about your drivers or passengers



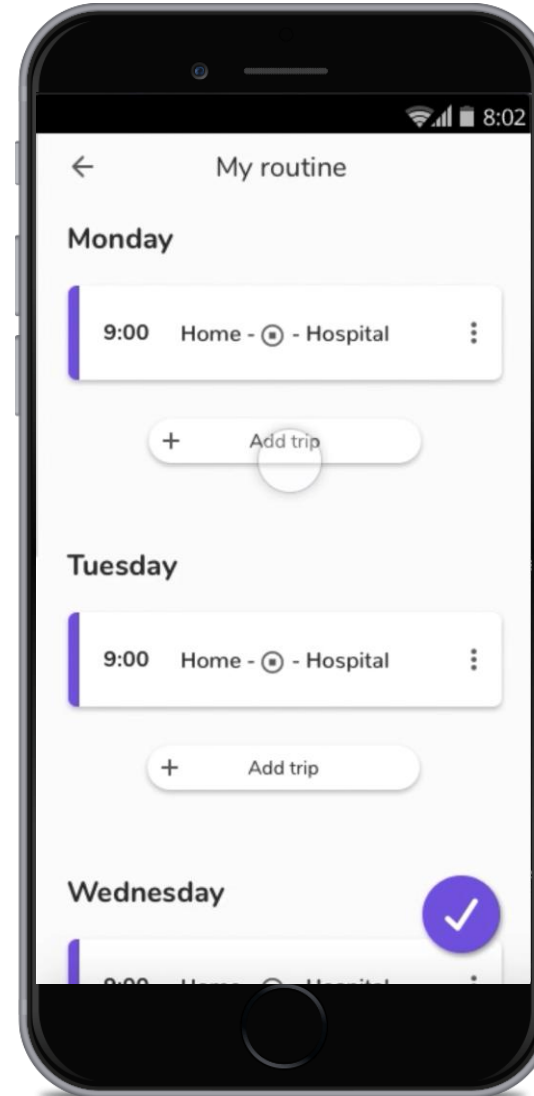
5. WEEKLY COMMUTE SETUP: DRIVERS

Set up your commute routine as a driver, find passengers and invite them to join your ride



7. WEEKLY COMMUTE SETUP: PASSENGERS

Set up your commute routine as a passenger, find drivers and request them to join their ride



UX/UI RENEWED 100%

After several months analyzing the user experience of our app, studying the best international competitors and conducting weekly interviews with users, we have designed the best possible app for daily carpooling



2. CAR ACCESSIBILITY

Additional information about the car: space for a wheelchair, availability of child seats, isofix, etc.



4. PARKING INTEGRATION

Hospitals can check which cars are carpooling at every moment and book priority parking spaces



6. SMARTER ALGORITHM

Match with passengers all along drivers route, not only at the origin/destination



8. EXTRA FILTERS

Apply filters when searching for colleagues, regarding gender, car accessibility, smokers, etc.

THE BEST APP FOR CONNECTING HOSPITALS & RURAL AREAS



1. ULTRA FAST SIGN-UP

No password required. Sign up with Google, Facebook, Apple or phone number



3. HOSPITAL EMAIL VALIDATION

Hospital/company/university email validation for additional safety about your drivers or passengers



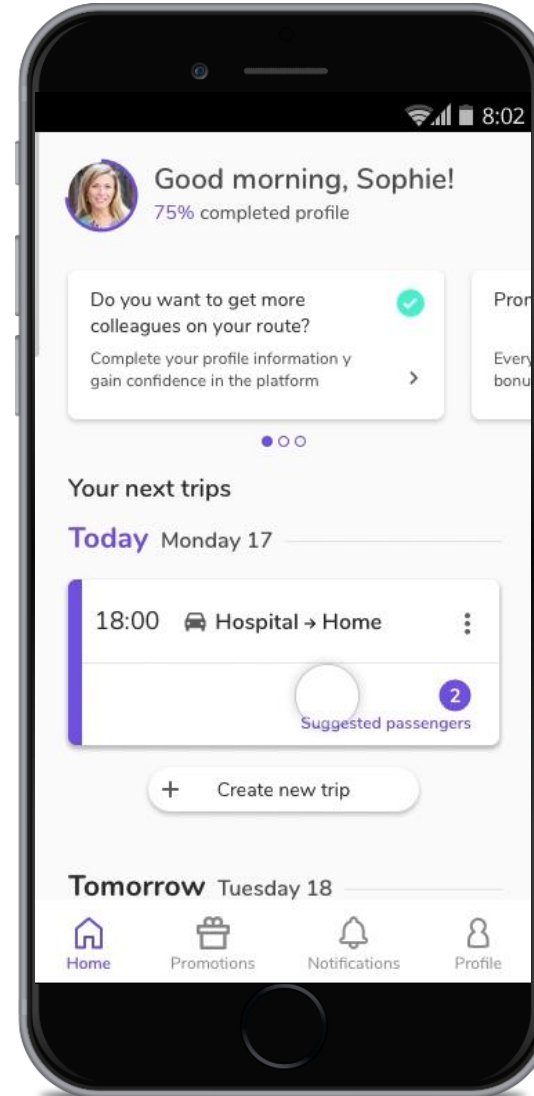
5. WEEKLY COMMUTE SETUP: DRIVERS

Set up your commute routine as a driver, find passengers and invite them to join your ride



7. WEEKLY COMMUTE SETUP: PASSENGERS

Set up your commute routine as a passenger, find drivers and request them to join their ride



UX/UI RENEWED 100%

After several months analyzing the user experience of our app, studying the best international competitors and conducting weekly interviews with users, we have designed the best possible app for daily carpooling



2. CAR ACCESSIBILITY

Additional information about the car: space for a wheelchair, availability of child seats, isofix, etc.



4. PARKING INTEGRATION

Hospitals can check which cars are carpooling at every moment and book priority parking spaces



6. SMARTER ALGORITHM

Match with passengers all along drivers route, not only at the origin/destination



8. EXTRA FILTERS

Apply filters when searching for colleagues, regarding gender, car accessibility, smokers, etc.

hoop _ Product



1. ULTRA FAST SIGN-UP

No password required. Sign up with Google, Facebook, Apple or phone number



3. HOSPITAL EMAIL VALIDATION

Hospital/company/university email validation for additional safety about your drivers or passengers



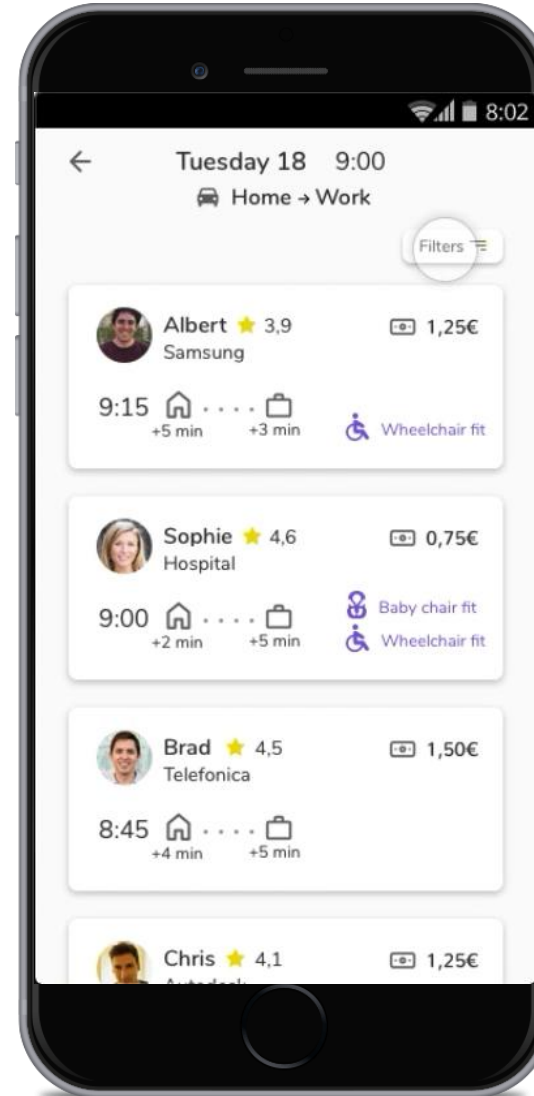
5. WEEKLY COMMUTE SETUP: DRIVERS

Set up your commute routine as a driver, find passengers and invite them to join your ride



7. WEEKLY COMMUTE SETUP: PASSENGERS

Set up your commute routine as a passenger, find drivers and request them to join their ride



2. CAR ACCESSIBILITY

Additional information about the car: space for a wheelchair, availability of child seats, isofix, etc.



4. PARKING INTEGRATION

Hospitals can check which cars are carpooling at every moment and book priority parking spaces



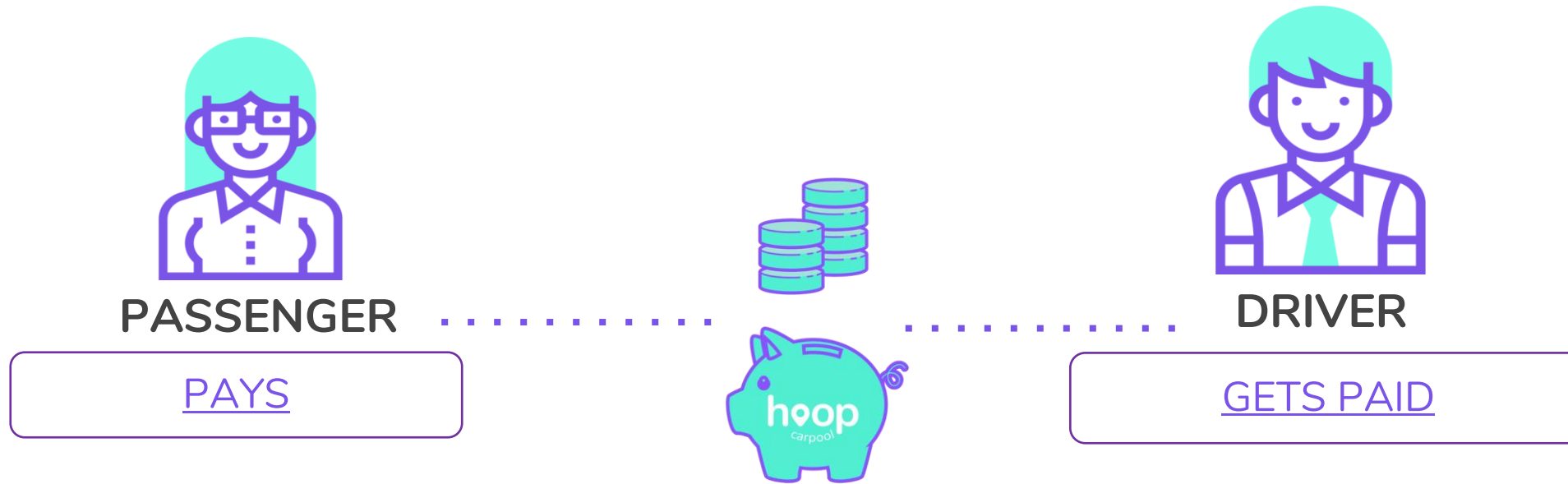
6. SMARTER ALGORITHM

Match with passengers all along drivers route, not only at the origin/destination



8. EXTRA FILTERS

Apply filters when searching for colleagues, regarding gender, car accessibility, smokers, etc.



0,06 € / KM		20 Km	
Recommended price		Average distance	

- *Costs shared through the app. The driver fixes the final price.*



EL ESCORIAL



600

EMPLOYEES



1000 daily

PATIENTS



180.000

CITIZENS



IMPACT

- 100 cars less daily
- 80 tons of Co2/year



SPAIN (700 HOSPITALS)



EUROPE (+3.000 HOSPITALS)

163M people living in rural areas

5%

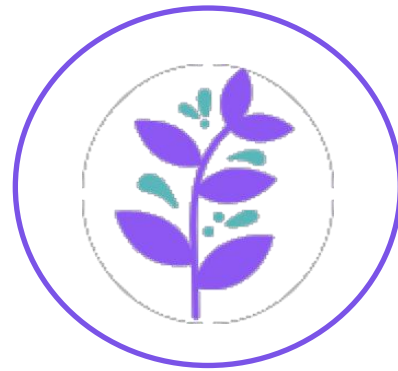
8.5M people



— Competitive advantages

Safer and more comfortable than public transport

More accessible than any other solution



Cheaper, safer and more sustainable than a taxi

More reliable than other carpooling solutions

Product

Marketing

Business dev.

Founders:
83.86%.



DANIEL SÁNCHEZ
Tech lead



CARLOS ALONSO
CTO



NATHAN LEHOUCQ
CEO



PALOMA MARTÍN
CMO



ANDREA GARCÍA
CCO



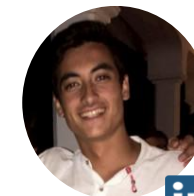
ROBERTO BARRADO
Android Developer



SERGIO VALDEOLMILLOS
Back-end Developer



LAURA RUIZ
Intern volunteer



DANIEL PÉREZ
Partnerships manager



NICOLAS VIGNOLO
IOS Developer



MIGUEL DURÁN
UX/UI Designer



GONZALO BABÉ
Intern volunteer

Product

Marketing

Business dev.

Founders:
83.86%.



DANIEL SÁNCHEZ
Tech lead



CARLOS ALON
CTO



NATALIA LEHOUCQ
COO



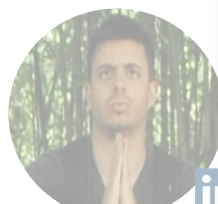
PALOMA MARTÍN
CMO



ANDREA GARCÍA
CCO



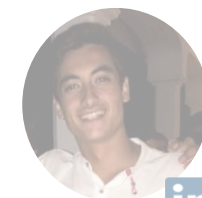
ROBERTO BARRADO
Android Developer



SERGIO VALDEOLMILLOS
Back-end Developer



LAURA RUIZ
Intern volunteer



DANIEL PÉREZ
Partnerships manager



NICOLAS VIGNOLO
IOS Developer



MIGUEL DURÁN
UX/UI Designer



GONZALO BABÉ
Intern volunteer



HiReach
innovative mobility
solutions to cope
with transport poverty



REAL TESTIMONIALS

from who really needs HiReach



HiReach Project

CARPOOLING FOR HOSPITALS & RURAL AREAS

- Sharing is caring -



2020

Vienna