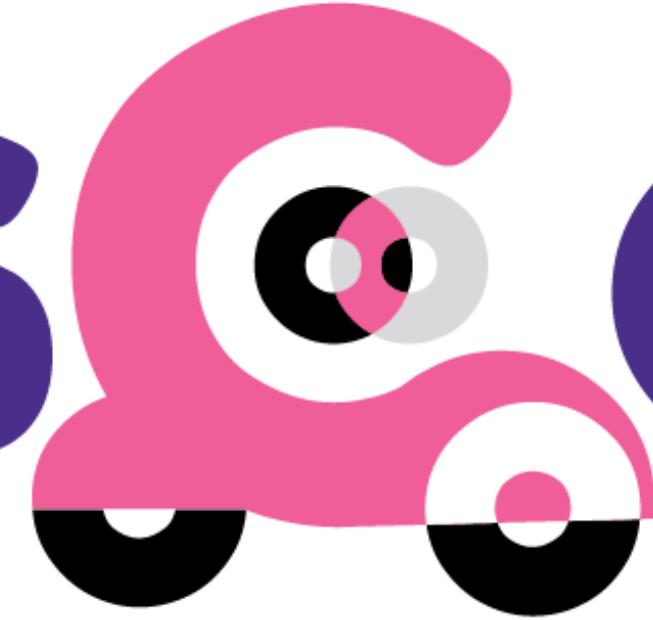
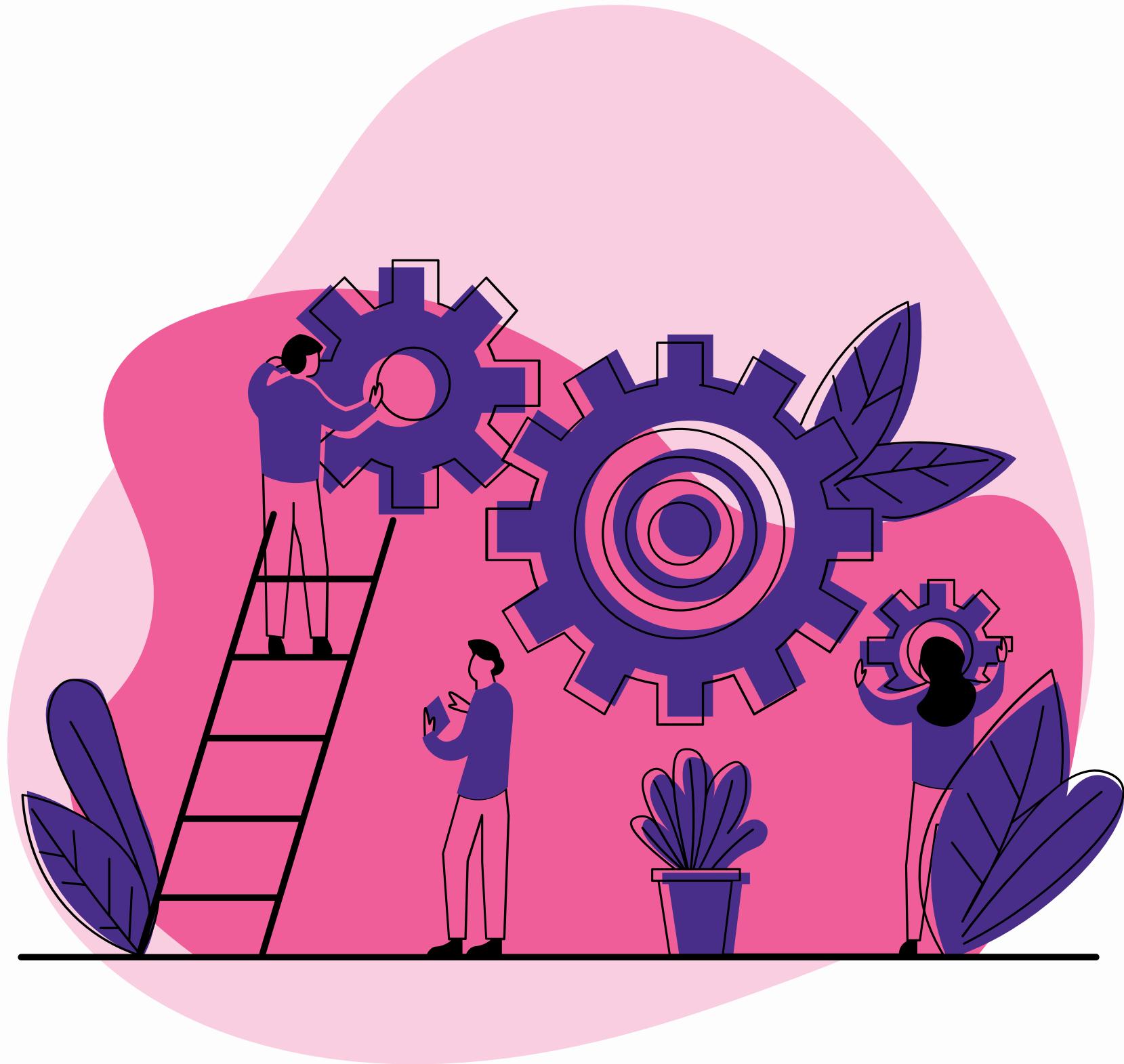


# MissCar

The logo for MissCar features the word "MissCar" in a bold, purple, sans-serif font. The letter "C" is stylized to look like a pink car with black wheels and a white roof. The car has a large, expressive eye on its roof, with a black iris and a white pupil, giving it a friendly and approachable appearance.

The carpooling platform just  
for women

# Problem



- 7 out of 10 women do not feel comfortable, safe or calm when sharing a car with unknown men to make a trip, through a carpooling platform.
- 10 out of 10 families claim that do not feel calm when their daughters travel with unknown men through a carpooling platform.

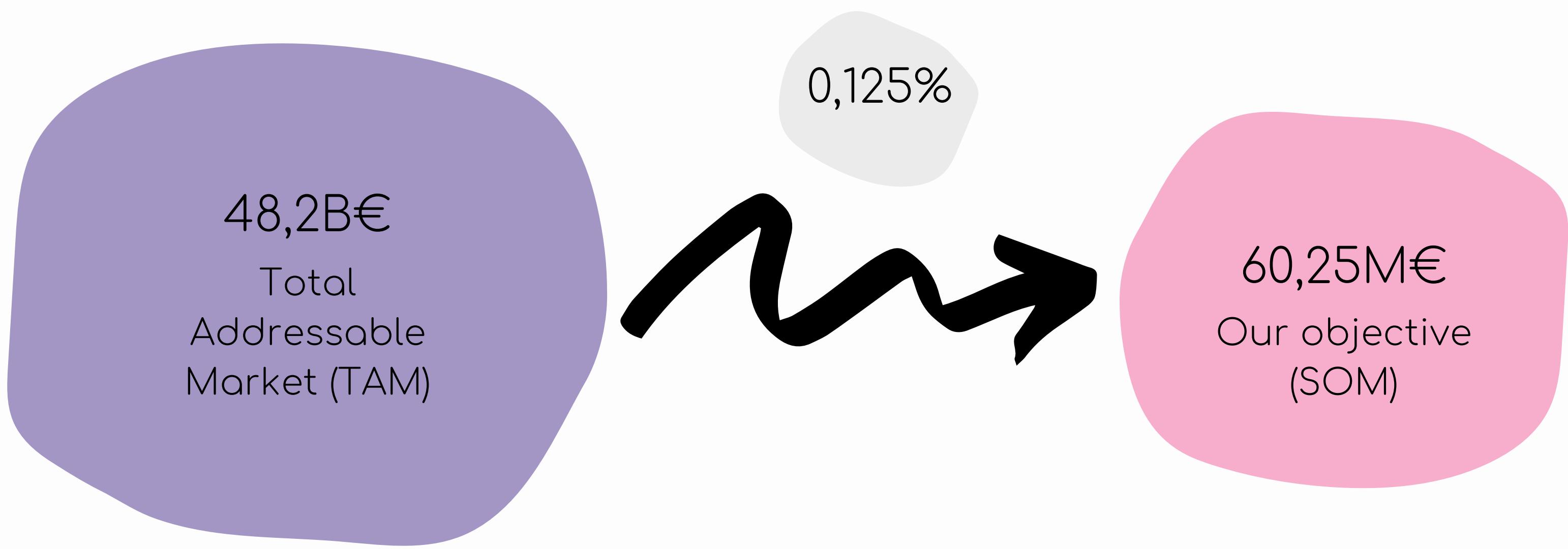
# Solution



- To solve this problem, we have developed MissCar, the carpooling platform just for women, in order to provide all our users, the maximum security, peace of mind and trust when sharing a car with unknown people through a carpooling platform.
- By validating the identity of all our users, we guarantee that all profiles signed up through our platform, are verified.

# Market size

The Global Carpooling Market is expected to grow from 14,6B€ in 2020 to 48,2B€ by 2026



# Competitive advantages



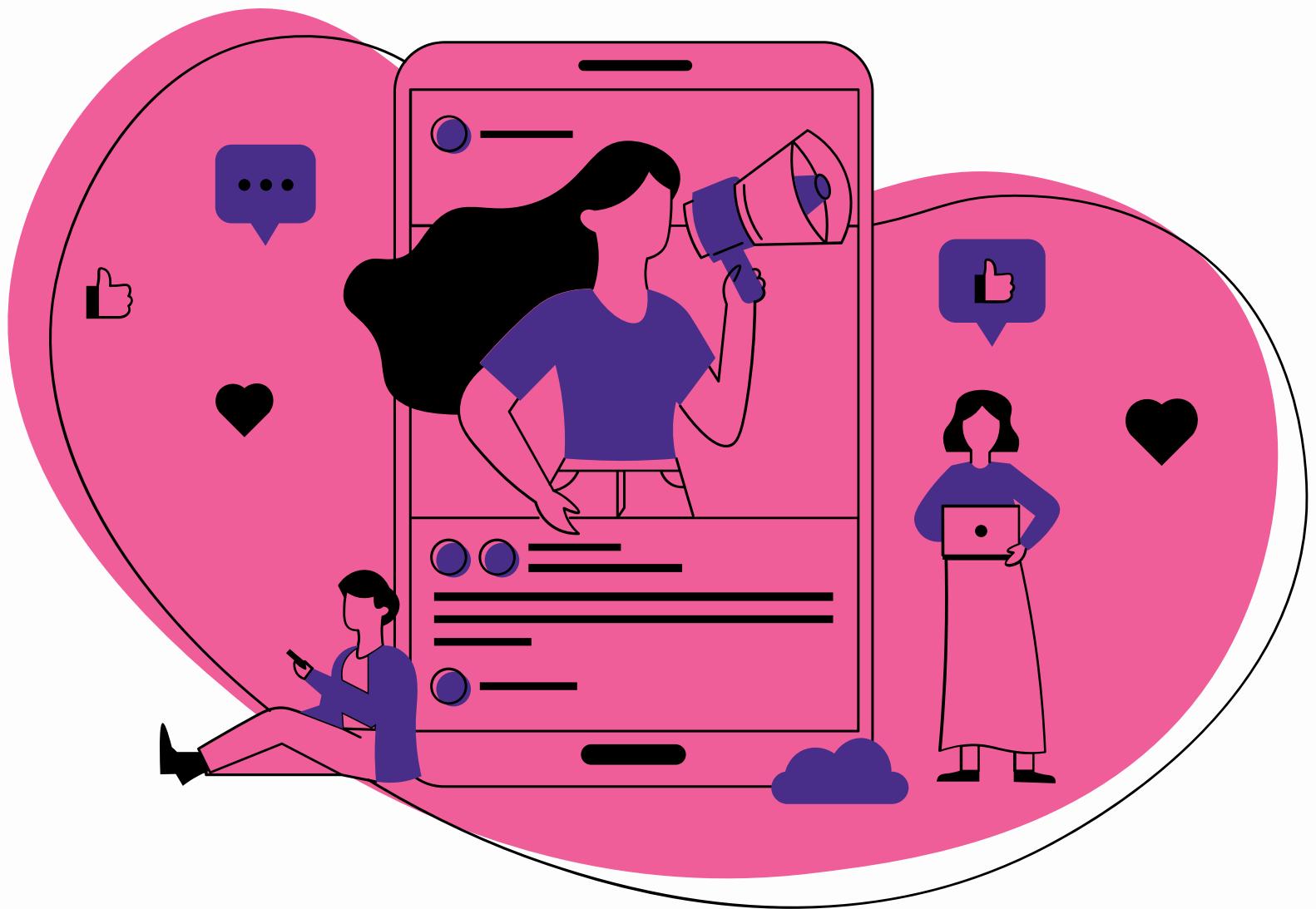
- MissCar is the only carpooling platform just for women in the world, through which we can provide a better solution than our competitors, offering a personalized service based on customer centricity, which consists in placing all our users in the middle of all our decisions.

# Business model

## C2C- marketplace - P2P

Take rate - 14% of each transaction

- Car owners share their medium or long distance rides through MissCar.
- Interested co-travelers can coordinate with the car owners to make their trips together.
- The passengers pay their trips to the car owner.
  - Average ticket - 11,75€
  - Average take rate - 1,65€



# Traction

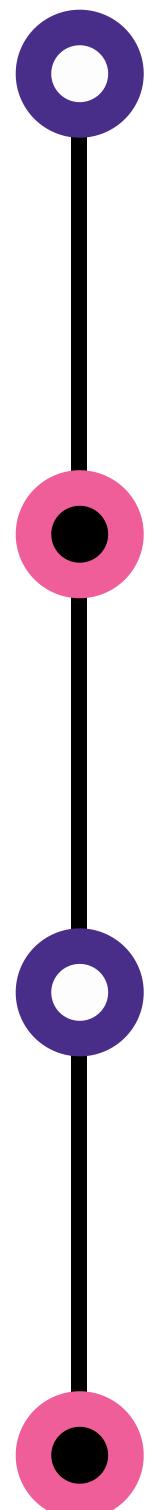
- Release on March 26, 2021
- Product market fit reached
  - +26.500 downloads
  - +17.500 signs up
    - 20% MoM Growth
  - +2.000 trips created
- Among our milestones, we highlight having reached the 7th position in the App Store as one of the best travel apps, thanks to have made more than 1,500 signs up in a day and more than 3,000 signs up in a week, in an organic way.



# Road map

## Funding and objectives

- Step 1 - Andalucía
  - Funding:
    - Money raised - 300K€
  - Objectives:
    - Critical mass - 20K users
    - Validate MissCar´s business model
    - Make the team bigger - attract talent
  - Deadline: 18 months - December 2022
- Step 2 - Sevilla, Cádiz, Madrid, Valencia y Barcelona
  - Funding:
    - Round target - 800K€
    - Committed capital - Lead investor
  - Objectives:
    - Critical mass - 250K users
    - 40.000 trips completed
      - x32 first year
      - x6 second year
    - Make the team bigger - attract talent
  - Deadline: 24 months since money raised



Step 1  
Andalucía

Step 2  
Sevilla, Cádiz, Madrid,  
Valencia y Barcelona

Step 3  
Spain

Step 4  
México

# Team MissCar



José A. Herreros  
Co-founder & CEO



Silvia Granados  
Co-founder & CCO



Gonzalo García  
Co-founder & COO

# Team MissCar



Damián Martín  
Graphic Designer



Pilar Zaforteza  
CMO  
(Former CMO of BlaBlaCar)



Claudia Cuevas  
Product Manager &  
Data Analyst

# Team MissCar



Antonio Muñoz  
Co-founder & CSM



Lucía Copano  
Co-founder & CAO



Manuel Quirós  
Co-founder & CM

# Team MissCar



**Ana Villa**  
Investor & CFO  
Sauci Asesores S.L.



**Agustín Mula**  
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