




Photo: Matej Kolaković

## Innovative models for intelligent management of road transports

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Watch our video here  
<https://www.youtube.com/watch?v=W2d5mWstNkQ>

\* <https://www.youtube.com/watch?v=W2d5mWstNkQ>

*Comfort of a taxi for the **cost of a bus***



Well-connected airports are not easily accessible for all European travelers.



# Building a multi-local marketplace in EU is extremely challenging.

Towards a polycentric Europe: smart, connected places are not only urban.

- GoOpti facilitates travel on **previously unattractive routes** and provides viable business to local carriers.



- A step forward towards the **'Single European Transport Area'** in which **barriers between modes and between borders are systematically eliminated.**
- Goal: No empty cars in Europe.
- **Rapid growth:**
  - Turnover: 3.2 mio EUR in 2014 -> 6 mio EUR in 2015 -> **153 million EUR** in 2019; EBITDA 20 mio in 2019.
  - The number of passengers: 130,000 in 2014 -> **over 4.5 million** in 2019.
  - New jobs: **300 in operations**; 50 drivers in 2014 -> **1,600 drivers** in 2019\*.

\* 1 full time driver is required for every 3,000 passengers per year

# Business Intelligence

## Real motivation

- The communication channels are Internet, SMS, e-mail, notification, e-ticket, etc.
- Hence the contact with the customer is virtual.
- The (sales) main question is how to engage the customer to return.
- The main (operational) question is how to pick and deliver everyone.
- ... quality, efficiency, costs, margins.

=> customer-centric, data-driven

=> **Scaling!**



# Thank You!



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