



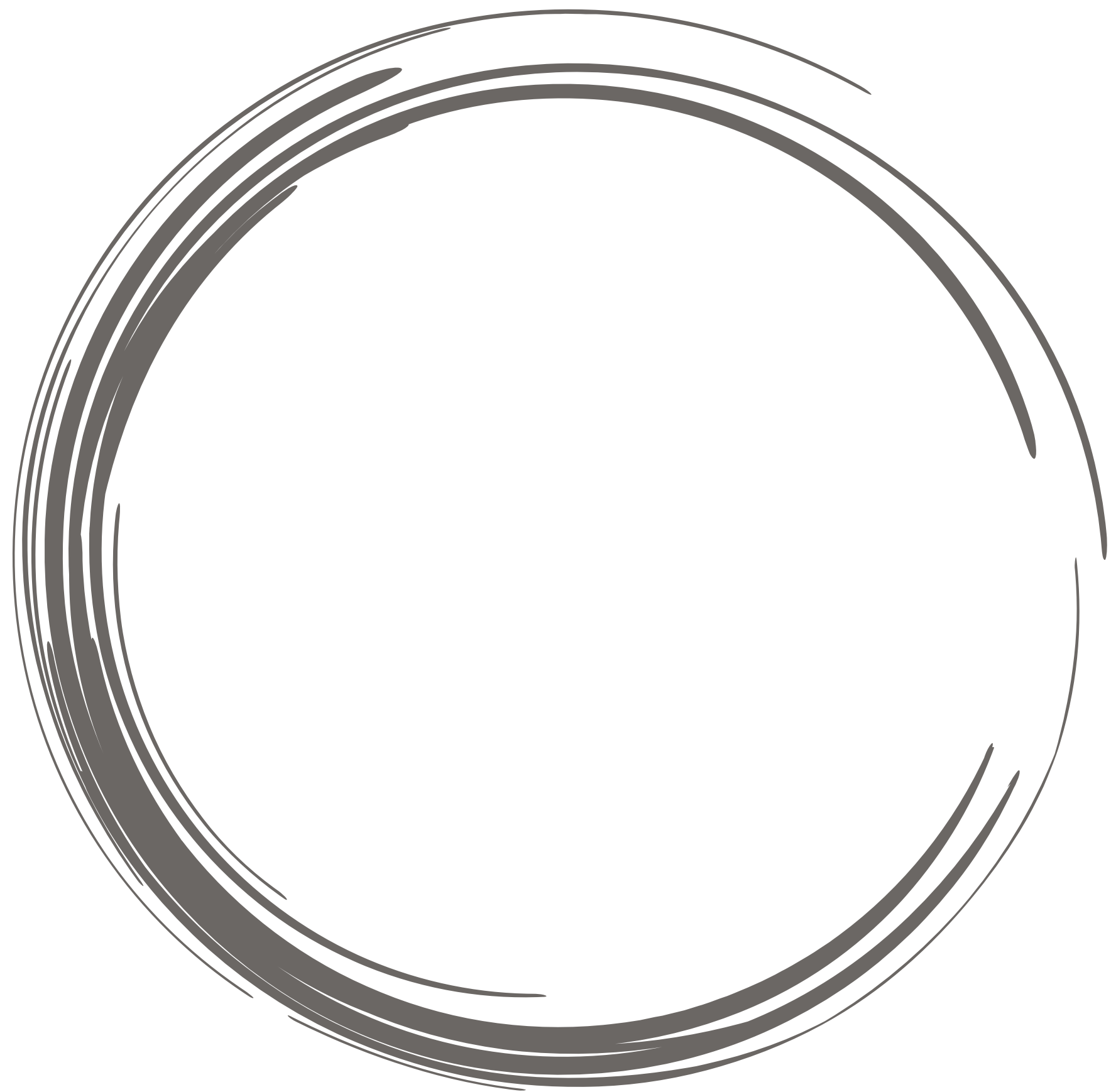
**sivwego**<sup>®</sup>  
SMART **ECO** TRANSPORT

**MARCELLO FAVALLI**  
**CEO & CO-FOUNDER**





**We Have a Problem**





# The Spare Space

# BUSINESS PROBLEM

In Europe  
**25%**  
transport vehicles  
travel empty





# CONSUMER PROBLEM

270M cars  
in Europe



1,33 People per car



**> €70 BILLION WORTH  
OF WASTED FUEL**



**SOLUTION**

# Our Value Proposition

We create value through helpful connections

SiWeGO connects people who want to send a package with people who want to deliver goods if they are already on the same route



**PACKAGE SENDER**  
Who wants to deliver a package



**PACKAGE CARRIER**  
Who can deliver the package

**Inspired  
by**

**"The  
BlaBlaCar  
for packages"**



The world's largest landlord,  
does not even own a hotel



The world's largest taxi driver,  
does not even own a car

...WE AIM TO BE



The world's largest transporter,  
does not even own a vehicle

the way to **SCALABILITY**

# TRL 9 TECH OWNER

INVENTION PATENT APPLICATION  
ON 17 MAY 2022 - N. 102022000010169





**AUTOMATIC MATCHING IN REAL TIME**

**LIVE CHAT FOR EASY COMMUNICATION**

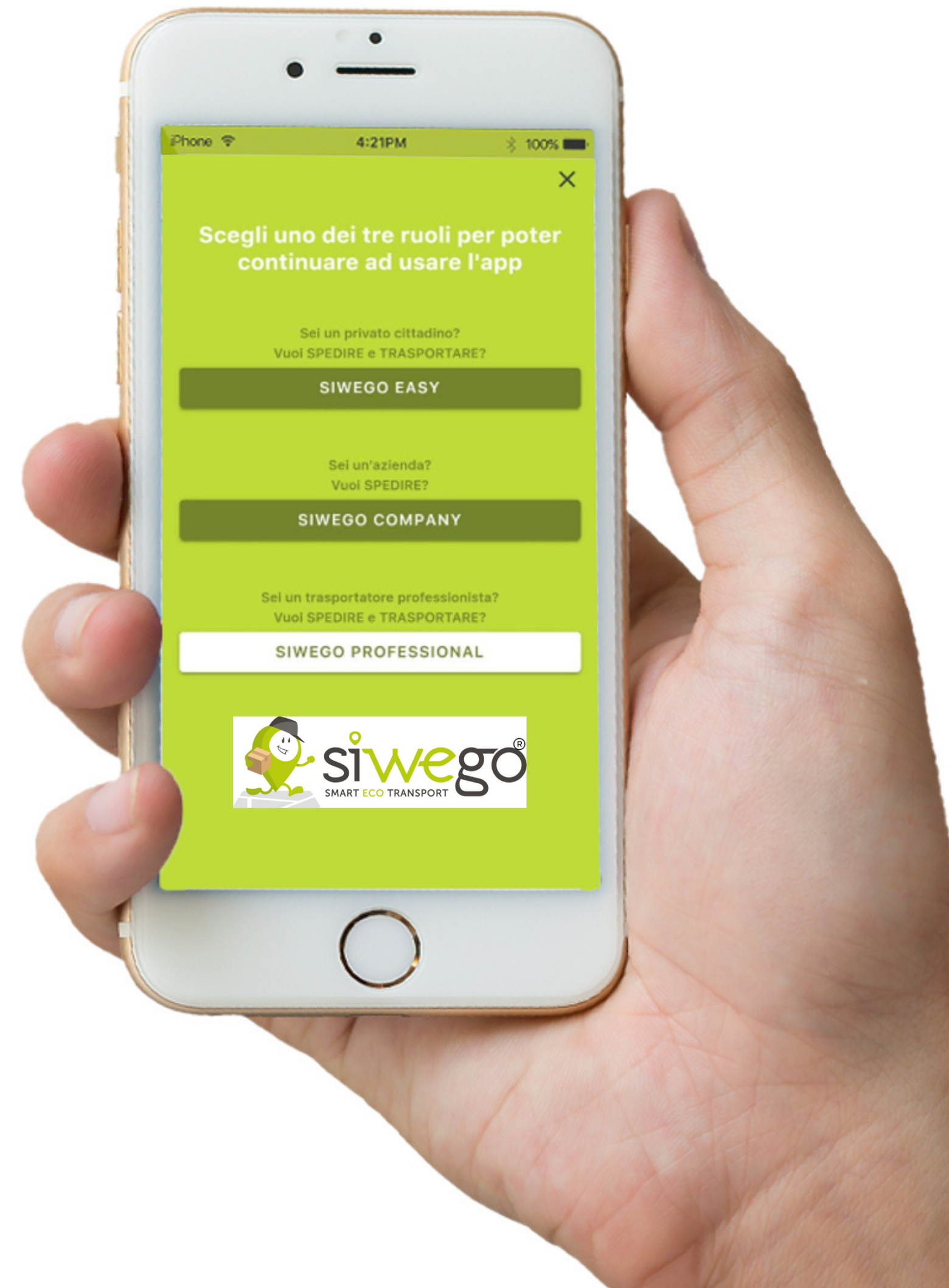
**GEOLOCATION FOR SHIPMENT TRACKING**

**E-PAYMENT INTEGRATION FOR KYC2 USERS**

**DOUBLE OTP FOR ACCURATE  
PICKUP AND DELIVERY**

**TRANSPARENT FEEDBACK AND USER RATING**

**AUTOMATIC INVOICE FOR MAXIMUM SCALABILITY**



# C2C MARKET

**FREQUENT  
E-SHOPPERS  
12.7 M**

**OFFSITE  
WORKERS  
2 M**

**OFFSITE  
STUDENTS  
600 K**



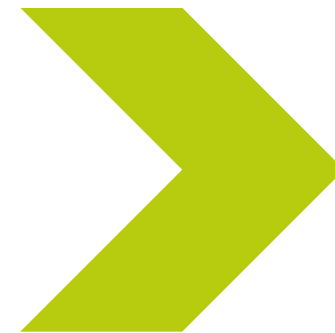
# BUSINESS MODEL | REVENUE MODEL

**Consumer & Business  
senders**



**7%**  
transport cost

**Professional  
drivers**



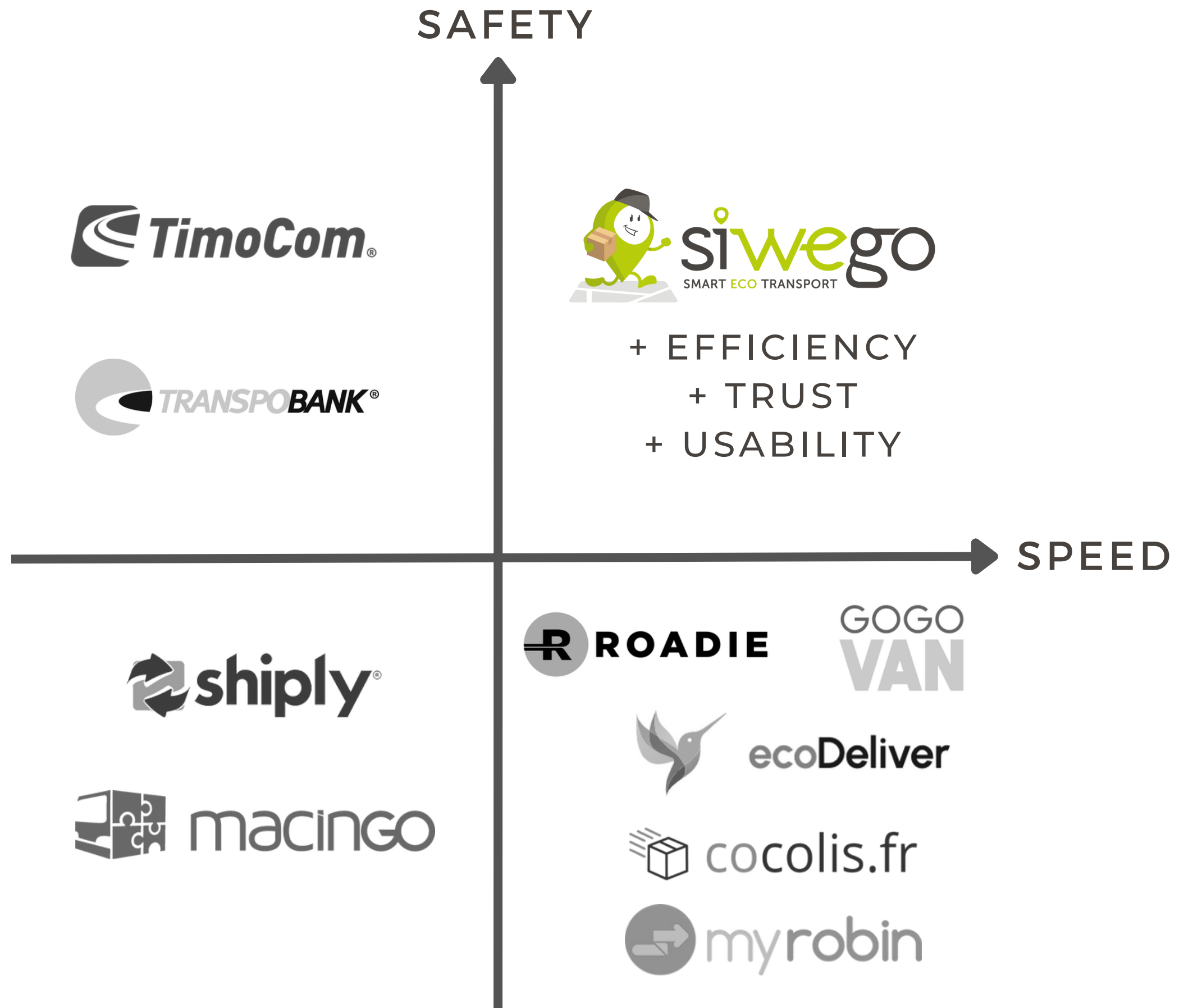
**€ 199**  
annual subscription

Additional  
revenues  
streams in  
the making



# Competition landscape

Freight  
exchanges and  
sharing  
economy  
platforms



# Traction metrics

5.5 k€ budget  
in 6 months  
reached ~1.300  
downloads

## KEY METRICS (JUN-DEC 2022)

### ADVERTISING



**BUDGET**  
**1.7 k€**

**IMPRESSIONS**  
**740 k**

**COST PER CLICK (CPC)**  
**0,05 €**

**CLICK-THROUGH RATE**  
**3.4%**



**BUDGET**  
**1 k€**

**IMPRESSIONS**  
**350 k**

**COST PER CLICK (CPC)**  
**0,02 €**

**CLICK-THROUGH RATE**  
**9.9%**

### PRODUCT



**# OF DOWNLOADS**  
**781**

**COST PER DOWNLOAD**  
**3,54 €**

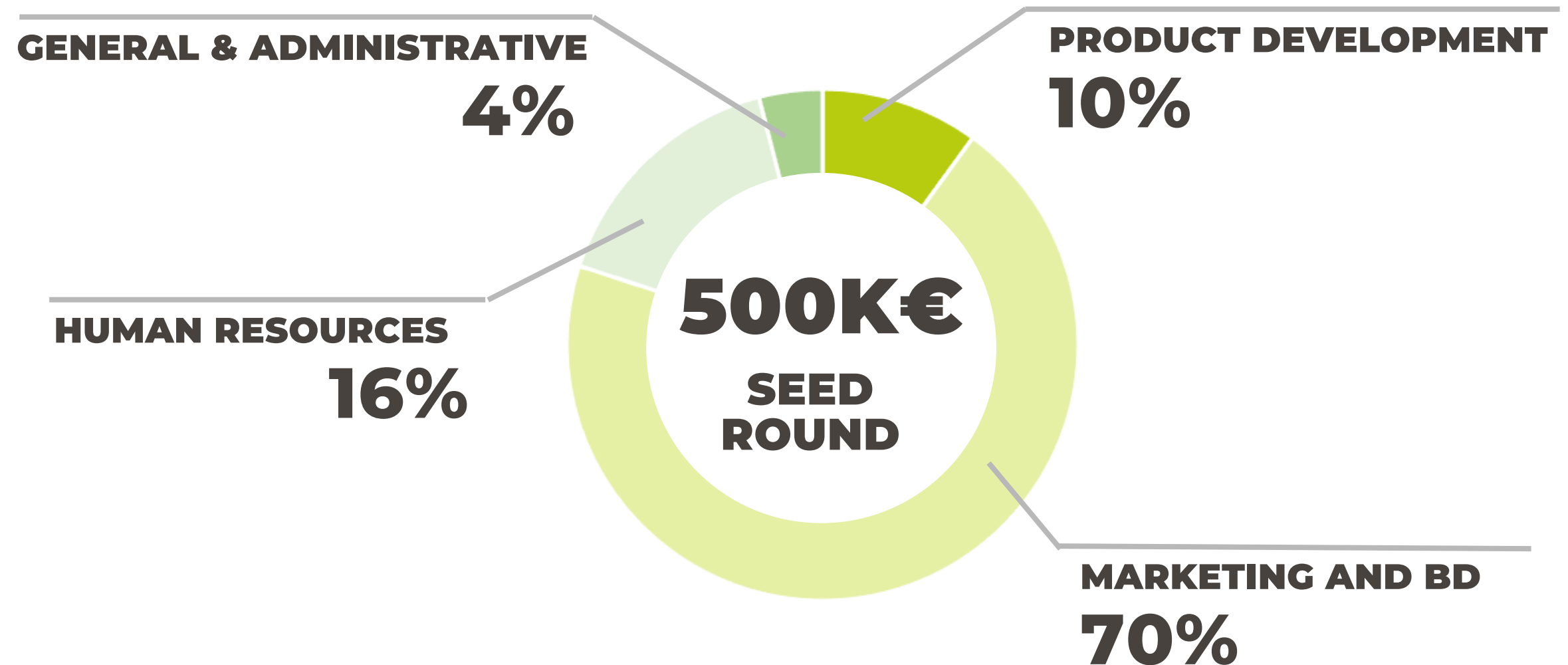


**# OF REGISTERED USERS**  
**492**

**COST PER REGISTRATION**  
**5,62 €**

# Funding Seed round

Seed round of  
500K€  
in year 1 to  
sustain our  
growth



# Core team

An experienced  
management  
team



**Marcello Favalli**  
Co-founder CEO  
Previous: Business  
Representative @CPM



**Walter Tinganelli**  
Co-founder & COO  
Previous: Lead  
Researcher @GSI



**Renato Ziliani**  
Co-founder & MD  
Previous: Credit Analyst  
@Volvo



**Luca Ottelli**  
CFO  
Previous: Freelance  
Accountant



**Ing. Davide Ragazzi**  
CTO  
Previous: CEO @Kama  
Sport



**Giulia Palumbo**  
CMO  
Previous: Founder  
@Double

# Operational team

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A supporting  
team of  
professionals

## IT



**Lucrezia Manenti**  
UX/UI Designer



**Federico Stefanoni**  
Software & App Developer



**Niccolo Pomachagua**  
IT Project Manager

## MARKETING & SALES



**Alina Filip**  
Social Media Manager



**Alessandro Locatelli**  
Business Developer

# Advisors and investors

—  
"If I have seen further  
it is by standing  
on the shoulders  
of Giants"



**Raffaele Bonizzato**

President @Gruppo Sinergia



**Alessandra Beschi**

CFO at Messaggerie del Garda







**LESS**  
vehicles  
travelling empty



**LESS**  
Km of traffic



**LESS**  
tons of CO2



**LESS**  
road accidents



# SDG IMPACT



**-2,100 t of CO2 per year**  
according to our business plan

**It's not enough to do a good job**

**We have to do good with our job**



CONTACT

**MARCELLO FAVALLI**

**+39 331 3127 013**

✉ **m.favalli@siwego.com**

**WE  
ARE  
SIWEGO**

Smart  
ecotransport