

# 8TH IRU INTERNATIONAL TAXI FORUM

REINVENTING THE TAXI BUSINESS MODEL

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para Crescer

COLOGNE - 2 NOVEMBER 2018

# ABOUT US

## ALEXANDRE BÜRCEL



- 48 YEARS OLD
- ELECTRONIC ENGINEER
- 6 YEARS IN TAXI SEGMENT
- INNOVATION ENTHUSIAST
- SALES AND MARKETING EXECUTIVE
- GENUINE TAXI PARTNER

# ABOUT US

- ✓ 12 YEARS EXCLUSIVE TAXI SOLUTIONS
- ✓ 120+ FLEETS, COUNTIES AND SPECIAL PROJECTS
- ✓ COMPLETE ERP SOLUTION FOR TAXI FLEETS
- ✓ IRU PARTNERS, UNIQUE IN LATIN AMERICA
- ✓ BRAZILIAN LEADERSHIP IN INNOVATION
- ✓ 20,000+ TAXIS

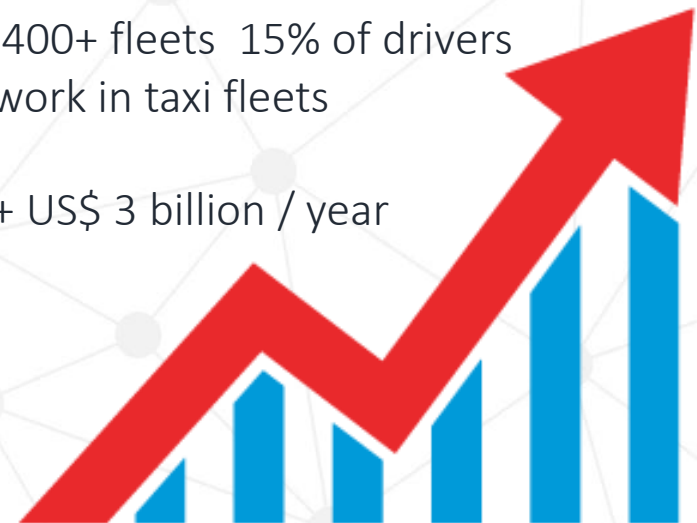


## BRAZIL

- ✓ 211 million inhabitants in 5,517 counties
- ✓ US\$ 2,080 billion GDP 2017
- ✓ Over 81% live in urban areas
- ✓ Over 90% use a smartphone

## TAXI INDUSTRY

- ✓ 250,000+ taxis
- ✓ 500,000+ taxi drivers  
60% over 40 years old / 92% male
- ✓ 400+ fleets 15% of drivers work in taxi fleets
- ✓ + US\$ 3 billion / year





+ Global payment solutions



Global players for local solutions



+ Integrations with private and state-owned companies



More specialized services and planning



Provide data for improvements in public transport policies



Bigger fleets w/ more automated processes



100 % Green fleet



Expand cooperativism and exchange experiences

**Obrigado, Danke, Thank you, Merci!**

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