



# P2P CARSHARING in SPAIN



Berlin, March 22, 2012

[www.socialcar.com](http://www.socialcar.com)

# Where We Come From?



**ECONOMIC  
BONANZA**



**EXCESSIVE  
CONSUMPTION**



**MASSIVE  
MISALLOCATION OF  
ASSETS**

# Where We Go?



## SMART CITY

Cities introducing **TECHNOLOGY** to be more efficient in terms of time, energy and quality

## CO CITY

Cities **CONNECTING** all its agents historically following separate ways



## SOCIAL CAR

Uses **TECHNOLOGY** to **CONNECT** society agents and **BRING SOLUTIONS** to the actual problems

# How We Do it?



Internet based P2P platform where car owners can safely rent their car to their neighbours

The screenshot shows the socialcar.com website interface. At the top, there is a navigation bar with buttons for 'Home', 'Regístrate', 'Iniciar sesión', and 'Buscar coche'. Below this is a main menu with icons and links: a lightbulb for '¿Qué es SOCIAL CAR?', gears for '¿Cómo funciona?', a car for '¿Tienes un coche?', and a hand holding a key for '¿Necesitas un coche?'. The main content area features the 'social car' logo and the tagline 'de persona a persona'. A large heading reads 'Movilidad Inteligente'. Below this, a text block states: '¡EL SERVICIO DE ALQUILER DE COCHES ENTRE PARTICULARES HA LLEGADO A ESPAÑA! ¡REGÍSTRATE AHORA y comienza a alquilar!'. There are social media icons for Facebook, Twitter, and Email, with a link to 'ENVIASELO A UN AMIGO'. A central image shows a red car with a play button overlay and the text 'SI QUIERES CONDUCIR, ¿TE COMPRAS UN COCHE?' and '¡MIRA EL VIDEO!'. At the bottom, there is a search form titled 'Encuentra un coche' with fields for 'Recogida' (04/10/2011, 09:00), 'Entrega' (04/10/2011, 18:00), and 'Ubicación'. A blue button on the right says 'Tu coche asegurado' with a car icon and a lock.

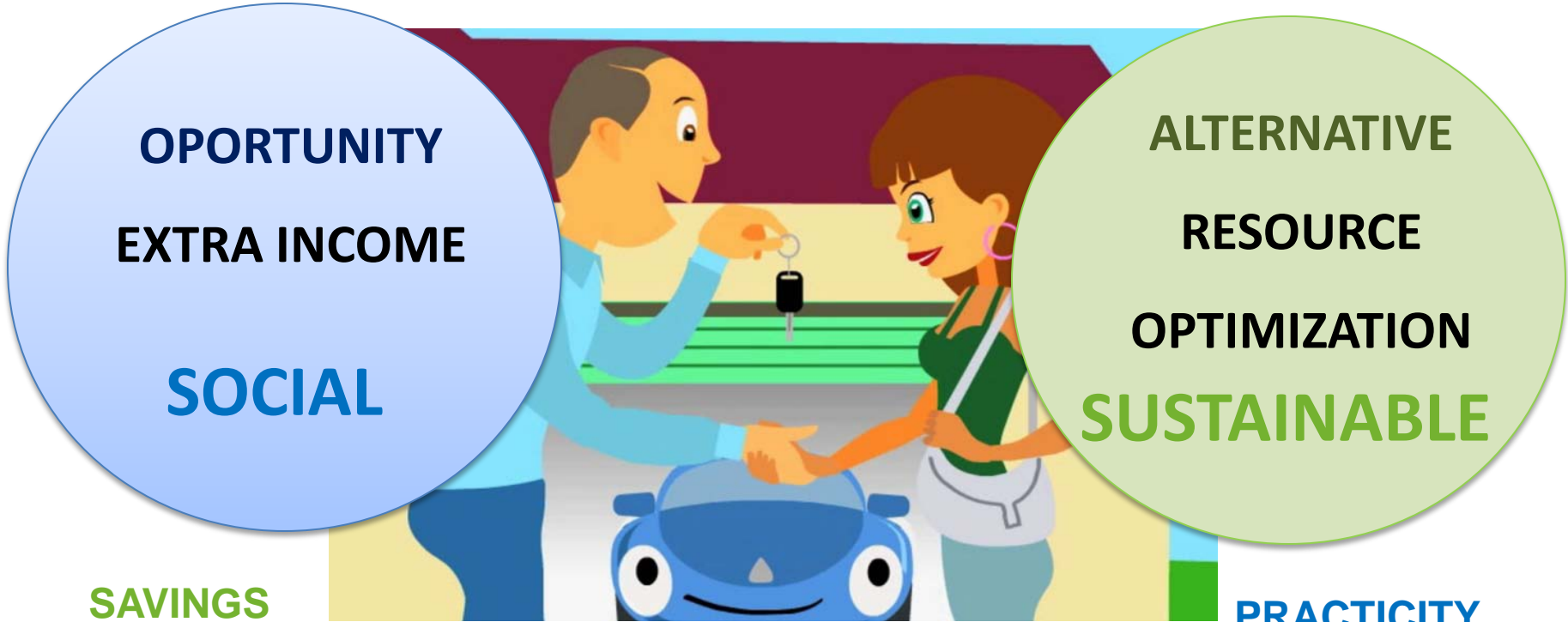
# www.socialcar.com

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# How We Do it?



## FIRST P2P CARSHARING in SPAIN



**OPORTUNITY**  
**EXTRA INCOME**  
**SOCIAL**

**ALTERNATIVE**  
**RESOURCE**  
**OPTIMIZATION**  
**SUSTAINABLE**

**SAVINGS**

**PRACTICITY**

**PROXIMITY**

**CONVINIENCE**

**EXTRA INCOME**

**COMMUNITY**

**SUSTAINABILITY**

# Some Data...



|                                 |                                 |                                   |
|---------------------------------|---------------------------------|-----------------------------------|
|                                 | <b>1M</b><br><b>INVESTMENT</b>  | <b>6</b><br><b>FULLTIME TEAM</b>  |
| <b>500</b><br><b>CARS</b>       | <b>3,000</b><br><b>DRIVERS</b>  | <b>11</b><br><b>Rentals/Week</b>  |
| <b>2 DAYS</b><br><b>AVERAGE</b> | <b>90 €</b><br><b>AVERAGE</b>   | <b>15%</b><br><b>COMISION</b>     |
| <b>2,000</b><br><b>CARS</b>     | <b>50,000</b><br><b>DRIVERS</b> | <b>GO</b><br><b>INTERNACIONAL</b> |

# Who We Are



**Spain, France &  
Italy**  
**15 MW**  
**60 M REVENUE**  
**(06-11)**



**MOTIVATED  
MULTIDISCIPLINARY  
QUALIFIED  
and so SOCIAL!**

# CONTACT



Thank you!

**MAR ALARCON**  
Co-Founder/CEO

<http://www.linkedin.com/in/maralarconbatlle>

**Avda. Diagonal, 503 1º 1ª**  
**08029 BCN**



TEL. 931931611  
info@socialcar.com



<http://www.facebook.com/social.car>



@SocialCarCom



TEL. 932418162  
info@socialenergy.net



@SocialEnergyNet