



**TURN YOUR COMPANY
INTO A BETTER COMPANY**

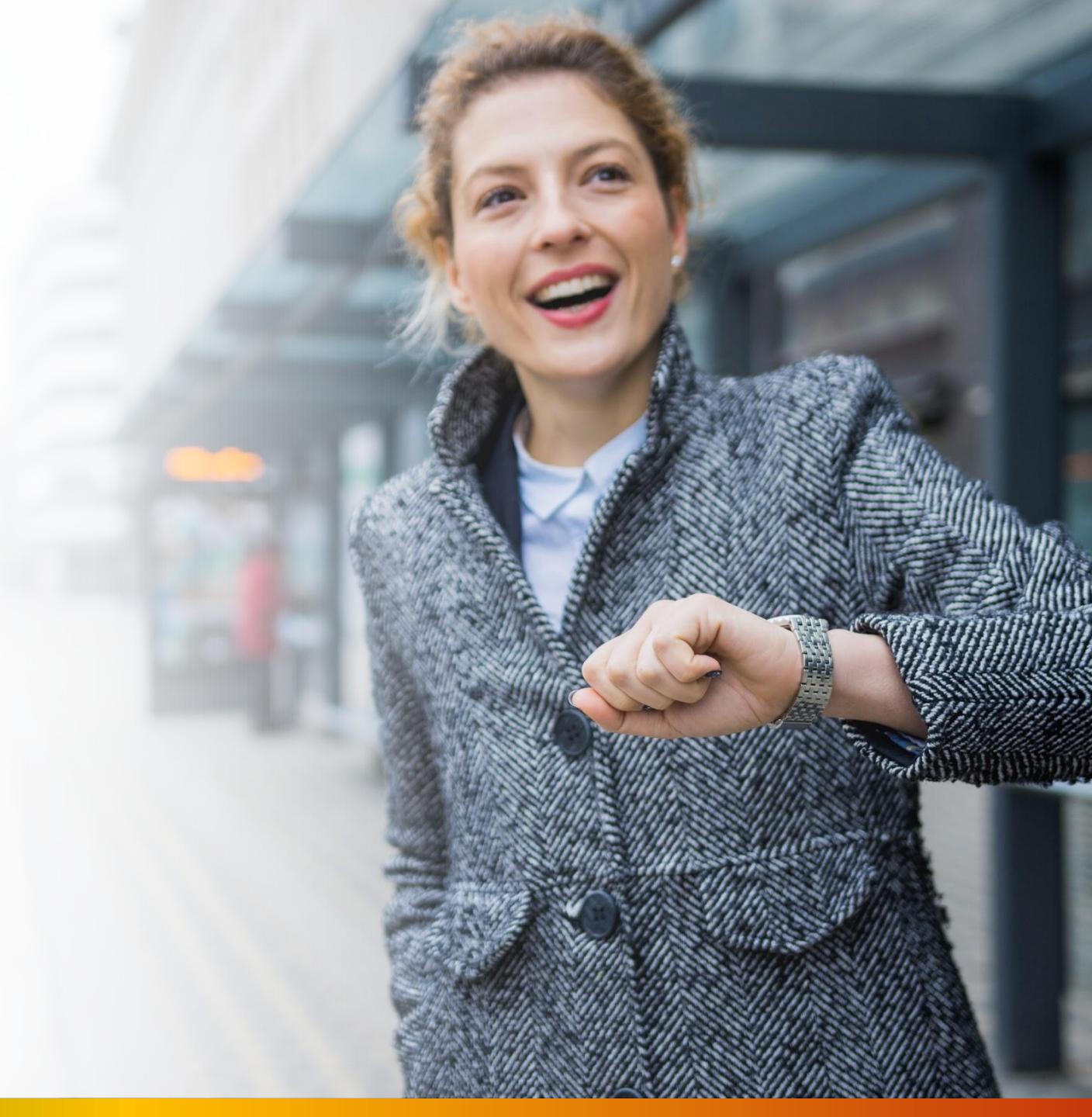


**HOW TO BE PART OF CAN SANT JOAN'S NEW
SHARED BUS TRANSPORTATION NETWORK**

TECHNICAL AND COMMERCIAL PROPOSAL
May 2019



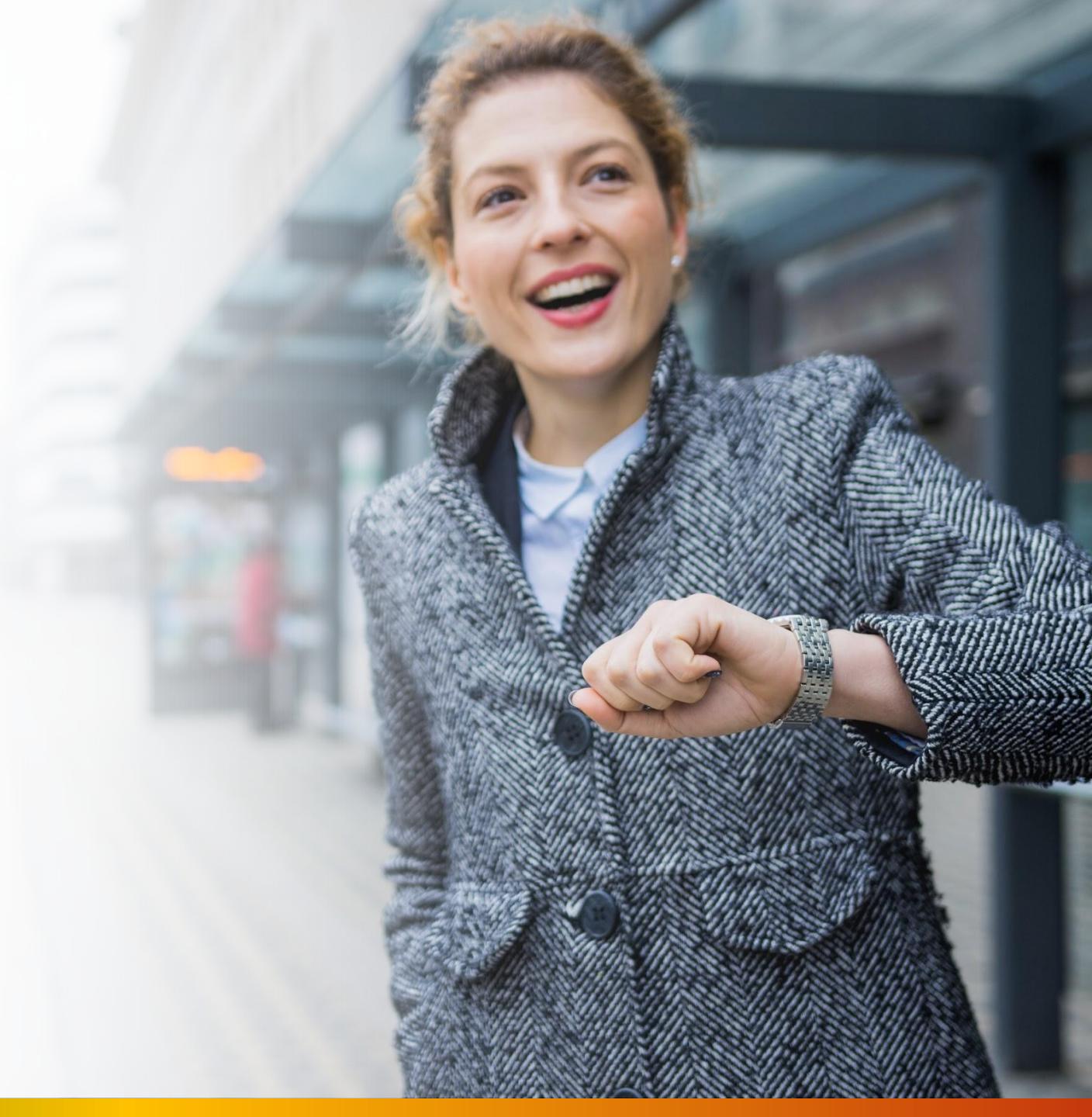
Horizon 2020
European Union funding
for Research & Innovation





WHY BUSUP?

- Our Services
- Technical and Commercial proposal
- Next steps



ENGAGE THE BEST TALENT:

If commuting to work is not a problem for your employees, **your company will be more attractive**, and they will be happier and more productive.

By financing the transportation of your employees, you can increase their purchasing power, **without increasing your payroll expenses**.

You'll not only be able to **attract the best talent**, it will also be easier for you to retain it.



A close-up photograph of a person's hand using a white electronic calculator. The calculator has a numeric keypad on the left and various function keys on the right. In the background, a portion of a smartphone with an orange case is visible, showing its screen and part of the body.

OUR FORMULA:

[EFFICIENCY + COST REDUCTION = TRANQUILITY]

If your employees do not have problems commuting to work, **you won't have to increase their salary.**

Private bus services will allow your company to **reduce work absenteeism** due to reduction of "in itinere" accidents, **stress and unjustified delays.**

Thanks to BusUp technology you will also be able to **eliminate the associated costs and risks** derived from the internal management of traditional bus services.

Not only that, you will also be able to **reduce the costs associated to parking space.**

HAPPY EMPLOYEES MAKE FOR MORE PRODUCTIVE COMPANIES

Employees value more positively those companies that are engaged in facilitating their quality of life.

By using shared bus services, employees **can save up to 30% of their transportation costs**, compared to commuting by car.

In addition, on average, **employees will get back 1.5 hours a day**, that they did not have before. By commuting by bus they will be able to **make a better use of this travel time**, either by using their time to read, sleep, or work



STEP UP YOUR COMPANY'S SUSTAINABILITY

Companies look for **sustainable mobility solutions**, not only because they are engaged in the welfare of their employees, but also because of their responsibility towards their environment impact and carbon neutrality.

On average, **1 bus takes 33 cars off the road** and the **relative emissions per passenger are 5 times lower** in a bus than in a car.

With BusUp, our clients will be able to **reduce their carbon footprint and environmental impact**.

Why BusUp?



OUR SERVICES

Technical and Commercial proposal

Next steps



VALUE PROPOSITION

INTEGRATED MANAGEMENT OF YOUR TRANSPORTATION SERVICE



OPTIMIZED AND SHARED ROUTES BETWEEN COMPANIES

We analyze the real transportation needs of your employees, and neighboring companies, to offer you an optimized transportation solution that will allow you to cover all your needs, share routes with neighbouring companies and saving up to 50% of your transportation cost.



ROUTE MANAGEMENT, OPERATIONAL CONTROL AND AUTOMATED BILLING

Thanks to our technology **we can offer you everything that traditional bus companies are not able to:** flexible and shared routes, co-financed booking system, boarding control, and billing among other functionalities that will allow you to have full digital control of the service..



FULL OUTSOURCING OF THE TRANSPORTATION SERVICE AND ITS MANAGEMENT

We take care of everything: customer service, daily route management, contracting and supervising the suppliers, and optimizing the service, **so you can save the burden and can focus on your business.**

INTEGRATED SYSTEM

COMPANIES ⇔ USERS ⇔ OPERATORS ⇔ BUSUP



Web/App Users . Corporate Platform . Operators Platform . App Drivers

MAIN FUNCTIONALITIES

COMPETITIVE BENEFITS VERSUS STANDARD SOLUTIONS

SAVING IN TRANSPORT MANAGEMENT



Booking System and capacity control

So that your employees can book their seats online, switch from one route to another, and so that you can decide who benefits from the service and how much you want to finance

SAVING IN USER MANAGEMENT



Boarding control

So you can control the use of the service from your employees and we can foresee the daily needs of transport

SAVING IN OPERATOR MANAGEMENT



Contracting and managing bus operators

So we can offer you the best operators and buses, at the best fares, or you can also keep your usual operator if you already have one

IMPROVING SERVICE TOWARDS USERS



Bus tracking in real-time

So that your employees can always be informed of the bus location and avoid waiting on the street



Route optimization algorithms

So you can share the routes with other companies while benefiting from routes fully adapted to your needs



Notifications and alarms

So that you and your employees can be informed at all time of incidents, route changes or updates and delays in the service



Service Management

We manage the whole service and answer all passengers' needs, so you can avoid wasting time supervising the service and can focus on your business



Free Wifi

So that your employees can spend most of their time studying, working or watching their favorite TV shows

OUR CLIENTS

CORPORATE MOBILITY PLATFORMS IN SPAIN, PORTUGAL AND BRAZIL



www.barberadelvalles.busup.com



www.taguspark.busup.com



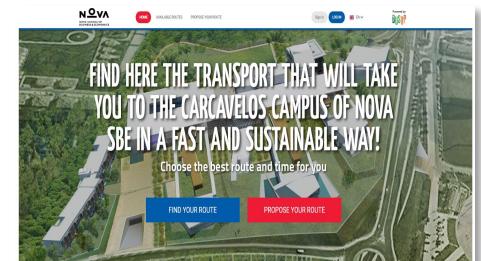
www.lagoaspark.busup.com



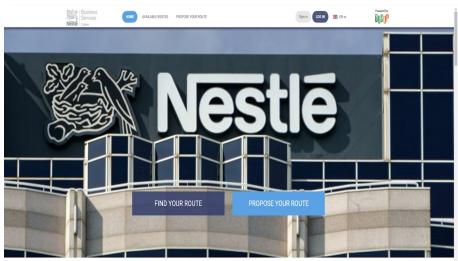
www.alphaville.busup.com



www.ptamalaga.busup.com



www.novasbe.busup.com



www.nestle.busup.com



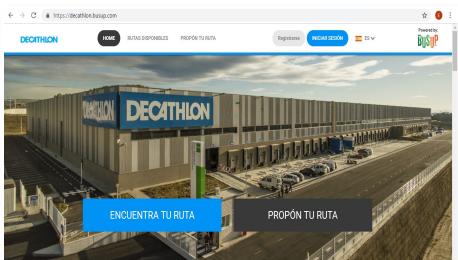
www.louisvuitton.busup.com



www.grifols.busup.com



www.accenture-pt.busup.com



www.decathlon.busup.com



www.parke.busup.com

BUSUP

A woman with curly hair, wearing a grey textured coat over a light blue shirt, is smiling and pointing her right index finger towards her left wrist where a silver-toned mesh-link watch is visible. She is outdoors, with a blurred cityscape and a building in the background.

Why BusUp?

Our Services

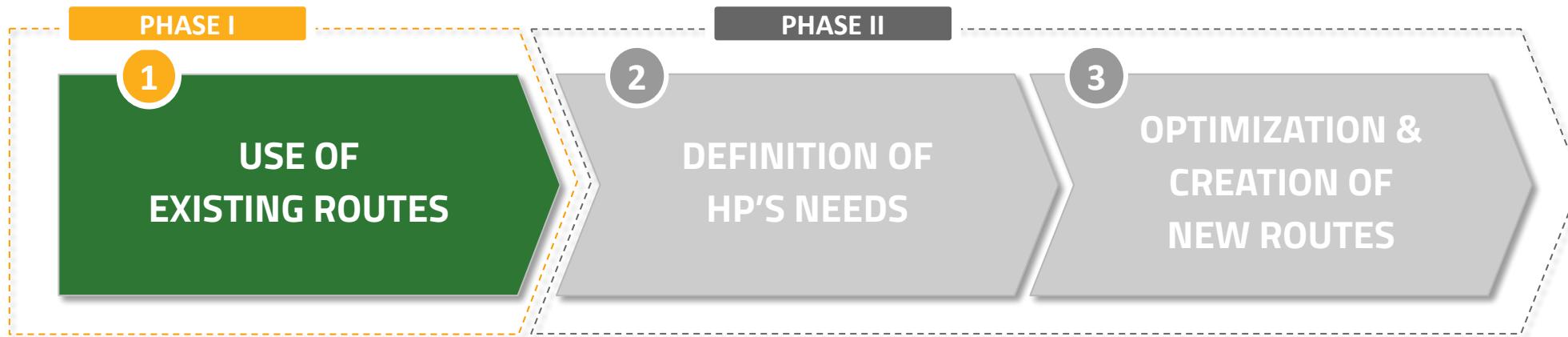


TECHNICAL AND COMMERCIAL PROPOSAL

Next steps

PHASES OF IMPLEMENTATION

FOR HP TO JOIN THE CURRENT CORPORATE MOBILITY PLATFORM OF SANT CUGAT



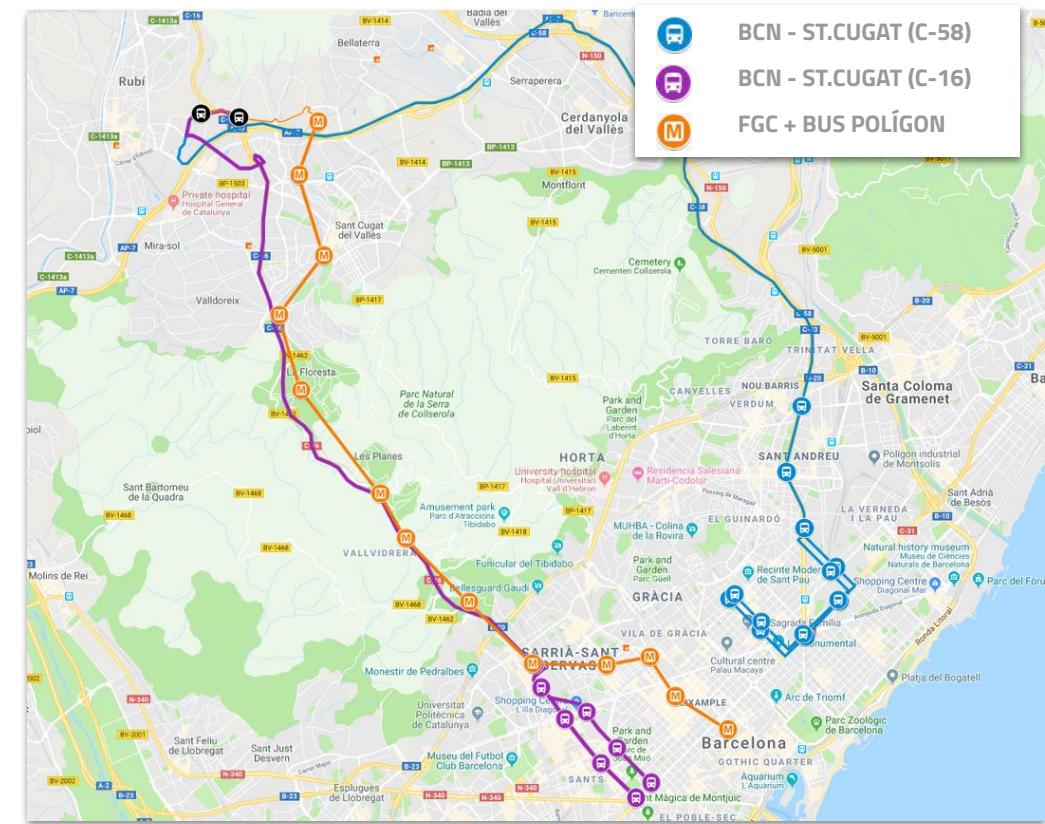
- **Company logs into the platform & sets the financing system**
- **Company invites employees to register by email**
- **Employees register online and wait for company validation**
- **Company validates employees so they can proceed to book their seats**

- Company submits Internal survey (provided by BusUp)
- BusUp processes the results and delivers a proposal that meets company's mobility needs

- BusUp redefines the existing transport network to meet the new company's needs

www.santcugat.busup.com

CAN SANT JOAN'S (ST. CUGAT) MOBILITY PLATFORM CURRENTLY COUNTS WITH 2 SHARED ROUTES...



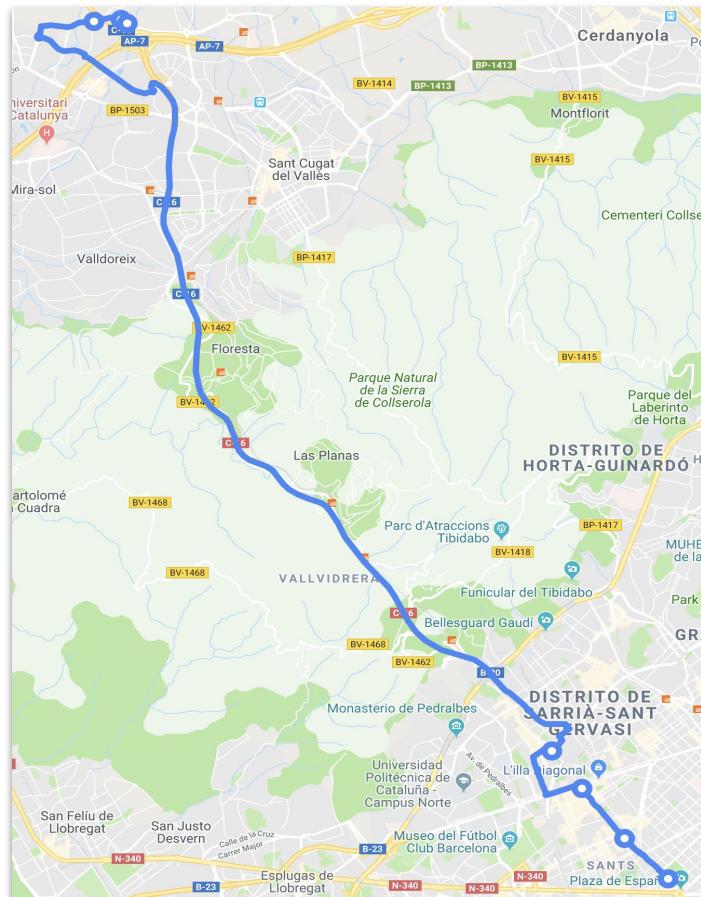
... SHARED WITH DXC, GRIFOLS & ROCHE

ROUTE 1: BARCELONA (C-16)

OUTBOUND: STOPS & SCHEDULES

- 07:35h - C. Calàbria 16
- 07:40h - C. Entença 68
- 07:43h - C. Entença 194
- 07:48h - C. Entença 320
- 07:55h - Pg. Sant Joan Bosco 6
- 08:20h - GRIFOLS (Sant Cugat)**
- 08:22h - DXC (Sant Cugat)**
- 08:23h - ROCHE (Sant Cugat)**

*On Fridays the bus departs at 07:10h



INBOUND: STOPS & SCHEDULES

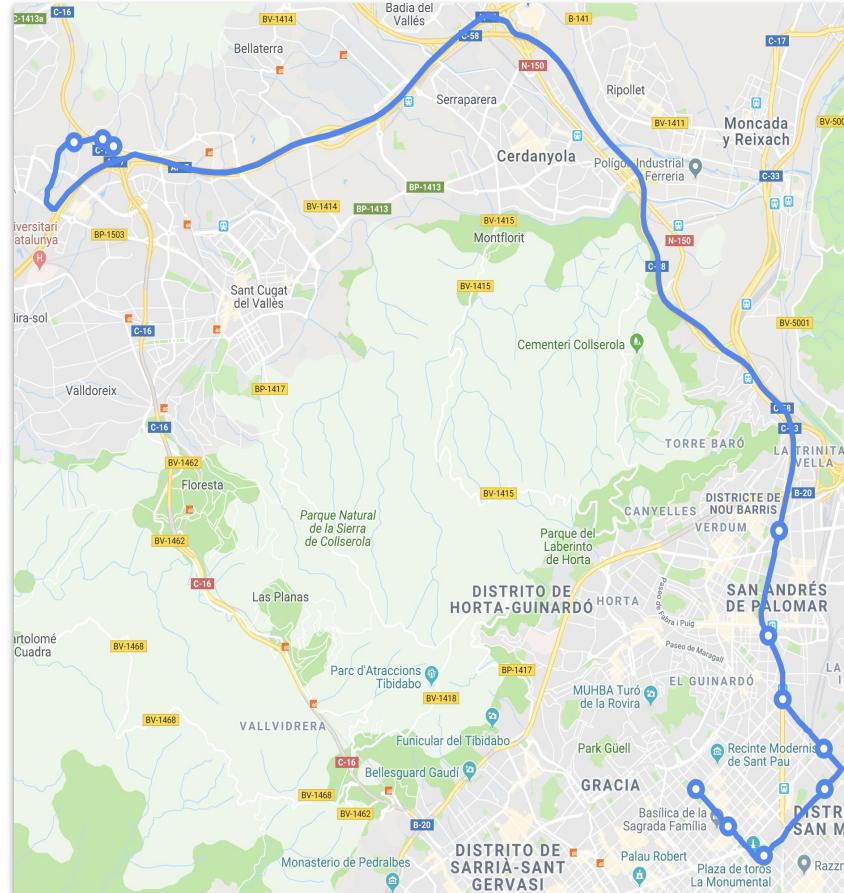
- 17:40h - ROCHE (Sant Cugat)**
- 17:42h - DXC (Sant Cugat)**
- 17:44h - GRIFOLS (Sant Cugat)**
- 18:15h - Pg. Sant Joan Bosco 34
- 18:20h - C. Numància 162
- 18:25h - C. Numància 32
- 18:30h - C. Tarragona 115
- 18:35h - Av. Parallel 135

*On Fridays the bus departs at 15:10h

ROUTE 2: BARCELONA (C-58)

OUTBOUND: STOPS AND SCHEDULES

- 06:45h - C. Lepant 384
- 06:48h - C. Lepant 278
- 06:52h - Gran Via 814
- 06:59h - Gran Via 946
- 07:04h - C. Bac de Roda 192
- 07:10h - Av. Meridiana 274-276
- 07:13h - Av. Meridiana 374
- 07:18h - Av. Meridiana 574-578
- 07:45h - **GRIFOLS (Sant Cugat)**
- 07:48h - **DXC (Sant Cugat)**
- 07:50h - **ROCHE (Sant Cugat)**



INBOUND: STOPS AND SCHEDULES

- 17:10h - **ROCHE (Sant Cugat)**
- 17:12h - **DXC (Sant Cugat)**
- 17:14h - **GRIFOLS (Sant Cugat)**
- 17:40h - Av. Meridiana 501
- 17:44h - Av. Meridiana 387
- 17:48h - Av. Meridiana 279
- 17:55h - C. d'Espronceda 281
- 17:58h - Gran Via / C. Monturiol
- 18:05h - C. Padilla 170
- 18:09h - C. Padilla 234
- 18:12h - C. Padilla 324

*On Fridays the bus departs at 15:10h

SUBSCRIPTION TYPES

3 TYPES OF PASSES

ROUTES	Monthly pass	Weekly pass	Daily pass
Route 1: C-16	68,00 €	20,00 €	5,50 €
Route 2: C-58	68,00 €	20,00 €	5,50 €

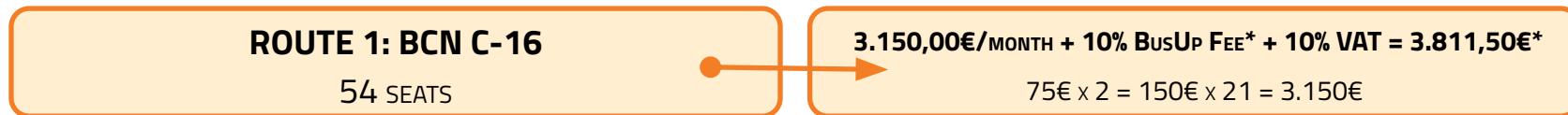
Related costs for companies adhered to the shared transport network:

- All passes shall be fully paid either by the company, or by the employee, in cases where the employee pays fully or partially for the pass.
- The costs associated to existing vacant seats will be proportionally paid by the companies that share the network, by dividing the total costs of the network, minus the passes sold, divided by the total number of employees from each company that are currently using the service (minimum 1).
- BusUp will issue a single monthly invoice to each company, accompanied by an employee occupancy report for each company

EXAMPLE

COST MODEL

ROUTE 1: C-16 WITH 4 COMPANIES



					TOTAL
Users	10	15	10	10	45
Income	+680€ 68€ x 10 pax	+1.020€ 68€ x 15 pax	+680€ 68€ x 10 pax	+680€ 68€xx 10 pax	3.060 € Pending: $3.811\text{€} - 3060\text{€} = 751\text{€}$
Monthly cost	-167€ $10/45 \times 751\text{€}$	-250,5€ $15/45 \times 751\text{€}$	-167€ $10/45 \times 751\text{€}$	-167€ $10/45 \times 751\text{€}$	751,50 €
					3.811,50 €

* 10% VAT and BusUp fee (10%) included

BUSUP

SHARED MOBILITY PLATFORM

ROUTES ARE SET IN THE EXISTING PLATFORM



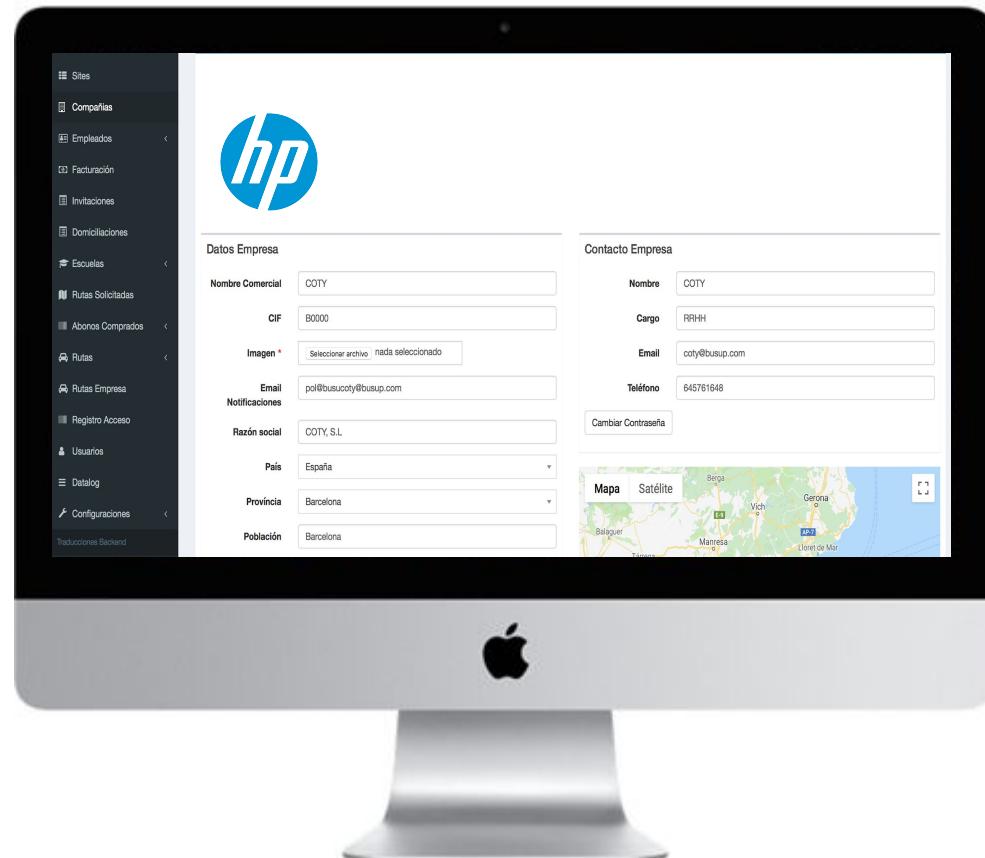
MAIN FEATURES:

- User registration system and access control
- Check available routes and book your seat
- Last minute Route migration
- Multi-language Web Platform / App

VISIT: www.santcugat.busup.com

BACK-END ACCESS

EACH COMPANY CAN ACCESS THE SYSTEM TO CHECK THEIR TRANSPORT OPERATIONAL DATA

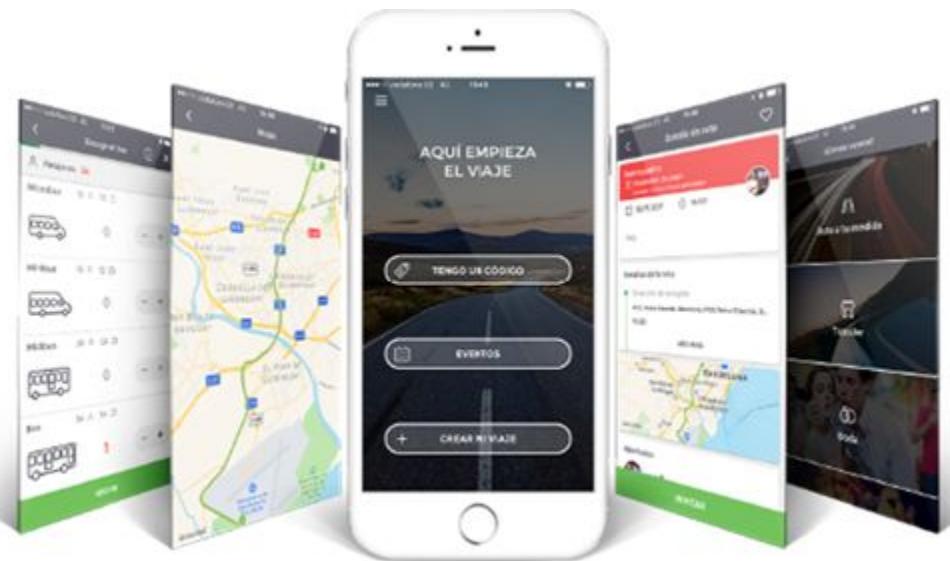


MAIN FEATURES

- Dashboard (KPI's, reports, alarms)
- Specific company access profile
- Set-up and management of validated users and financing models
- Route management, occupation and GPS tracking
- Daily Boarding Control System
- Notifications System

USER's APP

CHECK SCHEDULES, GPS, BUS LOCATION, NOTIFICATIONS, ETC...

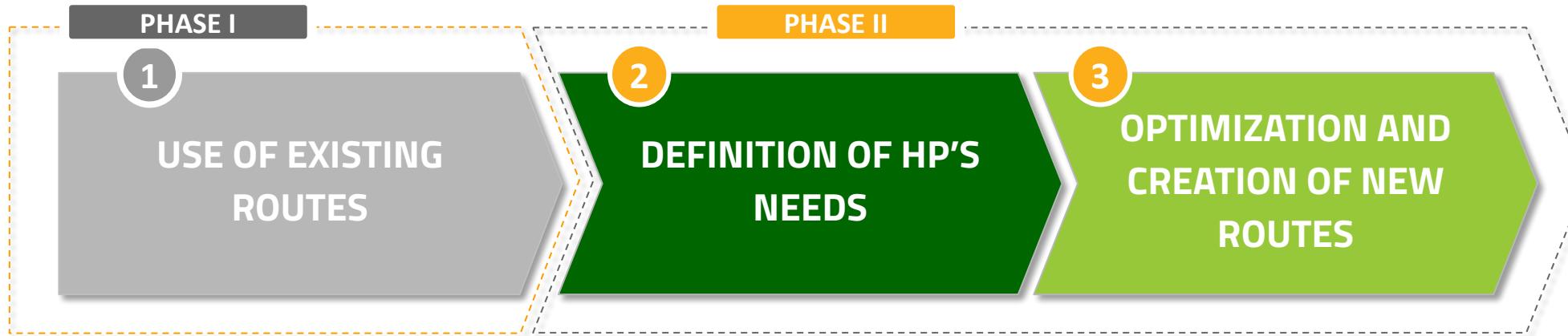


MAIN FEATURES

- Personal user account with Social Network access (Facebook, etc ...)
- Real-time information of routes, updates, notifications, schedules, changes and GPS position of the bus
- E-ticket with QR code that can be saved in wallet or passport
- Vehicle and driver's information
- BusUp's support contact for the user, management of incidences and information

PHASES OF IMPLEMENTATION

ANALYZE REAL TRANSPORT NEEDS OF THE EMPLOYEES THROUGH AN INTERNAL SURVEY



- Company logs into the platform & sets the financing system
- Company invites employees to register by email
- Employees register online and wait for company validation
- Company validates employees so they can proceed to book their seats

- **Company submits Internal survey (provided by BusUp)**
- **BusUp processes the results and delivers a proposal that meets company's mobility needs**

- **BusUp redefines the existing transport network to meet the new company's needs**

PROPOSAL SUMMARY - TECHNOLOGY AND AGREEMENT

SUMMARY OF CHARACTERISTICS AND CONDITIONS

- All routes are **shown on the platform** of www.santcugat.busup.com.
- Available monthly, weekly and daily passes in order to let each user choose their best subscription model according to their needs
- All users have to register in into the platform and be validated by their company, in order to be able book a pass
- Users can make their reservation and switch routes or schedules at any time (subject to availability)
- Each company will have **access to the BusUp's Back-end** to monitor the status of its employees (user management, routes, notifications, user registration, delays, billing, ...)
- BusUp **will issue a single monthly invoice per company within the first 8 days** of the following month, accompanied by a report detailing the origin of the costs. Term of payment is 30 days from the date of invoice.
- Bus Up will be responsible for the daily management of the service, incident management, customer service and daily relationship with the operator (**Outsourcing of the transport service**).
- Appoint a company employee that will regularly attend the **transport committee** that has been created between the companies sharing the mobility platform and BusUp, in order to make decisions affecting the network. (inclusion of a new route, new stops, ...).

- Why BusUp?
- Our Services
- Technical and Commercial proposal
-  **NEXT STEPS**



NEXT STEPS

TO COLLABORATE TOGETHER

PHASE 1

1. **Meeting with Grifols, DXC and Roche** regarding the integration of HP in the shared mobility platform of Sant Cugat del Vallès
2. Signing a **contract between HP and BusUp** with the agreed conditions
3. **Communication to the employees** of the new mobility service
4. Kick off the service with HP employees

PHASE 2

5. Implementation of an **internal survey** to identify the specific mobility needs of your employees. (i.e. [Survey](#))
6. Presentation of the **survey results** and recommendations
7. Decide the **final collaboration model**: financing, places, routes, etc ...

NEEDS FOR THE KICK-OFF

WHAT DO WE NEED?

PHASE 1

- **Confirmation on the interest in joining the shared transport network.** Acceptance of routes, associated passengers, cost of subscriptions and frequencies
- Validation and **signature of a collaboration agreement**
- High resolution **logo of the company** and corporate image
- **Working calendar**
- **Meeting with the Marketing and Communication departments** to agree the terms of communication and of the service to all employees

PHASE 2

- Sending the **internal survey**
- **Confirmation and acceptance** of the new conditions
- **Updating** and signature of **the collaboration agreement**
- **Meeting with the Marketing and Communication departments** to agree the terms of communication and of the new service conditions to all employees



LET'S GO!

RUI FERNANDES
rui@busup.com

BU^SUP®