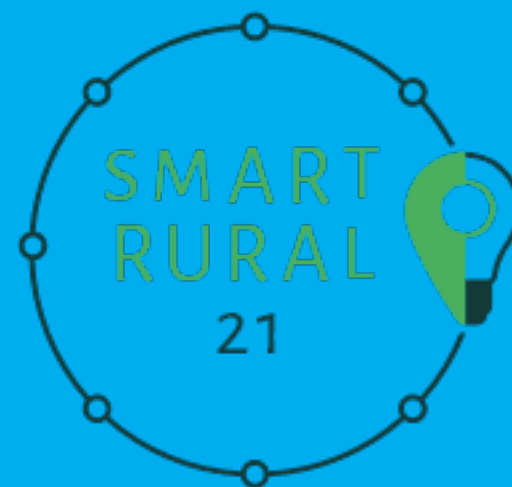


Lupo Taxi – Social Enterprise



PREPARATORY ACTION ON
Smart Rural Areas
in the 21st Century



We transport low-income people living in isolated villages to give them access to basic services for an affordable price with a door-to-door and-back service

“We'll take you where you want to be”

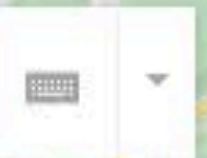
WHY?

COME WITH US TO TOMOR....

WHERE????



TOMOR





Izabella (27) - Tibor (29)

- Tomor: 186 inhabitant
- 3 children - Vanessa, Iza and Viktor
- Average net income = 550 eur/month
- It is hard to survive – they are **trapped in the village and in poverty**
- Tibor has to wake up at 4:30 to be at his workplace at 8:00
- There is no pharmacy, bank, healthcare centre, grocery store in the village – the nearest city is **30 km**
 - The public transport (bus) comes 2X per day (at 5:00 and 20:00)
 - There are 2 Usurer taxi drivers in Tomor – **charge: 35 Eur/trip**

WHAT HAPPENS IF...

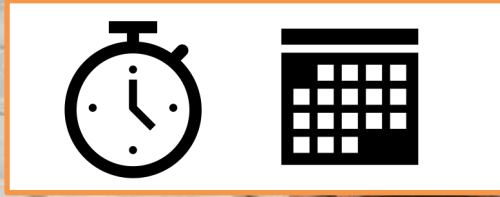
Vanessa became extremely ill she has a bad fever and coughing heavily you missed the morning bus,

How many of you would pay for the illegal userer's taxi service 35 EUR?

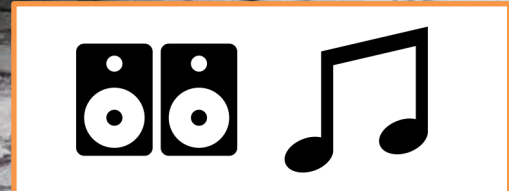
Please raise your hand

WHAT IS OUR SOLUTION?

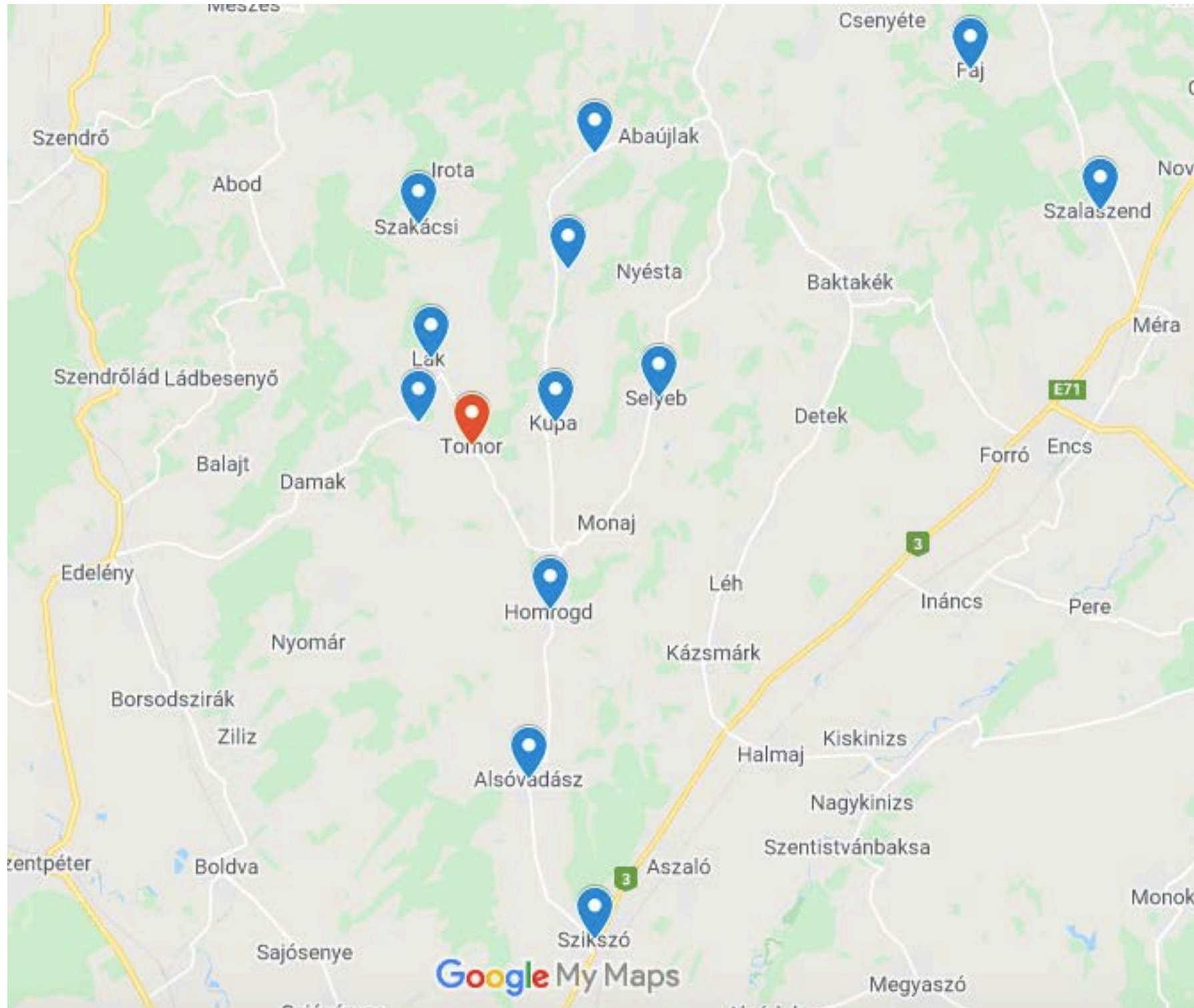
H



He is Lupo



OUR MARKET AND OUR PROOF



Our customer segments

1. Low-income Households
2. Workers who has job in the city
3. Youngsters

13 settlement
6.000 people

Competitors

1. Public transport (old, slow, rare)
2. Userer Taxi drivers (30, exploiter)

OUR MARKET AND OUR PROOF

Lupo's experience

1. Returning customer: 13 ----- 96
2. Social and network capital
3. Social projects

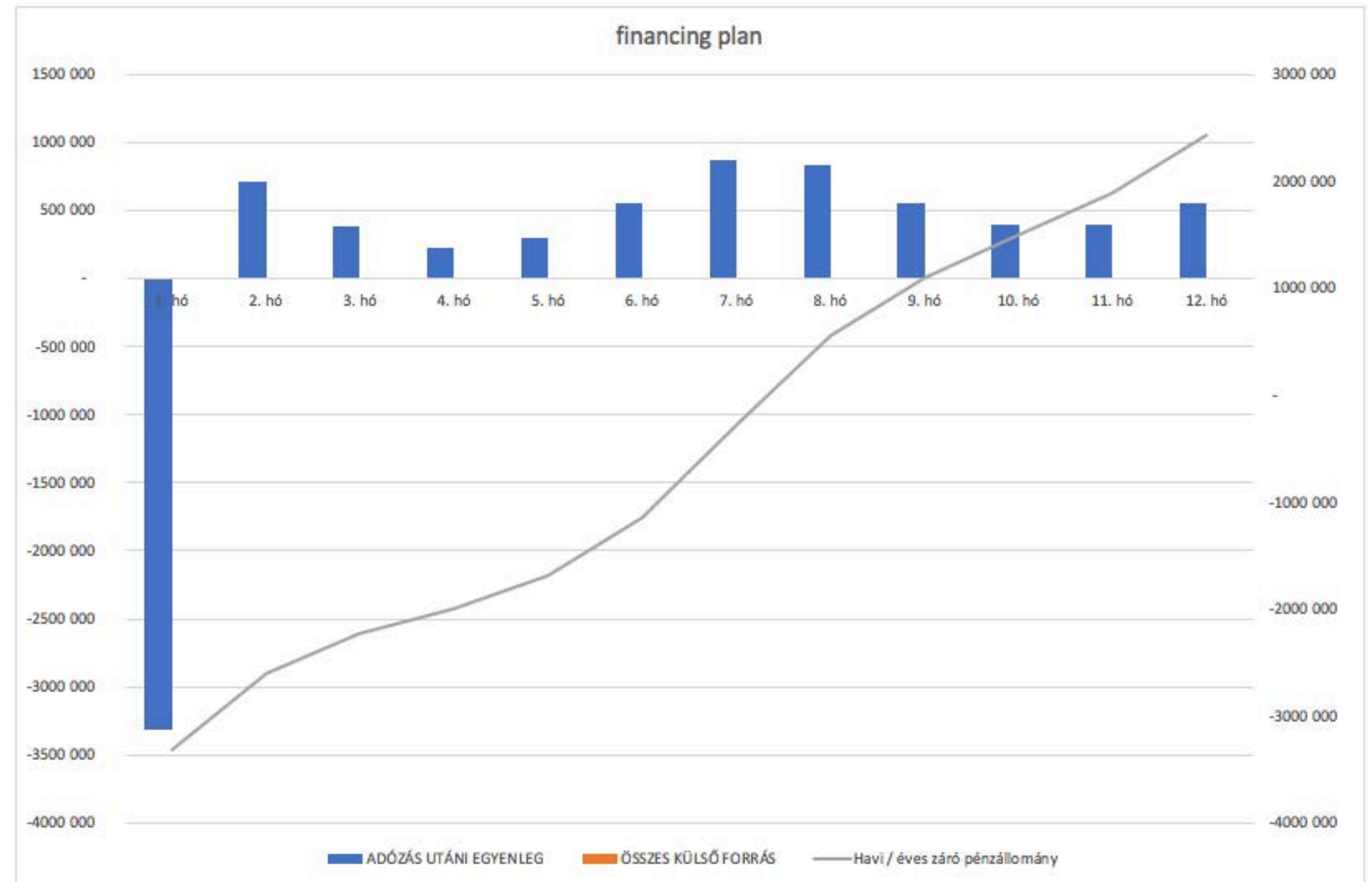
Investment

- Used van 9.500 Eur

Annual income

Worst case scenario

- 20.000 EUR
- 8 person X 40 trip X 5.92 Eur/trip



What would we do with our profit?

- 20% would go to our ROMAMA social-cooperative where we could finance our after school program for local low-income childrens
- 80% Scale-up



**Atilla Guba aka
LUPO**

CEO and co-owner of
Lupo Taxi
and Driver

Founder of ROMAMA
Social-Cooperative



**KAROL Guba
Atilláné**

Co-owner of Lupo
Taxi
Call center and
administrator



**MÁRTON
Gosztanyi, PhD**

Consultant
15 year experience in
social development
University Professor
Founder of
ROMAMA Social-
Cooperative



PANKA Moth

Volunteer and
Graphic Designer
University student

**THANK YOU FOR
YOUR ATTENTION!**