

# Vivanoda



Air



Rail



Ferry



Coach



Carpooling

all in one search

[vivanoda.fr](http://vivanoda.fr)

[vivanoda.it](http://vivanoda.it)

[vivanoda.com](http://vivanoda.com)

[vivanoda.pt](http://vivanoda.pt)

[vivanoda.co.uk](http://vivanoda.co.uk)

# Problem

*Vivanoda*

Vivanoda arose from a simple fact:

**most people are not aware of ways of transportation  
that would get them to a destination**

and this kind of search on the Internet often turns out very tedious:






- “How to go to Bonn from Niort?”
- “What train companies operate between Alicante and Marseille?”
- “Where to book my ticket online?”
- etc...

# Solution



A unique **web platform** where:

- **travelers** (users) can find how to get to their destination by air, rail, bus, ridesharing or ferries **all in one search**.
- **carriers** (partners) can get a better visibility and reach new customers

<i>Visibility of operator depending on the type of search engine</i>		Carrier operating the Paris-Brussels route	
		 monomodal	<i>Vivanoda</i> intermodal
 Paris > Brussels	✓	✓	
 Angers > Brussels	✗	✓	
 Limoges > Ghent	✗	✓	
 ...	...	...	

# Product

# Vivanoda

Paris, France  Aller (Optionnel) Retour (Optionnel) **RECHERCHER**

- Amsterdam Pays-Bas
- Amsterdam-ZuidOost Pays-Bas

#1 Search by Origin & Destination

#2 Review carriers and compare fares

AVION 89€ TRAIN 121€ BUS 17€ VOITURE 31€

Réinitialiser Budget 17€ - 182€

Heure de départ 8h 13h 18h 17€ 17€ 17€ 24€

Modes de transport

Villes  Direct  via Rotterdam  via Anvers  via Bruxelles

Transporteurs **Compagnies aériennes**  Air France  Air Malta  Brussels Airlines  KLM  Transavia.com France **Compagnies ferroviaires**  SNCF

Trier par Prix **Heure de départ** Durée

Mode	Carrier	Time	Price	Action
AUTOCAR FLIXBUS	FLIXBUS	03:30 Paris -> 13:00 Amsterdam (9h30, 1 escale)	34€	Choisir >
AUTOCAR FLIXBUS	FLIXBUS	04:15 Paris -> 13:00 Amsterdam (8h45, 1 escale)	34€	Choisir >
TRAIN THALYS	THALYS	06:25 Paris -> 09:42 Amsterdam (3h17 direct)	121€	Choisir >
TRAIN THALYS	THALYS	06:25 Paris -> 09:40 Amsterdam (3h15, 1 escale)	125€	Choisir >
VOL VUELING AIRLINES	vueling.com	06:55 Paris -> 12:50 Amsterdam (5h55, 1 escale)	167€	Choisir >

Paris-Amsterdam OUIBUS 17€

Paris-Amsterdam eurailines 17€

Paris-Amsterdam FLIXBUS 23€

Paris-Amsterdam Bla Bla Car 31€

Paris-Amsterdam skyscanner 89€

Paris-Amsterdam voyages-sncf.com 121€

Paris-Amsterdam THALYS > Lancer la recherche

Bruxelles-Amsterdam voyages-sncf.com > Lancer la recherche

Paris-Rotterdam voyages-sncf.com

#3 Book trip

SNCB Europe +32 70 79 79 79 (€0.30/min) i

Step 2 of 5: Train selection

← 1 PASSENGER € 0.00 More details

Choose your outbound journey - 1

Paris (Fr) - Amsterdam Centraal

Earlier trains ^

Friday 29 Sep 2017

Departure	Arrival	direct train	TRALYS	i
06:25	09:42	3:17		
2nd class From		1st class From		
€ 121		€ 147		

Departure	Arrival	direct train	TRALYS	i
07:25	10:42	3:17		
2nd class From		1st class From		
€ 121		€ 147		

Departure	Arrival	direct train	TRALYS	i
08:25	11:42	3:17		
2nd class From		1st class From		
€ 135		€ 147		

# Business Model

*Vivanoda*

- Free for users
- Commissions paid by partners when a user books a trip
- Sponsored routes: ability for a carrier to display their offer at the top of the results and boost their visibility
- On-site advertisements

## Key Figures

- Over **2 millions visits in 2016**
- Operating in **4 countries**: France, Portugal, UK, Italy + global version (.com)



**60,000** air routes  
and **500** airlines



More than **62,000** intercity  
coach connections  
in Europe



More than **300,000**  
train connections  
in EUROPE and beyond



**3,000** sea routes serving  
700 ports worldwide

# Team and advisors

*Vivanoda*



**Nicolas Pellier**

Founder and CEO

Master in Yield Management  
Transportation and Mobility  
Computer Science

**Frédéric Dessert**

Finance and Accountancy Advisor

Orex Ile de France

**Benjamin Bourgeois**

Business Lawyer

**Clément Racineux**

UX and Design Advisor

KALAOstudio.com

# Barriers

*Vivanoda*

- **Technical**

- Data harvest & standardization**

- heterogenous data from a multitude of sources
  - lack of data

- API availability**

- lack of technology available
  - lack of open data policy

- Complexity of treatment**

- algorithm, database,...

- **Financial**

- Limited financial resources**

- Limited human resources**



# What's next?

- **Develop the audience** and retain the users
- **Partner with carriers** and travel services providers and **enlarge global coverage**
- **Make the company grow** by recruiting, financing, partnering...

# Prizes and Press

# Vivanoda

Award winner of the « **European Transport Innovation Challenge 2017** » organized by the **European Commission**



Reviews from nationwide French medias:

## **Le Figaro**

*“innovative, simple and visually worked interface”*

## **Le Parisien**

*“no need to browse transport sites for hours anymore”*

## **Ecommerce Mag**

*“the 7 most emblematic startups that are challenging the transport market”*

## **France Bleu Radio**

*“Very convenient site to choose swiftly the mode of transport that suits you best”*

« **Groupama – Créateurs de Confiance 2017** » Prize  
rewarding innovative solutions in  
'Transport and Mobility' category



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