



JumpON J.A.

EXECUTIVE SUMMARY

Contact Information

JumpON J.A.

Via Catena 3, San Miniato (PI)

www.Jump-on.org

Jumpon4ba@gmail.com

Financial Information

Company Stage: product available

Previous Capital: €500

Use of Funds:

89% Product development

11% Marketing

Core Management Team

CEO: Lorenzo Tempestini

COO: Isabella Micheletti

CFO: Martina Senesi

CPO: Marta Boldrini

CMO: Giorgia Salvadori

CIO: Elisa Gronchi

Professor

Prof.ssa Sandra Cappelli

Dream Coach

Dott. Pietro Cardinali

Mentor

Prof.ssa Chiara Benedetti

Prof. Sandro Jurinovich

Prof. Francesco Palmonari

THE GRAB

In order to solve problems that students of IT Cattaneo have to face everyday, we have created "BusLine", an app which can improve the organization of public transport.

PROBLEM

In the area of "Comprensorio del Cuoio", there are some problems with bus rides: buses are sometimes very crowded or nearly empty. Thanks to "BusLine" we are trying to eliminate these problems.

SERVICE

BusLine is an app created in order to reduce useless bus rides. With our service you can look at the bus capacity and the bus lines.

BUSINESS MODEL

Our main customers are transport agencies; the app will be distributed to a very wide target: people who take the bus everyday to go to school or to work, to go shopping or tourists.

EXECUTION PLAN/GO TO MARKET STRATEGY

We are going to sponsor our business with standard marketing strategies and webmarketing strategies. We are going to participate at Pisa's contest and sponsor our app through flyers, brochures and leaflets. We have our web site and you can also contact us on Facebook and Instagram. Our app is available on Play store and you can download it for free.

TRACTION

The main mission of our product consists in improving the organization of public transport in this way: by reducing the empty rides and adding buses for the most used rides. Another important aspect of this plan is represented by the decrease of the private transport. In addition, this project will give the opportunity of reducing traffic and pollution in the area where we live. Our partnerships are Sequi and Cpt, which considered our product very interesting and innovative because it shows some features that they aren't using.

	2018	2019	2020
REVENUES	0	5.325	15.975
EXPENSES	980	3.962	9.362
PROFIT	-980	1.363	6.613