

RumBrum

RumBrum is a platform of customer acquisition and communication by offering suitable car sharing.

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October 20-21, 2015, Berlin



RumBrum

Marketplace





**RumBrum
Is a part of**

- **Share Economy**
- **Internet of productivity**
- **Infrastructure**
- **Collaborative products**



RumBrum

- ✦ **Car sharing for people and articles**
- ✦ **Connect people towards their interests**
- ✦ **Common activities – arrange transportation**
- ✦ **To win visitors and customers**



Concept of categories – easy to understand

- ✦ Based on interests
- ✦ Based on activities
- ✦ Door to door
- ✦ Women to women
- ✦ Tours for shopping
- ✦ And other categories...



Advantages – cooperations

✦ Increase of revenue

Visitors total	Probability	Increase of visitors	Price/Ticket	Increase of revenue
100.Mio.	0,001	10000	30 €	3 Mio. €

✦ Environment - CSR

- Saving of CO₂ 3.000.000 g/year
- Financial support (ESF)

✦ saving of parking areas

- Less then 23.000 cars



Quantitative advantages

- ✦ **saving of parking areas (SPA)** (assumption 3 employees in a car)
- ✦ **Green image (GI) - CSR - Financial support**

Size of company	Cost for parking area	Saving CO ₂
250 employees	160.000 €	181.200.000 g /year
500 employees	320.000 €	362.400.000 g /year
1000 employees	640.000 €	724.800.000 g /year

assumption: 3 employees in a car (A), 0,3 € cost for a tour/km (C), 200 working days/year (D), CO₂ Emission: 135,9 g/km (E), parking fee 80 €/car a month (F), size of a company (G)

$$PE = 12 * F * G$$

$$GI = 2/A * C * D * E * G$$



Great feelings by employees

✦ **economical feelings** (saving the costs):

1.600 € / year / person

✦ **environmental feelings** (saving of CO₂ emission):

724.800 g CO₂ / year / person

✦ **social feelings**

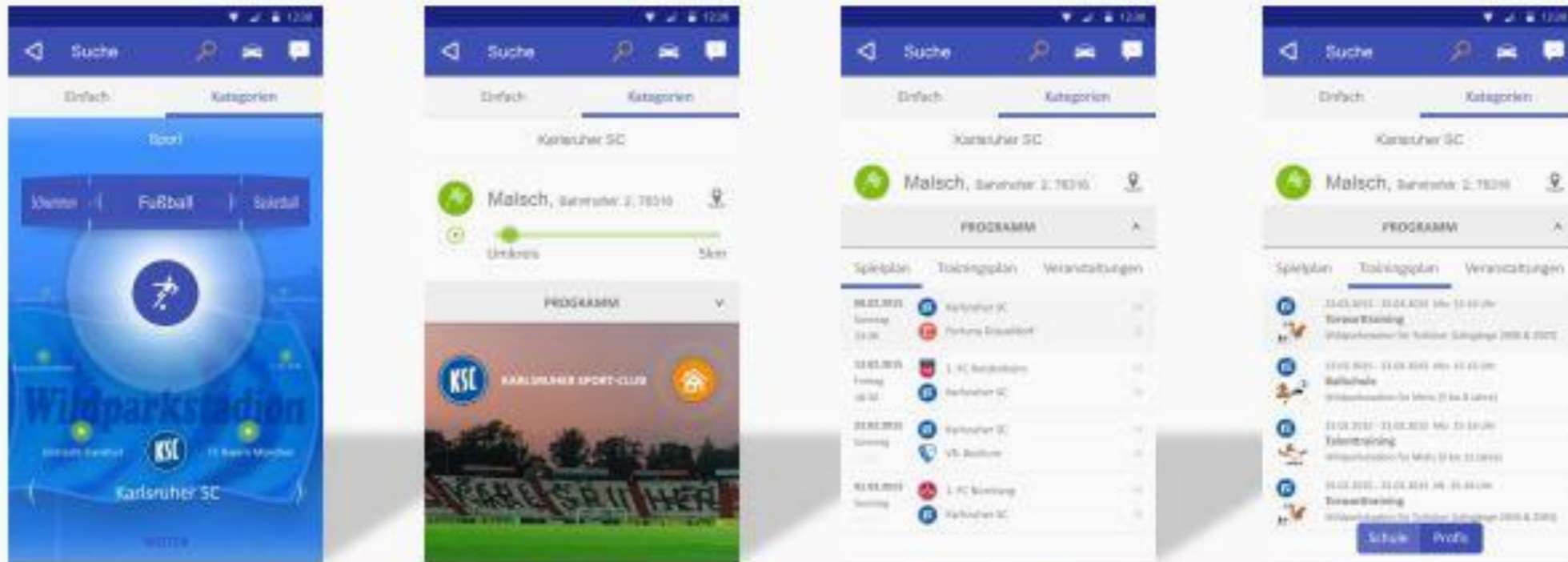
- ⊗ employees retention
- ⊗ sharing the experience
- ⊗ Team and motivation

assumption: 3 employees in a car (A), 40 km/tour working day (B), 0,3 € tour costs/km (C) 200 working days/year (D), CO₂ Emission: 135,9 g/km (E) ÖG =

$$2/A * B * C * D \quad GG = 2/A * C * D * E$$







RumBrum - Karlsruhe - KSC



We bring people together



Thank you Any questions?

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