



world's first wheelchair navigation

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<http://www.route4u.org/>
Video: <https://youtu.be/iIZtgbKUHuA>

Management:

CEO – Peter Bodo
CMO – Tamas Szekely

Advisors:

IT – Zsolt Kocsi
Wheelchair use – Zoltan Vincze

Industry:

smart city, assistive technology:
navigation, reference

Number of employees: 3

Amount of Financing Sought:
€700 000

Current Investors:

€22 000 – Angel investor
€32 000 – Virgo Systems
€162 000 – Aquincum Technological
Incubator

Revenue: €40 000

Monthly burn rate:
€10 000

Business Description:

Route4U is the Waze for accessibility. We provide navigation and reference service for wheelchair users and a gamified platform to collect data automatically on accessible routes and places. We enable our users to help each other, while building the best available database of pedestrian infrastructure.

Management:

CEO – Peter Bodo is an entrepreneur for 14 years, developed the most popular bicycle route planner for Budapest.

CMO – Tamas Szekely is an entrepreneur for 20 years, provided trade marketing services for international brands like Unilever, Sony, Dr.Oetker or L'Oreal.

Products/Services:

Lack of information on accessibility is a pressing problem, which limits mobility and independent life. Route4U provides real time accessible tourism maps with routes and places and built in automatic survey. The app is also a reference of accessible local businesses.

Technologies/Special Know-how:

We have developed a scalable automatic method to collect data (vibration, slopes, curbs). Some of the algorithms we use to process collected data are protectable. Barriers for potential competitors include our quick traction and successful cross-sectoral coalition building.

Market:

Accessible tourism is rapidly growing and currently reached 124 million trips annually in the EU by people with mobility disabilities. The number of wheelchair users grows 7.5% per year in US and the increase of senior population (6.2%) is similarly high in the developed world. Our customers are municipalities, transportation and tourism authorities, universities, facility managers and local businesses on the \$6bn (CAGR 165%) location based marketing market.

Revenue streams:

1) accessibility maps 2) public and private crowdsourcing sponsorships and grants. 3) listing fee of businesses || Long term: monetizing pedestrian infrastructure database.

Distribution Channels:

Key partners (wheelchair NGOs, city councils, public and CSR funds, transportation companies, open data communities). Community mapping **events** to gain publicity and build community. Network of local partners.

Competition:

POI only: wheelmap.org (DE nonprofit), www.disabledgo.com (£2M turnover UK), www.planat.com (CND);
Have routes, but not scalable: mapability.org (IT);

Awards:

Pioneers Challenge Top 150	09 2014
!gen Innovative Generations winner	01 2015
SmartCityLab winner	04 2015
DBH Seedstar Battle winner	05 2015
Hungarian Innovation Tech Show audience grand prize	05 2015
ITU Telecom World Best startup	10 2015
1776 Challenge Cup global finalist	06 2016

Selected media:

Financial Times
Portsmouth News

and basically all Hungarian TV, radio, online and press media