



## **Germany's first peer-to-peer carsharing**

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Business Administration 2010/2011

17.01.2011

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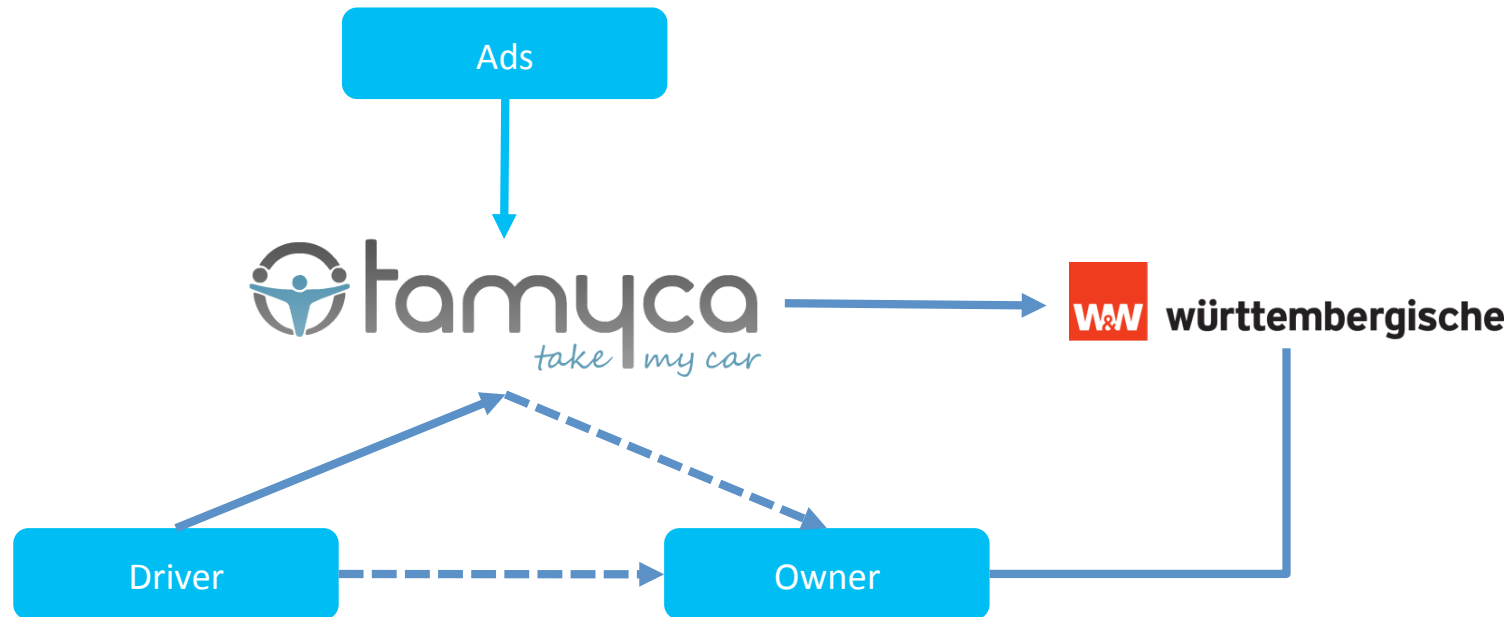
**Industry Overview**

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## How It Works

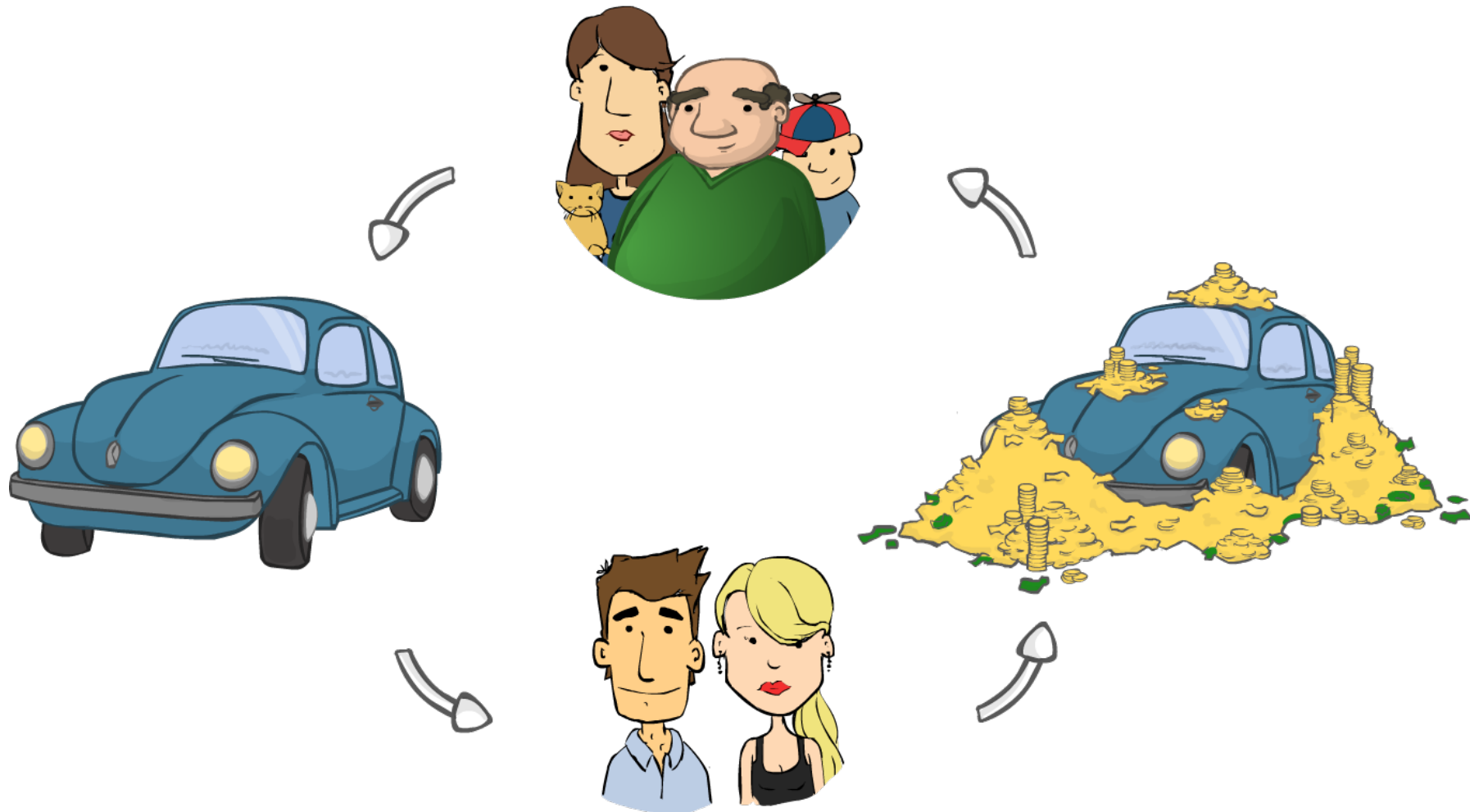
### Business Model



- Car owner provides car
- Driver hires car
- Driver pays 10,75 € per day to tamyca

# Pete and Kate Spend a Day at the Beach...

## Business Model



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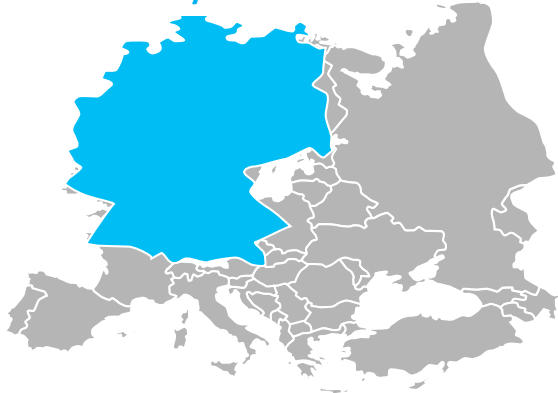
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**Financial Plan**

## Market Opportunity of 200 million Cars

### Corporate Objectives

#### Germany



- **39 million privately owned cars**
  - 30 million first cars
  - 9 million second cars
- **54 million driver licences**

#### Europe



- **200 million privately owned cars**
- **190 million driver licences**



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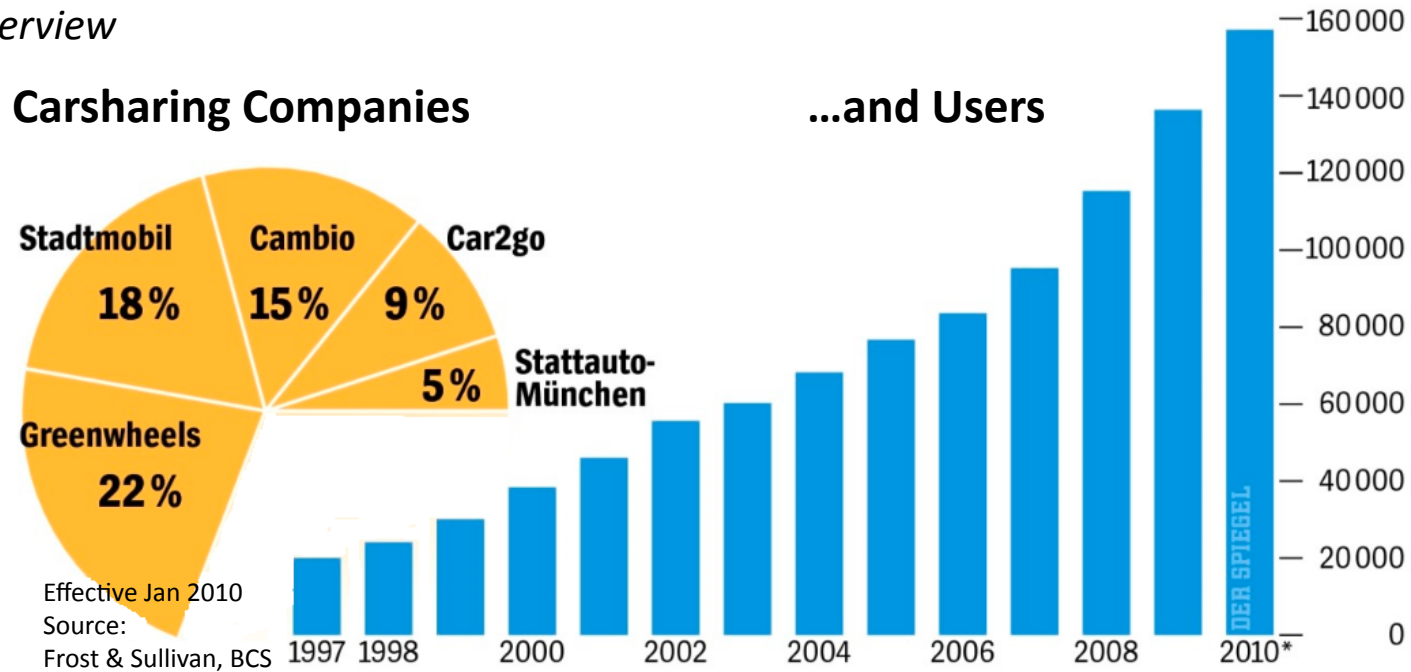
**Industry Overview**

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# 160.000 Carsharing Participants in 2010

## Industry Overview



## tamyca-Advantage

- No new fleet
- Outsourcing of capital commitment
- Cost reduction
- Cars available in your neighborhood

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## Investment Costs

Description office	Investment sums	Depr./Year in %	Depreciation
<b>Office</b>			
Main office in Jülich	40.000,00 €	20	2.000,00 €
<b>SUM of Building</b>	40.000,00 €		2.000,00 €
<b>IT</b>			
10 x Workstations	7.500,00 €	4	1.875,00 €
6 x Notebooks	6.000,00 €	4	1.500,00 €
2 x Printers	1.200,00 €	4	300,00 €
Auxiliaries	10.000,00 €	4	2.500,00 €
<b>SUM of IT</b>	24.700,00 €		6.175,00 €
<b>Miscellaneous</b>			
Unexpected	10.000,00 €	0	- €
Circulating capital	5.000,00 €	0	- €
<b>SUM</b>	15.000,00 €		
<b>Total Investment</b>	<b>79.700,00 €</b>	<b>Total Depreciation costs</b>	<b>16.350,00 €</b>

## Calculation of Price

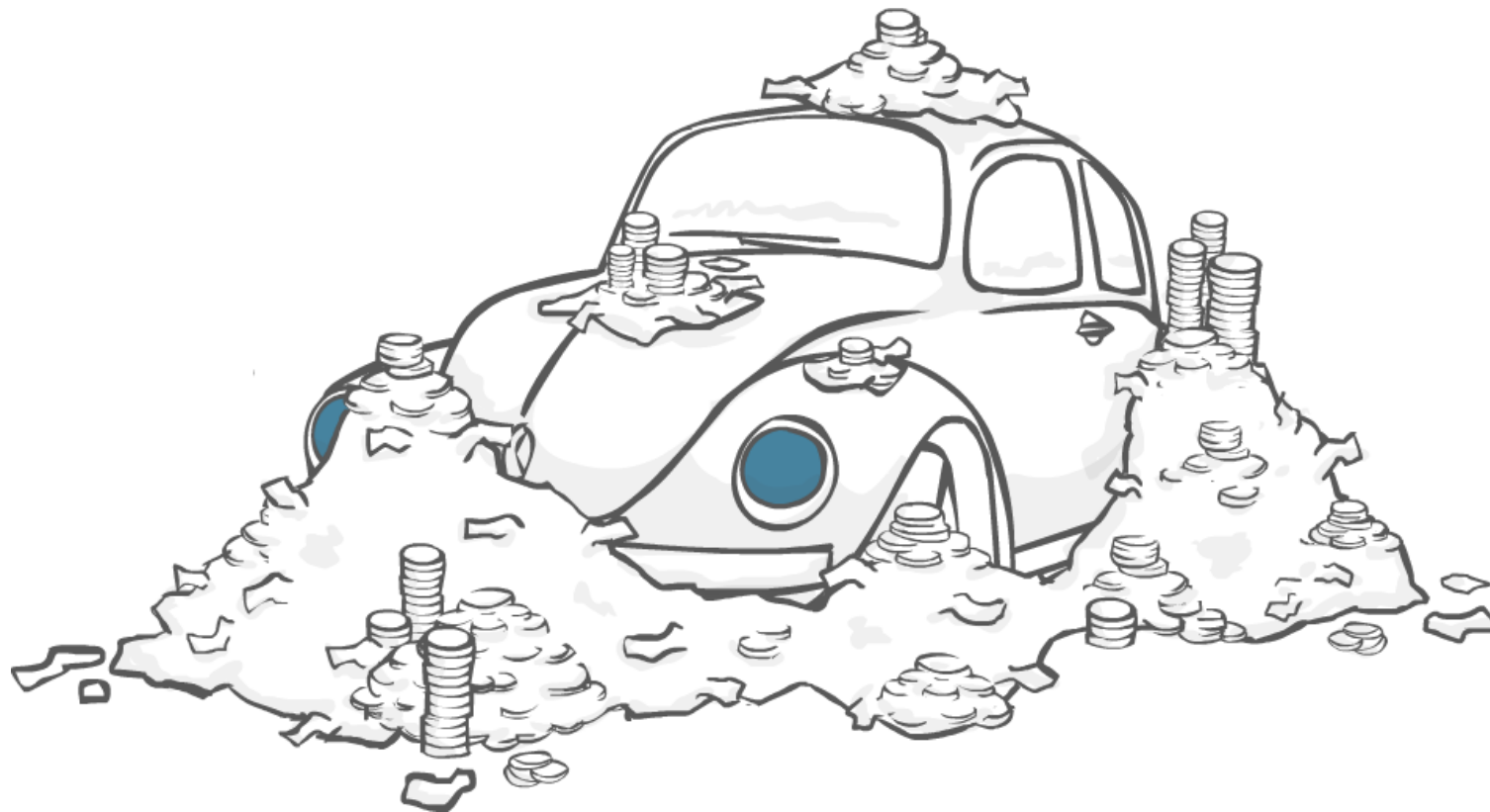
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	1.Year/per commission	1. Year	2. Year	3. Year	4. Year	5. Year	6. Year	7. Year	8. Year
<b>Utilization of capacity</b>		5%	15%	25%	35%	45%	60%	80%	100%
<b>Quantity of commissioned cars</b>		3.750	11.250	18.750	26.250	33.750	45.000	60.000	75.000
Total Rentals per Year		26250	78750	131250	183750	236250	315000	420000	525000
<b>Costs</b>	<b>Costs/commission</b>								
Depreciation costs	4,36 €	16.350 €	16.350 €	16.350 €	16.350 €	16.350 €	16.350 €	16.350 €	16.350 €
Financing Costs	0,89 €	3.347 €	3.013 €	2.678 €	2.343 €	2.008 €	1.674 €	1.339 €	1.004 €
Labour Costs	12,00 €	45.000 €	100.000 €	135.000 €	180.000 €	225.000 €	247.500 €	247.500 €	247.500 €
Marketing	13,33 €	50.000 €	90.000 €	100.000 €	100.000 €	100.000 €	100.000 €	100.000 €	100.000 €
<b>SUM</b>		<b>114.697 €</b>	<b>209.363 €</b>	<b>254.028 €</b>	<b>298.693 €</b>	<b>343.358 €</b>	<b>365.524 €</b>	<b>365.189 €</b>	<b>364.854 €</b>
Commission Costs	6,89 €	6,89 €	6,89 €	6,89 €	6,89 €	6,89 €	6,89 €	6,89 €	6,89 €
<b>Total costs per commission</b>	<b>7,33 €</b>	<b>7,33 €</b>	<b>6,22 €</b>	<b>5,75 €</b>	<b>5,55 €</b>	<b>5,43 €</b>	<b>5,24 €</b>	<b>5,05 €</b>	<b>4,94 €</b>

Definition of Tamyca Fee: 10,75 €

## Cumputation of Cashflow

	1.Year	2.Year	3.Year	4. Year	5. Year	6. Year	7. Year	8. Year
<b>Turnover</b>	282.188 €	846.563 €	1.410.938 €	1.975.313 €	2.539.688 €	3.386.250 €	4.515.000 €	5.643.750 €
Depreciation costs	16.350 €	16.350 €	16.350 €	16.350 €	16.350 €	16.350 €	16.350 €	16.350 €
Financing Costs	3.347 €	3.013 €	2.678 €	2.343 €	2.008 €	1.674 €	1.339 €	1.004 €
Labour Costs	45.000 €	100.000 €	135.000 €	180.000 €	225.000 €	247.500 €	247.500 €	247.500 €
Marketing	50.000 €	90.000 €	100.000 €	100.000 €	100.000 €	100.000 €	100.000 €	100.000 €
Commission costs	180.863 €	542.588 €	904.313 €	1.266.038 €	1.627.763 €	2.170.350 €	2.893.800 €	3.617.250 €
Loss carried forward		-13.372 €	0 €	0 €	0 €	0 €	0 €	0 €
<b>Profit before tax</b>	<b>-13.372 €</b>	81.240 €	252.597 €	410.582 €	568.567 €	850.376 €	1.256.011 €	1.661.646 €
Taxes (40%)	0 €	32.496 €	101.039 €	164.233 €	227.427 €	340.151 €	502.404 €	664.658 €
<b>Profit after taxes</b>	<b>-13.372 €</b>	48.744 €	151.558 €	246.349 €	341.140 €	510.226 €	753.607 €	996.987 €
Cash-flow (net profit + depreciation costs)	2.978 €	65.094 €	167.908 €	262.699 €	357.490 €	526.576 €	769.957 €	1.013.337 €
<b>Repayment credit</b>	5.579 €	5.579 €	5.579 €	5.579 €	5.579 €	5.579 €	5.579 €	5.579 €
Dividend	-2.601 €	59.515 €	162.329 €	257.120 €	351.911 €	520.997 €	764.378 €	1.007.758 €



**Thank you for your kind attention!**

**[www.tamyca.de](http://www.tamyca.de)**