



## AUMED

### One line pitch:

we offer an innovative reverse trike to street vendors who respond exactly to their needs with all the accommodation necessary and financial credit

### Market Analysis:

Looking at our possible substitutes, in Tunisia, almost all of its imported (high priced) scooters and tricycles are unregulated and do not have a car registration. As a commercial vehicle, we are aiming to attract the majority of people working in the informal industry. Commercial vehicles which are generally used by merchants and companies for delivery and other applications, the number of registrations in 2016 is 60,595. This number reflects the importance and potential of our market because despite the increase in prices of these vehicles, the number of registrations per year remains high.

### Value proposition:

Our value proposition is enhancing the informal industry by making it easier and efficient for people to exchange value. Having your personalized vehicle for commerce based on your product with the resources needed attached to the vehicle makes this vehicle a need. The competitive advantage of STRIKE is its capability to adapt to its buyer based on their preferences. Whether they are street food sellers, to vegetables sellers, the car is design to meet the basic needs of a seller in the informal sector.

### Business Model:

partnerships: manufacturing companies, the ones that would manufacture metallic parts, the frame the body with fiber glass and resin. Activity: production, R&D, after sales service and customization. resources are: freight transport, MP, Qualified Human Resources, Equipment for the assembling. Offer: a reinversed 3 wheeled trike vehicle, customized that will add value to jobs in the informal sector. To maintain our customer relationships, we implement personal consulting. Distribution channels: website, social media and street marketing Client segmentation: informal sellers and delivery businesses Cost structure: Rent, suppliers, wages, MP Revenues: selling STRIKE's, customization, replacement parts.

### IP and Regulatory situation:

Our vehicle requires license, with which our customers will be offered an insurance. Therefore, one of the most important things related to law that is needed is a patent. The license for our vehicle to prove that the vehicle alligns with the standards imposed.

### COMPANY PROFILE

- **Website:**
- **Field:**
- **Contact:**  
BEN MAHMOUD Mohamed  
ben.mahmoud.me@gmail.com
- **Location:**  
73, Av habib bourguiba la  
goulette  
2060 Tunis  
Tunisia
- **Founded in:** //01/2015
- **Employees:**
- **Financial information (€):**
  - **Company stage:**  
Proof Of Concept
  - **Capital raised to date:**
  - **Monthly burn rate:**
  - **Capital seeking and date:**
- **Investors:**