

Matico

Unlock The City

·Mobility Access Technology for Intelligent City Operations·

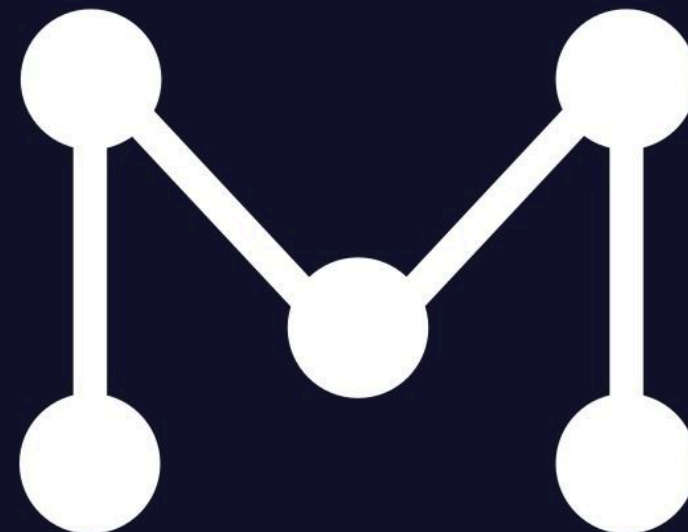
Sami Bayati — Founder | Tunis, Tunisia | November 2026

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Matico — Unlock The City

Shared rides, shared cars—your city at your fingertips. Electric car-sharing in Tunisia.





Urban Mobility Is Broken

Short urban trips — 1 to 4 hours — remain completely underserved in Grand Tunis. Every existing option fails the modern commuter.



Taxis

+50% night surcharges,
unpredictable availability, no
digital access



Rentals

Agency visits, physical keys,
mountains of paperwork — not
built for on-demand



Public Transit

Poor geographic coverage and zero scheduling flexibility



The result: Chronic congestion, rising pollution — 70% of private cars sit idle most of the day. **240,000 drivers** in Grand Tunis are waiting for a better option.



OUR SOLUTION

100% Digital. On-Demand EVs.

Matico eliminates every friction point. No agency, no keys, no paperwork — just your phone.

<2-min access · 24/7 availability · Fixed transparent rates

01

Verify ID Digitally

Seamless identity check from your smartphone

02

E-Sign via OTP SMS

Legally binding contract in seconds

03

Pay Mobile

Fully cashless, instant payment confirmation

04

Unlock Remotely

Telematics + GPS — vehicle ready in under 2 minutes

Product Demo — V1.0

Ready

End-to-End App Flow

Full user journey operational:
onboarding, booking, unlock, and
return — all in-app

Fleet Dashboard

Real-time telematics, GPS
tracking, vehicle health monitoring
— operator-ready

Pilot: 15 EVs

Targeted deployment B2B2C in high-density zones across Grand Tunis —
launching imminently



A Massive, Untapped Market

2.4M

TAM

Licensed drivers across Tunisia

240K

SAM

Urban drivers in Grand Tunis

17K

SOM (Yr 3)

10–17K users at 3–5% share



From Tunisia to MEA

Grand Tunis is our proving ground. With a validated model, Matico scales Urban Tunisain cities, then Casablanca, Kigali and beyond — cities sharing identical mobility pain points and EV adoption momentum.

TUNISIA FIRST

MEA EXPANSION

AFRICAN VISION

Business Model

Multiple revenue streams designed for rapid unit economics and scalable B2B licensing.



Usage Forfaits

Per-minute, per-km, hourly, and daily rates.
Progressive unlock model rewards loyal users with better tiers.



Extensions & Insurance

Trip extensions and embedded micro-insurance add high-margin revenue on every booking.



Subscriptions & B2B

Monthly memberships for frequent users.
White-label platform licensing for enterprise fleets and municipalities.



Breakeven threshold: Just **2.5 trips/day/vehicle** — an achievable, low-risk milestone for pilot launch.



TRACTION

Validated. Protected. Operational.

Next milestones: 15 vehicle pilot fleet deployment then expanding to 30 · 350 active users in Year 1

→  **IP Protected**
OTDAV-registered intellectual property covering the idea and tech schema

→  **Business Model Validated**
Full Business Model Canvas reviewed and stress-tested

→  **V1.0 Prototype Live**
End-to-end app and fleet dashboard fully operational

Electric. Digital. Accessible

Defensible Competitive Moats

Local Regulatory Stack

Built ground-up for Tunisian law (Laws 2000-83). Compliance is a barrier, not a checkbox — competitors must replicate years of legal groundwork.

First-Mover Advantage

Matico is Tunisia's first fully digital EV on demand mobility platform. Brand trust and data network effects compound with every trip.

IP Trust System

Proprietary deposit-free (except of daily package) trust model — no cash collateral required. A unique UX differentiator protected by registered IP.

Data Network Effect

Telematics + behavioral data create a proprietary demand intelligence layer that deepens with scale — hard to replicate from scratch.



Go-to-Market & Team

Acquisition Strategy

Referral-first (Parrainage): CAC of just 5–15 DT per user — highly efficient word-of-mouth loop.

Strategic Partnerships: Universities, tech poles, Hotels, corporate campuses, municipalities, and fleet suppliers in Grand Tunis for captive audience access.

The Ask

- ✔ **\$150,000 Pre-Seed Round** (12 months runway)
Allocated to pilot B2B2C fleet deployment and initial marketing activation to reach 2,000 users in Year 1. While working on our lot and MVP deploying our hub and creating our first working team.

Founding Team



Sami Bayati — Founder & CEO

5+ years spanning customer service, aviation transport, business management & marketing



Sadok Bayati — Co-Founder & CIO

3+ years as Senior IT Auditor at PwC — financial rigor meets tech fluency



Yessine Jarray — Full stack engineer

Full-stack mobile software engineer — architect of the Matico platform (not a co-founder)

From Tunis to MEA

Electric. Digital. Accessible.

Matico is building the mobility infrastructure that MENA cities need — starting from Tunisia, scaling to the region, and ultimately redefining urban access in MEA Region.

 Year 1

B2B2C Grand Tunis: 15 vehicle pilot to
30 · +2K users

 Year 3

Tunisia-wide · 10–17K users · B2B
licensing live

 Vision

MEA cities experiencing the freedom
of on demand mobility

Thank you — let's connect.  **WhatsApp:** +32 486 95 23 50 |  **Email:** Samibayati95@gmail.com