

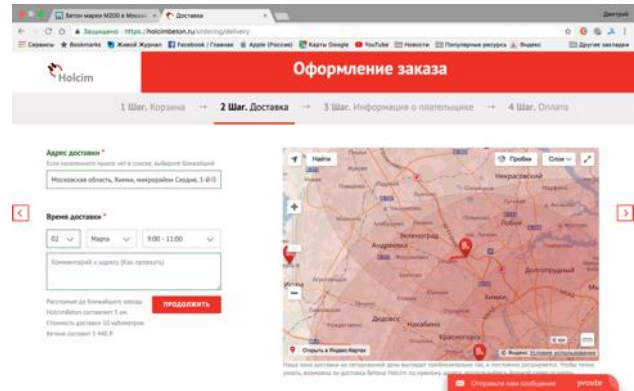
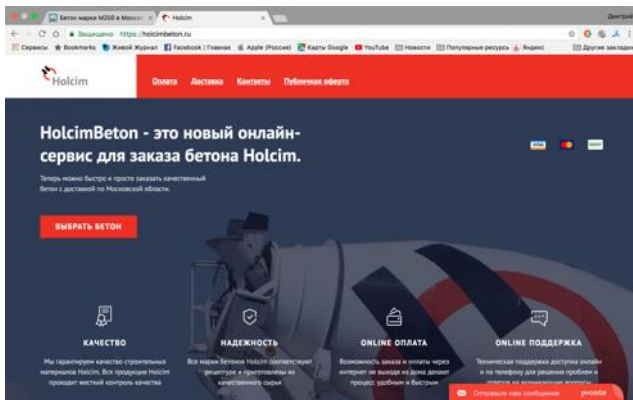
### Immediate issue addressed by the project

The industrial retail market is lagging greatly behind the consumer market trends. Manufacturers lose money with archaic product ordering, logistics planning and shipment management systems.

### Metrics

A test project has been launched to order ready-mix concrete online for Lafarge, Russia's largest concrete manufacturer). Online sales hypothesis has been tried. Conversion results obtained. Successful integration with Yandex services to plan truck routes, which enable ordering concrete as a service, i.e. receiving finished industrial product at the right place at the right time.

### Project/Product



PromTaxi is a robust SaaS platform enabling various scenarios for ordering certain industrial products in the right volume at the right time, thanks to integration with vendor SCADA systems for timely production and logistics.

### Business Model

Licensing for factories placing their production capacity.  
Transaction fee when interacting with private customers and professional buyers (construction teams).

### Market

The legal market for ready-mix concrete in Russia is worth about 10 billion rubles a year. The total market of industrial retail and industrial leasing (e.g., for construction machinery) is over one trillion rubles a year.

The project seeks to raise €250,000 in exchange for 20% business share, which will be singled out into a dedicated LLC, with 20% going to the investor, 10% to the platform developer (E.Queo LLC), 20% to product owner (Actum), 10% reserved as share options for the team, and 40% for the second round of investment, intended to expand the business into other industries in Russia.