



PRESS KIT

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OUR STORY

The idea of Freeedrive goes back to 2015, after noticing in that media like Le Monde and Le Figaro in France mention the increase of road accidents since 2015 because of smartphones. This conclusion is relevant also in other European countries where we see how hyper connectivity has an impact on driving and causes 23% of road accidents. I find out there was no solution available on the market for this problem, so I decided to do something about it. Safety remains a key issue for fleet managers, and our solution aims to help their company drivers.

FREEDRIVE FACTS

We are based in Brussels, Belgium, Av. Emile de Beco, 83, 1050. Founded in 2015 by Barefoot Studio. Freeedrive solution aims at decreasing the amount of car accidents by preventing their main cause: distracted driving. We assist fleet management software and discourage texting behind the wheel, while keeping the call system enabled. Freeedrive keeps you focused!

It's spelled Freeedrive!



TEAM

Jan Pieter Cootjans MANAGING PARTNER

Studied Commercial Engineering in KU Leuven, with the main interest in Marketing and international business. He continued his studies with a one-year program on European Studies in Maastricht university. His professional path started with the position of Business manager in MCA Benelux, where Jan-Pieter was in charge of consultancy and engineering. Later he assisted the transition of SNCB Logistics from private to public company. With his multiple collaborations with startups, Jan-Pieter got in touch with Barefoot Studio and joined Freeedrive in 2016.

Haroon Shabir PRODUCT MANAGER

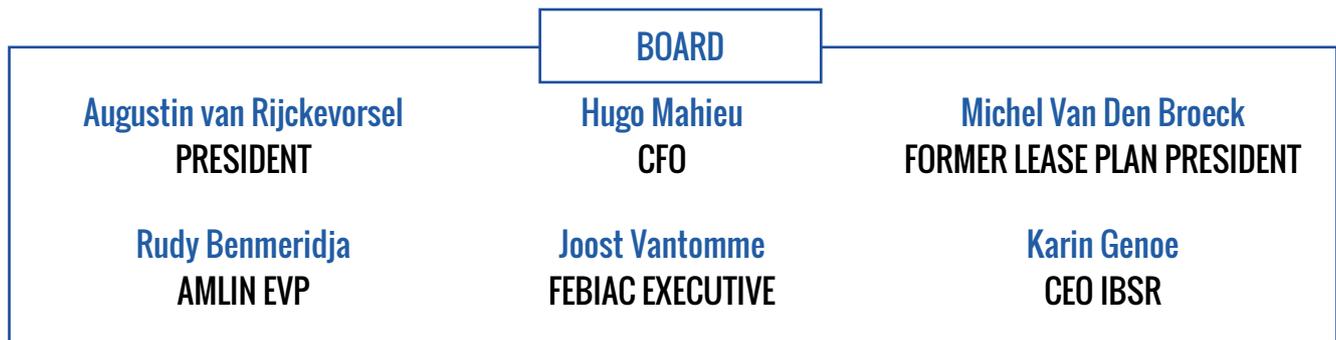
Joined Freeedrive in the beginning of September as Product Manager. He will be responsible for the App development and will assist the Sales team. Haroon studied Business Science at the KU Leuven and did an Erasmus exchange in Istanbul. He also did research around microfinance in Pakistan for his master thesis. Haroon is fascinated by startups and believes Freeedrive is the best school to learn it.

Anastasia Dehtiarova COMMUNICATIONS

Joined Freeedrive as Growth Hacker. Anastasia has several years of experience in social media marketing, event management and PR. She studied Linguistics in Mariupol State University and Communications Science in University of Bologna, speaks 4 languages and studies the 5th one. Anastasia is inspired by creativity, technology and innovations. She has already worked with Belgian startups (Lemon's Life, PleezMee) and finds the world of entrepreneurship stimulating and motivating.

Eduardo Cobo SALES

Eduardo is a Marketing Engineer from Ecuador. He did his undergraduate studies at University of Cuenca located in Ecuador. In addition, he completed two Master's degrees in Marketing and Internationalization of Products and Services in Madrid, Spain. Eduardo worked as Brand Manager of Firestone Tires in Ecuador, in the line of road equipment. He had an opportunity to work for the Ecuador's largest trading company of motorcycle parts being a Marketing Manager Senior & Brand Manager of KENDA and DURO tires for Ecuador.



DESIGNS

LOGO



COLOR



BLACK



COLORED BACKGROUND

FONTS

PRINT:

Din next LT pro Regular

Din next LT pro Light Condensed

Din next LT pro Medium Condensed

SCREENS:

Oswald Light

Oswald Regular

Oswald Bold

HOW FREEEDRIVE WORKS CONCRETELY?

Freeedrive app is available for iOS and Android. Fleet managers communicate internally to their drivers to install Freeedrive. Once the user has installed the app, when he's taking the wheel the app launches automatically through Bluetooth connection, and pauses once the car stops and the Bluetooth deactivates. The driver doesn't need to activate the app, all he needs to do is focus on the road.

WILL I BE TRACKED?

No, you won't. In fact, Freeedrive app won't take your GPS details during your route. Instead, it will just take your initial and destination point, to make sure that during that time you were driving safely.

HOW MUCH DISCOUNT COULD I GET IN MY INSURANCE BILL?

A Fleet of 100 vehicles can easily save you 25,000€ every year. So, taking this reference, you can negotiate the discount you should get for your fleet!

WHICH IS THE ADDED VALUE OF FREEEDRIVE?

Freeedrive is your app that is automatically activated when getting the car. It will prevent out-of-policy notifications for keeping you focused on the road while driving.

Some of the benefits that Freeedrive provides are:

- Safer work environment,
- 25,000 € net savings/year on a fleet of 100 cars,
- Branding safeguarded,
- Fleet conversation facility (fleet managers can push important messages that will be pushed when the employees are not driving),
- Intuitive & simple.

WHAT IF I AM A PRIVATE INDIVIDUAL AND WANT TO GET FREEEDRIVE?

At the moment, Freeedrive is just available for B2B market. If you want to drive safe using FD you can tell your manager to contact us and we will provide all necessary information.

I AM A FLEET MANAGER, WHEN WILL I START PAYING FOR USING FREEEDRIVE?

Payments will be charged the first time that a new driver uses Freeedrive app. So, you do not have to worry about subscribing new drivers in advance, you will only be charged once the use of the app has started.

**Freeedrive: Une application
qui vous sauve la vie**

LE SOIR MAY 11, 2016

Freeedrive on VTM News

VTM AUG 18, 2016

Ben weyts on Freeedrive

DE TIJD MAR 23, 2016

**L'app qui vous empêche
d'être dérangé au volant par
votre téléphone**

LA LIBRE JAN 6, 2015

FREEEDRIVE: AN APP AGAINST THE SMARTPHONE USE IN COMPANY FLEET

Taking the phone in hand to read a message or an e-mail received, or check an application while driving, who never did that?

Yet, 23% of road accidents are caused by drivers checking their smartphones. Fortunately, it can soon become a relic of the past: Freeedrive, a new tool for fleet managers that blocks certain applications considered dangerous when behind the wheel.

THE FLEET-OWNER CONNECTED TO HIS FLEET

But the tool goes far beyond. «The fleet manager can, for example, send reminders to their drivers to remind them to change their winter tires. We create communication between the fleet-owner and his employees. The car is a work tool and it is not normal that the fleet-owner does not know what's going on. He thus receives alerts if dangerous situations happen. Note, we are not Big Brother. The only information manager receives is safety related. The location of the vehicle is not communicated.»

And what about the price? «Depending on the size of the fleet and the desired services, the client company can benefit from the service for 4, 5 or 7 € / month / car. As for the driver, he downloads the free app on his smartphone»..

And everything has been thought of: offer packs are suitable for multiple phones. If a company car driver lends his car to his wife, the application works the same way on her smartphone.

DANGERS OF SMARTPHONE USE

It is proved, using a smartphone while driving, whether it is Twitter, Facebook message or a text reply, decreases the reaction time by 37%. And 49% of drivers admit to use their phones when behind the wheel. This is the phenomenon that Freeedrive wants to stop.

The Belgian start-up became known in 2015 by launching a free-access app, which allowed drivers to prevent notifications from disruptive apps. Connected to Bluetooth, the application recognized that it was in the vehicle and automatically blocked notifications.

Since then, the concept has been slightly revised and Freeedrive will now direct to the fleet sector. «We have taken the direction to the corporate by addressing to fleet managers,» says the founder Augustin Van Rijckevorsel.

WHAT ARE THE BENEFITS?

According to calculations, the app use obviously helps to increase safety of car fleets, but also reduces business costs. Thus, it saves €25,000 per year for a 100 vehicles fleet by reducing insurance costs and damage caused by a disaster.