



Luxury Car Rental Marketplace

“Booking.com for luxury cars”



RENT BETTER.

Rent luxury cars, sports cars, SUVs and vans from trusted companies.

Lurento empowers SMEs to compete with big companies by providing ultimate selection, security and customer service in a two-sided marketplace.



MARKET TRENDS

BIG COMPANIES

→ are expanding their luxury fleets and service locations

SMEs

→ can't afford to invest in technology, customer support and marketing

CUSTOMERS

→ more people choose to lease or rent instead of buying a car

OUTLOOK

→ estimated CAGR 6-15% (2017-2021)



PROBLEM - CUSTOMER

BIG COMPANIES

Limited selection
Getting *similar* cars
Surprise charges
Delivery and collection
Economy-level support

BROKER AGENCIES

High rates (30% on top)
Slow booking process
Shady business models
No customer support
Hidden fees

SMEs LOCAL COMPANIES

Time and effort to find
Hard to communicate
Limited selection
Biased/No reviews
Limited support
Surprise charges



PROBLEM – SME

**Only 2% of quotes
are converted**

Wasted time and resources

Fraud, theft and damage

Missing customer, ID and card verification policies

80% are hard to find

High cost of marketing

Unused resources

Idle time and cancellations are killing profits



SOLUTION

Customer: *Why should I use Lurento?*

- Unparalleled selection. Easy booking. No hassle.
- Transparent pricing. Real images and ratings.
- Premium support. No hidden fees/overcharges.

Company: *Why should I list my cars?*

- Reach millions of customers. No franchise or advertising cost.
- Security procedures to prevent fraud and theft.
- Short sales cycle. Professional support.
- Turn idle time into profits.



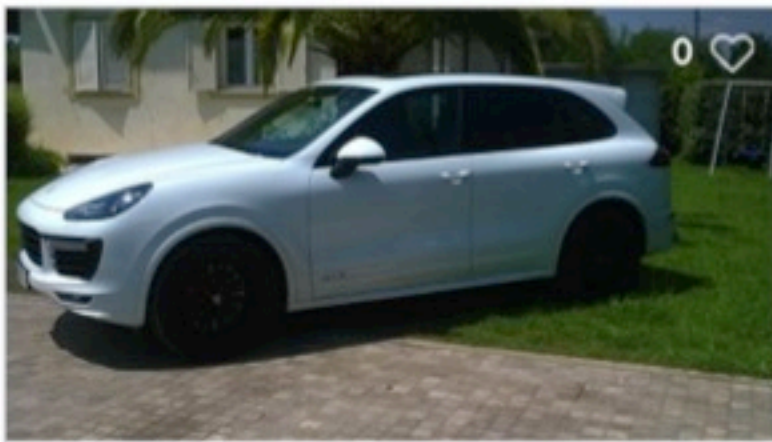
PRODUCT

Click to edit your search

Price Per Day (Max - Min)

Models Search

Daily Price



Porsche Cayenne GTS 2016

YEAR	INCLUDED	SEATS & BAGS
2016	200km	5 + 4

TOTAL PRICE	SUPPLIER RATINGS (3)
€ 1.047	★★★★★



Audi R8 V10 Spyder

YEAR	INCLUDED	SEATS & BAGS
2015	150km	2 + 2

TOTAL PRICE	SUPPLIER RATINGS (2)
€ 990	★★★★★



Mercedes-Benz SL 550

YEAR	INCLUDED	SEATS & BAGS
2015	150km	5 + 4

TOTAL PRICE	SUPPLIER RATINGS (0)
€ 972	★★★★★



Porsche Cayenne GTS

YEAR	INCLUDED	SEATS & BAGS
2016	200km	5 + 4

TOTAL PRICE	SUPPLIER RATINGS (0)
€ 972	★★★★★



Jaguar F Type

YEAR	INCLUDED	SEATS & BAGS
2014	150km	2 + 2

TOTAL PRICE	SUPPLIER RATINGS (0)
€ 875	★★★★★



Maserati Ghibli

YEAR	INCLUDED	SEATS & BAGS
2014	150km	5 + 4

TOTAL PRICE	SUPPLIER RATINGS (3)
€ 832	★★★★★

Edit Search

Select Vehicle

Offer Details

Confirm



Ferrari California T 2016

Rental period:	1 days
Pick-up: Florence	16-11-2016
Return: Florence	17-11-2016

Price per day:	€ 1,100,00
Delivery:	free
Collection:	free
Service Fee:	€ 110,00

Airport delivery:	<input type="checkbox"/>
Airport collection:	<input type="checkbox"/>

Total Cost: € 1.210,00

BOOK ONLINE

SEND ENQUIRY

YEAR 2016

MINIMUM AGE 25

COLOR red

INCLUDED 150km

Security Deposit € 10.000

Extra Kilometers N/A

All renters must leave a security deposit in the form of a credit card authorization. Security deposit is fully refundable. Check Supplier Terms and Conditions for more details.

Check if amount of included kilometers covers your route. Purchase additional kilometers in advance at guaranteed rate and avoid paying more for excess kilometers.

Excess Fee € 10.000

Airport Fee free

This is the amount up to which the supplier will charge, if there is damage to their vehicle. Costs that exceeds this amount are covered by supplier and their insurance.

If you want your car to be delivered and/or collected at the airport, please select the option from the right panel.

Supplier Ratings (2) ★★★★★

See Vehicle Details >>



MARKET

Luxury car rental worldwide - SAM

EST. VALUE

€6.2bn

BIG COMPANIES

€4.2bn

SMEs

€2bn

Small and medium enterprises - SOM

COMPANIES

650

RENTS

2.1M

LOCALS

62%

TRAVELLERS

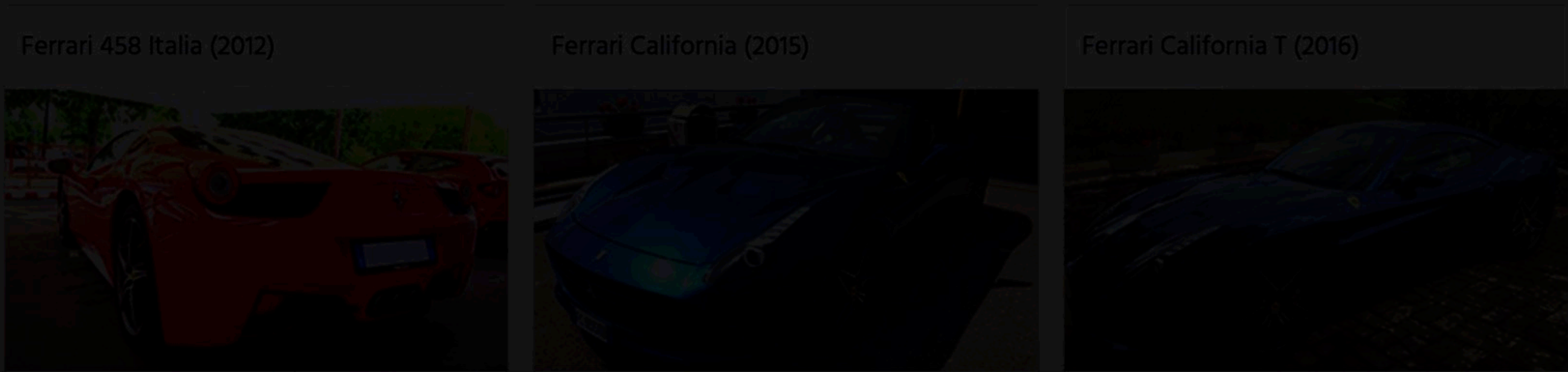
38%



MVP TEST

Basic website for testing product/market fit and the API.
Partners from Italy and Germany. Paid search traffic.

RENTS	GMV	AOV	AVG. FEE
52	€117K	€2250	€280





COMPETITORS



LOCAL SMEs

REVENUE DRIVERS

LU

ID	First Last Name	Info	Vehicle	Pick Up City / Return City	Pick Up Date/ Return Date	Web Site	#	#	#
1349	Kassandra	   	Bentley Continental GT	Dubai / Dubai	2016-12-26 / 2016-12-28 (2)		 Lead	 Add Offer	
1348	David Sanschagrín	   	Ferrari 458 Italia	Florence / Florence	2016-11-10 / 2016-11-11 (1)		 Lead	 Add Offer	
1347	Matthew Geiger	   	Aston Martin	Berlin / Berlin	2016-12-18 / 2016-12-19 (1)		 Lead	 Add Offer	
1346	Matthew Geiger	   	Ferrari	Berlin / Berlin	2016-12-18 / 2016-12-19 (1)		 Lead	 Add Offer	
1345	John	   	Ferrari	Florence / Florence	2016-11-06 / 2016-11-07 (1)		 Lead	 Add Offer	
1344	Whitney	   	Porsche Panamera	Bayreuth / Bayreuth	2016-12-24 / 2016-12-27 (3)		 Lead	 Add Offer	
1343	Matthew Simpson	   	Ferrari 458 Italia	Barcelona / Barcelona	2016-11-12 / 2016-11-13 (1)		 Lead	 Add Offer	
1342	JOHN GANGEMI	   	Ferrari California T	Rome / Rome	2017-02-21 / 2017-02-22 (1)		 Lead	 Add Offer	
1341	Saad	   	BMW Series 7	Barcelona / Madrid	2016-12-01 / 2016-12-08 (7)		 Lead	 Add Offer	
1340	David Sanschagrín	   	Ferrari 458 Italia	Florence / Florence	2016-11-10 / 2016-11-11 (1)		 Lead	 Add Offer	

RESERVATIONS

We add 10/15% Service fee on top of discounted rate



- Marketplace deals (85%)
- Bookings from partner travel agencies (15%)

FUTURE REVENUE STREAMS

First Previous 1 2 3 4 5 6 7 8 9 10 ... 136 Next Last

- Affiliate bookings via API
- Services for car rental companies

Add New Lead

Pick Up Place * <input type="text" value="Pick Up Place"/>	Drop Off Place * <input type="text" value="Drop Off Place"/>	Pick Up Date * <input type="text" value=""/> 	Drop Off Date * <input type="text" value=""/> 
Vehicle <input type="text" value="Search Vehicle"/>	Manufacturer <input type="text" value="Search Manufacturer"/>		



2017 TARGETS

Primary markets - EU, UK, US
Focus on travellers

RENTS

9000

GMV

€17M

AOV

€1900

REVENUE

€1.7M





2017 TECHNOLOGY ROADMAP

API

- Marketplace payments
- Additional pricing models
- Automated security checks
- Automated invoicing
- Community features
- Payment options
- Affiliate API access

Front

- Fully manageable inventory
- Supplier apps
- Upgraded reviews
- Customer mobile app
- Multilingual interface



TEAM

Mihailo Dhoric

Founder



- Product development, marketing
- MBA, 8y in online marketing/product/services
- One-time successful entrepreneur

Radenko Katanic

Finances, Seed Investor

- M.Ec, 10y in finance and business development
- Telecoms, billing, retail, luxury, media
- Three-time successful entrepreneur

Mladen Brndusic

Technology Lead



- System architect, API, development lead
- 7y experience in system development
- Ground transport, dispatch, embedded

Milan Krstanovic

Partner Manager



- Ground transport, IT project manager
- MPM, 4y experience key accounts, sales
- Finalist of World Debating Championship



Mihailo Dhoric

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