

Your Integrated Mobility Assistant

Vignetim is the all-in-one digital mobility assistant, providing digital vignettes, toll payments, eSIM connectivity, and insurance services for travelers and fleets across Europe. Our platform eliminates the hassle of fragmented cross-border travel by offering a seamless, digital-first experience, from purchasing vignettes to managing connectivity and roadside assistance.



ABOUT

About our Business

Problem

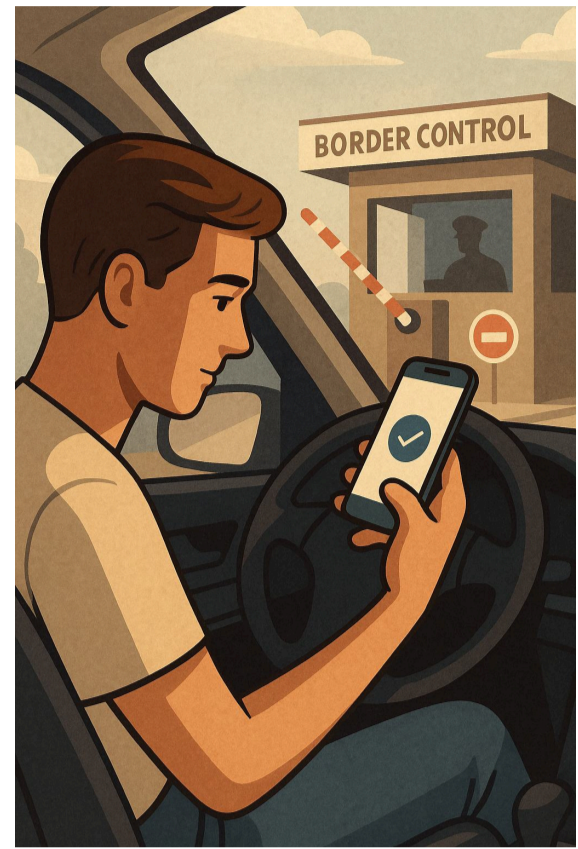
Every year, millions of drivers in Europe waste valuable time navigating fragmented, country-specific systems to purchase highway vignettes.

- Paper-based or manual processes still dominate.
- Lack of centralized access across countries.
- Tourists and cross-border drivers face language, payment, and compliance challenges.

Our Solution

Vignetim provides a single, unified platform for purchasing and managing vignettes across multiple European countries in minutes:

- Instant Digital Issuance: Legally valid e-vignettes delivered directly to the app.
- Multi-Country Coverage: One platform, all destinations.
- Smart Reminders: Never miss a renewal with real-time expiry alerts.
- Integrated Payment Options: Credit Cards, Apple Pay, Google Pay, iDEAL, Revolut Pay and more.
- Cross-Selling Travel Services: Road assistance, insurance, eSIM data packs.



WHY

Why Vignetim?

Vignetim transforms the way travelers and transport operators handle cross-border journeys by replacing outdated, country-by-country vignette processes with one seamless digital solution. With instant payments, automatic compliance checks, and real-time validation, we remove delays and uncertainty, making every trip smoother, smarter, and stress-free.

- 350.000+ users in 77 countries, with a repeat purchase rate of 58%
- Serving both individual travelers and commercial fleets
- Integrated ecosystem covering tolling, connectivity, insurance, and value-added mobility services
- Trusted by fleet managers, travel agencies, marketplaces, and corporate partners
- Recognized by leading programs including TÜSİAD, İşbank Workup, T3, Fark Labs Innomotion, Ford Driventure and more

TEAM

Our Dream Team

A multi-disciplinary team with deep expertise in mobility, deep tech, and digital marketing, supported by seasoned advisors from the transportation and regulatory sectors.

CEO - Şevki Kocadağ	Devops Engineer - Uğur Özkan
CTO - Hasan Eren Keskin	Full-Stack Developer - Mehmet Topak
CMO - Dicle Temiz	Operator - Ramazan Emre Tayyar
COO - İbrahim Aydın	Operator - Senem Birce Topak
CFO - Hiring	Operator - Ziya Ekin
CSO - Hiring	Sales Engineer - Hiring
	Data Engineer - Hiring

MARKET

Market Opportunity

- 01 EU Mobility Services Market (2025): €50B+
- 02 Digital Toll & Vignette Market TAM: €8B+
- 03 Increasing demand for unified, cross-border digital mobility solutions
- 04 Rising adoption of eSIM-based travel connectivity

MODEL

Business Model

- 01 Transactional Revenue
- 02 B2B Subscription
- 03 Complementary Services
- 04 API & White-label Licensing

ADVANTAGE

Competitive Advantage

- 01 Market-leading European coverage, 13 Countries
- 02 Value-added complimentary services
- 03 Scalable, API-driven architecture enabling rapid country expansion
- 04 Dedicated B2B fleet solutions
- 05 24/7 customer support and Seamless multi-language experience

TRACTION

Financial Snapshot

- 01 Founded: Aug 2023, First product launched Jan 2024
- 02 Gross Revenue: €1.4M+ (2024–now)
- 03 2025 Projected Revenue: €2.4M
- 04 CAC: €2.18 | AOV: €19 | NPS: 4.8/5.0
- 05 Refund Rate: 0.02% (1 in 5,000 orders)

FUNDING

Funding Ask

We are a **bootstrapped company** seeking **€1,000,000** Seed Investment. Our funding ask is carefully structured to maximize operational efficiency, accelerate market penetration, and build a robust foundation for long-term scalability. The allocation ensures that each investment directly fuels revenue growth, enhances brand visibility, and drives product excellence.

50% – Operations & Legal Infrastructure

A significant portion of the funds will be dedicated to strengthening our operational backbone and ensuring seamless compliance in every market we operate.

- B2B Sales Providers:
- Authorized Provider Fees (Turkey, Romania, Hungary)
- EU Legal Operations
- Complimentary Service Fees

30% – Marketing & Brand Expansion

Targeted marketing investments will drive both immediate customer acquisition and long-term brand recognition.

- Digital Marketing Channels
- Traditional Marketing
- Experiential Marketing

20% – Human Resources & Talent Acquisition

We will invest in top-tier talent to execute our growth strategy and continuously improve the product experience.

- 2x Sales Engineers
- 1x Data Scientist
- 1x Full-Stack Developer
- 1x Support Operator