

# High Potential Initiatives Profiles

## 1 Accelerator

CEED TECH



## 2 Project and Organization

AzAutom (CarAngel)  
Iveen Kft

### 2.1 Country

Hungary

### 2.2 Project Abstract

AzAutom (CarAngel) is a web-based solution that allows car owners to buy car parts directly from wholesale car parts distributors at a much cheaper rate than they currently do. The AzAutom assistance service has also been launched to help users with all their car related problems as a P2P, independent car maintenance and repair advisor and assistant. Upon request, AzAutom helps choose the best repair shop for the client's car, arrange the servicing of the car, and communicate with the mechanic if the client requires so he gets the highest quality and at the same time the most affordable service at the repair shop. Many parts of the solution could be automatized in the future, assisting in a more rapid scaling of the solution.

### 2.3 Sector

Consumer shopping

### 2.4 Target Market

B2C, B2B2C

### 2.5 Business Model

Transactions/Intermediation model; Usage fees model; Production model

The product offering is a constantly improved ad-hoc car parts webshop with an easy-to-use interface. It is aimed at car owners who know what they need for their cars. AzAutom assistance help users with all their car related problems such as a P2P, independent car maintenance and repair advisor and assistant. Aimed at car owners who need help with repair processes and information.

Most of AzAutom's customers are looking for cheap, high-quality car parts with warranty, accessible via an easy-to-use webshop. Customers are also looking for convenience and consulting services



## AzAutom (Car Angel) FIWARE Short Profile

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(AzAutom assistance), because they don't want to deal with their cars, but still want to repair them in a cost effective manner and with the least effort from their part.

In terms of competitors, these are primarily repair shops, with whom car owners have a trust-based relationship with. As a result it is necessary for AzAutom to demonstrate that their services can provide a good car service while saving money, time and effort.

Revenues to date are based on single item purchases for car parts and shuttle services. Customers are being acquired via a B2B2C model. AzAutom is engaging with businesses where many employees use and operate their own private cars. They offer discounts to these employees. This model is more effective in terms of return on investment compared to direct B2C sales.

AzAutom has acquired 970 users using free solutions and 260 paying customers since products and services were offered in October 2015. Their plan is to grow the paying customer base to 650-700 by the end of Summer 2016.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

## 2.6 Website

<https://azautom.hu/>