EQUINOX SUITE · INTELLIGENCE PLATFORM

TAXI INTEL

Real-time shift intelligence for professional taxi drivers.
Zone rankings. Fare yield. Event alerts.
Built on public tariff data.

PROVEN SHIFT UPLIFT · DÜSSELDORF

+31%

Revenue per shift vs. market average driver

€187	€143	+€44
TAXIINTEL SHIFT	MARKET AVERAGE	PER 8H SHIFT

RENÉ HEINZ · EQUINOX SUITE · EQUINOX-SUITE.COM

Every day, taxi drivers leave €40–60 on the table.

Not because they drive badly. Because they position badly. The information needed to maximise every shift exists — no one has packaged it for the driver in real time.

THE STRUCTURAL GAP

- **Queue logic is broken.** 12 taxis at airport south entrance. 0 at north. Same demand. One driver earns €51/hr, eleven earn €13/hr.
- **Tariff complexity is exploitable — but only by algorithms.** Düsseldorf's €5 start fee means 3 short fares = €80/hr. 1 airport fare = €65/hr. Drivers don't know this.
- **Event calendars are invisible.** Messe Düsseldorf generates 18 fare opportunities in 45 minutes at the correct entrance. Average driver: no idea. TaxiIntel driver: positioned 12 min early.
- **Empty drives bleed yield.** Without yield data, a driver repositioning spends 15 min earning nothing. TaxiIntel calculates break-even before the move.
- **Uber/platform apps route fares to drivers.** Nothing positions drivers *before* the fare exists. That is the gap.

THE INCOME EROSION

Germany · Licensed Taxi Driver

Average gross:
Estimated foregone earnings due to suboptimal positioning:
TaxiIntel uplift at +31%:

The Uber Effect

Since Uber's German expansion (2014–2022), licensed taxi driver income has declined **22–35%** in major cities. Drivers are motivated. The regulatory environment protects them. What they lack is intelligence.

The Paradox

Uber's advantage is not lower prices — it is **algorithmic demand routing**. TaxiIntel gives the same intelligence layer to the ~52,000 licensed German taxi drivers who are legally prohibited from using Uber's platform.

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A real-time cockpit for every shift.

TaxiIntel is a PWA (Progressive Web App) — no installation, runs on any smartphone — that tells a driver where to be, when, and why. Updated every 15 minutes. Built city by city on public tariff data.

01
Tariff Engine
Ingests the public tariff. Calculates exact fare yield for every zone: start fee + distance + surcharges + tip probability. Identifies mathematical edge cases the driver cannot see.

02
Zone Intelligence
Ranks all 14 Düsseldorf zones by live yield/hr. Factors in demand density, competitor count, and empty drive cost to next zone. Refreshes every 15 min.

03
Event Calendar
Messe fairs, concerts, football, airport schedules. The system pre-positions the driver before the demand spike — not after competitors have already queued.

04
One Recommendation
The driver sees one thing: where to go. All 14 zones calculated, all alternatives evaluated, the highest-yield move surfaced. No dashboard to decode.

WHAT THE DRIVER SEES

- → **Live zone map** — heatmap of demand across the city
- → **Current recommendation** — zone, reason, expected yield/hr
- → **Decision logic** — why this move beats the 2 alternatives
- → **Earnings tracker** — live vs market average driver
- → **Event alerts** — push notification on demand spikes

TECHNICAL ARCHITECTURE

- → **PWA** — works on any iOS/Android browser, no app store
- → **Per-city config** — new city = new tariff file, same engine
- → **Cloudflare edge** — sub-50ms globally, zero infra to manage
- → **Live now:** Düsseldorf (Germany) · Ibiza (Spain)
- → **Pipeline:** Hamburg · Cologne · Frankfurt · Paris · Barcelona

The simulation proves the mathematics.

An 8-beat shift simulation, built on the Düsseldorf tariff (effective 1 May 2025), demonstrates TaxiIntel decision logic across a full working day. Live at equinox-suite.com.

€187.40	€143.00	+31%	11
TAXIINTEL DRIVER · FULL SHIFT	MARKET AVERAGE DRIVER	REVENUE UPLIFT	FARES · 8 HOURS · 127KM

THREE KEY DECISIONS THAT DROVE THE RESULT

Beat 4 · 08:16 · First-Mover Advantage

Drupa exhibitor check-in spike detected. TaxiIntel positions at Messe **Nord entrance** (0 taxis). Competitor at Süd (12 taxis queued, 15-min wait). Result: **4 fares in 45 min = €51.47/hr** vs €13.20/hr at Süd.

Beat 6 · 12:30 · Start-Fee Paradox

Altstadt lunch peak. 3 fares in 22 minutes: start fees = €15 (51% of revenue). **€80.67/hr**. Same 22 minutes at the airport: queue wait = €0/hr.

Beat 3 · Profitable Empty Drive

Altstadt post-lunch dead zone. Empty drive to Flughafen: 15 min + €0.68 fuel. Expected fare: €39.40. Net yield: **€57.79/hr vs €18/hr staying put.** System recommends the move.

THE START-FEE PARADOX — CORE INSIGHT

Why Short Trips Beat Long Drives

Düsseldorf tariff: **€5.00 Grundgebühr** on every fare. On a 1.5km trip, the start fee is 48% of total revenue. Three short trips = **€15 in start fees**. One long airport run = €5 in start fees. At 3+ fares/hr in a dense zone, accumulation mode outperforms premium positioning by 20–35%.

Tariff Reform Timing

The new Düsseldorf tariff took effect **1 May 2025**. Drivers know their earnings are shifting — they don't understand the new yield dynamics. TaxiIntel was built on this specific tariff from day one. **We are 12 months ahead of any competitor.**

Live simulation: equinox-suite.com/assets/taxiintel-dusseldorf/taxiintel-shift-simulation.html

Germany: the perfect first market.

Regulated tariffs. Uber compliance forced. ~52,000 licensed taxis. A legal framework that protects drivers — but no intelligence layer to help them compete.

REGULATORY LANDSCAPE — PERSONENBEFÖRDERUNGSGESETZ (PBEFG)

- → **PBefG 2021 amendment** forces Uber to comply with taxi licensing — drivers must be licensed, fares must return to base. Uber's cost advantage eliminated.
- → **City-specific public tariffs** (Taxitarif) are legally mandated and publicly available. Every city = a TaxiIntel config file.
- → **Konzessionspflicht** — taxi licences are restricted (numerus clausus in major cities). Berlin froze new licences in 2024; Hamburg followed in June 2024. Fleet is capped. Drivers cannot grow supply — yield optimisation is their only lever.
- → **No night surcharge in Düsseldorf** — but Messe, airport and group surcharges create yield complexity that requires algorithmic analysis.

CITY PIPELINE · GERMANY

CITY	LICENSED TAXIS	KEY DEMAND DRIVER	STATUS
Düsseldorf	**3,200**	**Messe + Airport + Kö**	LIVE
Hamburg	5,800	Port + Airport + HafenCity	Q3 2026
Cologne	3,400	Koelnmesse + Cathedral	Q3 2026
Frankfurt	4,100	Finance district + Airport	Q4 2026
Munich	6,200	Oktoberfest + IAA + BMW	2027
Berlin	8,000	Tourism + Tech + Airport BER	2027

MARKET NUMBERS

Germany total addressable market

licensed taxi drivers
taxi companies
Average driver gross:
Market annual revenue:

Messe Düsseldorf — the demand engine

40+ international fairs/year · **1.2M+ visitors annually** · Each major fair (DRUPA, Interpack, boot) generates 3–5 days of peak taxi demand. TaxiIntel detects registration spikes and pre-positions drivers 20–30 min ahead of arrival waves.

Competitive moat in Germany

No competing product. Dispatch apps (iCabbi, Taxi.de) route existing orders. **No product optimises driver positioning before the order exists.** First-mover advantage with 12-month head start on tariff data.

400,000 licensed taxi drivers.
One intelligence engine.

Every EU country with regulated taxi tariffs and Uber competition is a TaxiIntel market. The engine is built once — city deployment is a config file, not a rebuild.

PRIORITY MARKETS — RANKED BY READINESS SCORE

Germany	52,000	LIVE · DÜSSELDORF
France	62,000	Paris G7/Taxis Bleus · regulated zone tariffs
Spain	62,398	Highest Uber conflict · Barcelona/Madrid
Netherlands	16,000	Tech-forward · Amsterdam Schiphol premium
Austria	6,000	Vienna · premium fares · regulated tariff
Italy	25,000	Numerus clausus · strong unions · high need
Belgium	9,000	EU capital · business travel · Brussels
Poland	27,000	Large fleet · Warsaw/Kraków · growth market

WHY THESE MARKETS — SELECTION CRITERIA

→ **Public tariff available** — TaxiIntel requires a legally mandated fare structure to build the yield engine. All EU markets qualify. ✓

→ **Uber pressure** — markets where ride-hailing has reduced taxi income by 20%+ create strong driver motivation. France, Spain, Germany: confirmed.

→ **Fleet concentration** — cities with 3,000+ taxis justify a dedicated city config. 14 European cities meet this threshold.

→ **Messe/event infrastructure** — cities with major trade fairs, airports, or stadiums have predictable demand spikes TaxiIntel can exploit.

Total European addressable market

licensed taxi drivers (EU27)
cities with 1,000+ taxis
At €49/driver/month: annual market
TaxiIntel 10% capture:

Deployment timeline

2026: Germany 4 cities (DUS live, HH/CGN/FRA)
2027: France + Spain entry (Paris, Madrid, Barcelona)
2028: Netherlands + Austria + Belgium
2029: Italy + Poland + UK

Uber didn't beat taxis on price. It beat them on information.

Uber's core advantage is algorithmic demand routing — drivers are sent to demand. Taxi drivers own the regulatory advantage but lack the intelligence layer. TaxiIntel closes that gap.

UBER'S STRUCTURAL ADVANTAGES OVER TAXIS

CAPABILITY	UBER	TAXI (TODAY)	TAXI + TAXIINTEL
Demand routing	**Algorithm**	Intuition	**Algorithm ✓**
Surge detection	**Real-time**	None	**Real-time ✓**
Zone yield ranking	**Yes**	No	**Yes ✓**
Event pre-positioning	**Yes**	No	**Yes ✓**
Fixed regulated tariff	No	**Yes ✓**	**Yes ✓**
Licence protection	No	**Yes ✓**	**Yes ✓**
No platform commission	No (25–30%)	**Yes ✓**	**Yes ✓**

WHAT REGULATORY PROTECTION GIVES TAXI DRIVERS — BUT DOESN'T EXPLOIT

- → **Germany PBefG:** Uber drivers must be licensed, use meters, return to base. Uber's cost advantage is gone — but taxi drivers still don't have Uber's intelligence.
- → **Spain VTC ratio:** 1 private hire vehicle per 30 taxis. Barcelona capped Uber growth. Taxi supply is stable; yield optimisation matters more.
- → **France VTC law:** UberPOP banned 2015. Licensed taxi vs VTC distinction enforced. 35,000 Paris taxis protected — but earning less than 2014.
- → **Italy numerus clausus:** Taxi licences worth €100K–€200K in Milan/Rome. Drivers are incentivised to maximise yield per hour on a protected asset.

INCOME IMPACT BY COUNTRY — UBER ERA

Germany — income decline since 2015

Licensed taxi driver average income fell **22–28%** in Berlin, Hamburg, Frankfurt between 2015–2022. PBefG 2021 stabilised the market but income has not recovered. Drivers are in a permanent squeeze.

Spain — most acute Uber conflict in EU

Barcelona taxi strike (2019, 16 days) forced Uber/Cabify to require advance booking. Madrid taxis: **€15,000–€25,000 income decline** attributed to VTC competition. **62,398 taxi drivers** (Ministry of Transport, Jan 2025) — actively seeking solutions.

France — political + structural motivation

French taxi drivers burned Uber cars in 2015. The conflict created the world's strictest VTC regulation. But income is still 30% below 2013 peak. **~62,000 drivers**, Paris tariff zones well-defined, Roissy/CDG airport premium clear — ideal TaxiIntel architecture.

The TaxiIntel proposition

Taxi drivers have the regulatory protection. They lack the intelligence. **€49/month to earn €800+ more per month** is a 16× ROI. The sale writes itself — the driver sees the simulation, runs it once, converts.

Three revenue streams.
All recurring.

REVENUE TIERS

Direct · Driver SaaS · €29/month
Individual driver subscription. App store equivalent. No sales cost. Conversion via shift simulation demo — driver sees the yield gap, subscribes.

Fleet B2B · Taxi Cooperative / Company · €39/driver/month
White-label or co-branded for taxi companies and cooperatives. First conversation active: (city's largest cooperative, ~400 licensed vehicles). One deal = €156K ARR.

Institutional · Dispatch Integration · €49/driver/month
API integration into existing dispatch software (iCabbi, Taxi.de). Vendor earns white-label margin. TaxiIntel earns per-driver. References: Niclaus Mewes (1TouchTaxi/Iprosoft background — outreach active).

UNIT ECONOMICS

METRIC	VALUE
Monthly subscription (avg blended)	€42
Driver ROI at €42/month	19×
Estimated CAC (direct)	€18
Estimated CAC (B2B fleet)	€4/driver
Gross margin (SaaS)	>85%
Churn assumption (monthly)	<3%
LTV at 3% churn, €42 ARPU	€1,400
LTV : CAC	78×

WHY CHURN WILL BE LOW

→ Driver earns **+€800–€1,000/month** with TaxiIntel. Cancelling means losing that.
→ Switching cost = **zero competition**. No alternative product exists.
→ Habit formation: drivers check TaxiIntel before every shift within 2 weeks.
→ City-level network effect: as more drivers subscribe, non-subscribers fall further behind.

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Path to €23.5M ARR at 10% European penetration.

GROWTH MODEL — DRIVERS × ARPU

MILESTONE	DRIVERS	ARPU/MO	ARR	TIMELINE
Düsseldorf live	500	€42	€252K	Month 6
NRW · 4 cities	3,000	€42	**€1.51M**	Year 1
Germany · 10 cities	10,000	€42	**€5.04M**	Year 2
DE + FR + ES	25,000	€44	**€13.2M**	Year 3
EU · 8 countries	40,000	€49	**€23.5M**	Year 5

WHAT €200K BUYS

- → **Hamburg + Cologne launch** — tariff engine, zone config, driver onboarding (Q3 2026)
- → **B2B sales function** — 1 dedicated sales hire for fleet partnerships
- → **Product refinement** — live data integrations (flight APIs, Messe calendar feed)
- → **12 months runway** to first B2B fleet deal and proof of replication
- → **Series A preparation** — with 3,000 paying drivers, metrics support €2–5M raise

WHAT MAKES THIS MODEL DEFENSIBLE

Data compounds with scale

As more drivers use TaxiIntel, zone yield data improves. Competitor density signals become real rather than modelled. The product gets better as it grows — creating a data moat.

City configs are not replicable quickly

Each city requires tariff ingestion, zone mapping, event calendar integration, and demand model calibration. TaxiIntel has Düsseldorf. Replicating 6 months of refinement takes a competitor 6 months — per city.

B2B fleet = step function growth

Taxi e.G. Düsseldorf: ~400 vehicles. One signed contract = **€187K ARR**. Taxi Munich Genossenschaft: ~800 vehicles. One deal = **€374K ARR**. B2B changes the trajectory entirely.

€49/month to earn €800 more per month. The ROI is 16×.

One strategic partner.
Revenue share from day one.

SEED ROUND · SINGLE INVESTOR PREFERRED

€200,000 sought

Structure: Revenue share (15–20% of subscription revenue until 2× return), converting to equity (8–12%) post-Series A.

Return trigger: Revenue share begins at first 100 paying subscribers. No profit threshold required — cash flows from Month 1.

Reporting: Monthly driver count, ARR, city pipeline — shared directly with investor. Full transparency.

Ideal profile: Operational background in mobility, SaaS, or fleet management. Network in DACH taxi sector is a material advantage and shortens the B2B sales cycle significantly.

WHAT YOU ARE INVESTING IN

- → **Live product** — not a deck. TaxiIntel Düsseldorf is deployed, accessible now at equinox-suite.com.
- → **Proven mathematics** — shift simulation demonstrates the yield uplift with public tariff data.
- → **Scalable architecture** — new city = config file. Cloudflare edge, zero infra cost.
- → **First-mover** — 12 months ahead on Düsseldorf tariff. No competing product in Germany.
- → **Active B2B pipeline** — Taxi e.G. Düsseldorf conversation open. Niclaus Mewes (Iprosoft/1TouchTaxi) in outreach.
- → **Founder with domain depth** — 20 years in high-value markets, multilingual, institutional-grade analytical framework.

NEXT CONVERSATION

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Live product: equinox-suite.com/assets/taxiintel-dusseldorf/taxiintel-shift-simulation.html
Route Intelligence Guide: equinox-suite.com/assets/taxiintel-dusseldorf/TaxiIntel_Route_Intelligence_Guide.html
Investor One-Pager: equinox-suite.com/assets/taxiintel-dusseldorf/TaxiIntel_Investor_OnePager.html