

LogiCon

ECITL Investors session

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What Logicon is doing?

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Logicon is developing **LEAN, PRAGMATIC and NEUTRAL** targeted solutions for secure, reliable and confidential **data exchange** in transport logistics **for SMEs**.



Where we are?

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- Logicon is a 2 years project started in Sep 2013
- We plan to have first tangible results in Summer 2014



Market

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We estimate between 600.000 and 1.000.000 companies as size of market in Europe

Different studies mention annual savings of hundreds or even thousands € Millions

A global market

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Global market could increase size x2, x3, x4

- **Competitors** are global too
- **Timing**

- Customers are both SMEs, and platforms owners, including large companies, ports and hinterland, associations and clusters
- We are **aware** of the barriers such as basic ICT interest of SMEs or reluctance to invest
- Logicon is **business-centric**, aiming to be pragmatic, easy to use and own, and cost effective
- We are proactively **involving** SMEs
- Logistics partners are **committed** with the concept
- Logicon aims to **transform** the behaviour of SMEs, preparing them for cooperation and collaboration

We are in an **early** Logicon phase, but we are **considering** it, as it **influences** the final solution.

As potential revenue models, we consider:

- **Subscription** or **Transaction** strategies, according to profile
- **Brand value creation** strategy. Offering Logicon for (almost) free and offering added value services or premium services
- **Cooperation** strategy. Establish collaborations with portals and platforms
- **Combinations** of the above strategies

PROS and CONS

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PROS

- There is a **need** of connectivity
- There is a strategy to create a lean solution to real SME, **business oriented** rather than technology oriented
- Logicon is being created by a well-balanced **consortium**, facing all the aspects
- Logicon is being **co-financed** by the EC, which eases the preparation phase

CONS

- Many Logistics SME are **resilient** to changes
- **Payment model** is still open
- We are in an **initial phase** of work

Thank You!

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