

Investment Teaser

PINBUS



Company **Pinbus.com**

Country/City **Bogota, Colombia**

Investment highlights

Pinbus is becoming the largest travel tech platform in the region focused on digitalizing the inter-city bus business. Millions of people in LATAM depend on bus travel for necessity or leisure and Pinbus makes their life easier through an amazing booking experience.

Investment opportunity

Intercity bus market in LATAM is massive compared to other more digitized travel options - it has 18x more travelers than air travel and is a USD \$24B market. But still, 90% of the bus tickets are sold offline and most people have to travel to bus terminals to purchase their tickets instead of buying online. Pinbus enables bus travel to be a part of the online travel ecosystem.

Company overview

Pinbus has sold more than 2 million bus tickets (only in Colombia) and USD +40 million in GMV. Being the local champion (with 60% online market share) and offering more than 3,500 different bus routes, the company started its regional expansion to launch 2 new markets in 2022 (Pinbus Peru and Pinbus Chile).

Sector

Cleantech E-commerce Edtech Fintech Foodtech Healthtech PropTech SaaS Other

USD	2019	2020	2021	2022	2023	2024
Income		7.600.000	10.000.000	23.000.000	50.000.000	90.000.000
Revenue		468.000	689.000	1.500.000	3.000.000	4.200.000
EBITDA		-710.000	-1.000.000	-1.600.000	-2.200.000	1.800.000

3 most relevant KPIs

KPI 1 **Take Rate** KPI 2 **Supply (Bus Companies)** KPI 3 **GMV**

	2019	2020	2021	2022	2023	2024
KPI 1		6,11%	6,87%	7,46%	8,19%	9,20%
KPI 2	30	40	60	100	150	200
KPI 3		7.600.000	10.000.000	23.000.000	48.000.000	6.000.000

Do you have a holding company? Yes No If yes, where is located?

Serie **A** Ticket size **USD 5.000.000**

Use of re-sources (%)

Product **30%** Marketing **40%** Expansion **30%** Other. Which one?

Cumulative investment (USD)

5.200.000 raised.

Cap table

Founders 47,25%, Investors (VCs + Angels) 52,75%

Name

Position

Brief profile

Photo (URL)

Sebastian Jaramillo	CEO	Serial entrepreneur with ore than 10 years of experience in e-commerce. Passionate for startups and technology- have Co founded 2 previous	
Alejandro Zuluaga	COO	Entrepreneur with 8 years of experience in e commerce with an MBA from IE Business School in Madrid. Co Founder of GetDeal.co	