

# STARTECH INOVATORI 2021.

## CARVISOR

Inovacija procesa / Informacione tehnologije

## Carvisor Technologies

[milosv@carvisor.co.nz](mailto:milosv@carvisor.co.nz)

Kupovina ili prodaja automobila možda deluje kao jednostavna stvar, ali je zapravo vrlo frustrirajuć i dugotrajan proces. Prosečnom kupcu je potrebno čak 85 dana da obavi kupovinu, uz čak 14 sati provedenih istražujući automobile na internetu. Ljudi su toliko preplavljeni reklamama, ponudama i oglasima da je teško odvojiti zrno od kukolja. Većina kupaca (64%) istražuje cene automobila onlajn i napominje pregovore oko cene (27%) i traženje najbolje ponude/cene (20%) kao glavne frustracije. Samo 60% kupaca je zapravo zadovoljno iskustvom kupovine.

Cilj projekta je primena najnovije tehnologije veštačke inteligencije i mašinskog učenja kako bi se ovaj kompleksan proces učinio jednostavnijim i efikasnijim za korisnike. Predloženo rešenje je platforma koja kupcima/prodavcima/institucijama daje pouzdane procene cene automobila i analize zasnovane na trenutnom stanju na tržištu. Korisnik samo treba da unese osnovne informacije o vozilu i platforma će mu istog trenutka odgovoriti procenom tržišne cene i dodatnim analizama.

### TRŽIŠNI FOKUS I POTENCIJAL

Trenutno je prototip platforme aktivan na Novom Zelandu ([www.carvisor.co.nz](http://www.carvisor.co.nz)). Veb sajtovi za onlajn prodaju vozila su najposećeniji i najprofitabilniji od svih globalnih veb sajtovi za onlajn prodaju. Tim se fokusira na Novi Zeland, jer je to tržište izolovano od glavnih globalnih igrača, iako spada u ekonomije prvog sveta. U svakom trenutku, na prodaju je oko 100.000 vozila na Novom Zelandu. Drugo tržište koje je u planu je Australija sa oko 400.000 vozila u svakom trenutku.

### TIM

Celokupni tim iza Carvisora je u Srbiji, odakle je i potekla ideja sa aspiracijama na globalnim nivou. Članovi tima imaju dugogodišnje iskustvo i dokazani su u različitim oblastima poslovanja, od izrade veb sajtova i aplikacija zasnovanih na veštačkoj inteligenciji, preko korporativnih finansija do kreiranja video sadržaja, kopirajtinga i promocije proizvoda. Kao takav tim poseduje komplementarne veštine iz oblasti tehnologija, menadžmenta i kreativnih industrija potrebne za podizanje ambiciozne platforme kakva je Carvisor. Tim obuhvata 2 doktora nauka iz oblasti mašinskog učenja i sistema za preporučivanje i članove koji su dugi niz godina gradili uspešne biznise u zemlji i inostranstvu.

### MOGUĆNOSTI ZA PARTNERSTVO

Za prvih 6 meseci na tržištu Carvisor je od strane korisnika prepoznat kao alat koji olakšava proces kupovine/prodaje automobila. Naredni korak je povećanje obima posla na N. Zelandu, komercijalizacija proizvoda i izlazak na tržišta Australije i Evrope, za šta je timu potrebna Seed investicija.





# STARTECH INNOVATORS 2021

## CARVISOR

Process innovation / Information technologies

## Carvisor Technologies

[milosv@carvisor.co.nz](mailto:milosv@carvisor.co.nz)

Buying or selling a car may seem like a simple thing, but it is actually a very frustrating and time-consuming process. The average customer needs as many as 85 days to make a purchase, with up to 14 hours spent researching cars online. People are so overwhelmed by commercials, offers and sales ads that it is difficult to separate the wheat from the chaff. The majority of buyers (64%) research car prices online. As the main frustration, 27% indicate price negotiation and 20% the process of searching for the best offer/price. Only 60% are actually satisfied with the shopping experience.

The project goal is to apply the latest artificial intelligence and machine learning technologies, to make this complex process simpler and more efficient for users. The proposed solution is a platform providing buyers/sellers/institutions with reliable estimates of car prices and analyses based on the current market situation. The user only needs to enter basic information about the vehicle and the platform will respond immediately with an estimate of the market price and additional analyzes.

### MARKET FOCUS AND POTENTIAL

The prototype platform is currently active in New Zealand ([www.carvisor.co.nz](http://www.carvisor.co.nz)). Online vehicle sales websites are the most visited and most profitable of all global online sales websites. The team is focusing on New Zealand, because that market is isolated from the main global players, even though it belongs to the first world economies. At any given time, there are about 100,000 vehicles for sale in New Zealand. Another planned market is Australia with about 400,000 vehicles at any given time.



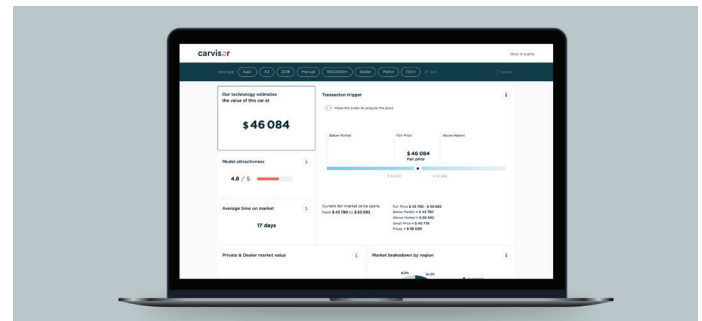
Skenirajte za više informacija | Scan for more information

### TEAM

The entire team behind Carvisor is in Serbia, where the idea came from, but aiming for global goals. The team members have years of experience and proven expertise in various fields, from website and AI-based app development, through corporate finance to video content creation, copywriting and product promotion, thus having complementary technology, management and creative skills to start an ambitious platform such as Carvisor. The team includes 2 PhD experts in machine learning and recommendation systems, and members who built successful businesses in Serbia and abroad.

### PARTNERSHIP OPPORTUNITIES

During its first 6 months in the market, Carvisor has been recognized as a tool facilitating the process of car sale/purchase. The following step is to increase the scope of work in New Zealand, commercialize the product and enter the markets of Australia and Europe, with seed investment needed for this endeavor.



MAY 2022