

## Update (April 2013) - Ingogo



*Description: puts you in direct contact with the nearest taxi to you so you can get from a - b, quickly, safely and easily.*

*Website:*

[ingogo.mobi](http://ingogo.mobi)

*Update:*

- The Sidecar Fund participated in a follow-on round (individual Sydney Angels had invested in Ingogo prior to the Fund's launch)
- Download app for iOS and Android
- Other new investors in this follow on round include Alison Deans, Daniel Petrie
- Rolling out payment system device + printer
- Have hired 4 new sales staff to market direct to taxi drivers with language expertise in Mandarin, Cantonese, Hindi, Tamil, Punjabi and Gujrathi
- Piloting corporate system with a number of key corporate customers
- Recent press <http://www.cnet.com.au/ingogo-strikes-back-at-misleading-taxi-app-claims-339342711.htm>

### ***Sydney Angel Sidecar Fund Investment***

- Cost of Investment \$321,296
- Book Value \$321,296