

PITCH DECK LEON

SECURITY TRANSPORTATION ON DEMAND



Problems

" Since covid crime is on the rise, 71% of worldwide population is feeling more insecure than ever."



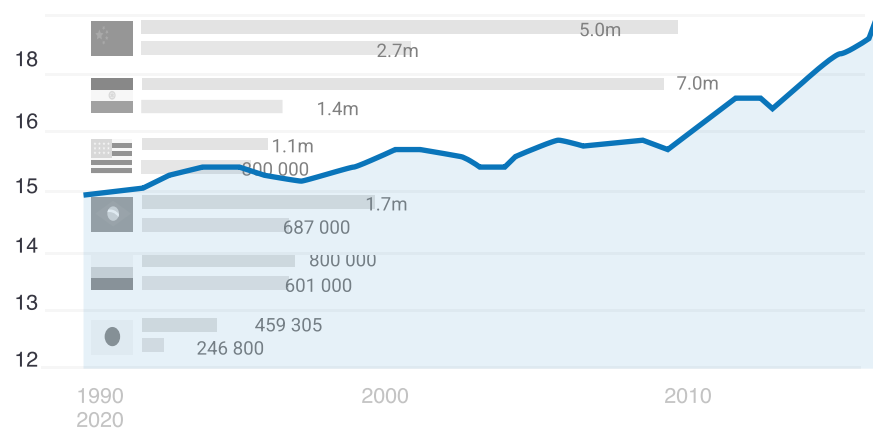
Solutions

"Book on demand a new generation of trained, screened selected agents coming from ex Legion, military, police and combat sportsmen, ready to serve clients."



Adressable Market

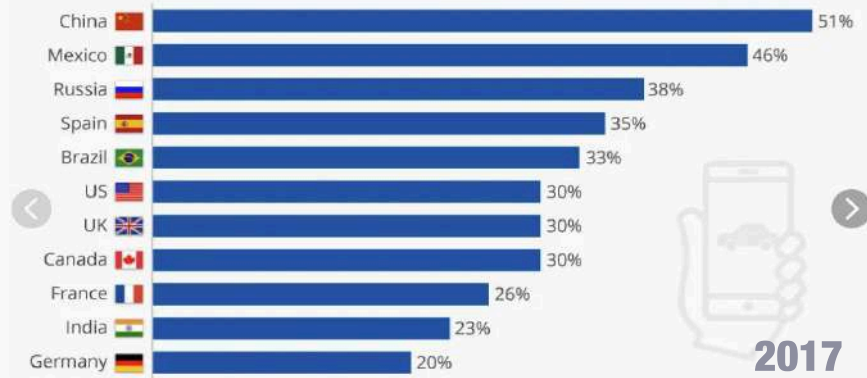
21 millions



21 Millions Security Agents
outnumber police officers

Mobility Apps Have a Long Road Ahead to Mass Adoption

% of people who have used an app for mobility services*



50 Millions Taxi Limo App Drivers
from 1 to 25 millions in 10 years

RIDE
SHARING

Market
200B€

Clients
500MM+

Drivers
50MM+



21% BY 2023

C A G R

SECURITY

Market
150B€

Clients
1.7 B USERS

Agents
21MM+



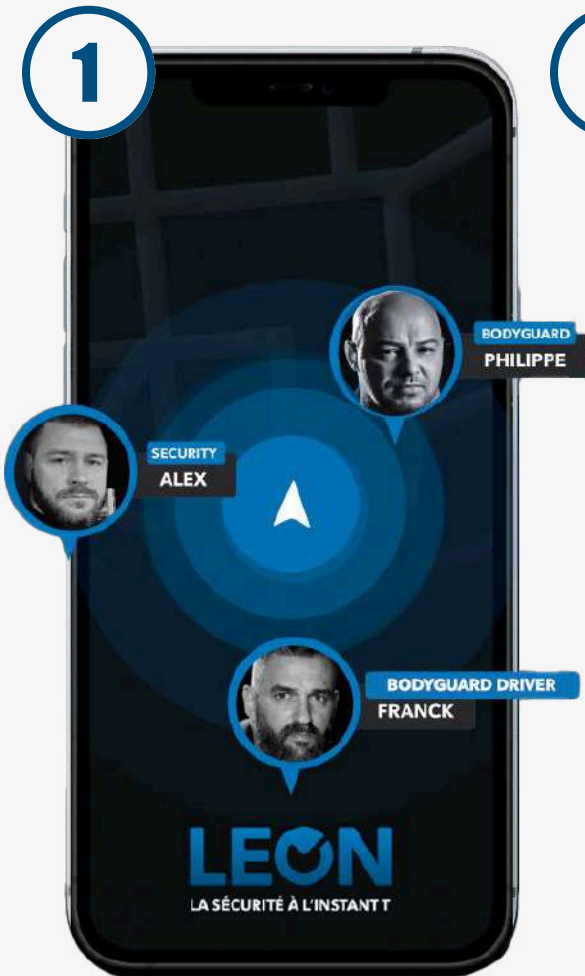
10.3% BY 2025

C A G R

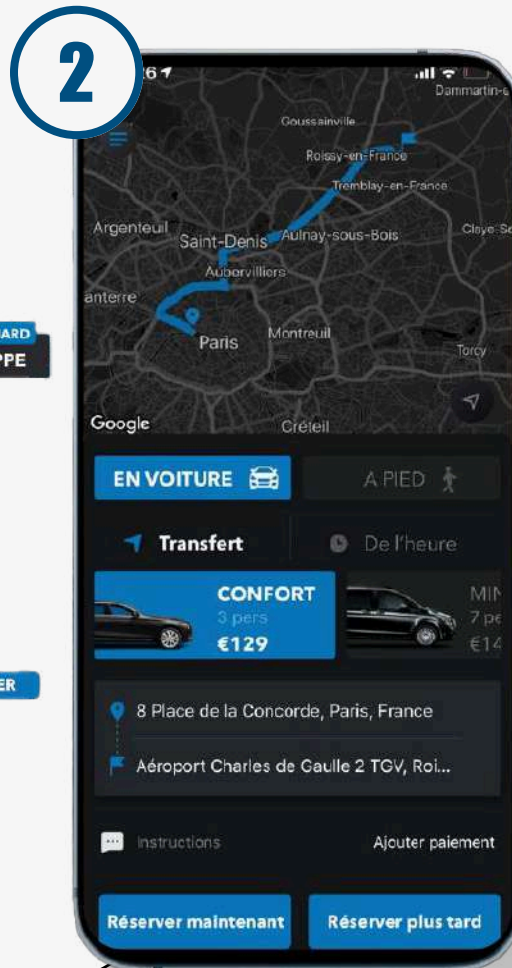
2 GROWING MARKETS ON DEMAND IN 1 APP

Service

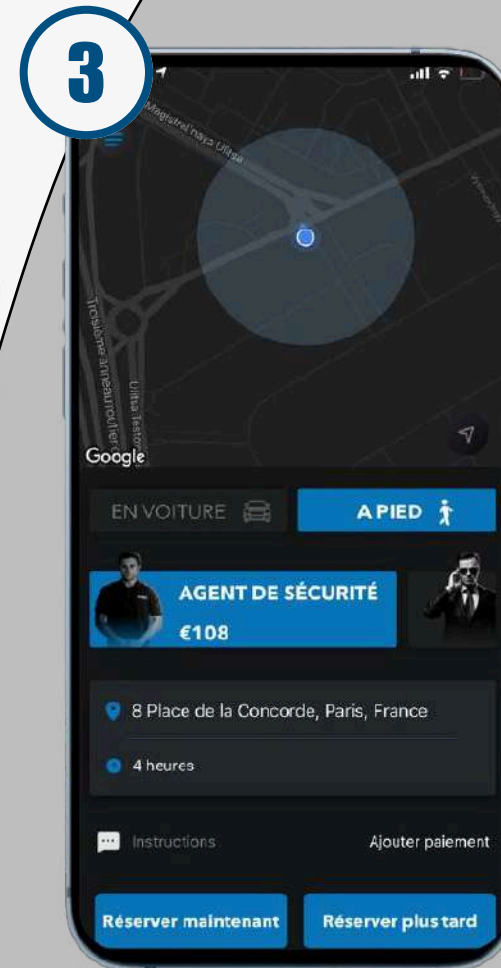
Choose security agent near you



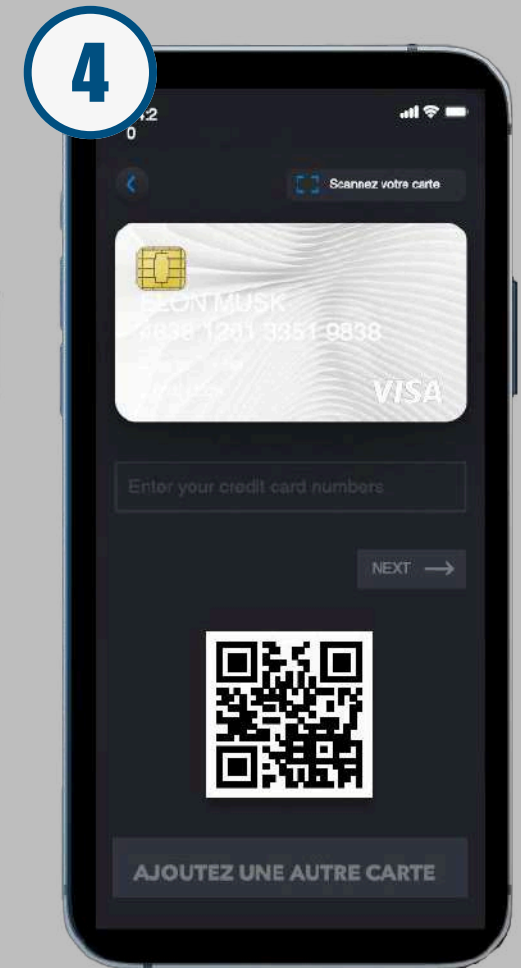
Select with or without car



Book type of category eco or luxe



Pay online
You can pay by Crypto



Available in 4 languages



Business Model

1. Value Proposition

- Secure ride transfers with professional escort services.
- Ensures safety, reliability, and premium service for users.

2. Revenue Streams

- Ride Commissions: Percentage on each trip booked.
- Subscription Plans: Premium safety and concierge features.
- Corporate Partnerships: B2B services for organizations.

3. Customer Segments

- Individuals: Professionals, VIPs, and security-conscious riders.
- Businesses: High-profile clients, event organizers, and security firms.

80%

15%

5%

MASS MARKET

Security Guard

Start from 26€

LUXE

Security Driver

Start from 35€

HWNI

Bodyguard

Start from 53€

Go-to-market Strategy



Victoria Bonya
@victoriabonya
11.3M followers



Hofit Golan
@hofitgolanofficial
3.7M followers



FoodGod
@foodgod
3.7M followers



Karina Zhosan
@karinazhosanofficial
2.0M followers



Lana Scolaro
@lanascolaro
2.1M followers



Alvaro Nunez
@alvaronunez
1.0M followers



Tom Claeren
@tomclaeren
882K followers

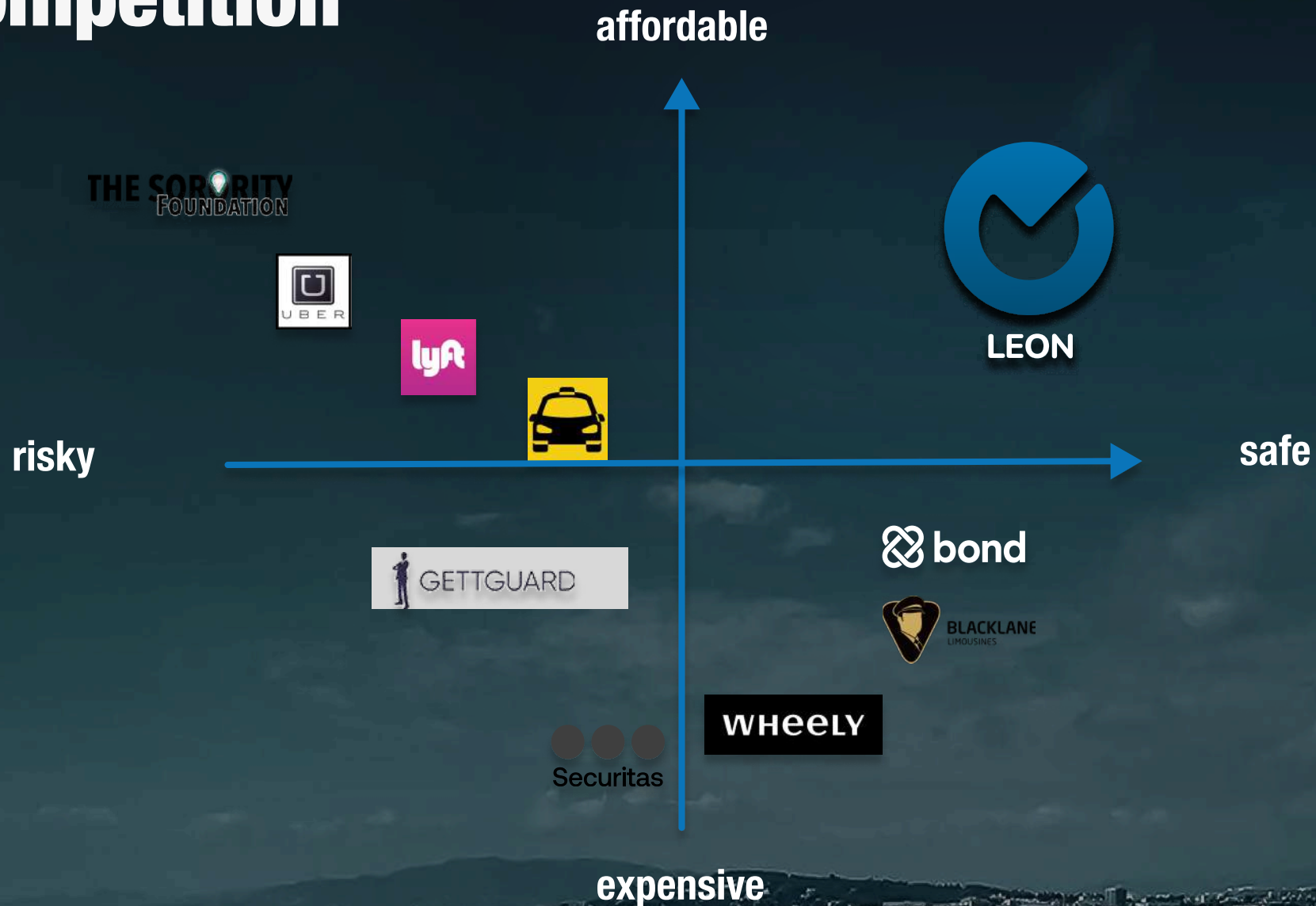


Karina Shmatova
@karinashmatovaofficial
118K followers

"Driving growth through targeted outreach, strategic partnerships, and innovative marketing – we're already taking our solution to the world!"

They already LOVE LEON and promote us

Competition



Affordable and safe LEON is the solution

Traction



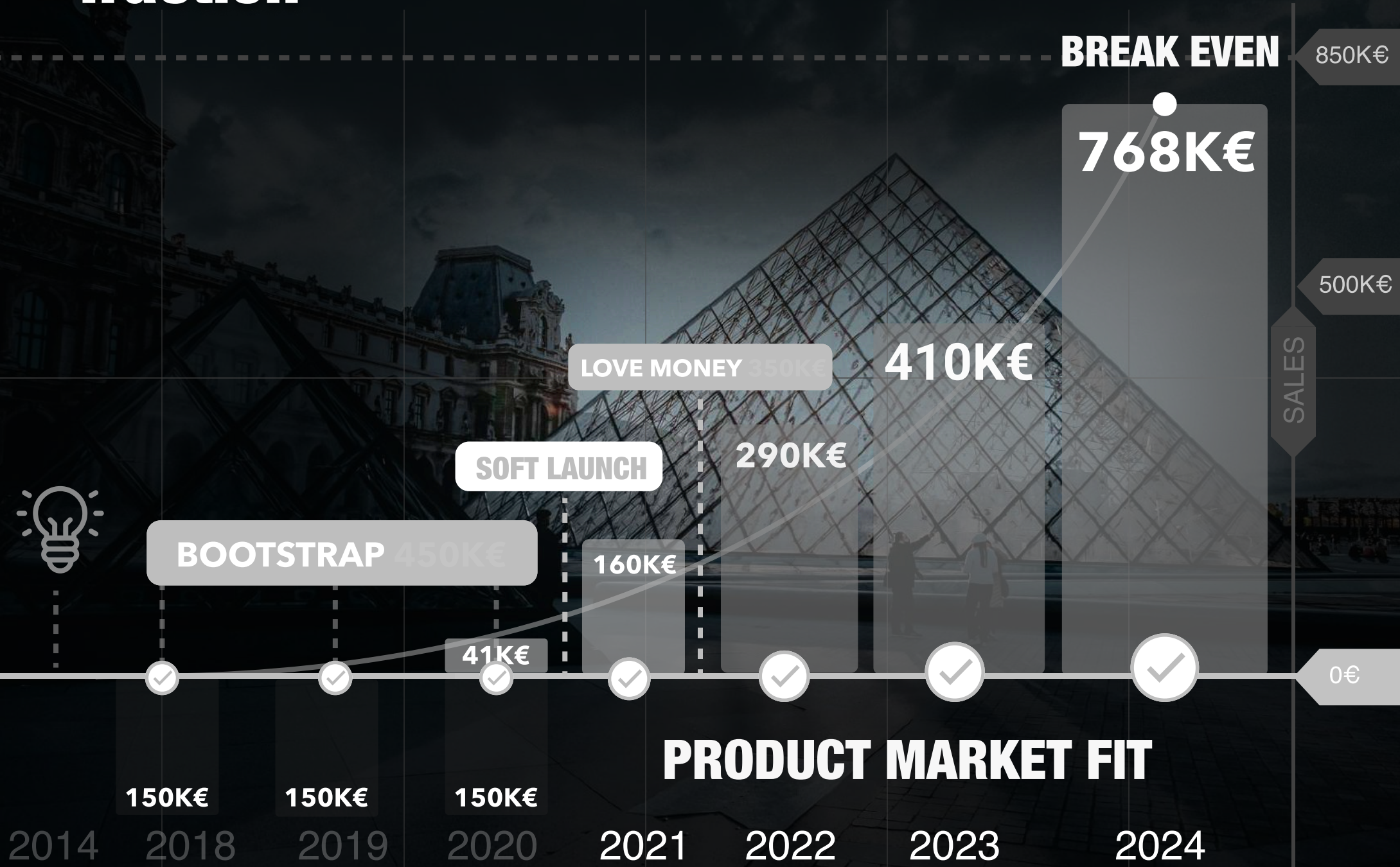
BOOTSTRAP 450K€

SOFT LAUNCH

LOVE MONEY 350K€

BREAK EVEN

PRODUCT MARKET FIT



1M€

850K€

500K€

SALES

0€

150K€

150K€

150K€

2014

2018

2019

2020

2021

2022

2023

2024

Financials

Profit & Loss (in €)	2025	2026	2027	2028	2029
Global Revenue	6 480 000	14 129 100	16 954 920	22 041 396	28 653 815
% YoY		118%	20%	30%	30%
EBITDA	(36 580)	4 512 930	5 775 584	8 350 709	11 790 009
EBITDA Margin		32%	34%	38%	41%
EBIT	(68 180)	4 454 430	5 687 684	8 226 743	11 630 809
EBIT Margin		32%	34%	37%	41%
Net Profit	(68 180)	2 919 243	3 720 858	5 371 246	7 583 889
Net Profit Margin		21%	22%	24%	26%

Cash flow (in €)	2025	2026	2027	2028	2029
Ebitda	(36 580)	4 512 930	5 775 584	8 350 709	11 790 009
Capex	-	(109 500)	(132 000)	(152 000)	(172 000)
Delta WC	206 001	(80 340)	(5 558)	(15 918)	(28 226)
Free Cash Flow	169 421	4 323 090	5 638 026	8 182 791	11 589 783
Taxes	-	(1 535 188)	(1 966 826)	(2 855 497)	(4 046 920)
Debt & Loans	-	-	-	-	-
Equity Increase	-	1 500 000	-	-	-
Dividends distribution	-	-	-	-	-
Cash Flow	169 421	4 287 903	3 671 199	5 327 294	7 542 863
Cash and Bank BOP	10 000	179 421	4 467 324	8 138 523	13 465 817
Cash and Bank EOP	179 421	4 467 324	8 138 523	13 465 817	21 008 680

Team



Julien Crozet
CEO

- Founder of Léon
- Creator of chauffeur companies since 2005 in Nice, Paris, Miami, and Orlando
- Proven ability to create, launch, and grow businesses in France and the United States



Artem Lazarev
CTO

- Development of cross-platform mobile applications, Android and Apple
- Online payment integration
- Front-end and back-end development



Igor Bogahyrov
COO

- Dispatcher
- Customer relations
- Management of orders via email and WhatsApp
- Operational and sales support
- Email marketing, smm , seo



Alain Iozzino
CFO

- Management and oversight of finances and administration
- Investor relations and public relations
- In charge of information systems and the quality of financial data

ALREADY WORKING 8 YEARS TOGETHER

Funding Ask

"We are seeking **1.7million€**
to scale our vision in Paris market to become a safe alternative

500K€

Down payment

+

100K€

to support the growth monthly

=

550K€

sales monthly

Administrative

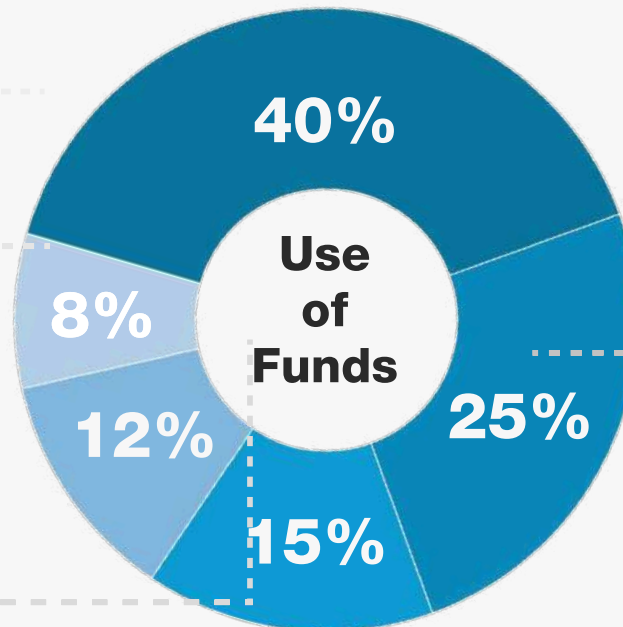
Cover essential operational expenses, including legal fees, financial management, accounting, and other core administrative needs.

Marketing

Build LEON's brand presence through communication campaigns in key cities and high-profile events, driving visibility and customer acquisition.

Technology

Maintain the LEON app by introducing new features and continuously improving the user experience to stay ahead of market demands.



Talent Acquisition and Development

Recruit skilled security professionals and experienced drivers while ensuring continuous training to maintain high standards.

Fleet Expansion and Operational Scaling

Expand and maintain the vehicle fleet to meet customer expectations for quality and reliability. Recruit skilled security professionals and experienced drivers while ensuring continuous training to maintain high standards.

**“ Let’s shape the future of security 2.0 together
and bring affordable safety everywhere for everyone.”**

Julien Crozet



+33 6 67 56 64 16



www.leon-application.com



Click here Download the app



Click here and visit our instagram account



finance@leon-application.com

LEON

Democratizing Private Security