

Search Memo – Simplyture

Searching for: Board members with experience in scaling B2B Solution growth and M&A

The ideal candidate should have experience with/in:

- Experience building international companies
- Scaling the organisation internationally
- B2B Complex solution selling
- Structuring a SAAS sales org.
- M&A experience

Introduction: Simplyture is an international and ambitious SaaS scale-up that aims to revolutionise the mobility and parking industry. Simplyture Parking Intelligence adopts licence plate recognition to eliminate the need for barriers while creating unparalleled data insights. Simplyture is represented with legal entities in all the Scandinavian countries, the UK and is about to enter Germany.

- [Website](#)
- [Pitch deck](#)

Product: Simplyture has developed a Cloud parking management system that uses a licence plate recognition to decrease the cost of operating a facility while creating new revenue streams, ultimately improving the business case for owners.

Software solutions:

- Cloud Management system
- Multitude of payment owned channels
 - Physical and virtual payment machine
 - Online pre and post payment platform
 - Third party apps

Hardware solutions:

- ANPR Cameras
- Payment Machines
- Barriers
- Infocom/Infopay

Team: The current team consists of 40 employees and a professional board.

[Jonas Ørting](#), Co-Founder & CEO

[Per Moesgaard](#), Co-Founder & Board Member

[Arne Molden](#), Chairman & CM Simplyture Norway

[Anders Kirk Johanssen](#), Board Member

Expected Revenue in 22/23: €8M

Compensation: Will be defined after the profile has been identified.