

FREENOW ✓
FOR BUSINESS

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SUCCESS STORY

Scaling Mobility

How FREENOW helped europe's leading early-stage venture capital firm centralise taxi booking & expensing

"FREENOW for Business offers an easy-to-use app & platform with an automated onboarding process, taking the hassle out of managing business travel.

By eliminating the need for employees to manually expense trips, FREENOW streamlines mobility, allowing companies to focus on what matters most."

SILVA KARTALIYSKA
**Operations & Administration
Manager at Cherry Ventures**

ABOUT CHERRY VENTURES

Cherry Ventures is a leading European early-stage venture firm with offices in Berlin, London, and Stockholm. They support founders tackling key societal, environmental, and business challenges.

Cherry's portfolio drives customer behavior change, enterprise solutions, sustainability, and innovation, with early investments in companies like FlixBus, Auto1, Forto, Juni, and Moss.

CHALLENGE

Manual expensing makes trips ineffective

- With partners and teams frequently travelling between meetings and conferences, managing transportation became inefficient and costly.
- Coordinating travel across multiple locations, ensuring expense transparency, and reducing administrative overhead were critical issues.
- Manually processing receipts and tracking travel-related spending became difficult as the firm scaled.
- Cherry needed a solution that simplified tracking, provided insights, and supported better financial oversight of mobility costs.



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INDUSTRY

Finance

BASED IN

Berlin

OFFICES

3

EMPLOYEES

30+



SOLUTION

FREENOW for Business Centralised Mobility Platform

- A central platform where employees book rides through a single app, covering a wide range of transportation options such as taxis, ride-hailing, and eco-friendly alternatives like electric vehicles.
- Automated receipt generation, monthly billing, and detailed ride history reports reduced administrative workload and ensured that all spending was accounted for.

"At Cherry Ventures, we believe in supporting solutions that simplify everyday business operations."

SILVA KARTALIYSKA

**Operations & Administration
Manager at Cherry Ventures**

RESULTS

Centralised booking and expensing without any extra effort

- Administrative overhead was reduced by 30% as FREENOW's automated expense tracking replaced manual receipt collection. The centralised billing by monthly invoices led to less work for the finance team.
- Employees choose from various transport modes, including premium options, which meant teams could tailor their travel to specific needs. This, combined with easy onboarding, led to an adoption rate in the first month of 92%.
- As Cherry Ventures continues to grow, they get a scalable mobility solution that can adapt to the firm's evolving needs. This flexibility means that new employees, teams, and travel patterns can be accommodated without additional administrative burden.



CLIENT SINCE

2018

YEARLY TRIPS

700+

INCREASE IN RIDES

153%

ADOPTION RATE IN 1ST MONTH

92%

TIME SAVED IN TRAVEL EXPENSING

-30%