



What's for?

Rural Services
PROVIDERS



Rural Services
CONSUMERS



Problem

Rural Services PROVIDERS



Rural Services CONSUMERS



Low level of digitalization and **digital divide**

Lack of talent in rural areas

Difficulty of **acquiring new clients**



Low offer of **rural services providers**

Predominantly **elderly population**

Transport & mobility difficulties

Our mission

Rural Services
PROVIDERS

Rural Services
CONSUMERS

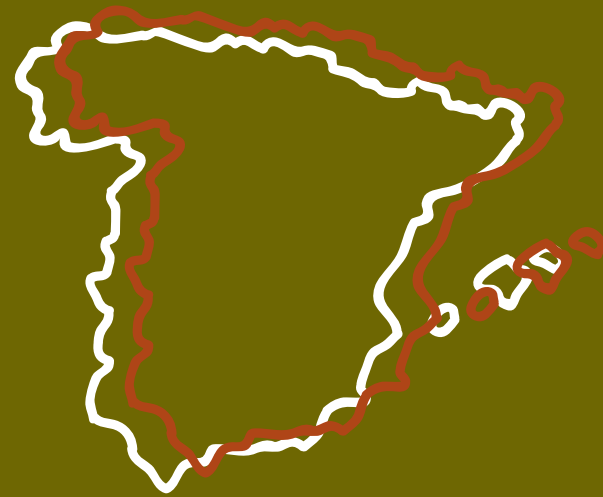


Digitalization & process
improvement
Transport solutions
Safety & guarantee in
service contracting

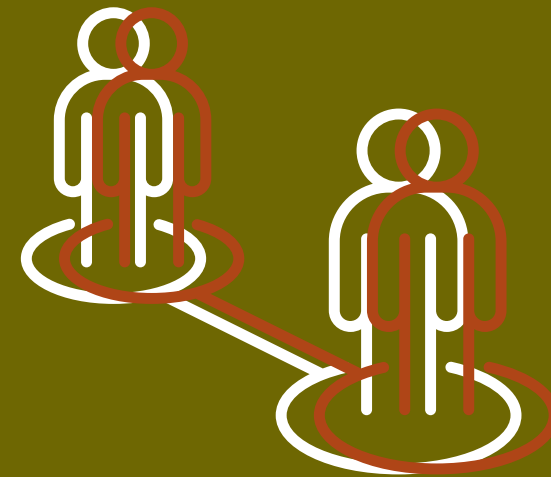


**IMPROVING THE CONTRACTING PROCESS AND
INCREASING ACCESS TO SERVICES IN RURAL AREAS**

Rules



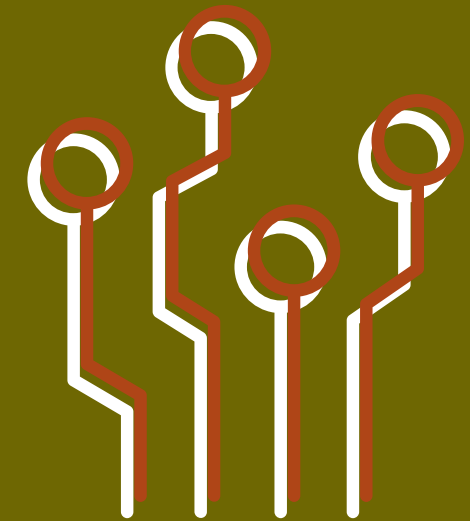
**8 MILLION PEOPLE
IN SPANISH RURAL
AREA**



**12,5 KM AVERAGE
DISTANCE TO ACCESS
BASIC SERVICES**



**SERVICE
CONSUMPTION IN
SPANISH RURAL
AREAS AMOUNTS TO
€4.8 billion/month**



**DRAMATIC
REDUCTION OF THE
DIGITAL DIVIDE:
FROM 18% TO 4%
BETWEEN 2004 AND
2018**

Workstreams



Official Rural Services Guide

Mass **marketing action** aimed at **community building** and **increasing service contracting**

Function

Create a **community**



Web guiaserviciosrurales.es

Informative and **interactive** action focused on the **initial digital-format service contracts**

Function

MVP



serviciosrurales.es Platform

A previously **tested** and designed tool for **automated** and **scalable service contracting**

Function

Automatic
Turnover

+500 Rural Services professionals
& companies



Wellbeing



Farming



Digital services



Transport



Nourishment



Maintenance



Environment



Leisure & Tourism



Training



Professionals

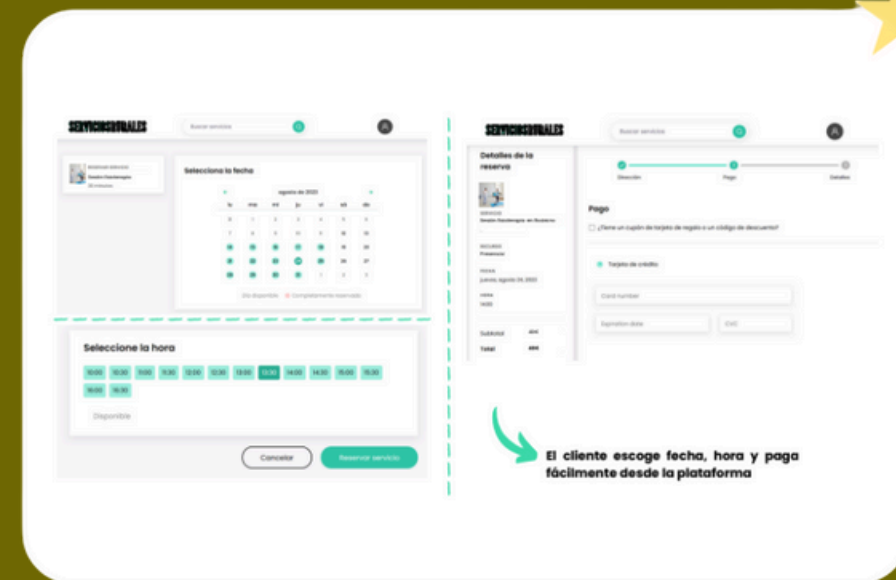
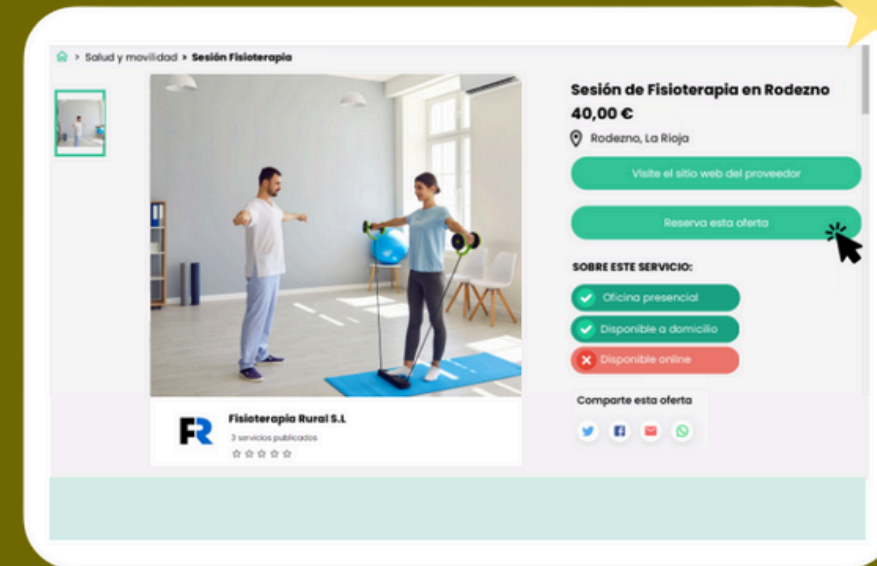
serviciosrurales.es Platform Pilot R&D Horizon Europe

dRural



+30 partners

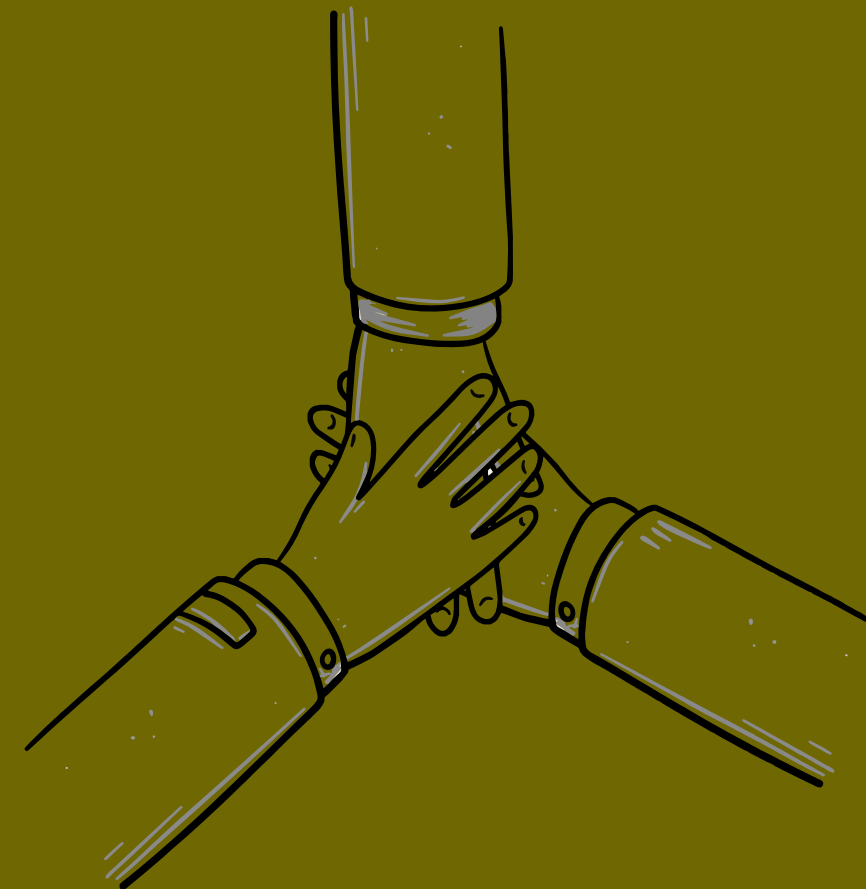
**€75K to develop
marketplace**



Next Steps & Call for Interest



New regions in Spain
to integrate
serviciosrurales.es



Technological partner
with **Multiplatform**
Experience

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We support and guide the
development of projects
that are committed to the
rural world.





REVOLUTIONIZING SERVICE CONTRACTING IN RURAL AREAS