

INVENT INSIGHTS with DELOITTE DIGITAL

As we continue our series of conversations with the finalists of Catalyst INC's INVENT 2016 programme, sponsor Deloitte Digital catches up with the team behind Fuel & Drive.

***Eleso** was established by a group of Queens University Belfast students. Their product **Fuel & Drive** turns a vehicle into a method of payment through the integration of a number plate recognition system installed at forecourt pumps. It will provide a system that increases security at forecourts whilst decreasing the payment processing time, allowing for a higher throughput of vehicles and 24-hour operation. The team consists of Jonathan Browning (Belfast) Joseph Quinn (Coalisland), Connor Duggan (Randalstown), Mark McAleer (Dungannon) and Orla Martin (Derry).*



How did you come up with the idea?

We found it very frustrating that it takes so long to refuel and pay, especially if you are in a rush to be somewhere. It's even worse if you have to go in-store to then face another queue. We thought it shouldn't be that much of a hassle after all you can now order taxis that are paid automatically for you, so why not fuel?

What makes this idea unique to anything else out there?

We are the only ones out there that are utilising the cloud to increase security at forecourts and providing benefits to them and the consumers.

Where do you envision your idea being in five years from now?

We want to be the global standard for fuel payments at forecourts. In the future the current system will be developed for use in settings including 'Drive Through' areas such as fast food

and pharmacies, car washes and parking.

As an entrepreneur who or what inspires you the most?

We set out to make a change and improve people's lives through good technology that just works.