**Project statement:** Services Providing Application

**In congested urban centers like Dhaka, Chittagong, daily commuting poses a significant challenge. Traffic jams, high costs, and limited safe options for women create hurdles. Shuttle addresses these issues by providing a cost-effective ride-sharing model. However, despite its success, the startup faces the ongoing challenge of expanding its services to meet the diverse commuting needs of the middle-income population. This includes scaling its "Shuttle for School" initiative and further penetrating the B2B market. The ongoing mission is to make safe, affordable commuting a reality for all, addressing the pressing transportation problems faced by the majority in Bangladesh.**

**Abstract:**

This document outlines the success and impact of the Bangladeshi transport-tech startup, Shuttle, which has gained recognition for its innovative approach to ride-sharing. By bringing together 4-10 individuals in sedans and minivans, Shuttle provides a cost-effective solution to traditional ride-sharing, contributing to reduced pollution and earning its founders spots on Forbes 30 under 30 Asia list. The startup's expansion beyond women-only services to include unisex and B2B offerings, along with the recent launch of "Shuttle for School," showcases its commitment to addressing diverse commuting needs in Dhaka city. With over 30,000 registered users, predominantly women, and collaborations with 50+ organizations, Shuttle has positioned itself as a key player in Bangladesh's transportation sector.

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**INTRODUCTION:**

**1.1 Problem Statement & Solution:** The burgeoning traffic congestion in Dhaka city and the challenges associated with affordable, safe, and convenient transportation prompted the inception of Shuttle. The startup addresses these issues by pioneering a ride-sharing model that significantly reduces costs for users and minimizes environmental impact. Through the introduction of "Shuttle for School," Shuttle takes a step further in tackling traffic congestion, aligning with Dhaka North City Corporation's initiative.

**1.2 Background:** Founded with a primary focus on providing women-only services, Shuttle's evolution into unisex and B2B offerings reflects its adaptability to diverse commuting requirements. The background of Shuttle is rooted in a commitment to enhancing daily commutes for middle-income individuals in Bangladesh.

**1.3 Benefit of Application:** The tangible benefits of Shuttle extend beyond cost reduction, addressing societal concerns such as safety for women during commute and contributing to a greener environment. The "Shuttle for School" initiative not only aids students but also aligns with broader city-level efforts to alleviate traffic congestion.

**1.4 Objectives:** Provide cost-effective and convenient transportation solutions. Expand services to cater to diverse commuting needs. Collaborate with government initiatives for sustainable urban development. Enhance safety and accessibility for women during commute.

**1.5 Purpose:** The purpose of Shuttle is to revolutionize mass transit in Bangladesh, offering a comprehensive solution to the transportation challenges faced by the majority of the population. The startup aims to create a positive impact on daily commuting experiences while fostering economic opportunities for its users.

**1.6 Features of Application:**

| **Feature** | **Customers Benefits** | **Professionals Features** |
| --- | --- | --- |
| **Effortless Booking** | Find rides easily based on current location. | Efficient allocation and utilization of available vehicles. |
| **Swift Response** | Quick responses for prompt and efficient service. | Monitoring and optimizing response times for better service. |
| **In-App Communication** | Seamlessly chat with drivers for queries or instructions. | Improved customer service and issue resolution capabilities. |
| **Flexible Payment Options** | Convenient payment methods for user flexibility. | Diverse financial tracking and revenue collection avenues. |
| **Booking History** | Transparent record of past rides and payments. | Data insights for customer behavior and service improvements. |
| **Route Optimization** | Efficient route planning for reduced travel time. | Enhanced management of fleet and resource optimization. |
| **Real-time Updates** | Stay informed with live updates on ride progress. | Monitor and manage real-time operational efficiency. |
| **Safety Features** | Driver ratings for secure and reliable service. | Monitoring and enhancing overall safety standards. |
| **Shuttle for School** | Dedicated service for students' transportation needs. | Specialized service management for school routes. |
| **Corporate Commuting Solutions** | B2B offerings for businesses' daily commutes. | Corporate partnership management and service customization. |
| **Environment-Friendly Option** | Shared ride option for reduced pollution. | Environmental impact tracking and sustainability initiatives. |
| **Special Consideration for Women** | Ensured safety for all riders. | Gender-focused safety measures and community building. |