

TrotroLink – Connecting Riders to Minibus Transport, the Smart Way

INTRO – The Problem

Every day, thousands of people across our cities face the same frustrating problem — they wait endlessly at bus stops hoping for a trotro or minibus that may never come. Especially during rush hours and late evenings, it becomes a gamble — long queues, overcrowding, uncertainty, and delays. Some are even willing to pay more, just to get home faster. But they can't afford expensive Bolt or Uber rides. What they need is a middle ground — reliable, affordable, and predictable transport.

SOLUTION – What We're Building

Introducing TrotroLink — a smart, affordable ride-booking platform built specifically for trotro and minibus transport. With TrotroLink, drivers can register, post their route, number of available seats, departure time, and price. Passengers simply log in, search for available rides on their route, and book a seat in advance — just like you would for a Bolt or bus ticket. You get the driver's contact, pickup location, and estimated departure. No more waiting endlessly at the roadside — your ride is secured before you leave home or work.

HOW IT WORKS – System Overview

For Passengers:

- Sign in on the app or via USSD
- Enter your pickup and destination area
- See available trotros/minibuses and their departure times
- Book a seat (pay now or pay the driver in cash)
- Arrive at pickup spot on time, get home stress-free

For Drivers:

- Register and verify their trotro or minivan
- Post upcoming trips with time, price, and route
- Accept bookings from passengers
- Know in advance how many people they're picking

THE PLATFORM – MVP FEATURES

- Mobile App (React Native or Flutter)
- USSD option for users without smartphones

- Live booking dashboard
- Driver route posting
- Booking confirmation via SMS or app
- Ratings & feedback
- Pickup zone mapping

BUSINESS MODEL

Revenue Streams:

1. Commission per ride – A small fee from each seat booked (e.g., 5–10%)
2. Driver Subscription Plan – Weekly or monthly fee to list unlimited trips
3. Ad Slots – Local businesses can advertise to riders and drivers in-app
4. Loyalty Passes – Monthly prepaid ride plans for regular commuters

MARKET OPPORTUNITY

- Millions rely on public transport daily across cities like Accra, Kumasi, Lagos, Nairobi
- 40%+ of working-class people complain about inconsistent transportation
- Growing smartphone penetration and mobile money adoption in Africa makes this timely

ROLL-OUT STRATEGY

1. Start in one high-demand route (e.g., Accra → Madina or Kasoa → Circle)
2. Partner with trusted trotro drivers and transport unions
3. Run a pilot phase using WhatsApp or a basic form before launching the full app
4. Create visibility through: Posters at trotro stations, Social media promotions, Referral rewards (bring a friend, ride for less)
5. Expand to other cities and regions after traction

WHY WE WIN

- We're solving a real daily problem
- We're not trying to replace trotros — we're empowering them
- We're giving commuters reliability, comfort, and choice
- We're bringing structure to a broken informal transport system

CLOSING

TrotroLink is more than just an app. It's a movement to restore dignity, reliability, and control to daily commuters — and to support the hardworking drivers who keep our cities moving. The streets are ready. The people are waiting. Let's connect the city — one seat at a time.