

DrukShiftr



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We Connect you with your home shifters



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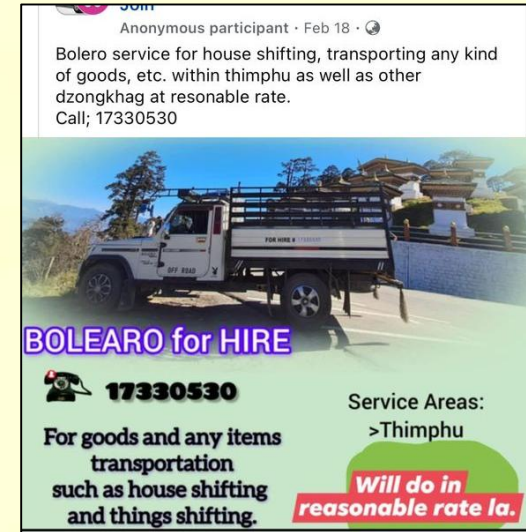
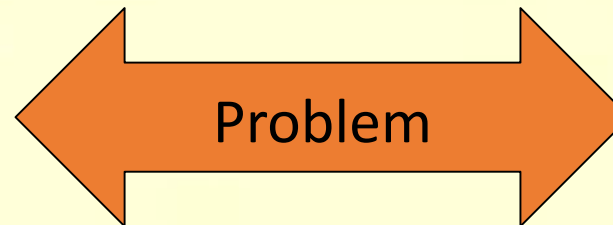
TOT on Entrepreneurship Development: New Business Creation



Problem



Service seeker



Service Provider

- Difficulty in finding reliable car/truck rentals for shifting houses.
- Time-consuming process with no price transparency.
- Limited access to trusted vendors.

Solution



DrukShifter: We Bridge the Gap

We make house shifting stress-free by offering instant access to affordable, reliable car and truck rentals through a smart, easy-to-use booking app.

MVP



Other Core features

- Easy payment getaway for subscriptions and payments
- Strict Security and privacy
- Real time tracking of driver's location

Target market and size



164,331 household units in the country (NSB)

11,032 service industries in **Bhutan** (MOICE, 2024)

7,982 heavy vehicles and 1970 medium vehicles as of December 2024 (BCTA 2024)

Bhutan has 1,117 schools and educational institutions (Business Bhutan)



Marketing strategies and competitive advantage

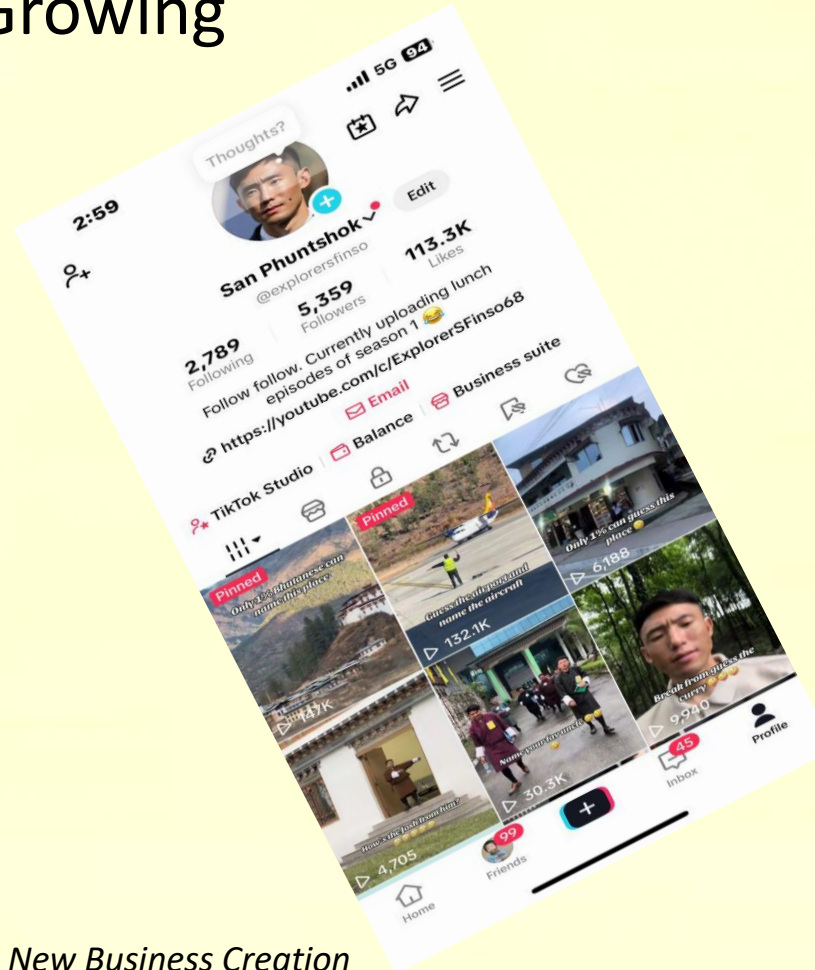


Personal Tiktok account (Growing steadily)

Other Social media

Events

Awareness campaigns



First mover advantage in Bhutan

Highly scalable

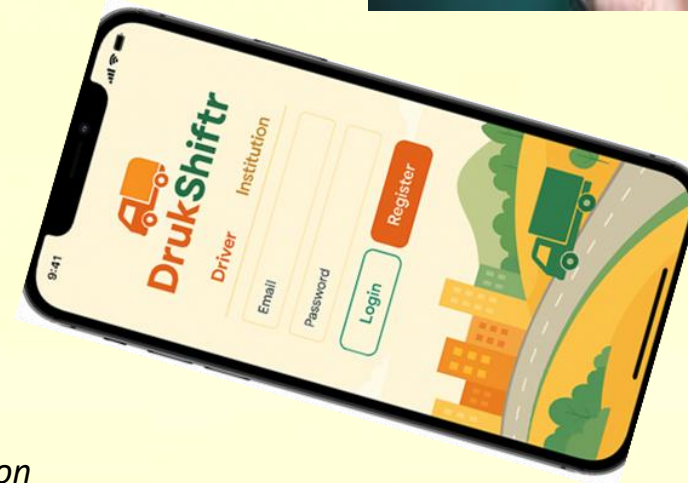
Less upfront cost



Business model



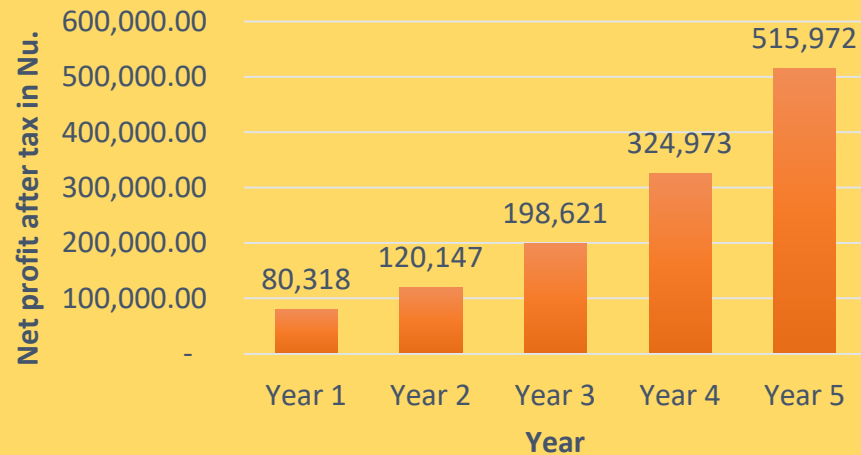
Driver subscription-Nu 300 per month
Individual fee per transaction-Nu 100 per order
Business and institution transaction fee: Nu 350 per order
Priority listing fee: Nu 450 per month



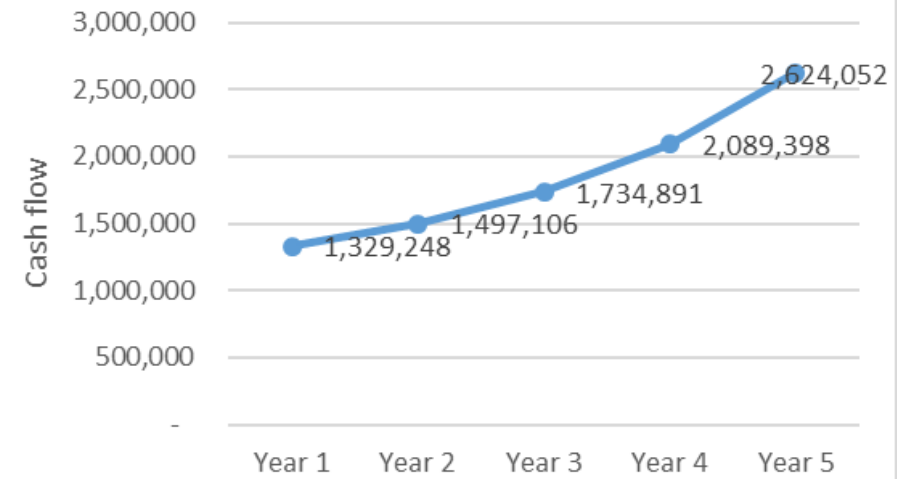
Traction: Business Feasibility



5 year Profit projection



5 Year cashflow projection



BEP	Year 1	Year 2	Year 3	Year 4	Year 5
break even point (unit)	2549	2544	2536	2526	2514
Monthly units	212	212	211	211	210

Traction: Business scalability



We might start small but we have unlimited possibilities!

- Expand into other real estate sales service
- Expand into home and flat rental services
- Platform for other businesses for sales
- Ad revenue generation
- Expand into global real estate market



Our Team



Mr. Phuntsho (Owner)



Mr. Rabden (Backend
maintenance developer)



Ms. Lhamo (Platform
support staff)



Challenges

Low App adoption rate: Invest more in marketing and outreach

Low literacy rate: Make app user friendly

Resistance from the drivers: Effectively communicate the benefits.



Total project cost

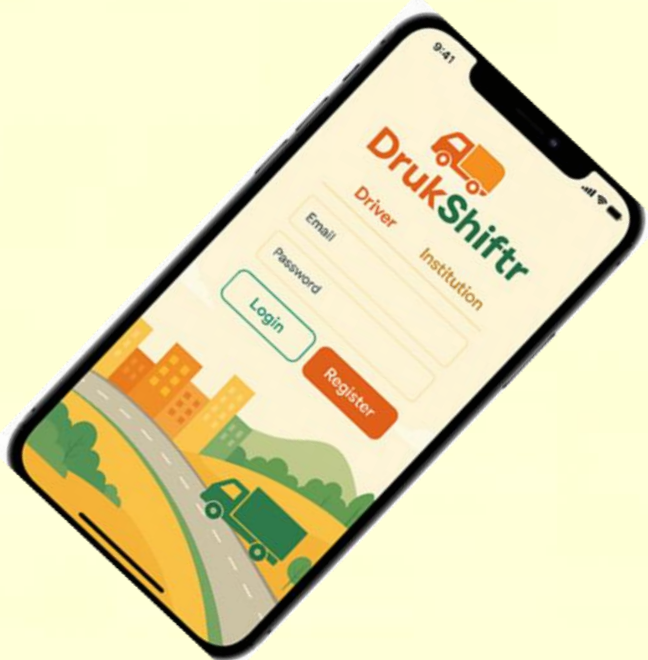


Total project cost: Nu 1,549,634
Require loan of Nu 1.08 million



Move hassle-free: Book your house shift in a snap!

Questions?



Thank You



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