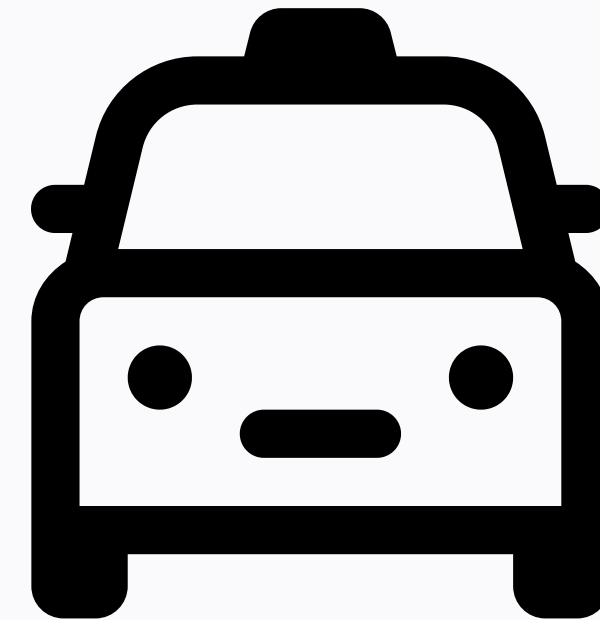# MAADD TAXI

Problem

In urban environment **demand is not always fulfilled** by supply of taxis. This creates a **bottleneck problem** in city's traffic. It costs **millions of dollars** and **thousands of hours** for big cities and is detrimental for the environment.

Taxi Client

- **Long waiting time**

- **High prices because of high demand in area**

- **Irritated driver**

Driver

- **Lost time**

- **Lost profit**

- **Angry customers**

Problem

20 minutes average waiting time
x
30 km/h average taxi speed
=
10 km of driving wasted before each trip with a customer

Solution: ## Analyze, Predict, Distribute
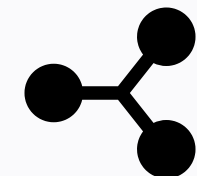
Find hotspots → **Rank hotspots** → **Connect**

Divide & Conquer

Idea:

Split the city into clusters based on order data.
In each area, find a hotspot and predict profit from rides that start from it, using ML algorithms.

How are we different?

Drivers see how much they can earn

We find the best hotspot for them based on their location and calculate how much money they can make from it

02

Highly effective networking

A talkative taxi driver is the perfect marketing agent.

If a driver likes our product, their fellow drivers and passengers will know about us

Referral program: invite a friend and enjoy several dozen commission-free rides

03

Compatibility

Our algorithms can work with human drivers as well as autonomous taxis

We have **no competition** on the market as of right now

Taxi companies send their drivers the nearest order **after getting a request**

MAADD City sends their drivers the best order **before getting a request**

How do we make money? 💵

We take a **small commission** from every successful transaction and work with companies and city authorities to provide value not only to individual drivers but also big taxi parks.

Expansion plan

Taxi market:

$69.18B in 2019
$120.89B by 2027

Pitch

Expansion plan

Robo-taxi

Taxi Market

Autonomous vehicle market:

$54.21B in 2019
$2,044.93B by 2030

Taxi market:

$69.18B in 2019
$120.89B by 2027

Expansion plan
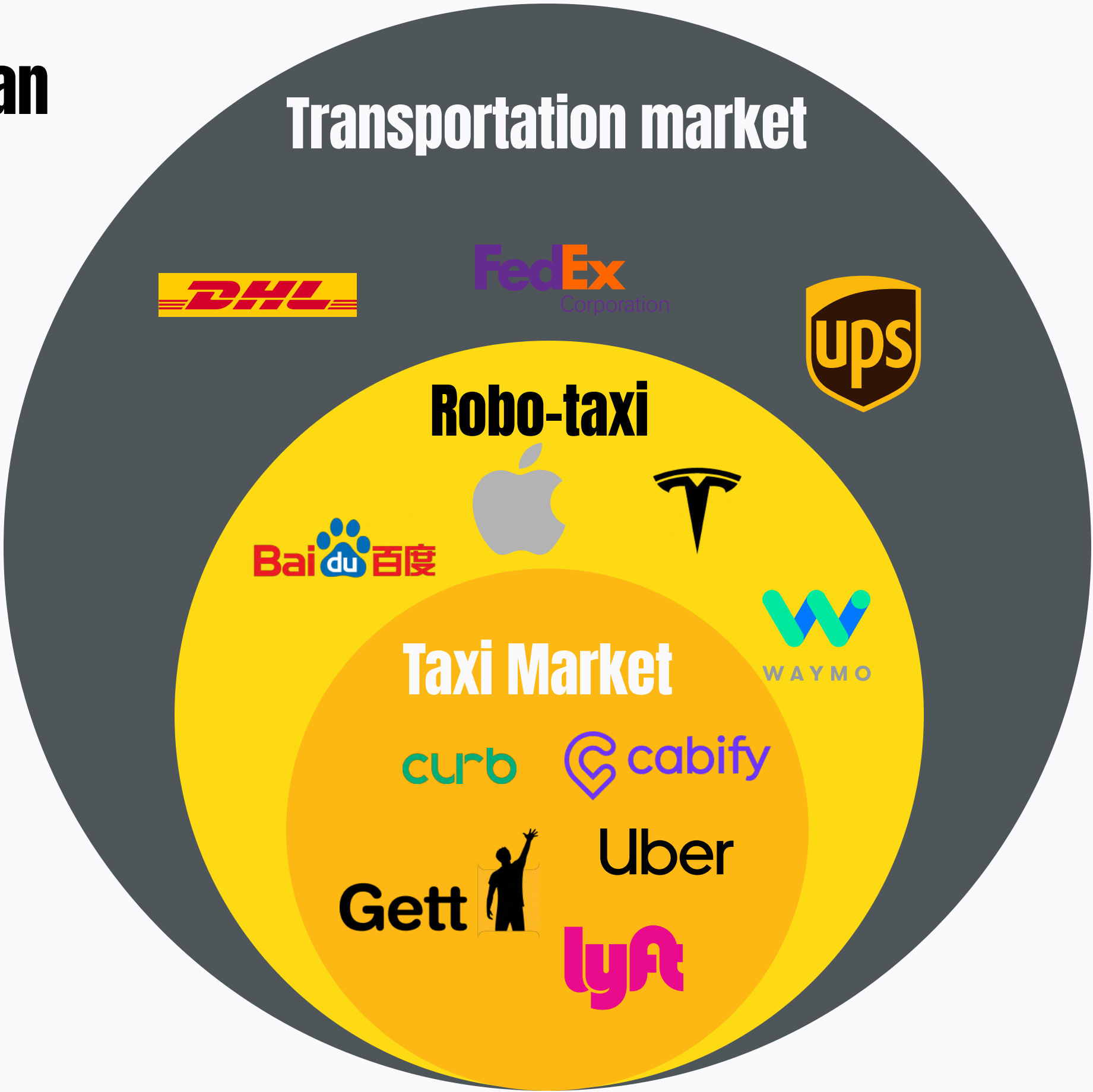
Transportation market

Robo-taxi

Taxi Market

Autonomous vehicle market:

$54.21B in 2019
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Taxi market:

$69.18B in 2019
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Roadmap

Makeathon	Development	Growth	A,B,C series	World domination

- **Creating MVP**

- **Definition of the product**

- **Validation of the product and market**

- **Adding features**

- **Early release**

- **Making strategic partnerships with companies and government**

- **Incremental improvements**

- **Growing revenues**

- **Our algorithms are an essential part of taxi business**

- **New products**

- **Transportation: Our taxis transport not only people**

- **Taxi-AI rules the world**

- **First revenues**
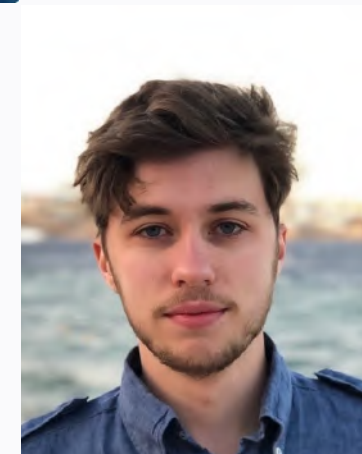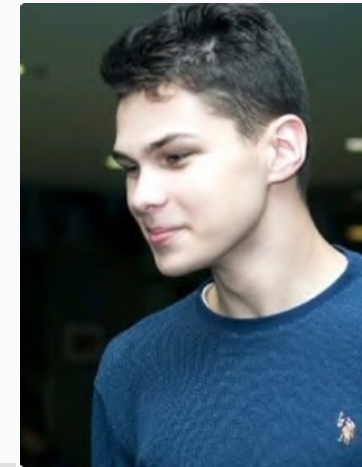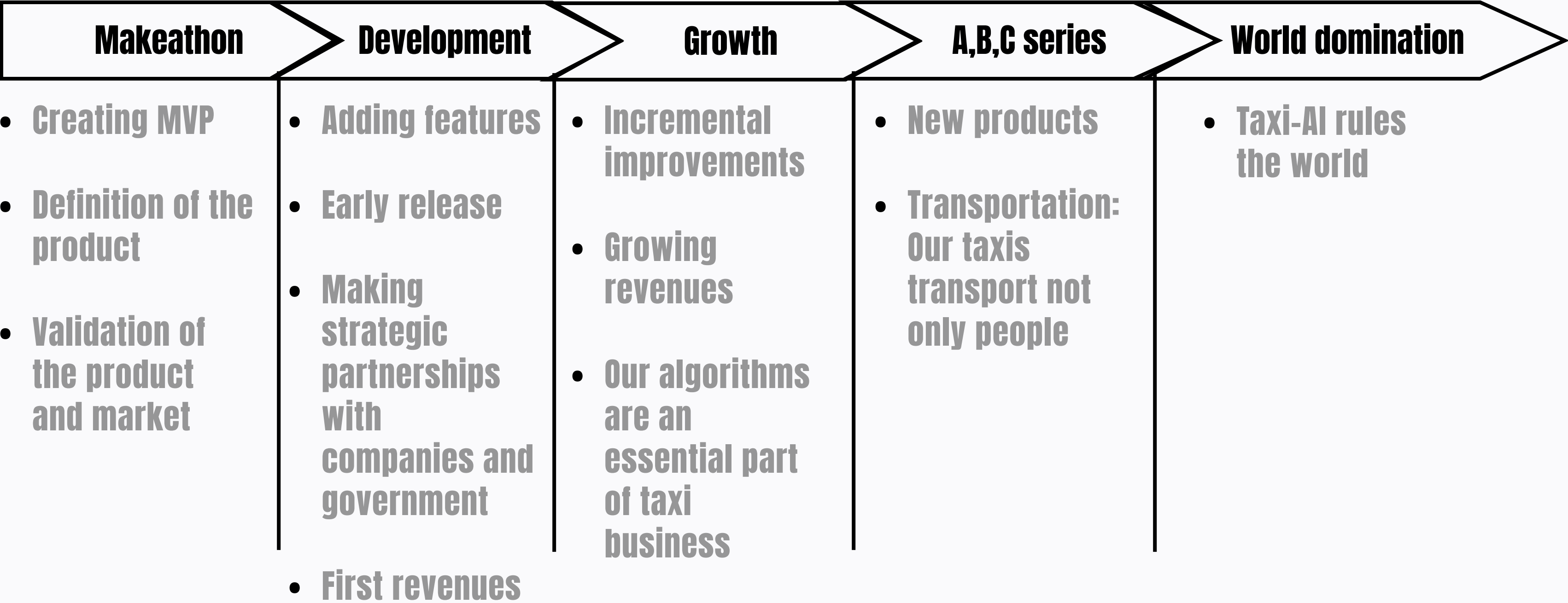
Predict more than a future.
Be the future

Appendix

Problem
- The driver has limited information on where to go to maximize their profit
- Limited parking spots
- Long waiting times for drivers
- Inefficient taxi distribution
- Long waiting time for passengers

Solution
- Predict dynamic hotspot for taxis
- Predict demand of passengers by weather and previous data
- Send taxis to places favorable for them to satisfy demand

Unique value proposition
- Effectiveness above everything
- We save time for customers and drivers
- We maximize profits for drivers and cab companies alike

Unfair advantage
- Pioneers in the field
- Precise algorithms
- Strategic partnership

Customer segments
- Taxi companies
- Taxi drivers
- (indirect) taxi riders
- Transport companies
- City authorities
- Autonomous taxi companies

Existing alternatives
- Taxi Apps that display current requests on a map
- Taxi drivers who know the city
- Taxi company dispatchers
- Virtually no competition

Key metrics
- average waiting time of customer
- average revenue per taxi per day
- average customers per day
- average idle time per taxi per day

High level concept
- Google Maps for dynamically changing taxi hotspots in your proximity

Channels
- Network Effect between taxi drivers and customers
- Targeting
- Online platforms
- Referral program for taxi drivers
- B2B connections

Early adopters
- Taxi drivers
- Taxi companies
- City authorities

Cost structure
- Data is cheap and does not lose value
- Computing hardware and its maintenance are main costs
- Marketing costs

Revenue streams
- Company contracts
- Governmental contracts
- Commission from each ride

Pitch