



Drive(H)er

***Transport for
Women by
Women through
rideshare.***



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Problem Statement

Due to frequent harrasement and rape cases the females don't feel comfortable and safe to commute alone. Women are preferring safety over comfort and that's why they are using public buses/transport.

Drive(H)er is the Need of Time!

Providing efficient, cost friendly, timely and safe commute to Working and College/University level females. Catering to the needs of daily commute and immediate/urgent needs.



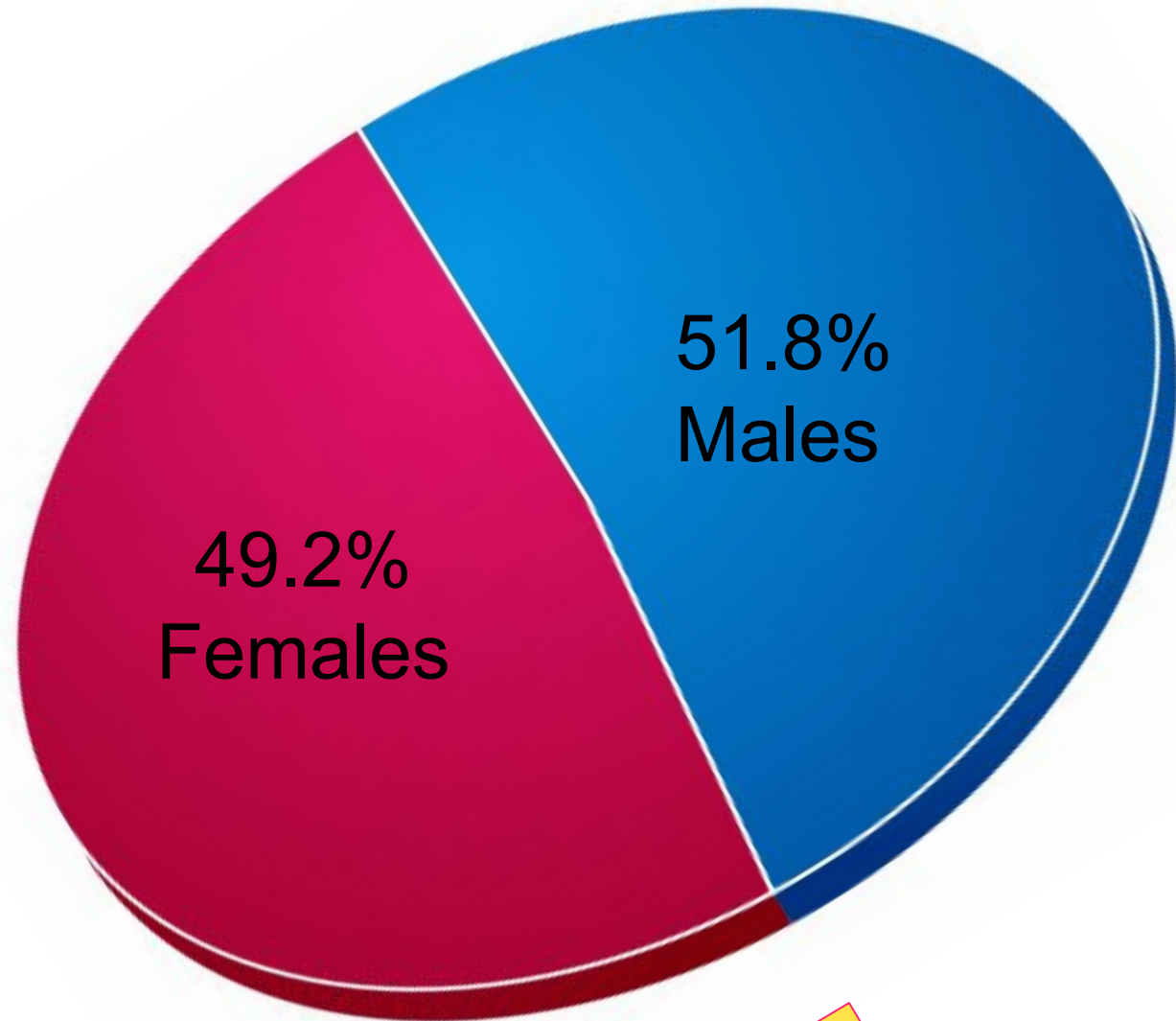
WHAT ARE THE
PROBLEMS?

- Harassment and rape cases.
- College/University dropouts : reliable conveyance.
- Losing Job opportunities: farfetched areas
->costly
- All over the place carpooling requests(on social media groups).

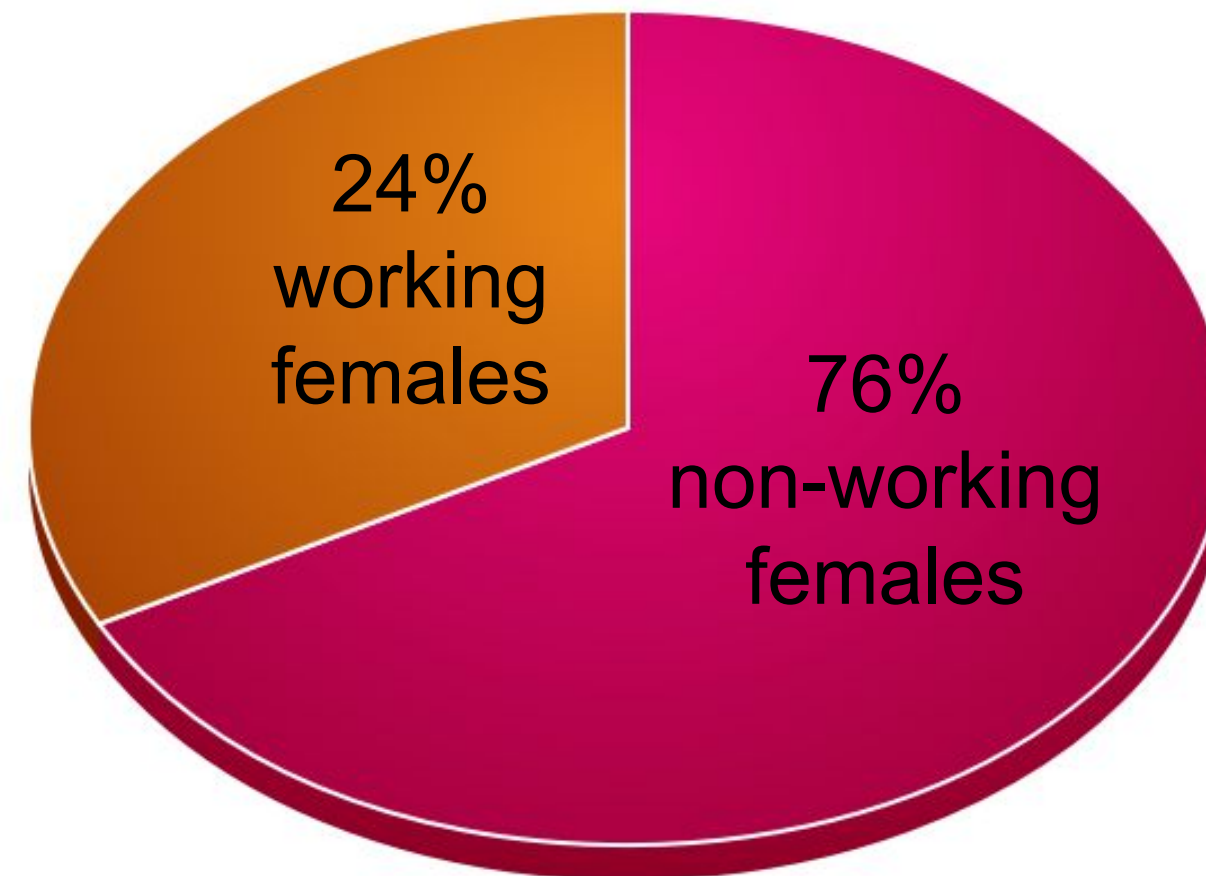
- If unmoderated, possibility of spamming eg:
Ads.
- No prompt notifications of females commuting
in the same areas.
- Sharing ride track on public platforms/groups
is unsafe for females.

Pakistan's Use Case

Total Population: 212.2% Million



out of 49.2% females only 24% are working women(4 times less than males) which is a noticeable gender gap. Karachi Population 14.91 million.



Source: Tribune.com.pk



[REDACTED] is in Lahore, Pakistan.

October 23 at 12:08 AM · 🌐

I had a terrible experience with UBER today.

I am a regular user of Uber. I never had a bad experience and was so satisfied with their services. I was always careful though as i heard a lot of bad experiences.

Today as usual i booked a ride to my office. It was from Services hospital to Abid Market. The usual fare is 160. The ride booked was with a Wagon R. Riders name was Zahid. When I was looking for the driver , a passo stopped and the guy said your ride is with me. I told him that no you are not my driver, he said check again your ride has been transferred to me. I checked the app and there was a message that my ride was actually transferred.

I started the journey, looked the driver that this had never



Zoha Yousuf

4 hrs · 🌐

It's still safer than being alone in a rickshaw, carem or uber. At least there are other women who make you feel protected.

What have we come to: preferring safety while compromising on comfort. Heart breaking



The Times of Karachi



Yesterday at 10:41 PM · 🌐

JUST IN: International magazine Bloomberg declared Karachi's public transportation worst in the world - According to the report, the city of lights wh... See More



Ufone 4G 4G 47% 1:20






← Safe Rides - Pakist... 🔍

 **Sonia Novaizer**
Nov 3 at 6:08 PM • 

Urgently looking for car service from malir cantt road to pechs just before FTC in reasonable rates. Any car service available or

Timings: 9 - 7 (5 days a week)





10 Comments

 **Faiza Khan** shared her first post.
👤 New Member • Yesterday at 8:24 PM •    





 Live
 Photo
 Recommend


 **Romesa Razzaq** 
 Admin • Sep 14 at 5:28 PM • 

☐
☐
☐
☐



About


Admins of this group suggest not to trust people with their own cars , carpool in hired rides sounds more safe.

 **Visible**
Anyone can find this group.

1990



All Posts People Events Groups Photos

Page • 558 Like this
 Sneha Pinjani likes this
 Carpool drives the connected world for...

Groups



CarPool Karachi
Group · 3.8K members

This is a group to encourage people of ...
60 posts a day



Car Pool Pakistan
Group · 4K members

This group's mission is based on the pr...
6 posts a day



Ride Sharing / Carpooling for Karachi

Group · 1K members

Dear Karachiites,...

10 posts a day

 3 friends are members

[See All](#)

Navigation icons: back, forward, search, and other controls.



CURRENT
SOLUTIONS?



Roshni Rides

Unavailable due to
logistic/operational
issues



Uber

Less accountability and
poor customer care
service.

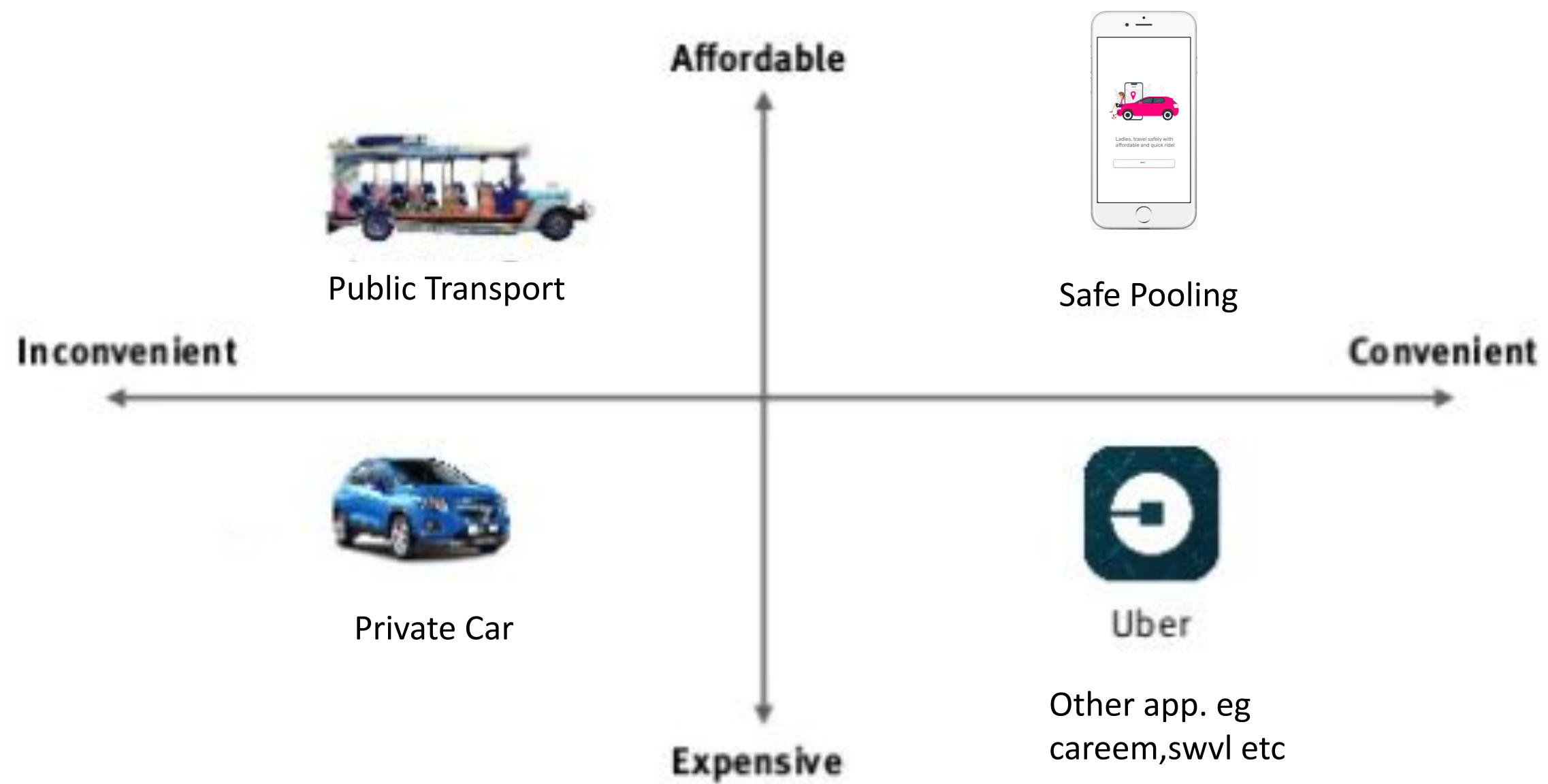


Careem

Expensive for majority



COMPETITIVE ADVANTAGE?



Services	Costly	Harassment Cases	Safety Feature	Carpooling Feature
Careem	Yes	Yes	Yes	No
Uber	Yes	Yes	No	No
Airlift	No	No	No	Yes(kind of carpooling)
Swvl	No	No(few cases)	No	Yes(kind of carpooling)
Roshni Rides	Yes(Due to bugs in app algorithm)	No	Yes	Yes
Safe Pooling	No	No	Yes	Yes

Comparison of Safe Pooling with some other services.

COMPETITIVE ADVANTAGE

- Not reliant on more than 1 party: Doesn't get unoperational in uncertain times.
- Advanced Security: SOS and sensor-based calls.
- Two in one: Impromptu commuting options coupled with monthly deal.
- Reliability cross-checked with associated organization.
- Red alerts unsafe areas notified based on experiences and past cases.



CHALLENGES?

1

Gaining the trust of Female Pool Providers

Gaining the trust of female drivers and user and bringing more pool providers on board.

2

Safety Mechanism

Button and facial recognition algorithm.

3

Balancing Supply vs Demand

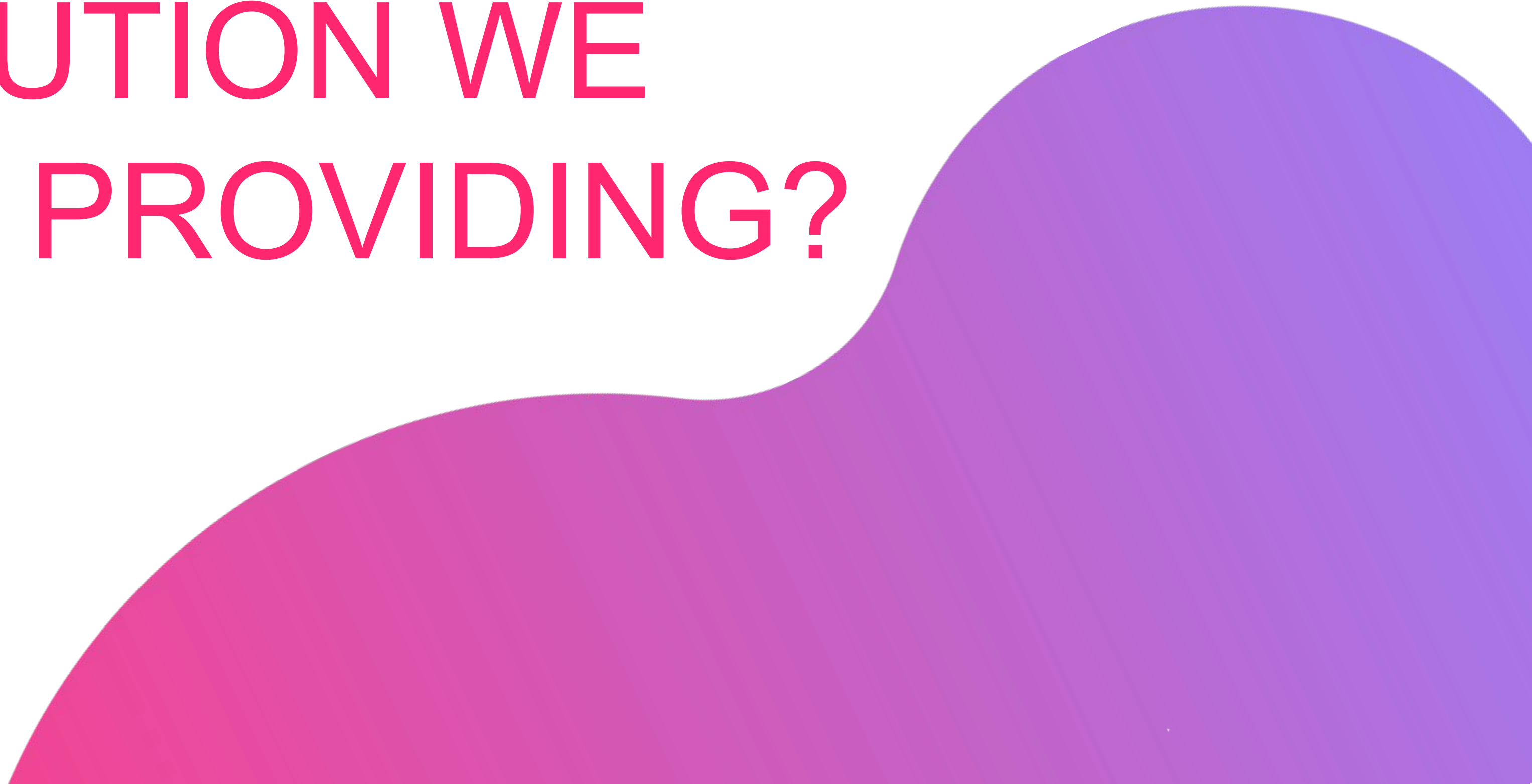
Not all females own a car to extend their services

4

Capturing the market

Customer Acquisition can be a hard nut keeping human behaviors in mind.

ADVANTAGES &
SOLUTION WE
ARE PROVIDING?



Solutions & Advantage



Revenue and
affordable commute



Create private channels
for daily commute



Ensuring safety





OUR INNOVATION

- Verification of identities from associated organisation.
- Introducing the feature of ‘Uncomfy-Button” for rides.
- Notifications for red alert area.
- Facial recognition algorithms added for reliability and authentication.



SAFE POOLING

Screen for Carpooler

- Can initiate the car pooling
 - Make private channels
 - Add+Remove friend's book and chat directly
 - Safety button alert and feedback
- 
- 



DAILY COMMUTER

Location+Time+Days setting options


Open to choices: Can set recurring days or just opt for single rides.

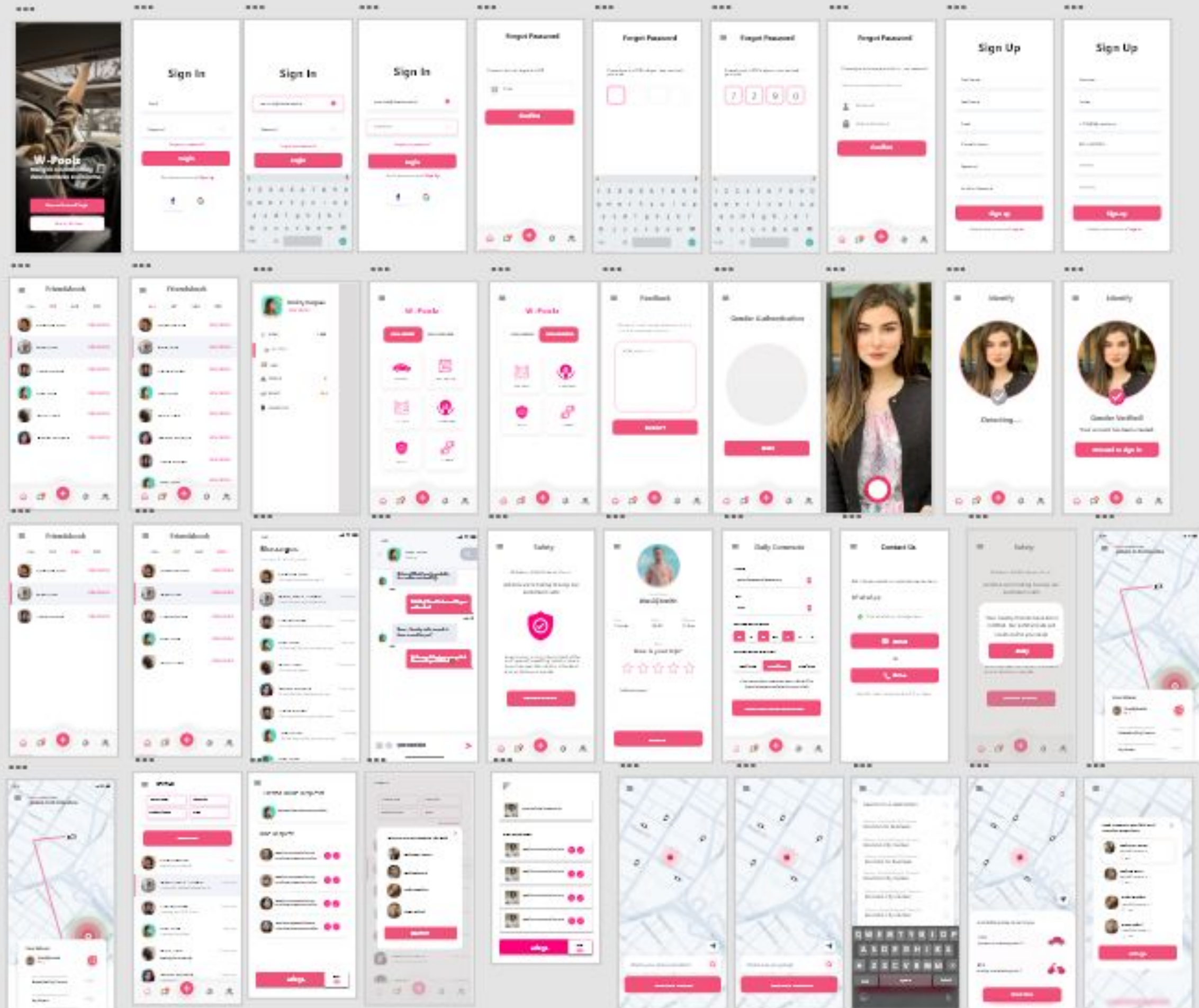




SAFETY CONFIGURATIONS

Safety configuration to notify other users/friends of commuter who is feeling uncomfortable in a ride.







THANK YOU!