



SugboRide

Connecting every ride in the province





PROBLEM STATEMENT:

Commuters & tourists in Cebu struggle with confusing jeepney routes.

Key Pain Points:

- Wasted time figuring out routes
- Missed rides and delays
- Stressful experience for newcomers and tourists

Supporting Data:

- 900+ jeepney routes (Sugbo.ph, 2024)
- Tourists rely on trial & error (Reddit)
- Public transport inefficiency worsens traffic (Rappler, 2023)
- Jeepneys in Cebu City:
 - Pre-pandemic: ~5,000 units
 - Now: ~3,000 (1,420 traditional, 1,500 modern)

SOLUTION

Unique Value Proposition

SugboRide simplifies Cebu's public transport with real-time route guidance and smart navigation.

What It Does

- Step-by-step jeepney and bus routes
- Options: fastest, least transfers, scenic
- Passenger analytics for planners

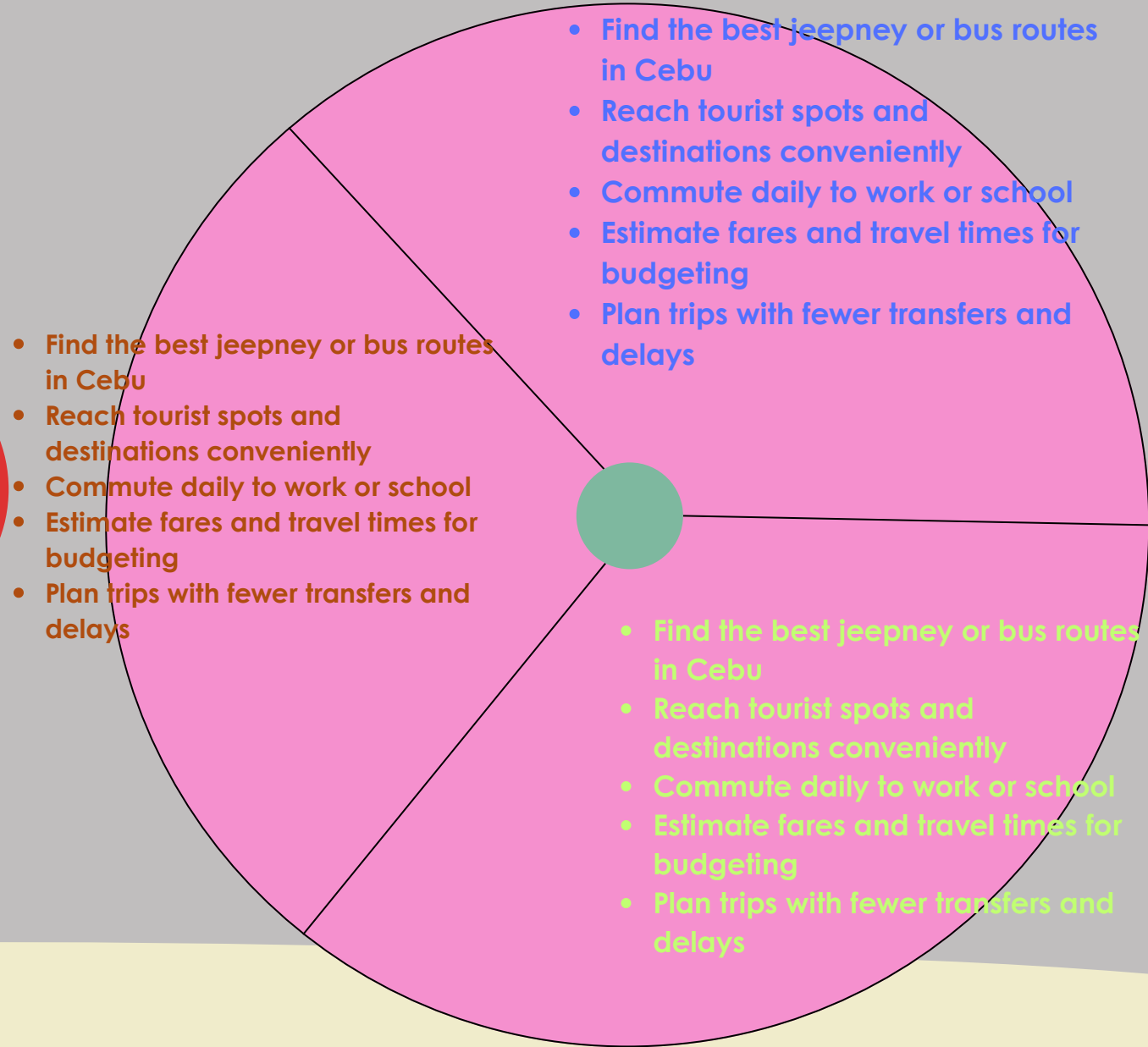
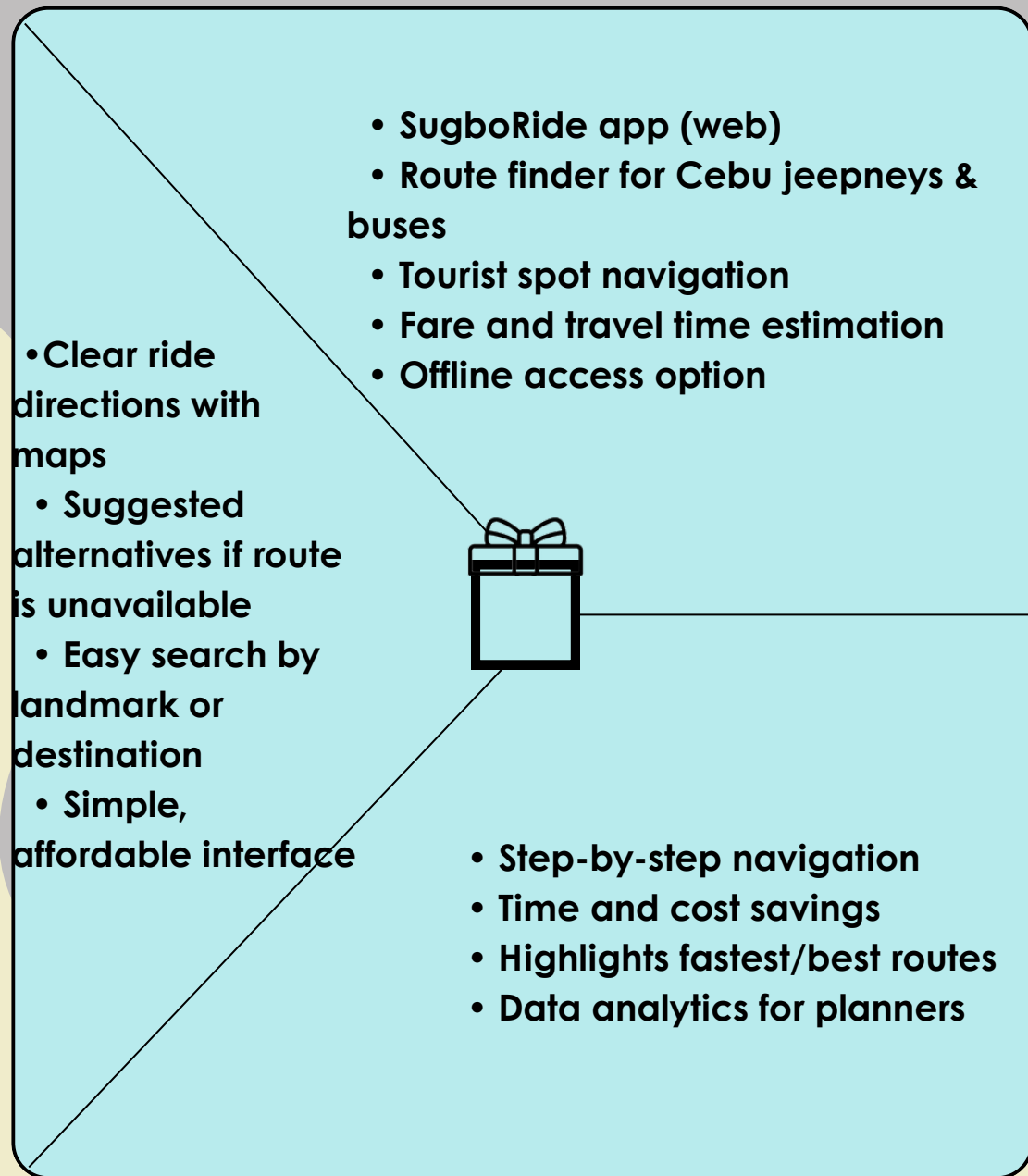
How It Works

- Enter destination
- Get best routes with fares & time
- Follow guided directions
- Data feeds analytics dashboard



Customer Pain → Our Solution

- Confusing routes → Clear navigation
- Wasted time → Faster trips
- Missed rides → Reliable guidance
- Tourist struggles → Easy transport access



SugboRide

Navigate Cebu with Confidence

Find the best jeepney routes, calculate fares, and explore the Queen City of the South

Where do you want to go?

Quick Actions

Find Routes

Search jeepney routes

Tourist Mode

Explore Cebu landmarks

My Favorites

Saved routes

Fare Calculator

Estimate travel costs

Recent Routes

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Search

Favorites

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Quick Actions

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My Favorites

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Estimate travel costs

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Recent Routes

No recent routes

Start searching for routes to see them here

Find Routes

Featured Destinations

Magellan's Cross

historical

Historic cross planted by Portuguese explorer Ferdinand Magellan in 1521, marking the arrival of Christianity in the Philippines

Magallanes Street, Downtown Cebu City 30min

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Featured Destinations

Magellan's Cross

historical

Historic cross planted by Portuguese explorer Ferdinand Magellan in 1521, marking the arrival of Christianity in the Philippines

Magallanes Street, Downtown Cebu City 30min

Basilica del Santo Niño

The oldest Roman Catholic church in the Philippines, housing the miraculous image of the Santo Niño de Cebu

Osmeña Boulevard, Downtown Cebu City

Temple of Leah

A stunning Roman-inspired temple built as a symbol of undying love, offering panoramic views of Cebu City

Temple of Leah, Busay, Cebu City

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SugboRide Stats

Active Routes

150+

Daily Commuters

50K+

Tourist Destinations

25+

L

Maayong adlaw, Leonard Forrosuelo!

Ready for your next adventure in Cebu?

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SEARCH





 Find Your Route

Search by destination

Search


Filters:

Fastest Route

All Routes

5 Routes Found

Sorted by time



Route 01B

University Belt Express

USC Main → UP Cebu

20min

₱10

4.5km

Notable stops:

USC Main Campus • UC Main Campus

View Route on Map

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5 Routes Found

Sorted by time



Route 01B

University Belt Express

USC Main → UP Cebu

20min


₱10

4.5km

Notable stops:

USC Main Campus • UC Main Campus

View Route on Map



Route 17D

Mabolo-SM City-Carbon

Mabolo → Carbon Market

25min

₱12

6.2km


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 Fare Calculator

Distance (km)

4

Number of Passengers

1

Calculate Fare

Per Person:

₱12.00

Total:

₱12.00

Base fare: ₱12

Based on standard jeepney fares:
₱12 base fare (first 4km) + ₱2 per additional km


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Route 01B

University Belt Express

USC Main

USC Main

University of San Carlos

UC Main

UP Cebu

UP Cebu

Fare

₱10

Duration


20min

Distance

4.5km


Transfers


None


 Landmarks

USC Main Campus


UC Main Car





 My Favorite Routes

0 saved routes



No favorite routes yet

Start exploring and save your frequently used routes

Find Routes

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SugboRide

Explore Beautiful Cebu

Discover historic landmarks and scenic routes aboard authentic jeepneys

25+ Destinations

Scenic Routes

Photo Spots

Tourist Destinations

All

Historical

Religious

Scenic

Commercial

Cultural

historical

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Tourist Destinations

All

Historical

Religious

Scenic

Commercial

Cultural

historical

Magellan's Cross

Historic cross planted by Portuguese explorer Ferdinand Magellan in 1521, marking the arrival of Christianity in the Philippines

Magallanes Street, Downtown Cebu City

Suggested visit: 30 minutes

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historical

Colon Street

The oldest street in the Philippines, a historic thoroughfare filled with shops, restaurants, and cultural heritage

Colon Street, Downtown Cebu City

Suggested visit: 120 minutes

Nearby routes:

06A17D04H

Featured Destination

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Scenic Jeepney Routes

Experience Cebu's beauty through these specially curated tourist-friendly routes

Route 06A

Lahug-Ayala-Colon

Lahug → Colon

35 minutes

₱12 fare

8.5km journey

Must-See Landmarks

Ayala CenterFuentes CircleCapitol SiteColon Street

Major Stops

IT Park • Ayala Center • Fuentes Circle • Capitol Site • Colon Street

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Route 12C

Banilad-SRP-Seaside

Banilad → South Road Properties

45 minutes

₱15 fare

12.3km journey

Must-See Landmarks

SM SeasideSRP Seaside BoulevardTemple of Leah

Major Stops

Banilad Town Center • SM Seaside • SRP Seaside Boulevard

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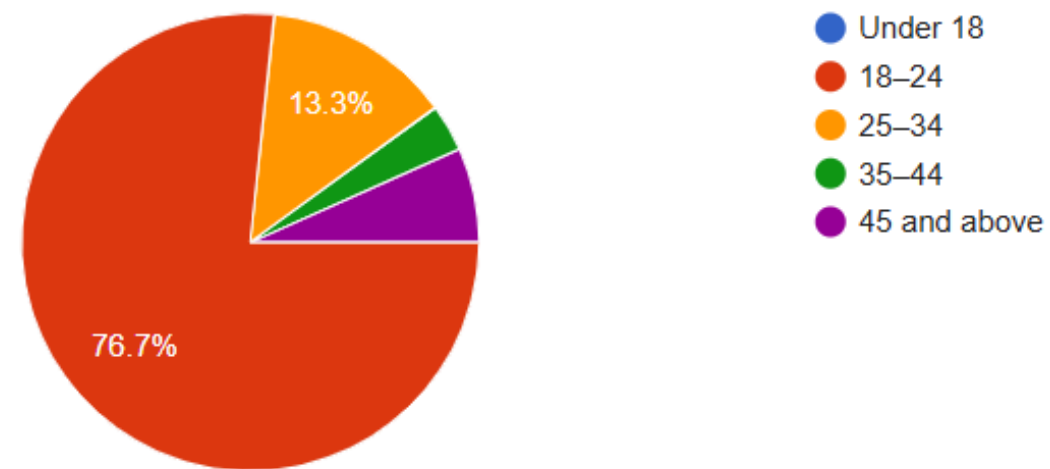
VALIDATION

Target Group Interviewed: 30+ Cebu commuters (students, workers, and tourists)

What is your age group?

30 responses

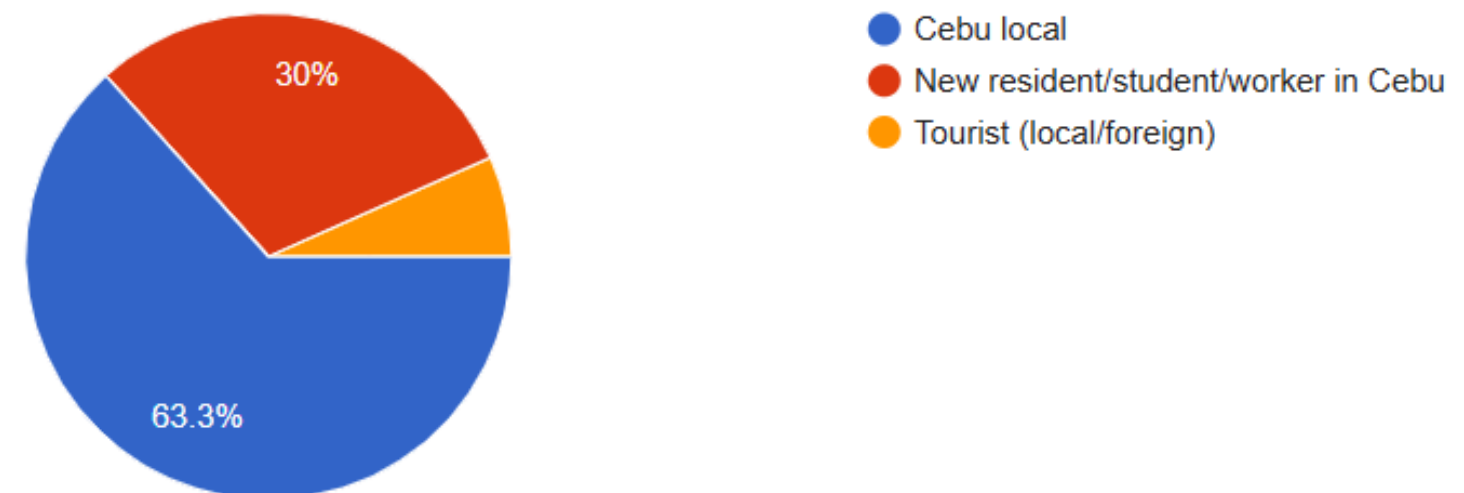
 Copy chart



Are you a:

30 responses

 Copy chart

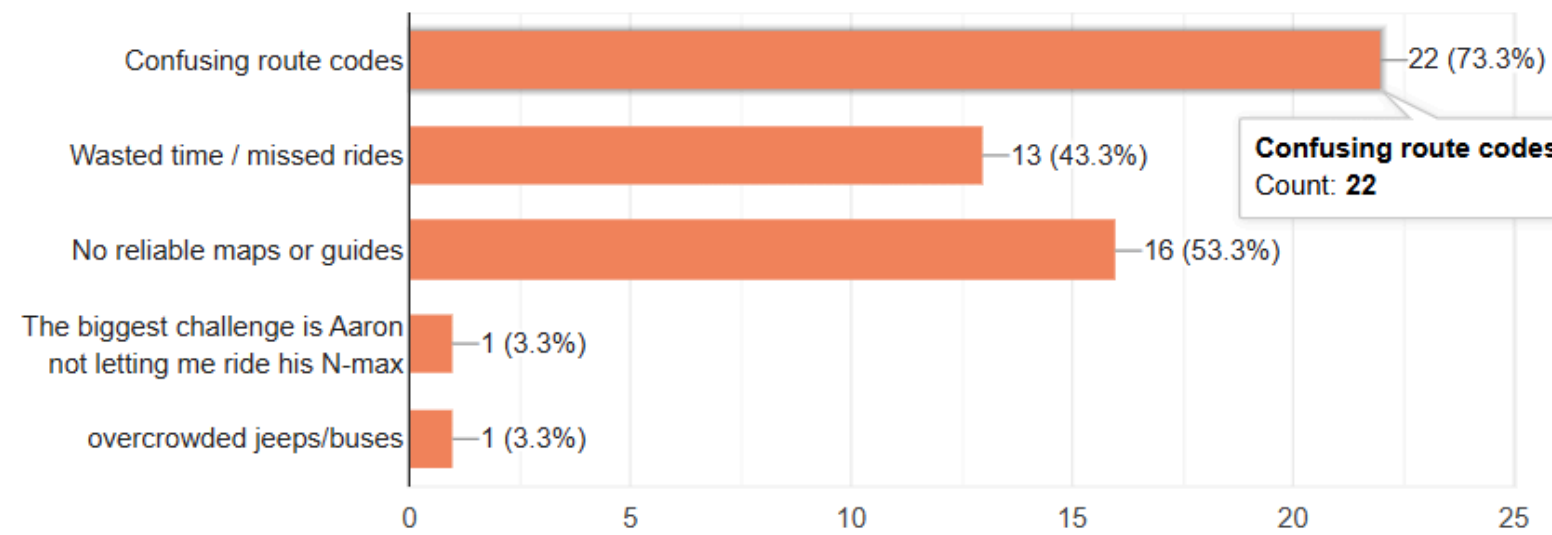


VALIDATION

What is your biggest challenge when commuting in Cebu?

[Copy chart](#)

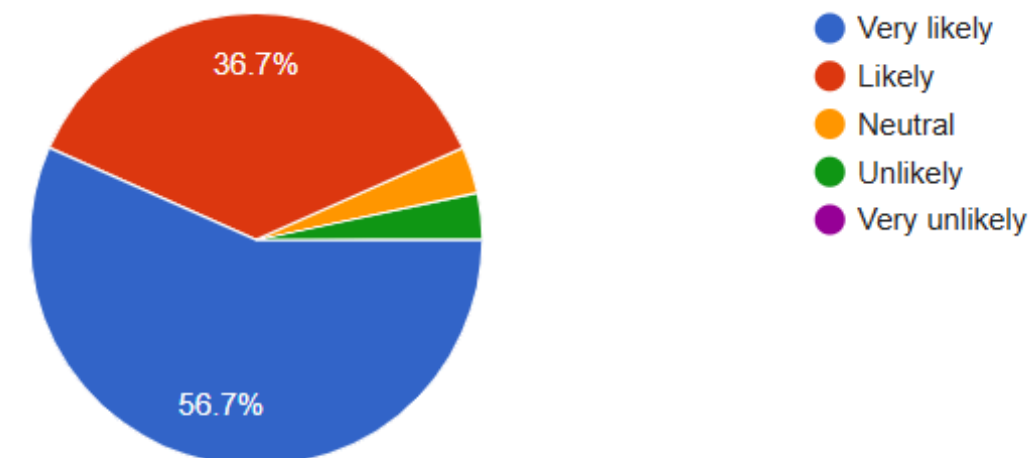
30 responses



If there was an app that shows you exact jeepney routes, fares, and travel time, how likely would you use it?

[Copy chart](#)

30 responses

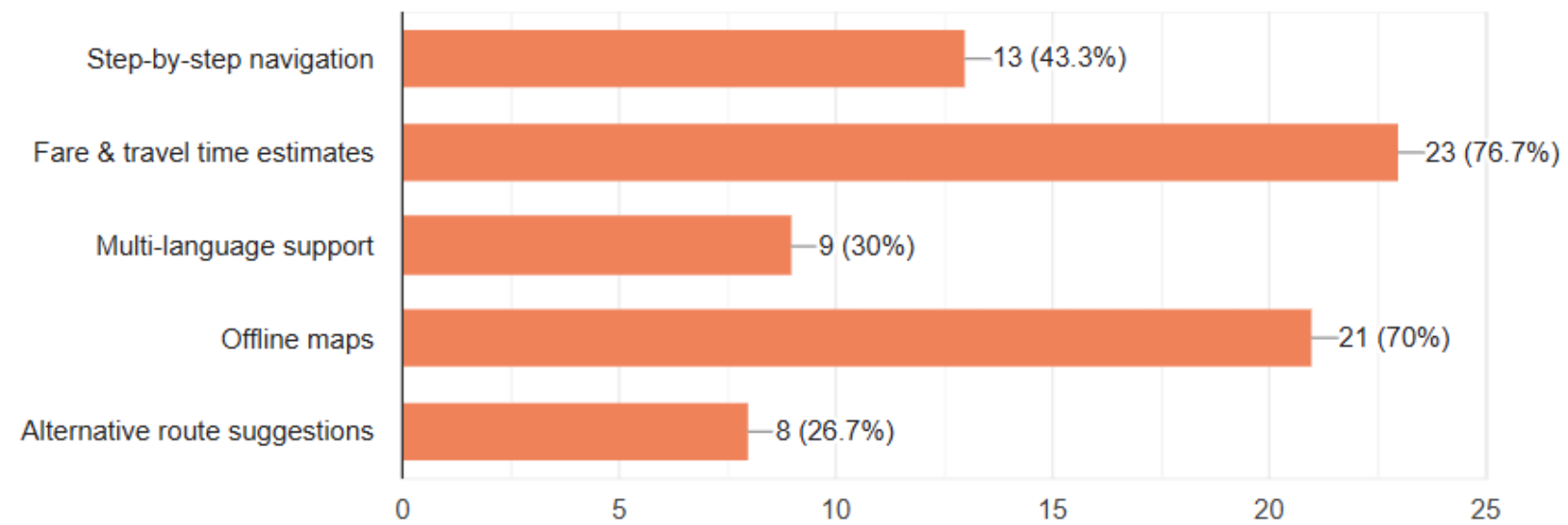


VALIDATION


Which feature would be most useful to you?

 Copy chart

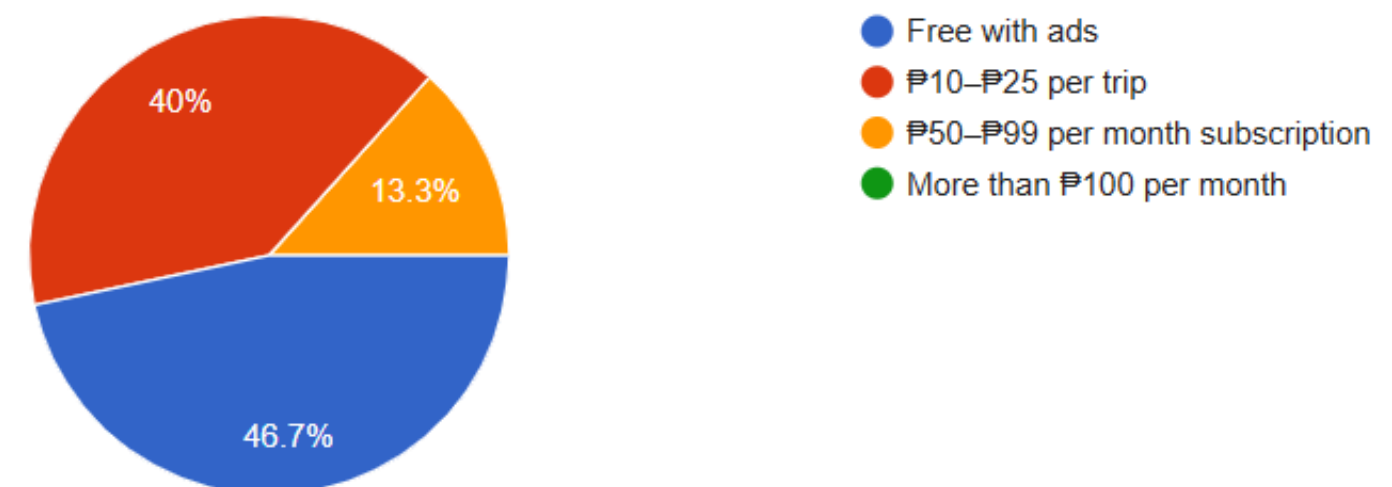
30 responses



How much would you be willing to pay for such an app?

 Copy chart

30 responses



VALIDATION

Key Learnings

- Pricing Strategy: Freemium + micro-payments work better than subscriptions.
- Core Features: Fare/time estimates + offline maps are must-haves.
- Market Validation: Strong willingness to adopt (90% likely/very likely).
- Pain Points: Route confusion and lack of reliable guides must be solved.
- Target Market: Young commuters (students/workers) are the main users.
- Scalability: While locals dominate, tourists and new residents add an extra market layer.



The Customers

- Tourists, new residents, and locals unfamiliar with Cebu's commuting routes

How large is the market?

- Cebu welcomed 3.4M tourists in 2023 (local + foreign visitors)
- Plus thousands of new students and workers relocating yearly

Can you measure the size of the opportunity?

1. Total demand: Millions of yearly commuters & tourists needing guidance
2. Target segment: Tourists aged 18–45 traveling within Cebu City & nearby towns
3. Capturable share: Even 2–5% adoption could mean tens of thousands of active users

Why now?

- Rising tourism in Cebu
- Growing demand for hassle-free navigation
- Lack of centralized, commuter-friendly tools

