



SugboRide

Connecting every ride in the province





Target Market

- Primary Customers: New students (18–24) in Cebu City who are unfamiliar with jeepney routes and rely on public transport.
- Demographics: Age 18–24, enrolled in Cebu universities/colleges, relocated from provinces.



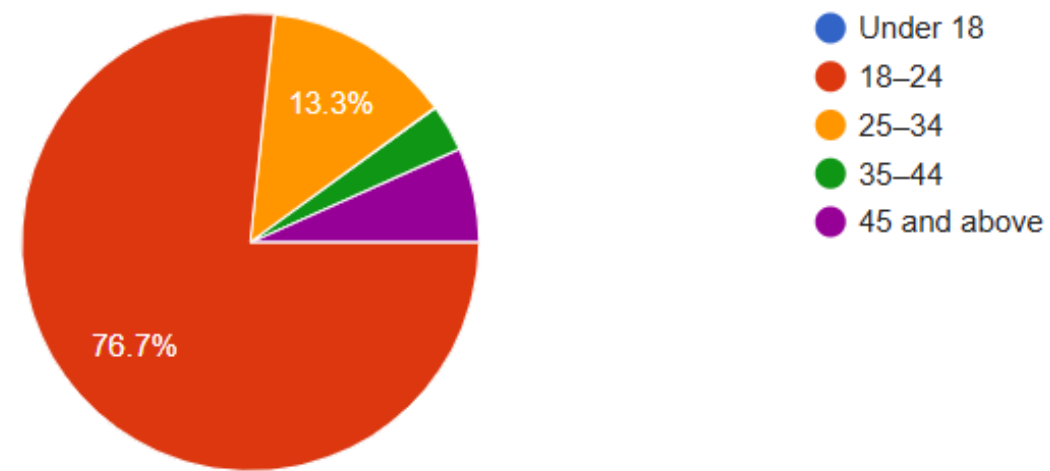
VALIDATION

Demographic

What is your age group?

30 responses

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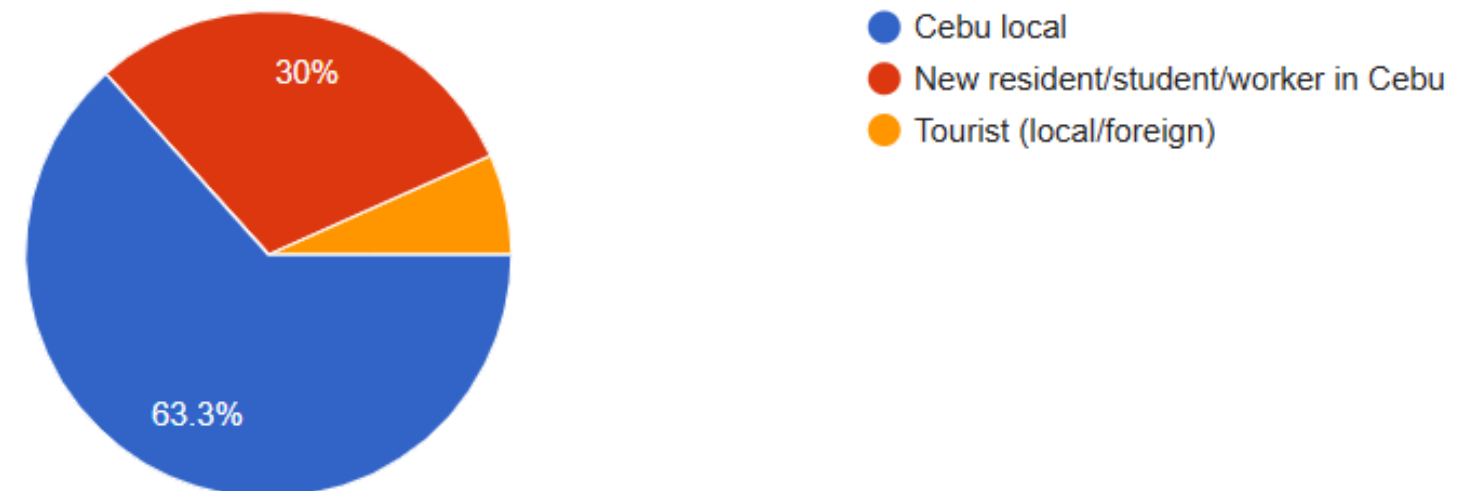
- 76.7% aged 18-24
- 13.3% aged 25-34
- Few under 18 or above 35

- 63.3% Cebu locals
- 30% new residents/students/workers
- 6.7% tourists

Are you a:

30 responses

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- Cebu local
- New resident/student/worker in Cebu
- Tourist (local/foreign)

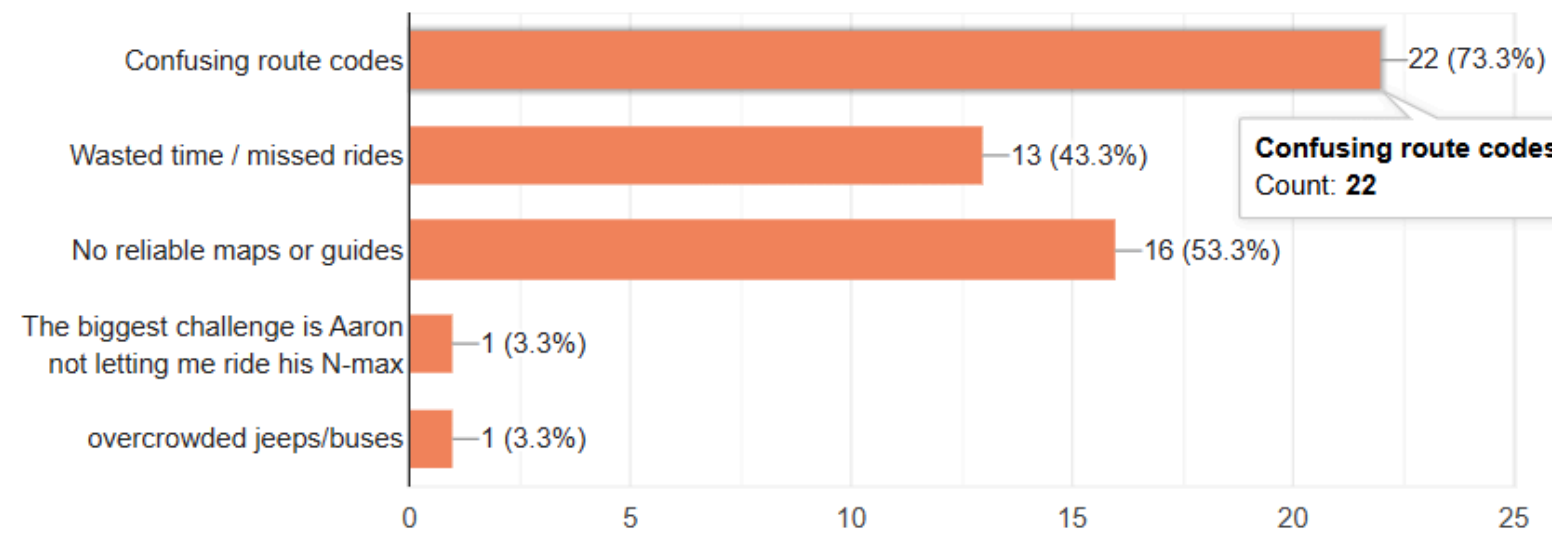
VALIDATION

Commuting Experience

What is your biggest challenge when commuting in Cebu?

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30 responses



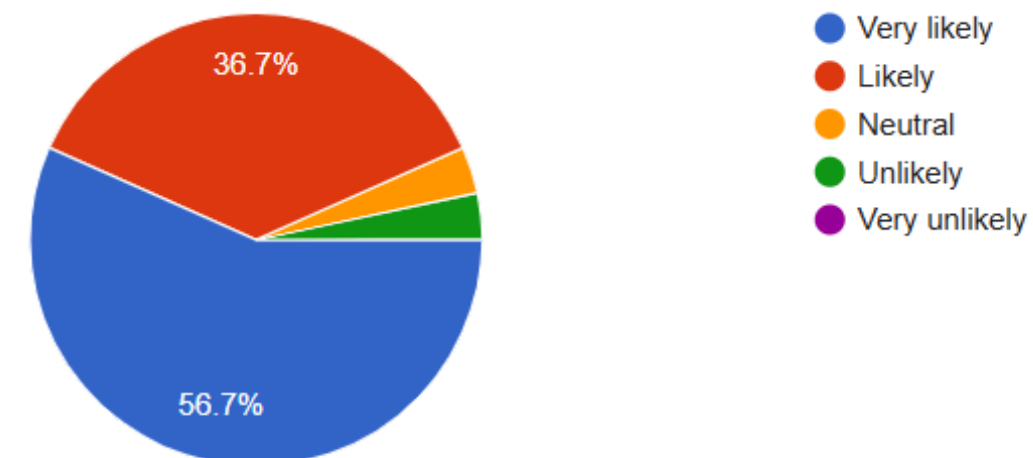
- Confusing route codes (73.3%)
- No reliable maps/guides (53.3%)
- Wasted time/missed rides (43.3%)

- 56.7% very likely
- 36.7% likely
- 6.6% neutral to unlikely

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

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30 responses



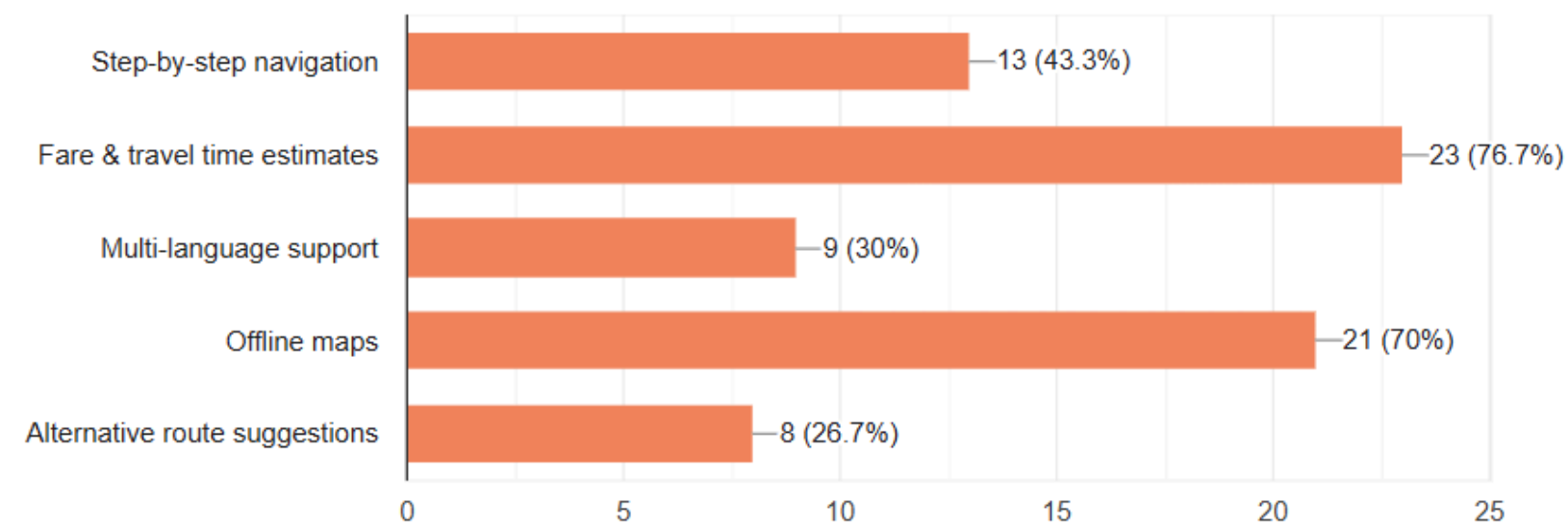
VALIDATION

Solution Interest

Which feature would be most useful to you?

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30 responses



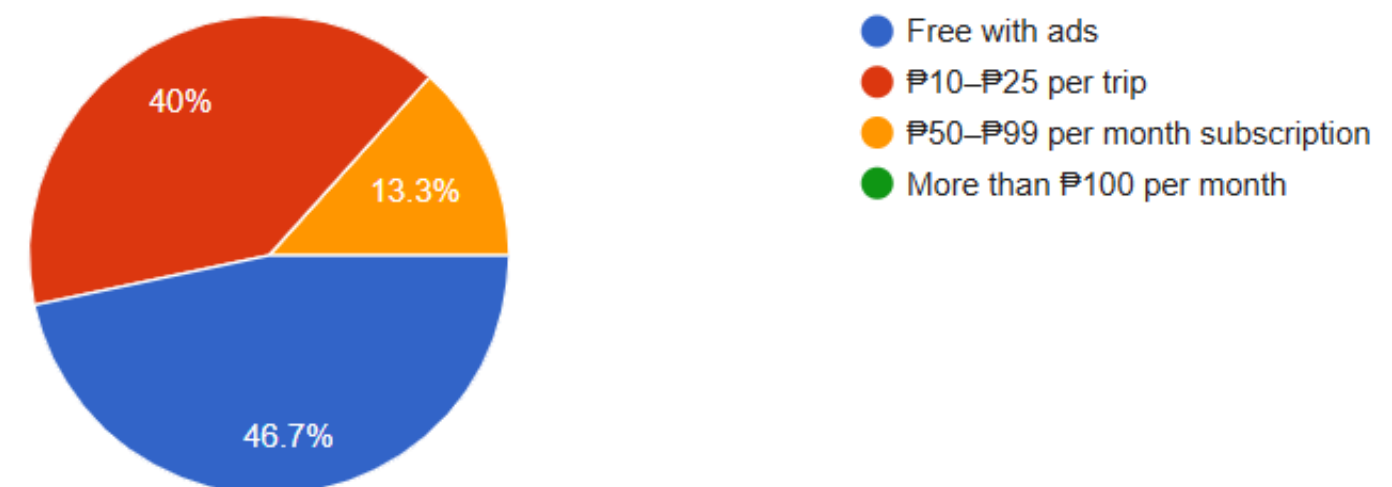
- Top: Fare & travel time estimates (76.7%)
- Offline maps (70%)
- Step-by-step navigation (43.3%)
- Multi-language support (30%)
- Alternative routes (26.7%)

- 46.7% prefer free with ads.
- 40% are willing to pay ₱10–₱25 per trip.
- 13.3% prefer a monthly subscription (₱50–₱99).
- 0% are willing to pay ₱100+.

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 (New students in Cebu City) are the main users.
- Scalability: While locals dominate, tourists and new residents add an extra market layer.

VALIDATION

The problem is real:

- New students in Cebu City struggle with commuting.
 - 73.3% said jeepney route codes are confusing
 - 53.3% said there are no reliable maps/guides
 - 43.3% experienced wasted time or missed rides

The solution is valuable:

- SugboRide provides fare estimates, offline maps, and clear step-by-step navigation.
 - 76.7% want fare & travel time estimates
 - 70% want offline maps
 - 93.4% of respondents are likely to use the app

There is a market for it:

- Cebu City has ~240,000 students, with ~48,000 new students annually who are unfamiliar with commuting routes.
 - Even 10% adoption = 4,800 active users
 - Revenue potential: ₱500K–₱1M/year (ads + small fees)

MARKET SHARE OPPORTUNITY

How large is the market?

- Cebu City has ~240,000 university & college students (SY 2023–2024, Philstar).
- Around 20%–25% are new students/residents yearly → approx. 48,000–60,000 potential first-time commuters.

Potential Size

- Average commuting spend in Cebu City: ₱10–₱50 per trip.
- Students commute ~40 trips per month (2 trips/day × 20 school days).
- Using ₱30/trip average × 40 trips/month × 48,000 students = ₱57.6M/month market ≈ ₱691M/year opportunity.
- If SugboRide captures 10% adoption → ₱69M/year potential revenue base (ads + subscription).

Why now?

- Rising number of students relocating to Cebu City.
- 73.3% reported confusing jeepney route codes as their top challenge.
- 76.7% demand fare & travel time estimates.
- No centralized commuting guide exists → SugboRide fills the gap.

MARKET SHARE PROJECTION

Total Market Demand

- Average subscription = ₱99/month \approx ₱1,200/year
- Potential market = 48,000 new resident students in Cebu City
- Total market demand = $48,000 \times ₱1,200 = ₱57.6\text{M/year}$

Target Segment

- Geography: Cebu City only
- Population: Approx. 240,000 tertiary students enrolled in universities/colleges (SY 2023–2024, Philstar)
- Target commuters: 20% are new residents = 48,000 students

Target Penetration & Revenue (Subscriptions)

- Year 1: 1% penetration = 480 subscribers \rightarrow Revenue = $480 \times ₱1,200 = ₱576\text{K/year}$
- Year 2: 3% penetration = 1,440 subscribers \rightarrow Revenue = ₱1.7M/year
- Year 3: 5% penetration = 2,400 subscribers \rightarrow Revenue = ₱2.9M/year

CUSTOMER PERSONA



Cliford Sadora

"New student in Cebu City"

- Age/Gender: 19, Male
- From: Balamban, Cebu
- Audience segment:
Local student
commuter

3 reasons for me to engage with you (SugboRide):

1. Helps me know the correct jeepney or bus to ride.
2. Saves time and reduces stress when commuting.
3. Affordable and convenient tool for students.

3 reasons for me not to engage with you (SugboRide):

1. If the app requires internet all the time and I have no data.
2. If it costs too much for a student budget.
3. If the directions are not accurate or updated.

My personality:

- Curious and eager to learn
- Budget-conscious but open to trying helpful tools
- Sometimes easily stressed when in a rush

My dreams:

- To graduate and find a good job in Cebu City
- To help support his family in Balamban
- To become more independent and confident in city life

My skills:

- Basic tech skills, knows how to use apps easily
- Good at adapting to new environments
- Can manage his allowance carefully

My social environment:

- Lives with his family in Balamban
- Studies in Cebu City, away from home most weekdays
- Often commutes with other students or meets new people while traveling