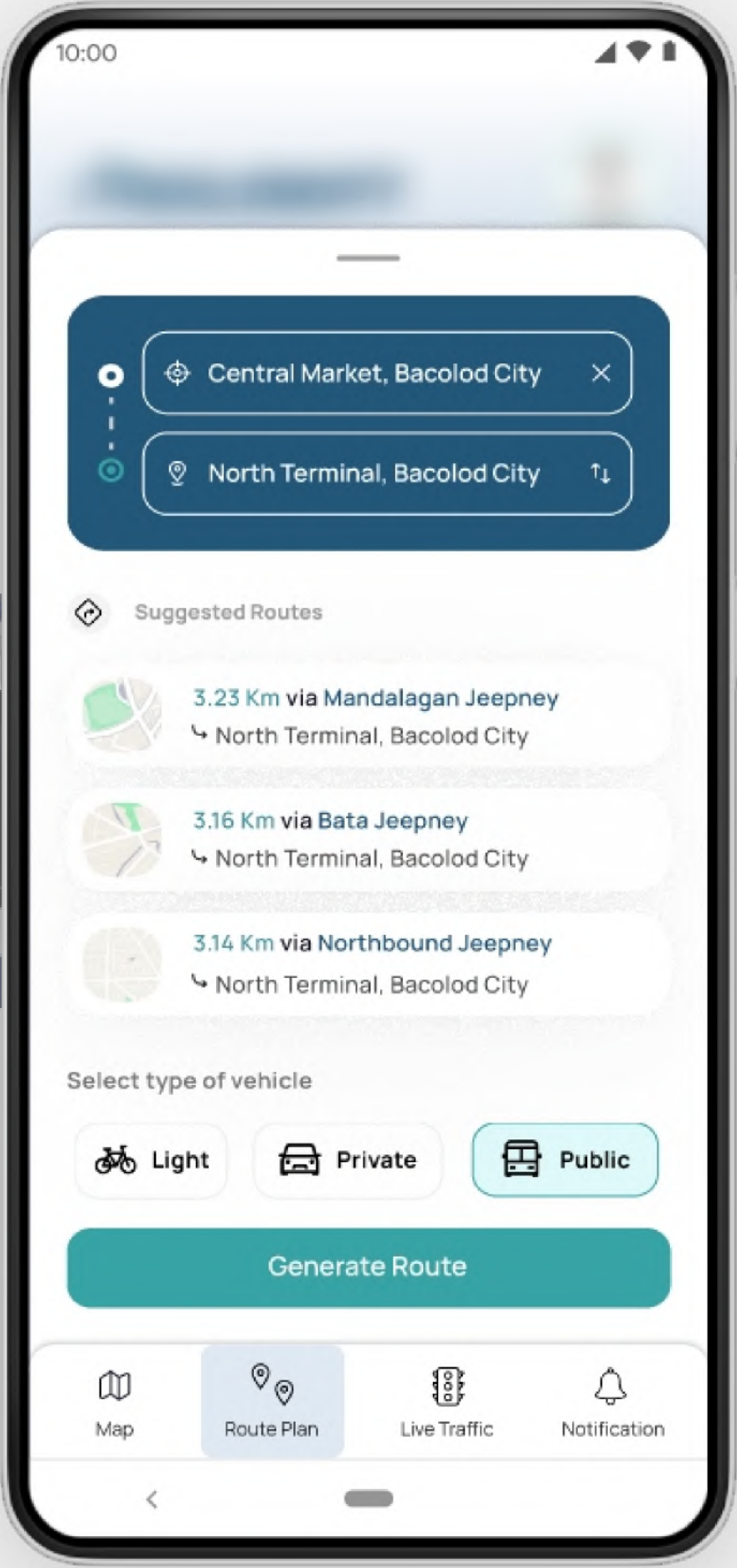


ELITE USLS BACOLOD



One swift step at a time,

TRAILSWIFT



Problem

COST OF BEING LOST IN CHAOS



Backing up With data

47%

of Filipinos in major Philippine cities, are dissatisfied because of lack of information on jeepney routes.

Social Weather Survey

PHP 876 Billion

was incurred annually due to urban traffic.

3%

of the annual GDP

Japan International Cooperation Agency

PH loses ₱3.5B a day due to Metro Manila traffic – JICA

By [CNN Philippines Staff](#)

Published Feb 23, 2018, 9:31:07 AM

Updated Feb 23, 2018, 12:21:00 AM



Like



Share

44 people like this. Be the first to like this.



Testimonials



“As someone bitaw na local, and not that used to commute pa gihapon, the Jeepney codes are hard! And for the non-locals, murag hard to commute because they have no idea about the codes”

Venice Caringal – College Student in Mandaue City

Testimonials



“The Metro Manila traffic, particularly within Quezon City, has been unreasonably heavy lately even during hours that are supposed to be dead. It has been frustrating to the point where I, a person who loves to go out and about in the metro, refuse to go out especially during weekends.”

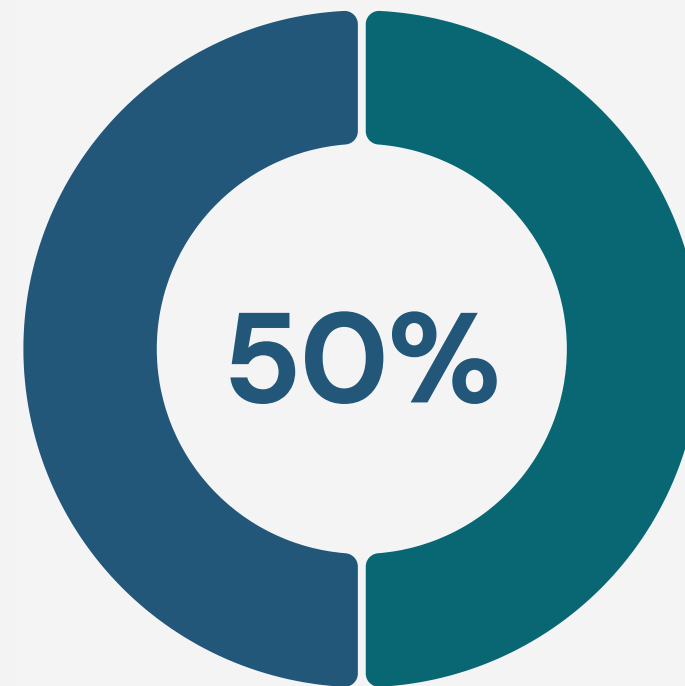
Frances Sinon – Private Car Owner in Quezon City

Target Market

Who will benefit from this?



Non-Local Commuters



**lives in Major Cities like
Metro Manila, Iloilo, Cebu,
Bacolod, and Davao**

Statista Research Development, 2022





Jeepney Operators and Private Vehicle Owners



**1.27 Million Registered Private
Vehicles
and 42,590 registered Jeepney
Drivers**

Statista Research Development, 2022





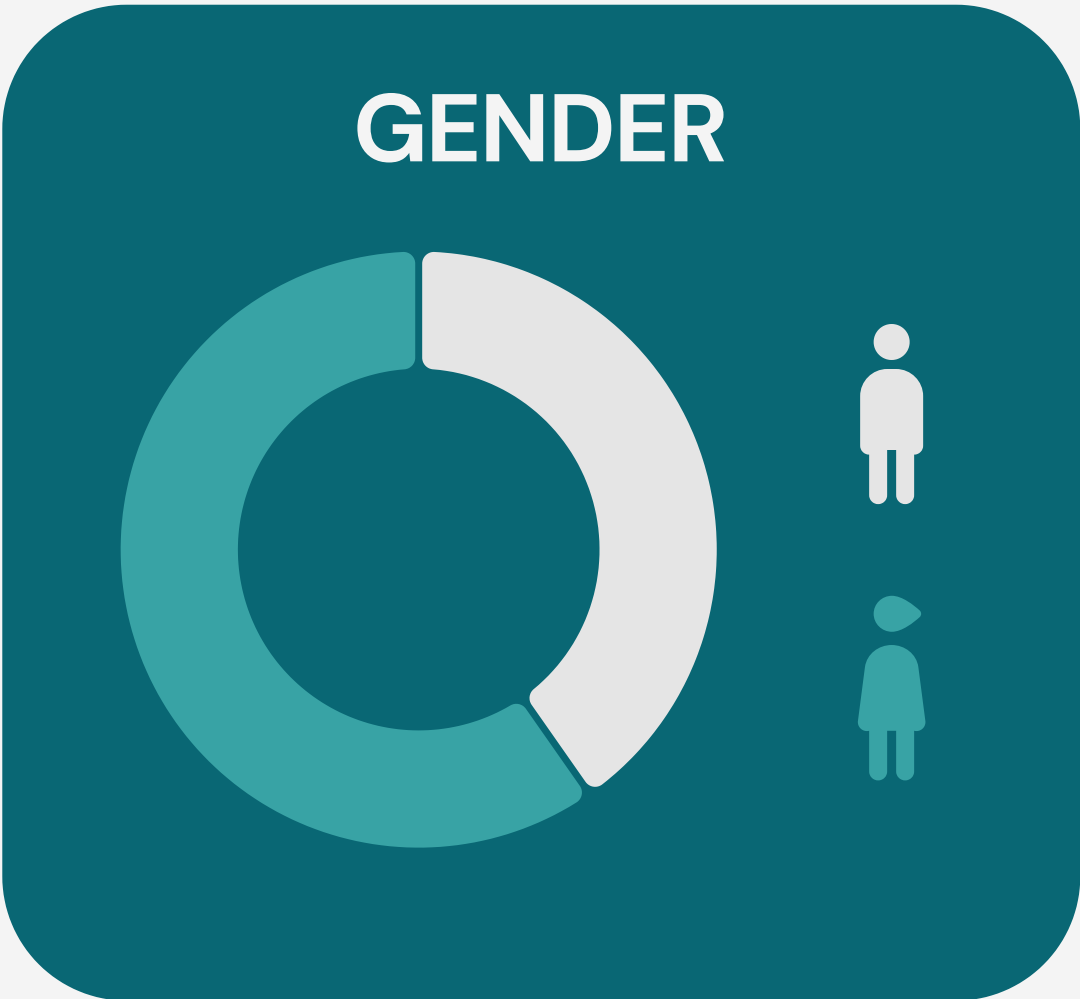
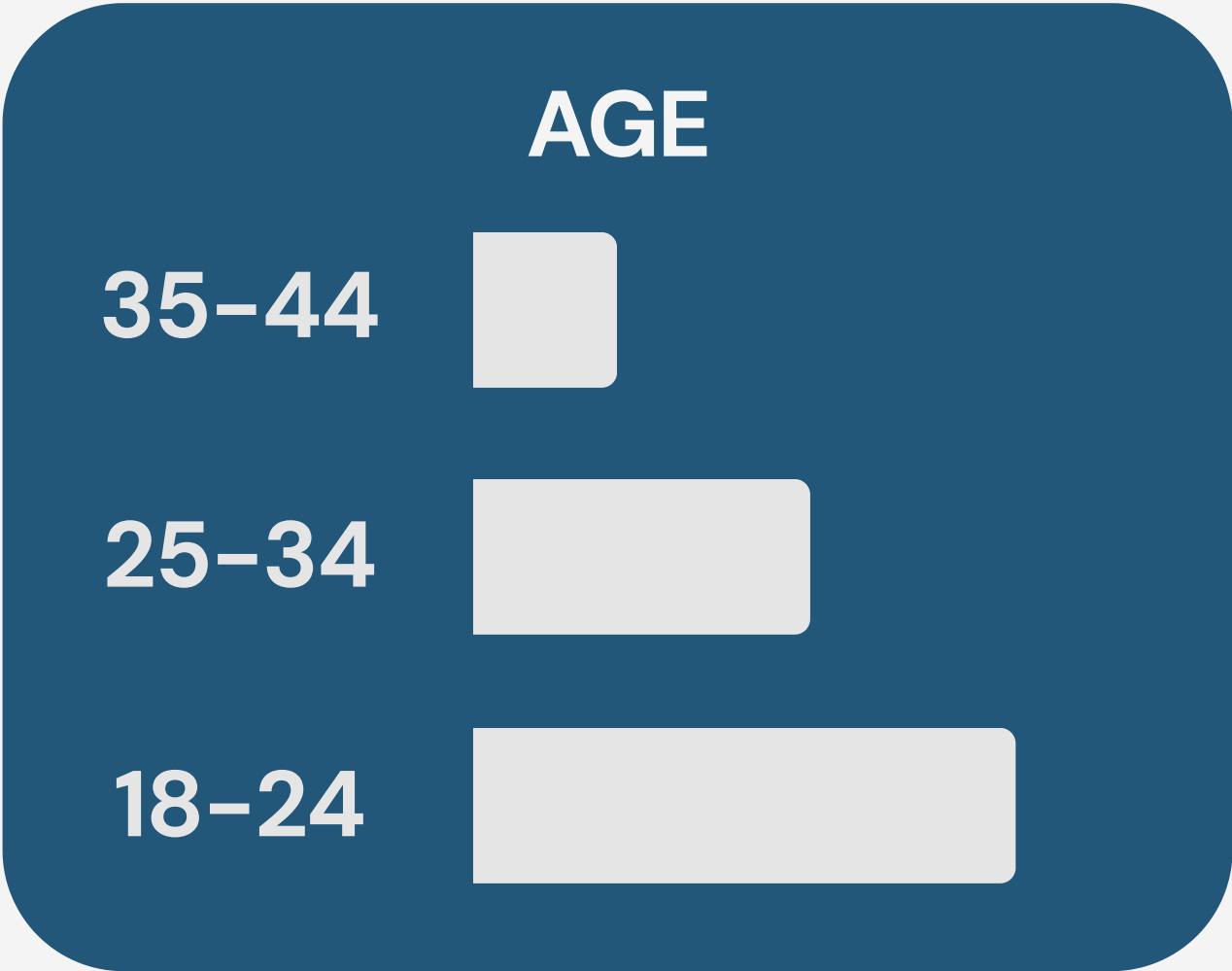
Emergency Vehicle Operators

10,839 death cases caused by transport accidents

Philippine Statistics Authority



AVERAGE DEMOGRAPH



Solution

Efficiency at your fingertip





our mission

To enhance the lives of Filipinos commuters by tackling the problems of complex navigation and traffic congestion head-on.

Trailswift is all about improving local transportation navigation, reducing commute times, and delivering a more enjoyable travel experience for all.



We'll make solutions possible through:

**LOCALIZED ROUTING
INFORMATION**



**OPTIMIZED LOCAL ROUTING
OPTIONS AND SHORTCUT
FUNCTIONALITY**



**REAL-TIME
TRAFFIC INSIGHTS**

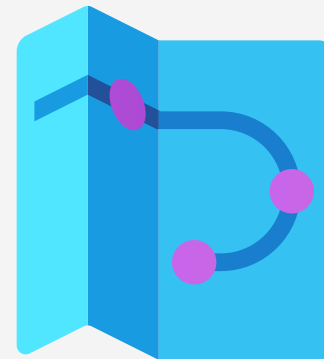


These would lead us with a result:

**Familiarization with the
local transportation
routes**



**Optimized journey for
every vehicle type**



**Swift traveling
experience for non-fixed
routes**



Business Model

Freemium-driven Growth





**Trailswift is built on a freemium
approach tailored to our
diverse user base**

FREE
Local Route Information
Turn-by-Turn Directions
Suggested Short-Range Route Alternatives
Establishment Suggestions

PREMIUM
Extensive Navigation
Comprehensive Coverage of Jeepney and Bus Routes
Turn-by-Turn Directions
Suggested Wide-Range Route Alternatives
Voice Navigation
Establishment Suggestions

how can we raise funds and
users you ask?

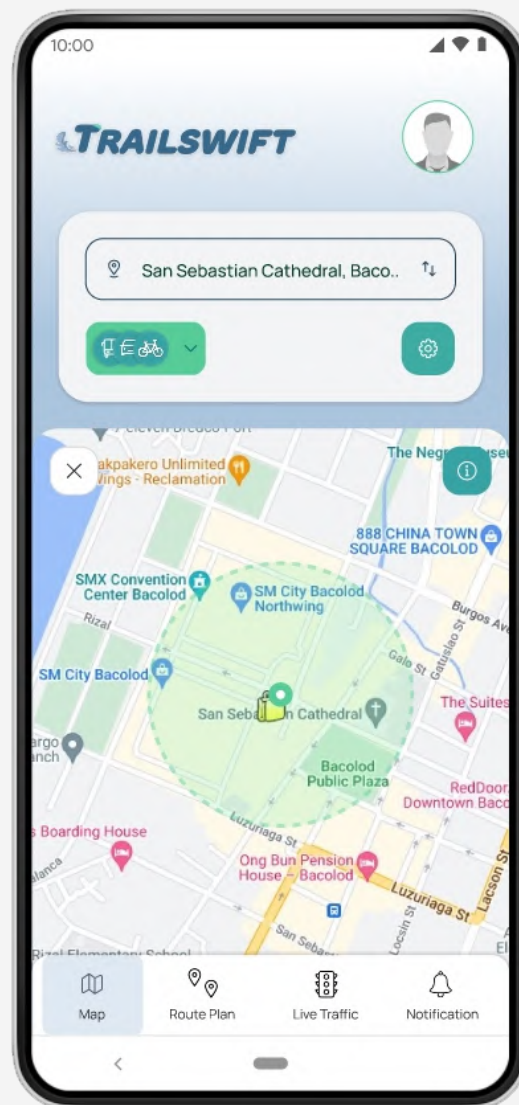
**Commuters and Working-class
Filipinos have a great spending
power. Marketing is our best asset.**



Functions

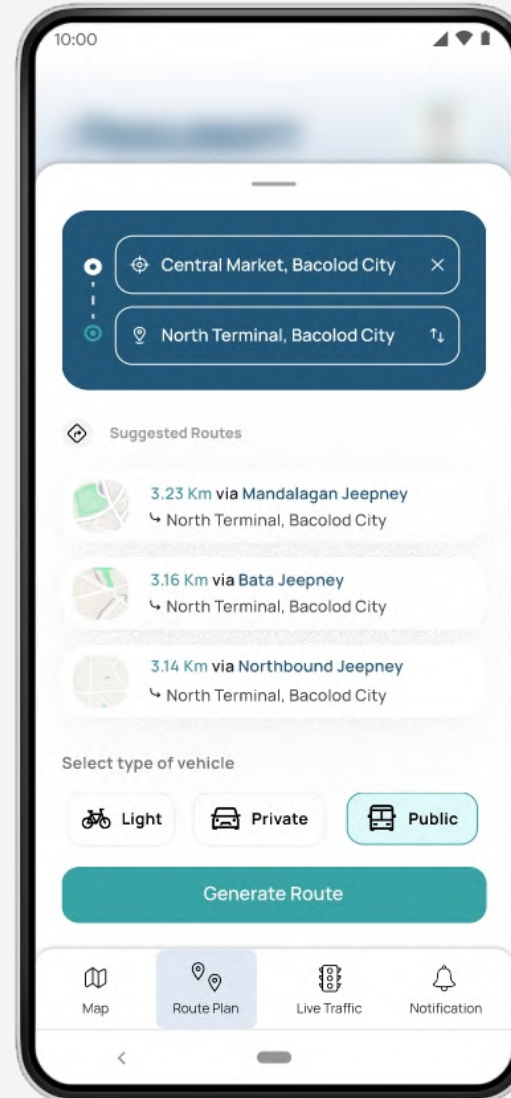
Unlocking seamless mobility





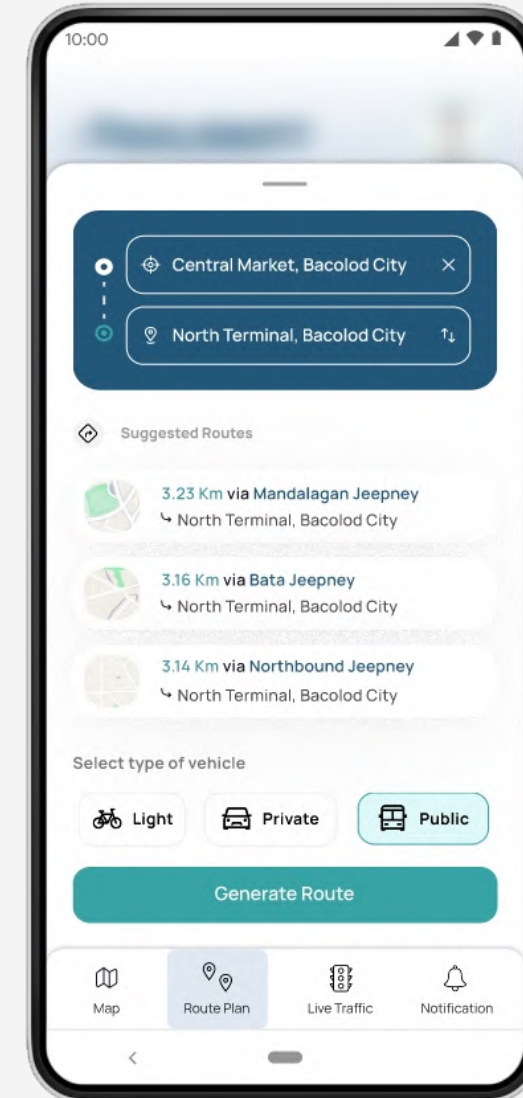
Home Page

Get lost no more! Our navigation app is the easiest way to find your way around.



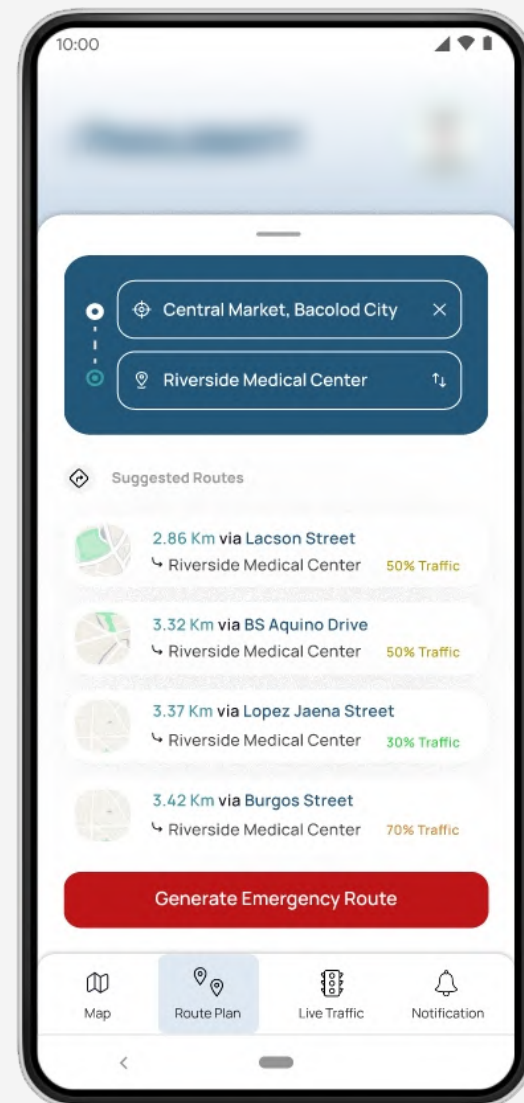
Local Route Planning and Optimization

Choose the best and efficient local jeepney routes for you!



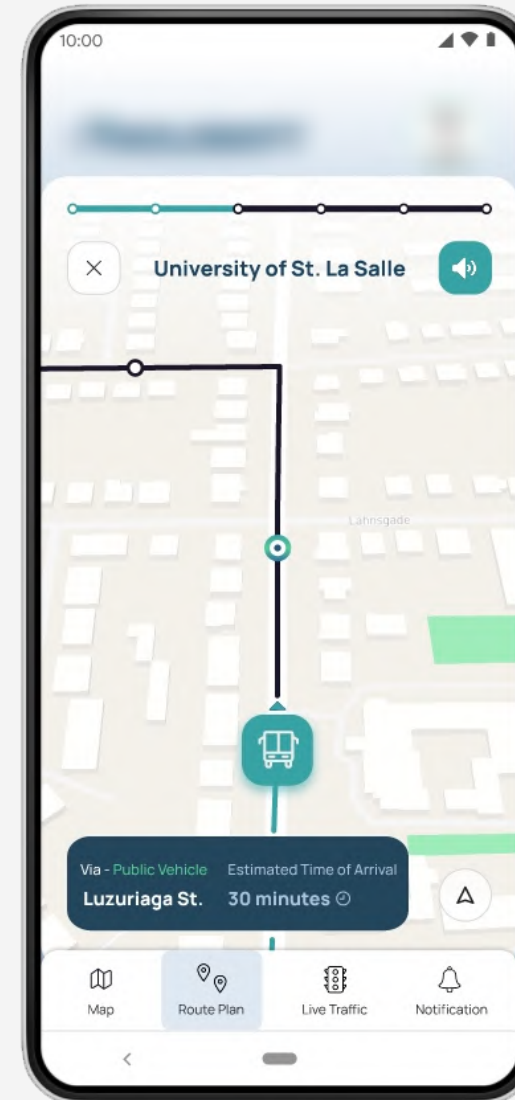
Vehicle Type Selection

Whether you're in a car or motorcycle, Trailswift got your back.



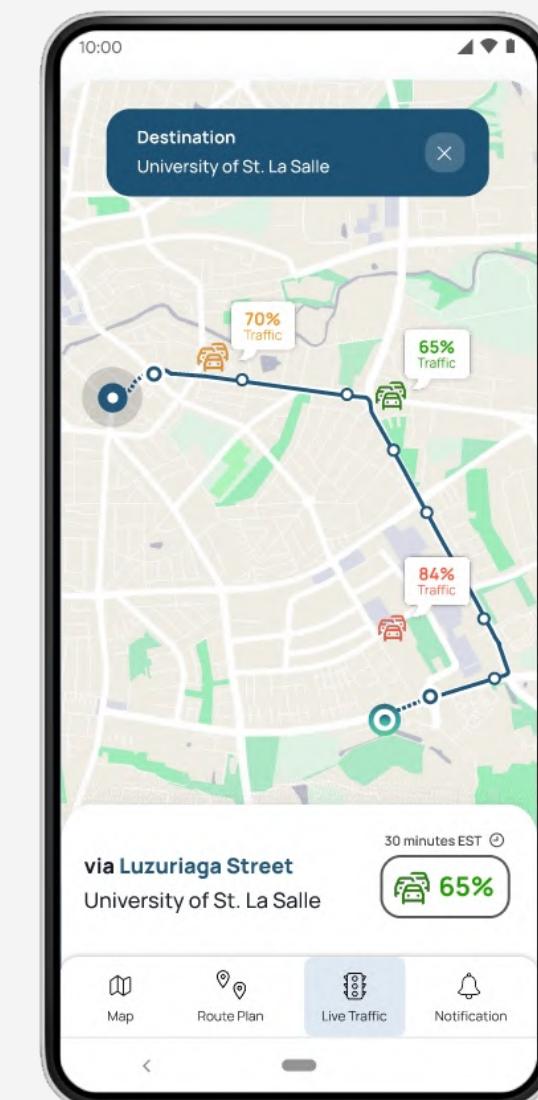
Emergency Vehicle Priority

Let us get you in time to safety with this exclusive feature.



Turn-by-Turn Directions

Trailswift will guide you throughout your journey to your destination.



Live Traffic Updates

We'll provide a better and less-hassle way for you.

Traction

Charting our course



\$18.17B

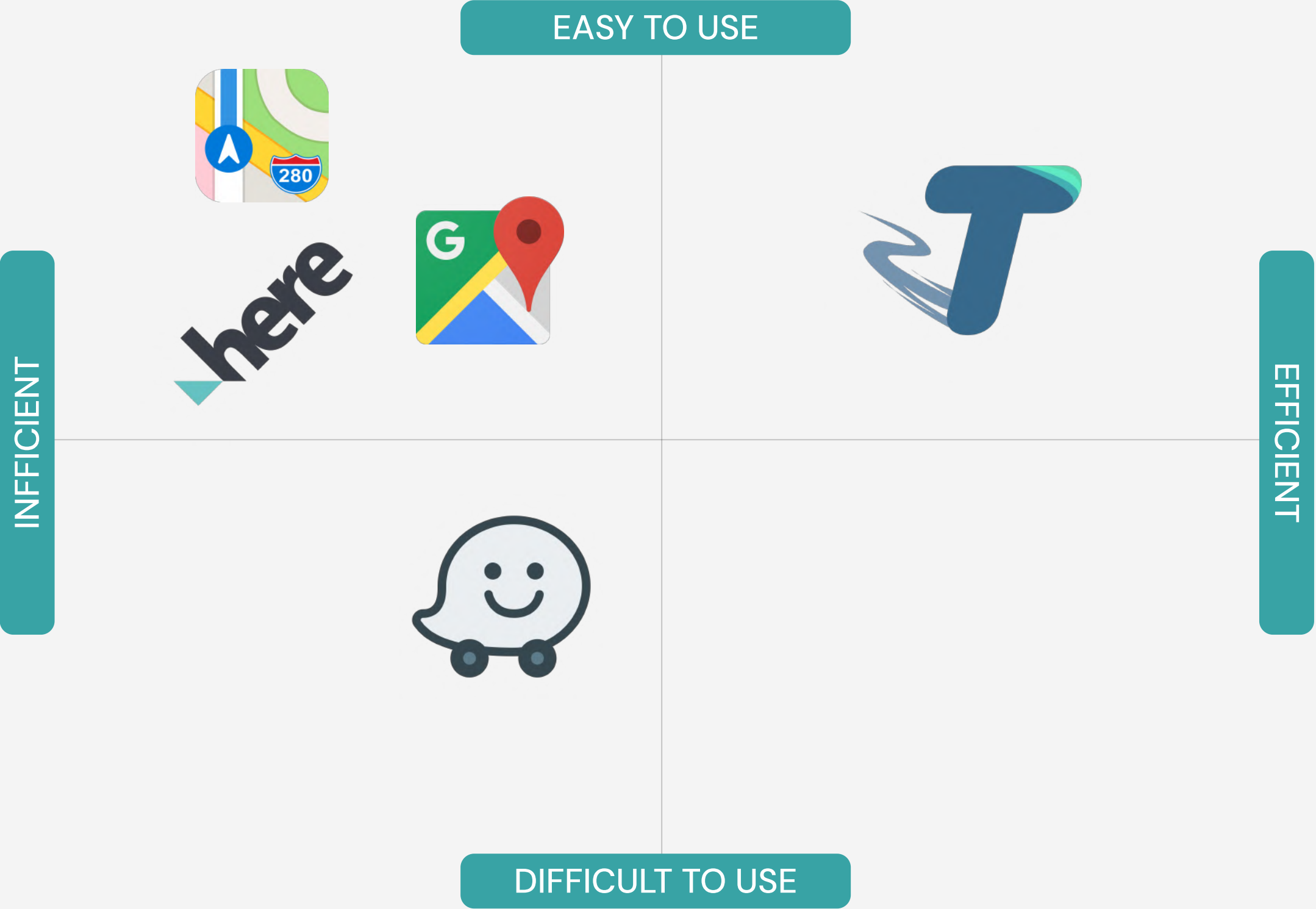
by 2031









**Global Navigation
Software Industry**

14.23%

**Compound Annual
Growth Rate**

Competitive landscape

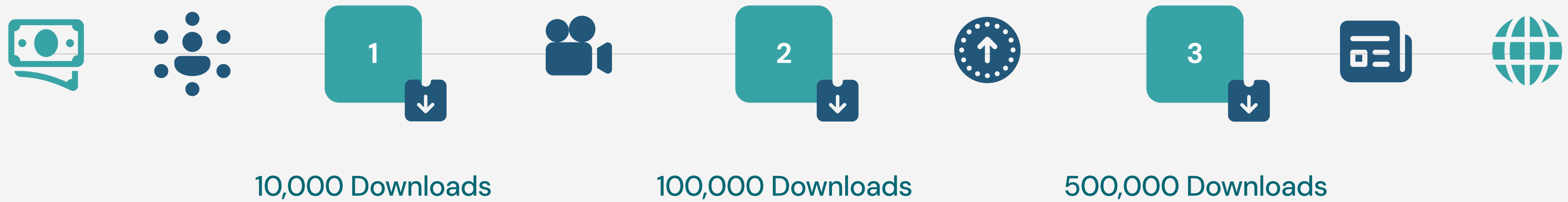


Do they have...?	Them	Us
Local Route Information		
Turn-by-Turn Directions		
Suggested Route Alternatives in Traffic Scenarios		
Establishment Suggestions		

GTM Strategy

Our platform uses a variety of data sources, such as demographics, psychographics, and travel patterns, to create targeted ads for commuters and working-class Filipinos.

In 3 Years...



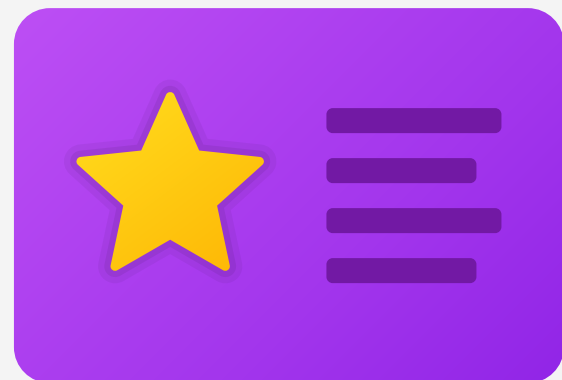


**"Helpful gid to me especially
that I don't know every Jeepney
Routes ang diri sa Bacolod"**

– A Fellow Lasallian struggling through urban navigation

Revenue Model

Premium
Subscription



Government Agencies and
Ride-Sharing Companies
Partnership



Ad Revenue





Use of Funds

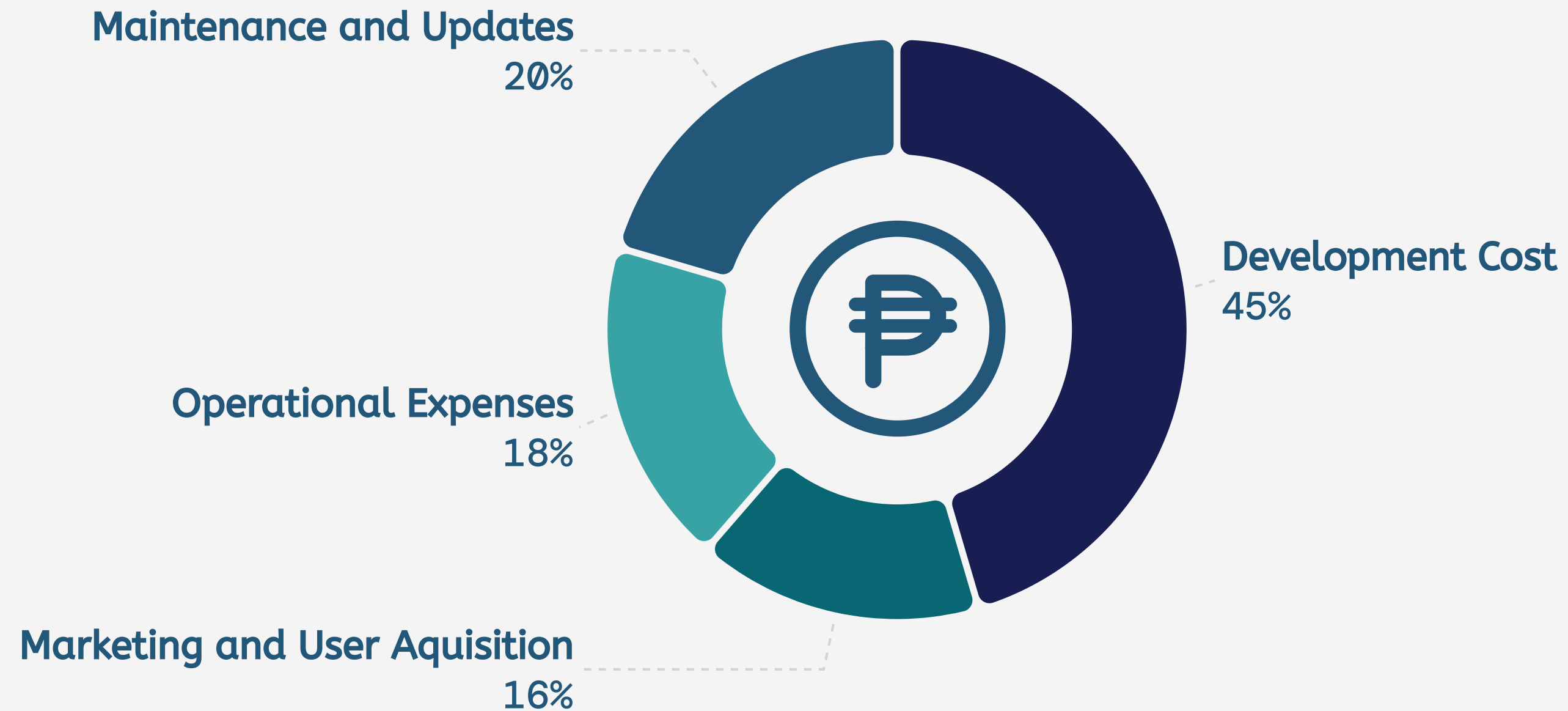
Turning vision into reality

Ideal Investors

- Venture Capital Firms
- Government Grants and Initiatives
- Angel Investors
- Corporate Investors

Use of Funds

(estimated) PHP 440,000



Our team has years of experience across diverse organizational roles

Isaac Cris Nicoli Sabandal

Co-Founder
Co-Project Manager
Design Officer
IT Society Executive President 2022
USLS Center for Marketing and
Communications Volunteer 2023

Lexxy Lain Villa

Co-Founder
Technology Officer
Co-Project Manager
IT Society Commissioner for Culture
2022
USLS ISACA SG Member 2022

Kaye Mondejar

Co-Founder
Finance Officer
IT Society Head Commissioner for
Budget and Finances 2022
USLS ISACA SG Member 2022



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Thank you



Pitch

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