

# Strategic Driver Acquisition Partnership

## Executive Summary

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This proposal outlines a strategic partnership where Sales Management Partners (SMP) will act as a dedicated growth engine to acquire, qualify, and onboard high-quality drivers for the Greenwheels platform. We understand your mission to elevate Uber Boda through affordable electric bike leasing and a clear path to ownership. Our role is to eliminate the complexities of driver acquisition, allowing you to focus on your core operations: managing assets, supporting drivers, and expanding your network.

As such, our approach offers a tech-enabled, transparent, and efficient value chain, culminating in our unique Partner Dashboard. This proprietary tool provides you with unprecedented real-time visibility into the entire driver pipeline, from initial contact to final handover. This proposal details our methodology, the significant value we create, a clear financial structure, and why our innovative approach makes this partnership mutually beneficial.

## 1. What We Will Do: Your End-to-End Acquisition

### Solution

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Our mandate to deliver a steady stream of qualified, motivated, and well-prepared drivers who are ready to succeed on the Greenwheels platform. We manage the entire funnel:

- ❖ **Acquire:** We deploy targeted marketing and outreach campaigns to build a large, relevant pool of prospective drivers.
- ❖ **Qualify:** We rigorously screen every applicant against your specific criteria, including document verification, background checks, and initial performance aptitude. This ensures every driver we hand over meets the standards outlined in your value proposition, such as the commitment to completing a minimum of 75 Uber trips per week or 50 hours online.

- ❖ **Hand Over:** We deliver fully vetted and pre-briefed drivers, complete with a comprehensive digital profile, ready for your final onboarding and training.

## 2. How We Will Do It: A Driver Sourcing Value Chain

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Our process is a well-oiled machine designed for efficiency and quality control.

### 1. Phase 1: Awareness & Sourcing

We cast a wide, yet targeted, net using a multi-channel approach to source the ideal drivers that fit Greenwheel's requirements.

#### Channels Used:

- ❖ High-density boda stages and transport hubs
- ❖ Existing Uber/Bolt/SafeBoda high-activity zones
- ❖ WhatsApp rider communities (targeted, not mass)
- ❖ Referral loops from high-performing riders
- ❖ Physical activations at spare-parts markets & fuel points

**Output:** High-intent rider leads only (not general applicants)

### 2. Phase 2: Structured Screening & Risk Filtering

Unlike traditional rider recruitment, which optimizes for sign-ups, we run a multi-layer screening process designed to underwrite rider performance over:

- ❖ The full 24-month bike lease-to-own horizon
- ❖ The high-pressure first 6 months of phone and permit repayment

#### Our Screening System Includes:

##### 1. Digital Pre-Screening Questionnaire (Auto-Scored)

- ❖ Historical trip volumes (where applicable)
- ❖ Daily earning ranges (good vs bad days)
- ❖ Existing daily payment commitments
- ❖ Work hours, start times, and availability

##### 2. Financial Resilience Assessment

- ❖ Ability to absorb repayment obligations during low-demand days
- ❖ Prior history meeting daily financial commitments
- ❖ Stress-testing income assumptions against 6-month peak repayment pressure

### **3. Performance Capacity Test**

- ❖ Probability of sustaining a minimum of 12 trips/day based on zone, hours, and past behaviour
- ❖ Identification of early churn risk indicators (late starts, low acceptance rate, poor financial history, past motorcycle theft issues, criminal background checks, existing financial commitment defaulting)

### **4. Commitment & Mindset Filter**

- ❖ Mandatory 90-day minimum commitment
- ❖ Explicit acknowledgement of 24-month lease responsibility
- ❖ Clear understanding that this is a performance-based professional engagement

Hard disqualifiers are applied automatically, ensuring no recruiter discretion undermines portfolio quality.

**Output:** A pipeline of riders who are statistically more likely to remain active, solvent, and productive throughout the lease period.

## **3. Phase 3: Performance Based Onboarding**

This is where we add significant value.

- ❖ Document Verification: National ID, Driving Permit, and other required documents are collected and verified.
- ❖ Safety Checks: We conduct thorough checks to ensure a high standard of safety for the asset.
- ❖ Motivational Fit Interview: We assess the candidate's understanding of the Greenwheels model, their commitment, and their ambition to align with your brand values.
- ❖ Selected drivers are onboarded with: clear daily trip expectations (minimum of 12 trips daily), financial obligation clarity, operational playbook for maximizing trip density, psychological contract emphasizing professionalism

## **4. Phase 4: Pre-Onboarding & Profile Creation**

We create a detailed digital driver profile for each candidate on our Partner Dashboard.

## **5. Phase 5: Seamless Handover**

We schedule and facilitate the handover of a batch of "Greenwheels-Ready" drivers to your team for further training.

## Our Value proposition: Your Real-Time Partner Dashboard

We provide you with exclusive access to a proprietary web-based dashboard that offers complete transparency and control over the acquisition pipeline. This is not just a report; it's a live, interactive tool.

### Key Features:

- ❖ **Live Pipeline View** - Track applicants in real-time as they move from "Sourced" to "Qualified" to "Handed Over".
- ❖ **Automated Driver Profiles** - Access a complete, digitized profile for every qualified driver, including their documents, screening results, and contact information. No more paperwork.
- ❖ **Performance Analytics** Monitor key metrics like cost-per-acquisition, time-to-qualify, and source effectiveness to make data-driven decisions.
- ❖ **Communication Hub** - A centralized place for our teams to communicate, schedule handovers, and provide feedback.

This tool transforms driver acquisition from a logistical challenge into a strategic, predictable, and scalable asset for Greenwheels.

## 3. Value Created and Captured

Our partnership is designed to create tangible value for Greenwheels.

- ❖ **Reduced Operational Load:** We absorb the time-consuming tasks of sourcing, screening, and vetting, freeing up your team to focus on driver support, training, and network expansion.
- ❖ **Improved Driver Quality:** Our rigorous multi-stage qualification process ensures that you receive drivers who are not just skilled, but also motivated and aligned with your performance and branding requirements.
- ❖ **Cost Predictability:** Our clear financial model provides you with a predictable cost per acquisition, simplifying your financial planning and budgeting.
- ❖ **Data-Driven Strategy:** The Partner Dashboard provides insights that can inform your broader business strategy, from identifying the most effective recruitment channels to understanding driver demographics.

## 4. Marketing Activations & Awareness Strategy

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To build a robust pipeline, we will execute a comprehensive marketing strategy:

- ❖ Digital Campaigns: Targeted ads on social media (Facebook, WhatsApp groups) and local job portals aimed at existing boda drivers looking for an upgrade.
- ❖ Offline Community Activations: We will organize "Greenwheels Opportunity" roadshows at major boda-boda stages across Kampala, offering on-the-spot information and initial sign-ups.
- ❖ Referral Program: We will launch a powerful "Refer-a-Rider" program, incentivizing existing drivers to bring in qualified peers, creating a viral growth loop.
- ❖ Partnerships: Collaborate with local community leaders and boda-boda associations to build trust and generate credible leads.

## 5. Financial Proposal & Timeline

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We propose a transparent, performance-oriented financial structure that aligns our success with yours.

### Projected Driver Acquisition Timeline

Our goal is to deliver 1,000 qualified drivers by the end of July 2026. We will ramp up our efforts to meet this target.

Month (2026)	Target Qualified Drivers
February	40
March	40
April	60
May	60
June	60
July	60
<b>Total</b>	<b>320</b>

### Investment Structure

Item	Cost (UGX)	Description

<b>Cost of Rider Acquisition (CPA)</b>	<b>90,000 per driver</b>	A one-time fee for each driver who is fully qualified, profiled, and successfully handed over to Greenwheels. This covers all direct costs of sourcing, screening, background checks, and pre-onboarding.
<b>Monthly Partnership Base Fee</b>	<b>3,500,000 per month</b>	A fixed monthly retainer that covers marketing campaign execution, and crucially, the development, maintenance, and support for the Partner Dashboard.

## 6. Why Choose SMP?

Choosing us as your growth partner is a strategic decision to secure market leadership.

- **Tech-Forward Approach:** Our Partner Dashboard is a unique asset that no other acquisition agency can offer. It provides transparency and efficiency that will become indispensable to your operations.
- **Aligned Incentives:** Our pricing model, with a significant component tied to successful handovers (CPA), ensures we are fully motivated to deliver quality and volume.
- **Deep Market Understanding:** We have done our homework. We understand your value proposition, your target audience, and the Kampala market. We are ready to hit the ground running from day one.

We are confident that this partnership will be a critical enabler of Greenwheels' ambitious growth plans.

We are excited by the prospect of helping you empower a thousand more drivers and solidify your position as the leading electric-boda partner in Uganda.

Proposal prepared for Greenwheels by [Sales Management Partners]

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