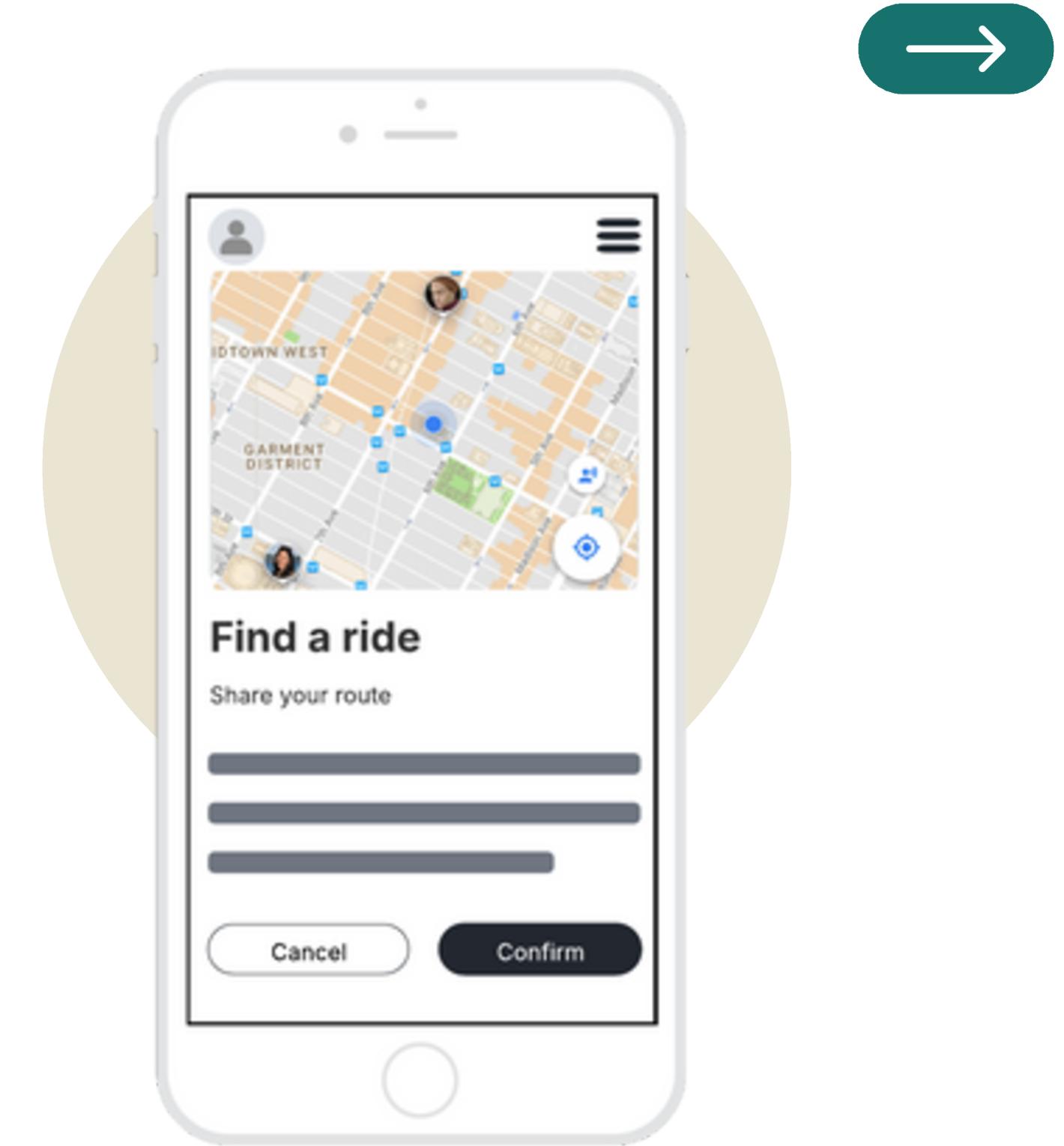




LIFT YOUR LIFE

BUSINESS PRESENTATION



Telephone
02-721-8888

Address
One Bangkok Headquarter
Wireless Road, Lumpini,
Patumwan, Bangkok

Website
www.lift.com

Feb 2025



ABOUT LIFT



GREETING FROM US

LIFT: Smart Roadtrip & Ride-Hailing Match

- Match travelers on the same route
- Save costs by sharing rides
- Compare Price from Grab, Lineman, Bolt & more
- Easy booking

Next

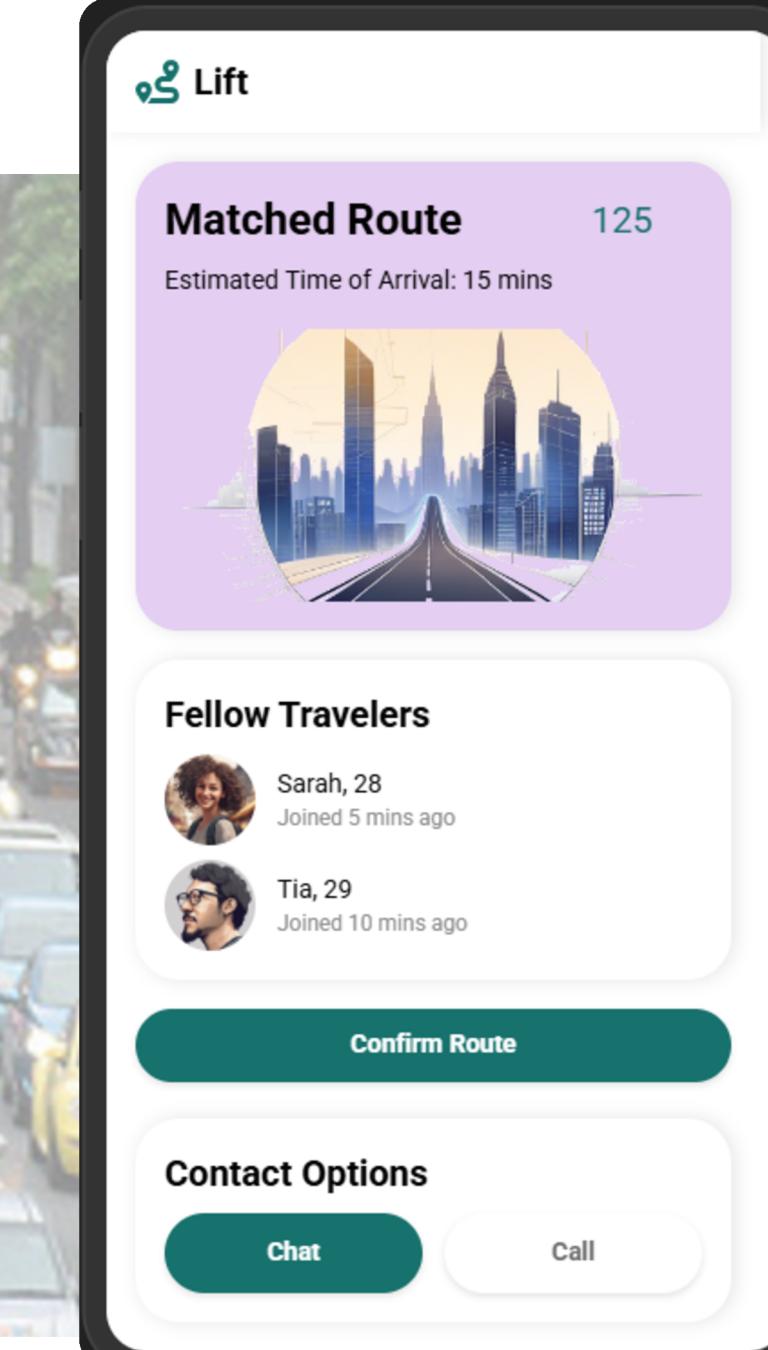
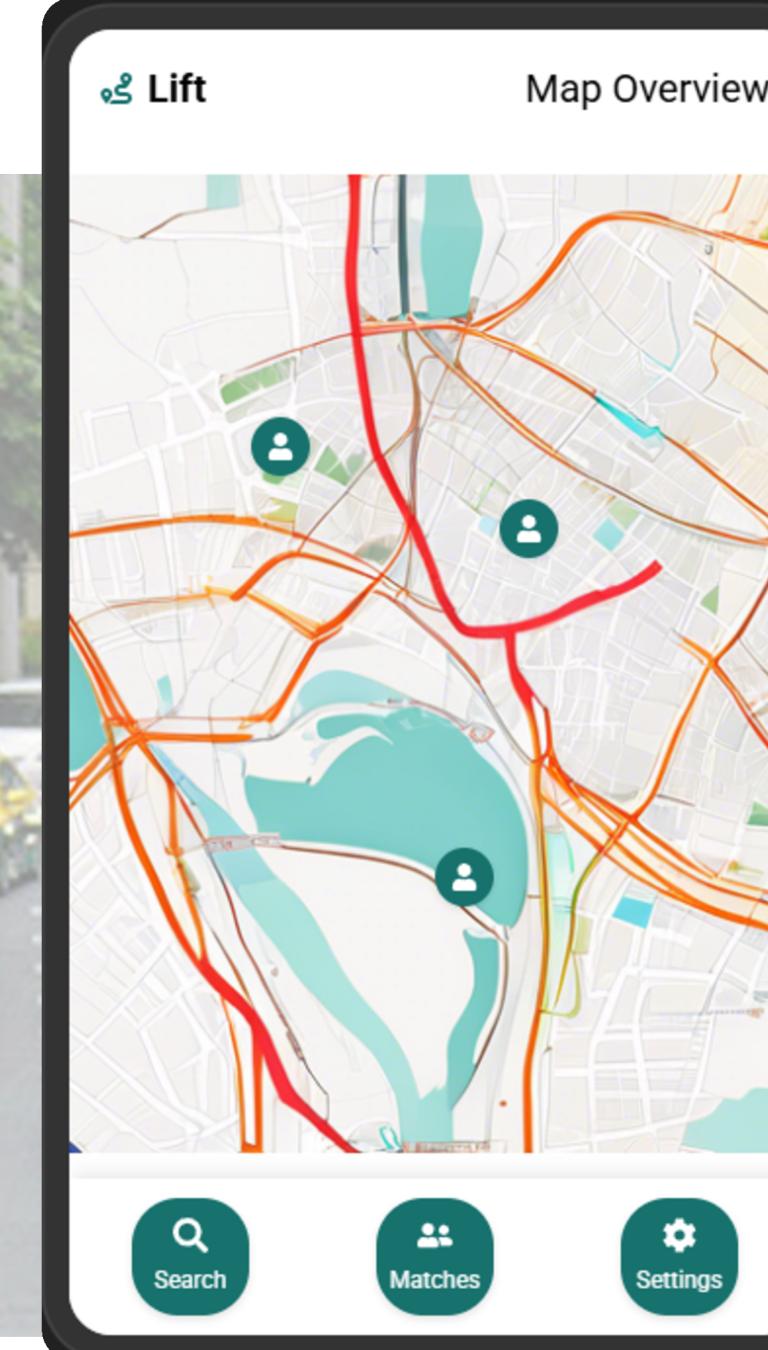
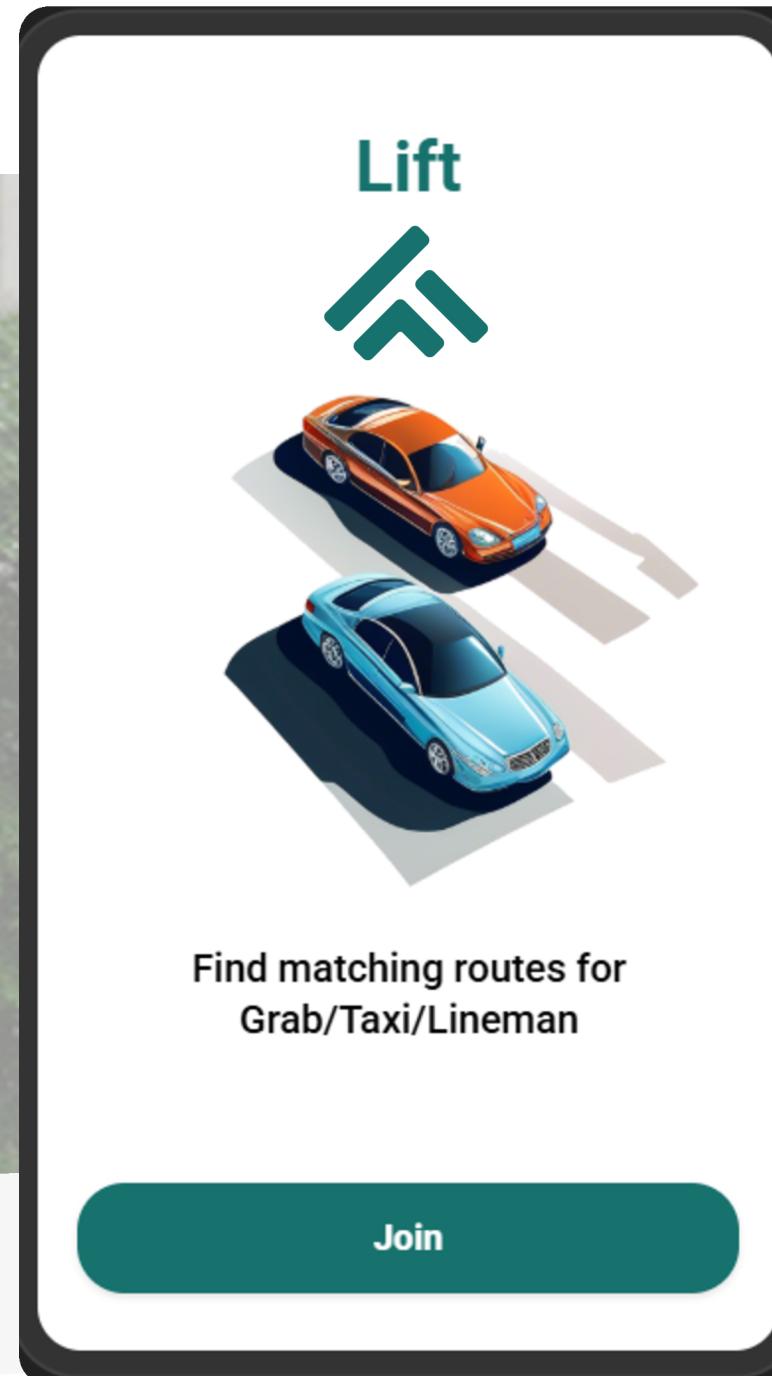


More Details

LIFT PLATFORM



WHAT WE COULD DO



User Matching System

- Match users traveling in the same direction and time window.
- Use GPS to identify pickup and drop-off points.
- Limit the number of passengers per trip.

Driver Support

Oz wizard to call a grab/taxi to serve the client manually

A blurred background image of a city street with trees and buildings.

What our user say

“ช่วงเย็น Grab มักไม่รับงานเลยครับ แต่พอใช้ LIFT มันหาคนไปทางเดียว กันให้แล้วเรียกรถพร้อมกัน ทำให้มีรถแน่นอน ไม่ต้องรอนาน”

Ingfah

Data Scientist



“ทุกวันก่อนใช้ LIFT อันต้องเสียวันละเกือบ 300 บาทกับค่า Grab ช่วงพิเศษ แต่ตอนนี้อันจ่ายแค่ 1 ใน 3 แล้วก็ยังนั่งรถสายเหมือนเดิม”

Tawan

Risk & Fraud Manager



“ตอนแรกคิดว่าการแชร์รถจะยุ่งยาก แต่ LIFT ใช้ง่ายมาก แค่เลือกสถานที่ปลายทาง มันก็จับคู่คนทางเดียว กันให้เลย แถมค่าเดินทางถูกลงเยอะด้วย”

Chujai

Human Resources Officer





OFFICE EMPLOYEES

"I spend hundreds of baht each day just for commuting. If there's a cheaper alternative, that would be amazing."
— Ingfah, Asoke office worker 😞

TARGET CUSTOMER

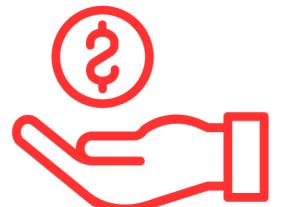
- Mostly ≤ 30 years olds
- Commute in peak hours (07:00–09:00, 17:00–20:00)
- Offices far from BTS/MRT stations
- Want to reduce travel cost & avoid driving
- Open to sharing rides if safe & reliable

CUSTOMER PAIN POINT

High daily transportation cost

Target Market

AVG. SALARY



30K
Average
Monthly
Salary

TRAVEL COST
PER TRIP



20%
of income
spent in
commuting
(6K per month)



Travel Volume in Bangkok
1,000 TRIPS/DAY



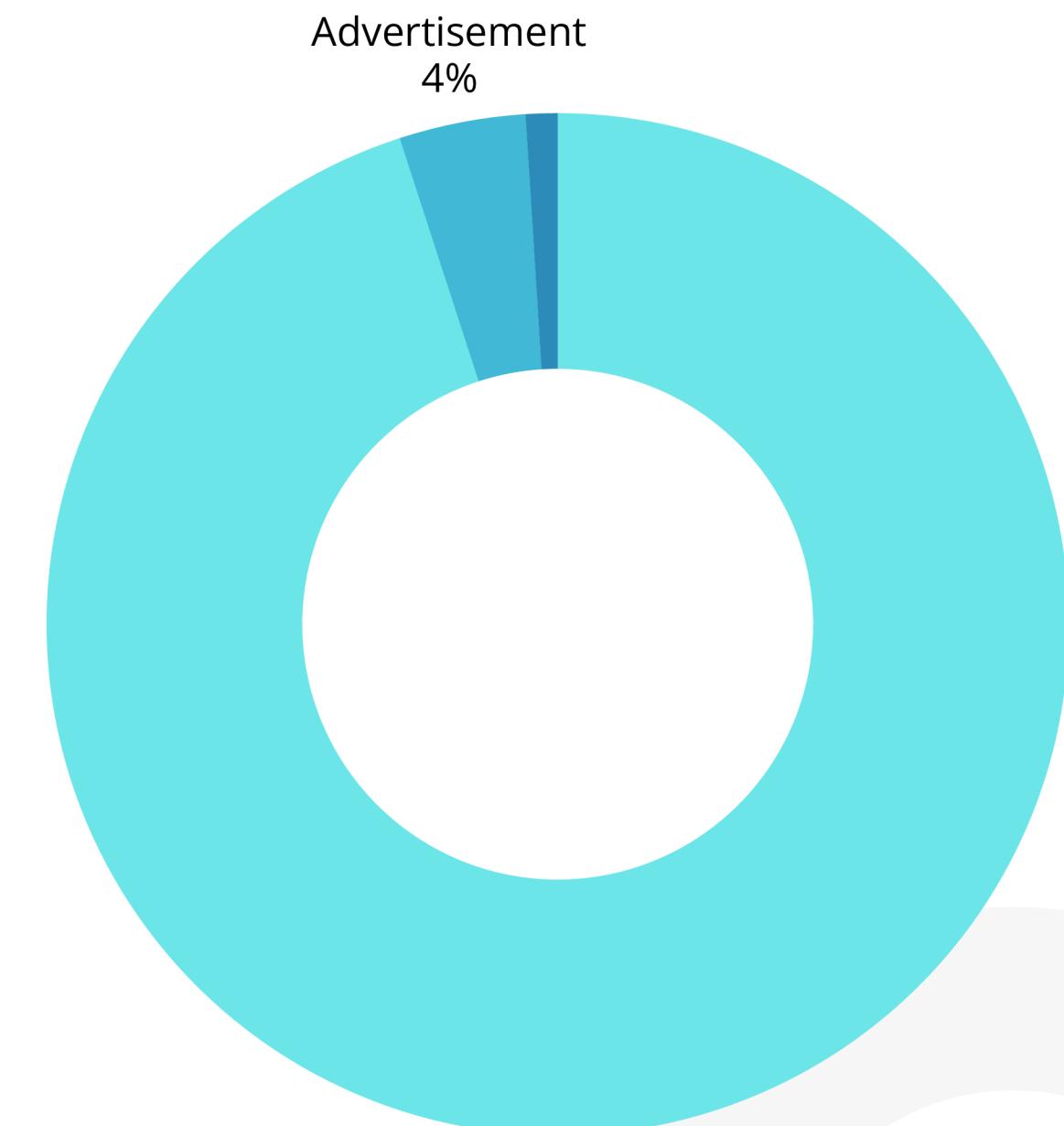
REVENUE STREAM

HOW WE GENERATE VALUE



Product	Details	Estimate	Annual Value (THB)
Platform Fee	Charge a 5% platform service fee per transaction.	Average <u>100K transaction</u> per month (1 transaction around 200 THB)	16M
Advertisement	Sell advertising space to relevant partners.	Average <u>1 Advertisement</u> per month (1 Advertisement around 45K THB)	1.8M
Sell Carbon Credit	Sell CO ₂ reduction credits: 1 ton per 7,000 km.	Average <u>xx ton per month</u> (1 ton around xx THB)	87K

Total annual revenue: 18.4M THB
(512K THB/Month)



FINANCIAL

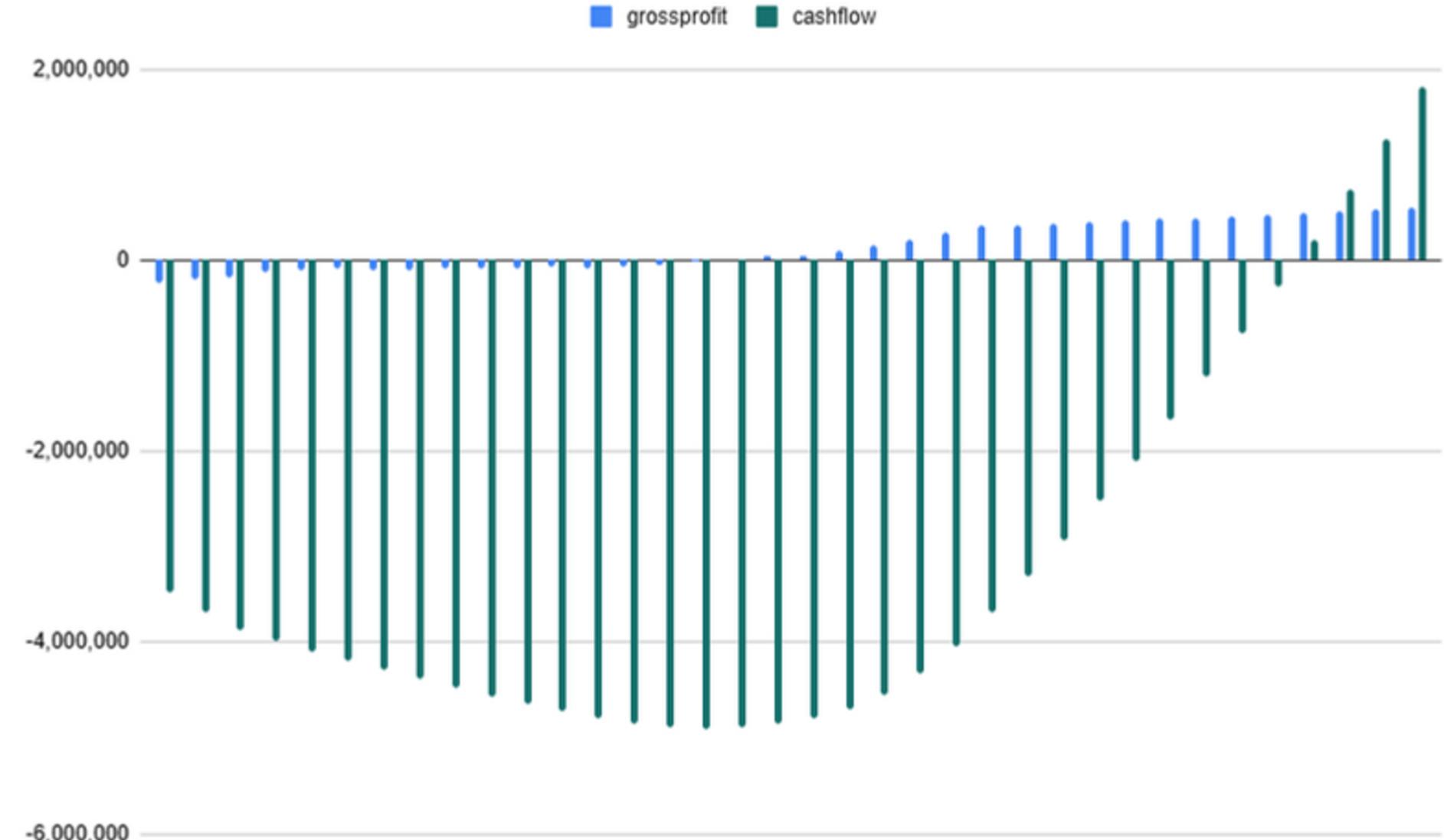
INVESTOR'S SATISFACTION

At the core of our financial strategy is a commitment to sustainable value creation.

We achieved a turning point at Month 17, with marginal revenue surpassing marginal cost.

By Month 34, the project reached its break-even point, fully recovering the initial investment.

Our disciplined cost control and scalable growth model position us to deliver strong ROI — ensuring investor confidence and long-term success.



- Month 17: Turning Point – Lift can make a profit
- Month 34: Break Event Point - Lift Can Breake event
- Total ROI: 6.54%

Platform Foundation



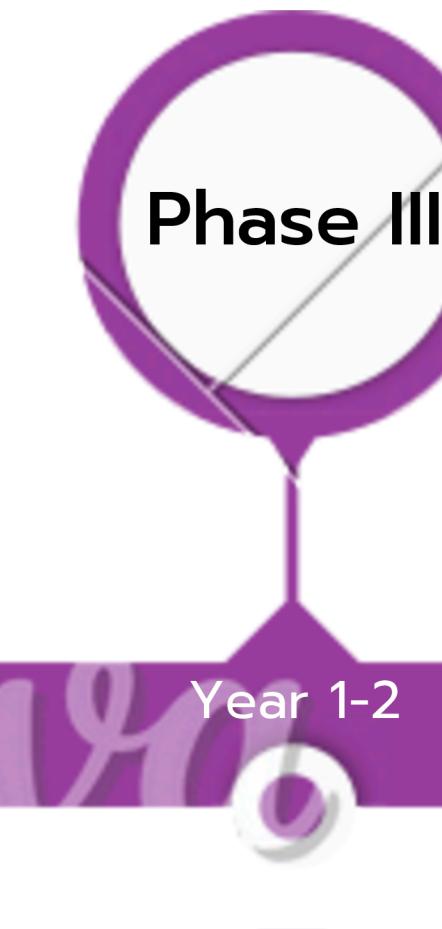
- MVP Development:
 - Core user ride-matching system
 - Driver support and booking via 3rd-party (e.g., Grab API)
- Data validation for core fields
- Cloud infrastructure setup
- Compliance with PDPA and secure payment integrations

Pilot Launch & Optimization

- Launch in GKK targeting office commuters
- EMarketing push (online/offline) for early adoption
- Data Quality Enhancements:
 - Auto error detection in trip data
 - Optimize caching to reduce API costs
- Monitor KPIs



Expansion & Monetization



- Expand to cities like Chiang Mai, Khon Kaen, Phuket
- Partner with corporates for employee ride programs
- Enable Data Monetization:
 - API for traffic/travel patterns (DaaS)
 - Insights dashboard for advertising and carbon credit

AI Enhancement & Ecosystem Integration

- Enhance ML algorithms for predictive demand
- Enable dynamic pricing optimization
- Integrate with additional ride providers
- Explore token-based incentives or loyalty programs



ROADMAP

Platform Foundation

Month 0-6

- MVP Development:
 - Core user ride-matching system
 - Driver support
- Data validation for core fields
- Cloud infrastructure setup
- Compliance with PDPA and secure payment integrations

Pilot Launch & Optimization

Month 7-12

- Launch in GKK targeting office commuters
- EMarketing push (online/offline) for early adoption
- Data Quality Enhancements:
 - Auto error detection in trip data
 - Optimize caching to reduce API costs
- Monitor KPIs

Expansion & Monetization

Year 1-2

- Expand to cities like Chiang Mai, Khon Kaen, Phuket
- Partner with corporates for employee ride programs
- Enable Data Monetization:
 - API for traffic/travel patterns (DaaS)
 - Insights dashboard for advertising and carbon credit

AI Enhancement & Ecosystem Integration

Year 2+

- Enhance ML algorithms for predictive demand
- Enable dynamic pricing optimization
- Integrate with additional ride providers
- Explore token-based incentives or loyalty programs

TEAM MEMBER



CTO



Tia



Oversees tech strategy, product development, and ensures platform scalability and performance.

CFO



Peam



Manages financial planning, budgeting, and ensures financial health and sustainability.

CEO



Na



Leads overall business strategy, builds partnerships, and drives company vision and growth.

CFO



Teena



Designs and executes marketing strategies to grow user base and build brand awareness. Focuses on campaigns, user engagement, and digital channels tailored to urban commuters.

CEO



Bee



Drives cross-functional project execution, ensures timeline alignment, and bridges communication between business, design, and engineering teams.

CFO



Arm



Leads daily operations, coordinates driver dispatching, and ensures seamless ride-matching experiences. Oversees operational KPIs, service availability, and support workflows.

THANK YOU

● FOR LIFT TOGETHER

SARINA BORISUIT (NICE OFFICER)	6710400003
TEERANA SEECHAIPAT (ON LEAVE)	6710424026
PHURICHA ROMLEE (NEW OFFICER)	6710424027
KITTIPIIT MATCHAKAM (CCTV)	6710424029
PACHINEE JARUTANASAKGUL (ON LEAVE)	6710424030
THOTSAPHON SIRIKUTTA (CTO&CEO)	6710424031