RTrans: A revolution in transit systems, and a leap towards smarter cities.

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Founder Team

- Ouyang Jiannan: leader, PhD student in Operating Systems.
- Lingjia Deng: PhD student in artificial intelligence.
- Xiangmin Fan: PhD student in human computer interaction.
- Xiaolong Cui: PhD student in distributed systems.

We are the dream team for our vision. With different expertise, we have all the skills and passion to build our solution. We will make a new "google" for transportation search engine.

Summary

RTrans aims at providing a real-time transportation search engine that provides user-friendly, accurate and complete point-to-point transit solutions (including buses, taxis, uber cars, shuttles, and even parking information for private cars) for users to compare and choose from.

Problem

The complexity and uncertainty in our transportation systems make people feel terrible when travelling around. Especially when you get to an unfamiliar city, much effort is needed to know how you can get to your destination, how much time it would take, what the cost is, and small mistakes can lead to huge costs.

Solution

The proposed solution is a mobile app that with one click, users will get all the information that they need for point-to-point travelling. Currently, we have a prototype that provides accurate bus arrival predictions in Pittsburgh. It has gained over 3,500 users since deployment in Nov. 2014. At the heart of our approach is the real-time transportation data collected from both smartphone sensors and transportation agencies. On top of that, we deploy machine learning and artificial intelligence techniques on our huge data set to extract, label, and classify useful information. Finally, point-to-point transit solutions are delivered in a timely and user-friendly manner based on users' requests.

Target Market

The global intelligent transportation market is expected to grow from at $45 Billion dollars in 2014 to over $100 Billion dollars by 2019, at an estimated Compound Annual Growth Rate (CAGR) of 18%. There is plenty room for us to grow.

Competitors

Five main competitors: Google, Mozio, Flitways, Tiramisu, Transit.

Competitive Advantage

No competitor provides complete solution that includes bus, uber cars, taxis, shuttle. Furthermore, none of them applies machine learning or artificial intelligence techniques to offer such accuracy as ours. Last but not least, we are more user-friendly than most of our competitors.

Revenue Model

Our service is based on a freemium model. We provide free services to users, and charge subscription fee to remove Ads and get guaranteed accuracy. We also deploy in-App Ads that is personalized, location-based, and real-time. Different from traditional mobile ads, we emphasis on real-time. Based on real-time user transit data, we can promote coffee shops on your way to work, and promote discounted supermarket items on your way to grocery store after work.