

# From Congestion to Connection





# My Problem or Idea

Nairobi residents waste an average of 3-4 hours daily stuck in traffic. This leads to lost productivity, increased pollution, and high transport costs. Existing solutions—like road expansions—only address symptoms, not the root problem: inefficient urban mobility planning and lack of integrated transport systems



# My Solution

- AI Route Optimization: Cuts commute times by up to 40%.
- Ride-Sharing Integration: Promotes carpooling to reduce congestion.
- Public Transport Integration: Connects schedules for seamless travel.
- Eco-Friendly Options: Encourages cycling and walking.
- Data-Driven Planning: Supports smarter urban infrastructure decisions.

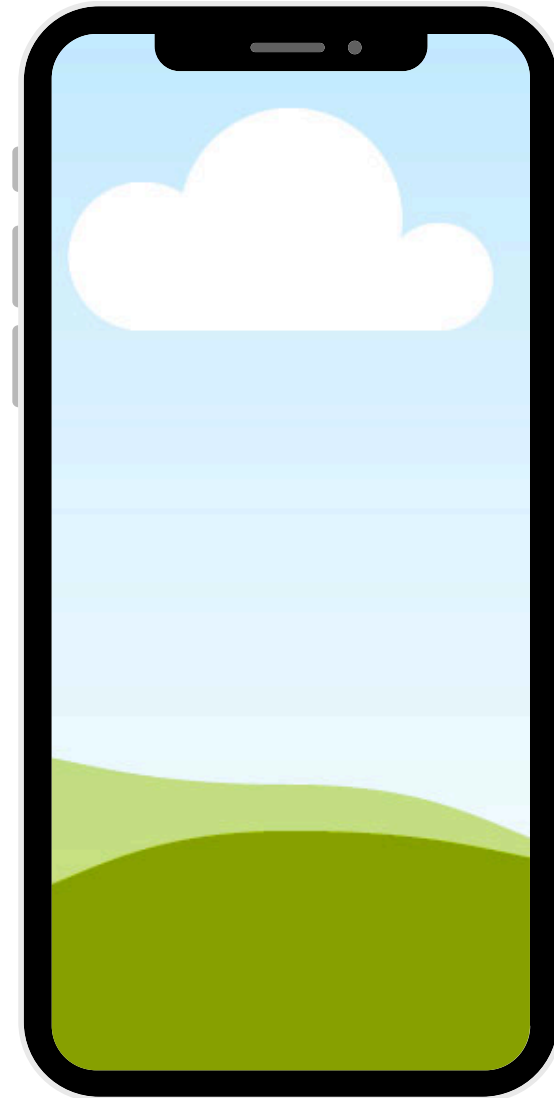
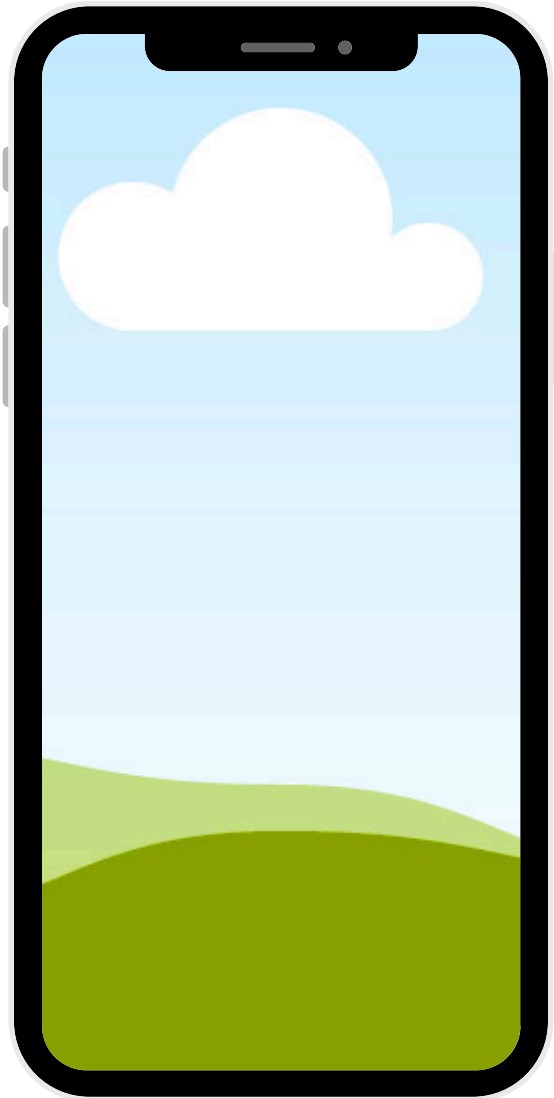


# Product

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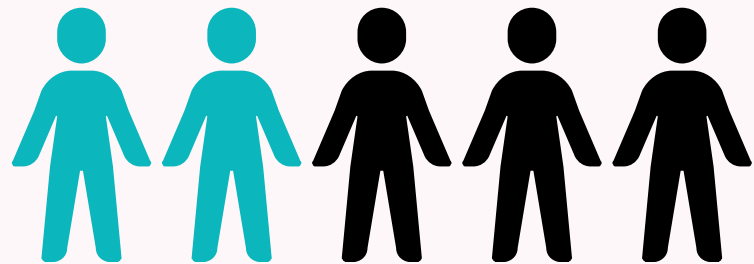
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Our platform, SmartMove, is a tech-driven transport solution that optimizes urban mobility. We combine AI-powered route planning, ride-sharing integration, and smart infrastructure data to deliver faster, more cost-effective, and eco-friendly commutes for city residents."



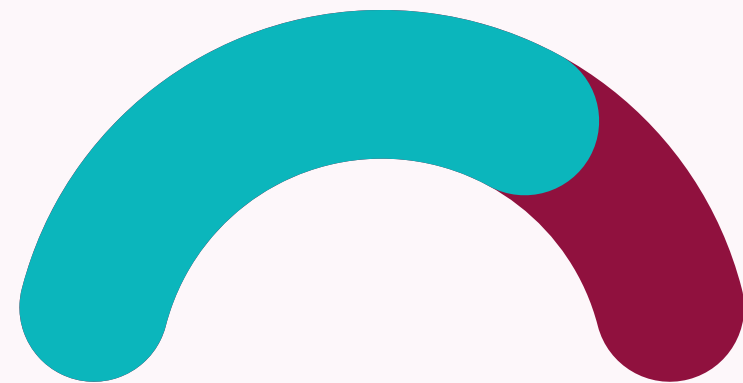
# Target Market

## 7 out 10



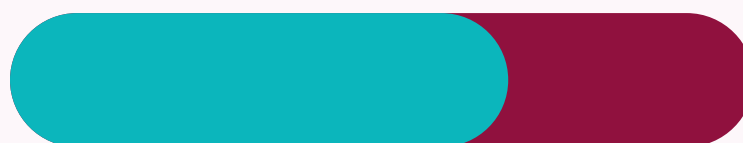
7 out of 10 Nairobi residents regularly face significant delays due to traffic congestion. By optimizing routes and promoting ride-sharing, we aim to lower this number significantly

## 70%



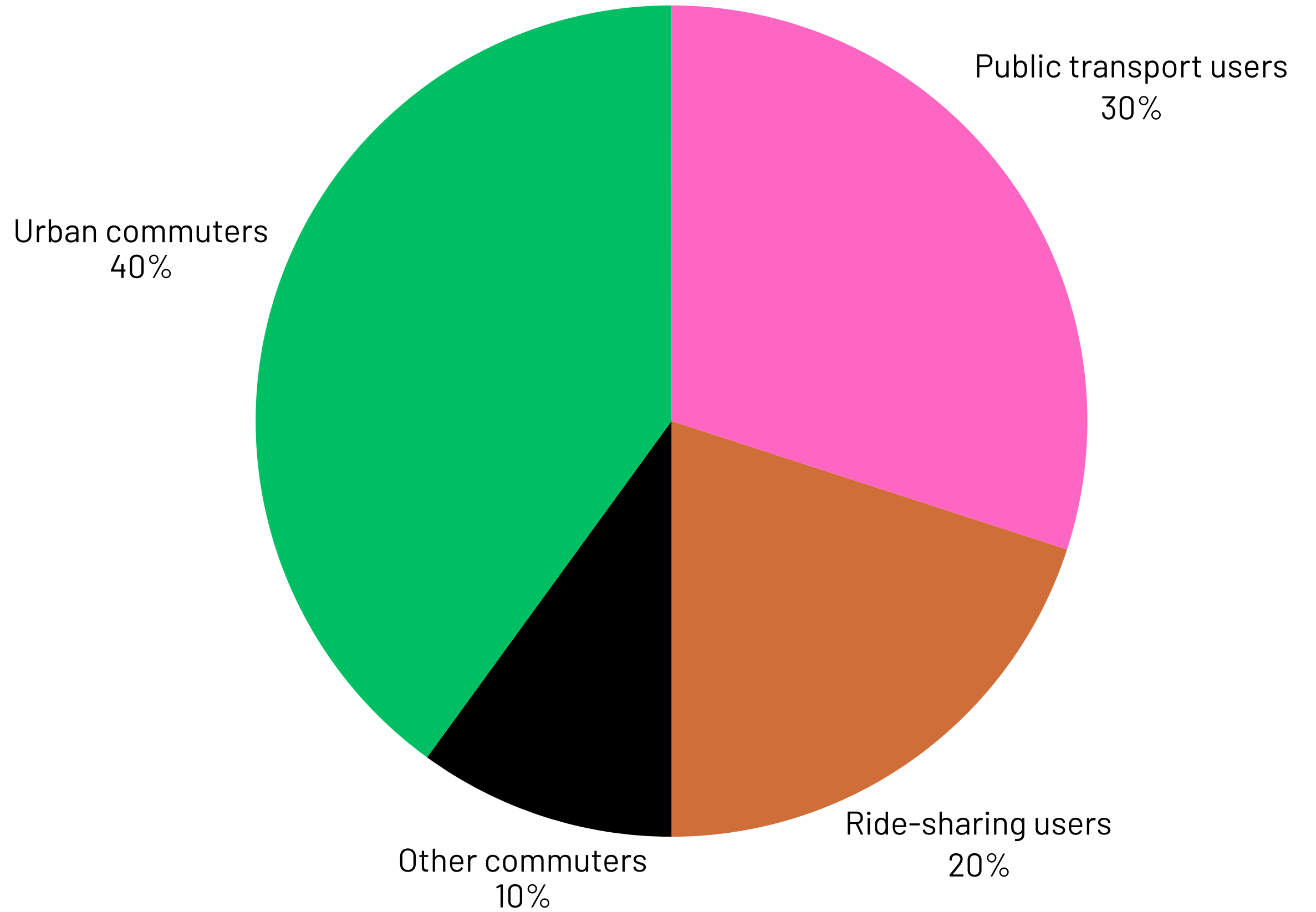
This means 40% of the population spends hours commuting daily. If implemented, we could help thousands of commuters save hours daily and improve their overall quality of life

## 117 million



117 million represents the annual cost of traffic congestion in Nairobi due to lost productivity, increased fuel consumption, and time wasted. This staggering number underscores the inefficiency of current urban mobility systems. This translates to millions of hours wasted in traffic each year, affecting businesses, individuals, and the economy. Our solution directly tackles this issue, aiming to significantly reduce these costs through efficient route optimization and seamless transport integration.

# Market Size







# Competitors

Existing solutions include traditional ride-hailing apps, public transport systems, and infrastructure expansion projects. However, these lack integrated, dynamic solutions for congestion. SmartMove's AI-driven platform sets us apart by combining real-time optimization, multimodal-transport integration and eco-conscious planning. Show a table comparing features.



# Competitive Advantage

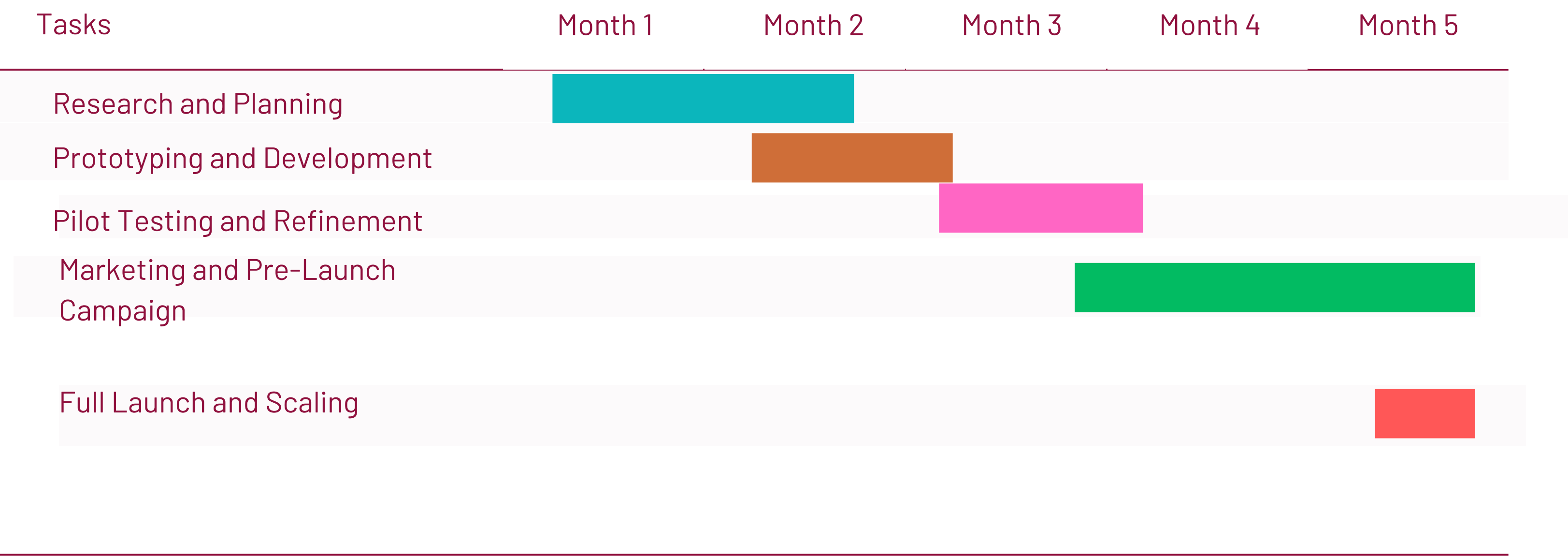
What makes you unique?

Our key differentiators include:

- AI Route Optimization: Reduces commute times by 40%.
- Data Integration: Collaborations with public transport authorities for accurate schedules.
- Environmental Impact: Promotes green transport options.



# Project Traction



# Business Model



Our revenue streams include:

1. Subscription Fees: For premium features like traffic alerts and carpool matching.
2. Data Monetization: Selling aggregated transport insights to government agencies and transport operators.
3. Commissions: From ride-sharing partners for platform bookings."



# Go To Market

To penetrate the market, I will:

- Leverage partnerships with ride-sharing operators and corporate firms for early adoption.
- Launch a targeted digital marketing campaign showcasing time and cost savings.
- Collaborate with government transport agencies for policy support.



# Social Impact

My solution addresses urban congestion and transport issues, contributing positively to society by enhancing mobility, reducing pollution, and improving quality of life.

SDGs Addressed;

1. SDG 11: Sustainable Cities and Communities.

- Promotes efficient and sustainable urban transport systems, reducing congestion and improving accessibility.

2. SDG 13: Climate Action.

- Reduces greenhouse gas emissions by encouraging eco-friendly transport options like cycling and ride-sharing.

3. SDG 9: Industry, Innovation, and Infrastructure.

- Supports smart urban infrastructure through AI-powered route optimization and mobility solutions.

4. SDG 3: Good Health and Well-Being.

- Mitigates stress caused by long commutes and reduces pollution-related health risks.

5. SDG 8: Decent Work and Economic Growth.

- Creates jobs in the transport sector and supports small businesses by improving efficiency and reducing costs.

6. SDG 12: Responsible Consumption and Production.

- Promotes sustainable transport practices, reducing fuel consumption and waste.

7. SDG 10: Reduced Inequalities.

- Provides affordable transport solutions to underserved communities, enhancing social inclusivity.

8. SDG 17: Partnerships for the Goals.

- Fosters collaborations with governments, transport operators, and planners for impactful urban development.

# Our Ask

- We're seeking \$500,000 to:
- Scale operations and onboard 50,000 users.
- Expand partnerships with transport operators.
- Launch our marketing campaign.

# Team Members

Add team members Names and tiles



**NAME**

Elizabeth  
Wamalwa  
CEO



**NAME**

Jentrix Mwai  
Co-Founder



**NAME**

Kiprono Lagat  
Co-Founder



**NAME**

Mark Karuiki  
Co-Founder





# Thank you!



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