Pitch
CabMate

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Changing times

Competition

The Yellow Cabs struggle with competition from for-hire services.

Almost Destruction

Combined with the pandemic, the industry almost vanished.

Hope

Increasing demand and higher prices from competitors open new chances.

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The problem

Problem

Cabs face **low utilization**, causing them to cruise empty for long times.

Challenge

How can cab drivers find areas of **demand** faster?

Negatives

This leads to **low income** together with long working hours.

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In numbers

~55%

utilization of cabs

$900M

lost revenue as a result every year

50M

liters fuel consumption cruising empty every year

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Why we believe in Yellow Cabs

Quick

Cheaper

Flexible

Tradition

Private

Job Driver

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Existing solutions

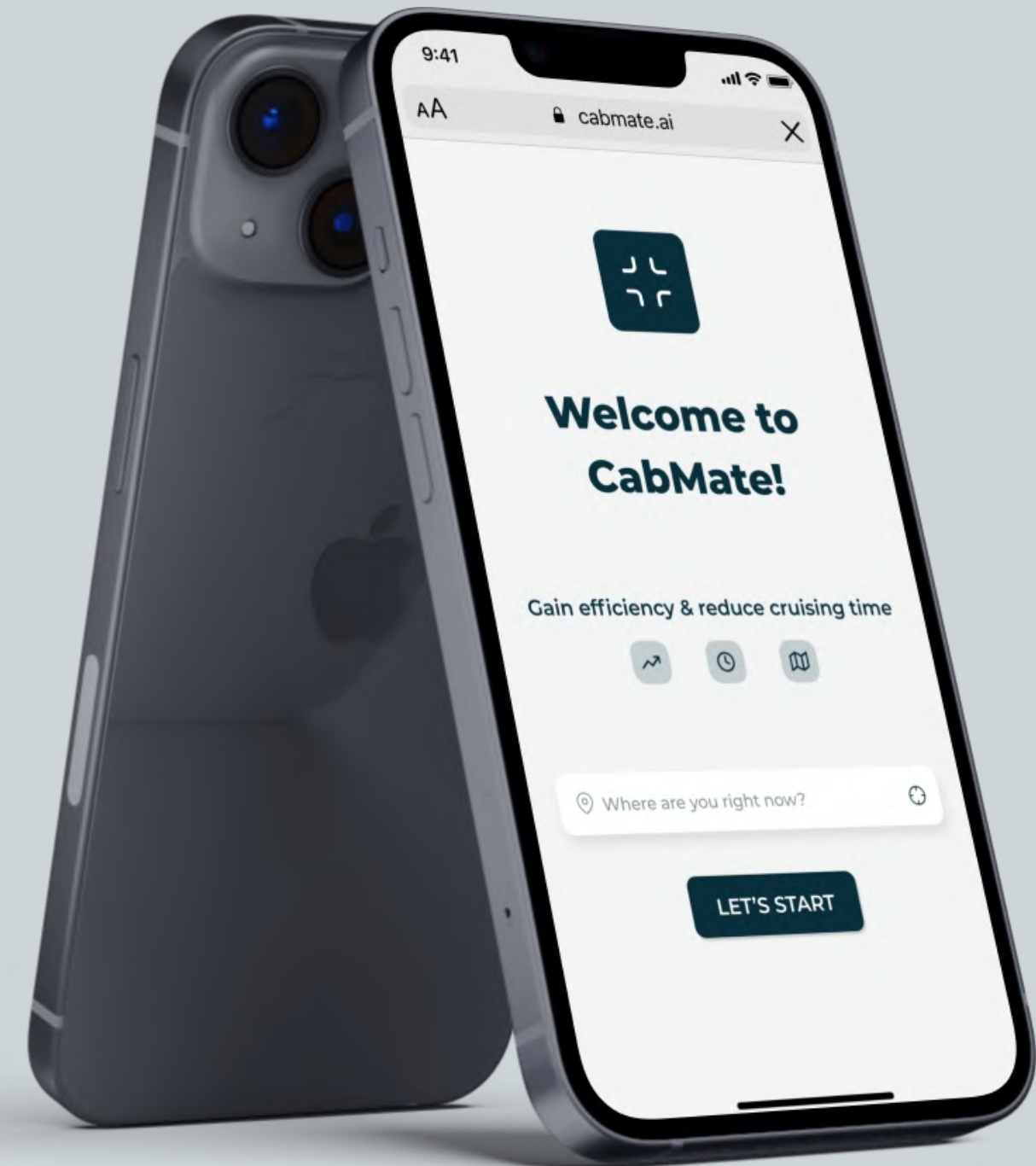For-hire mobility service

For-hire mobility App

Curb Mobility platform provides a home for our mobile app, payment, paratransit, business travel, and advertising solutions.
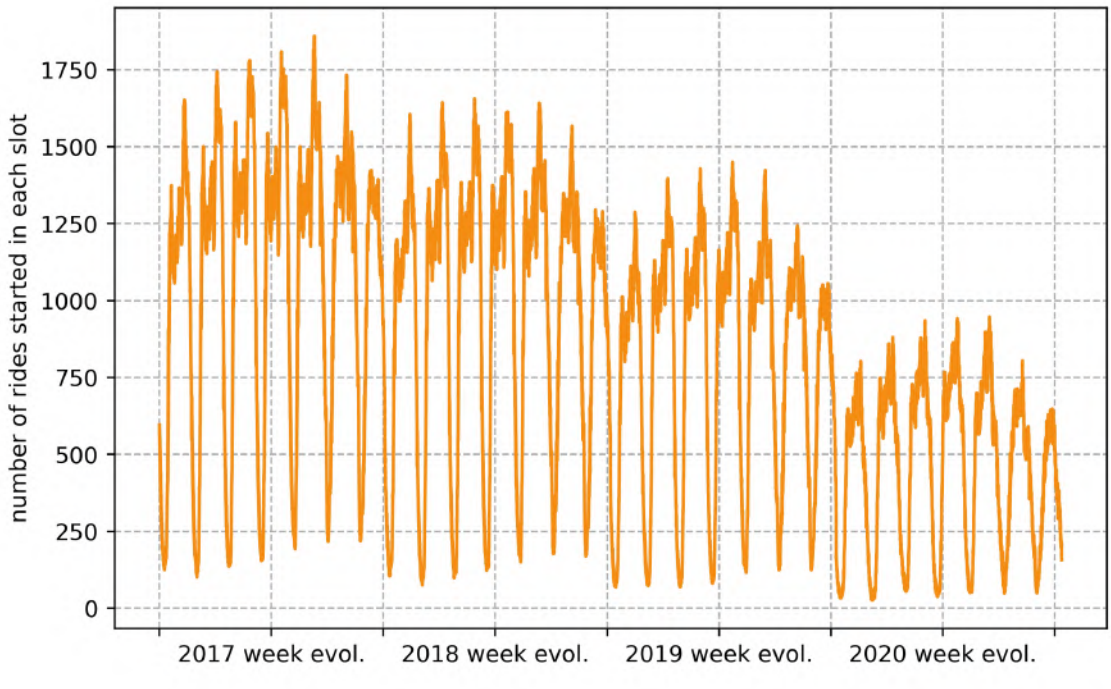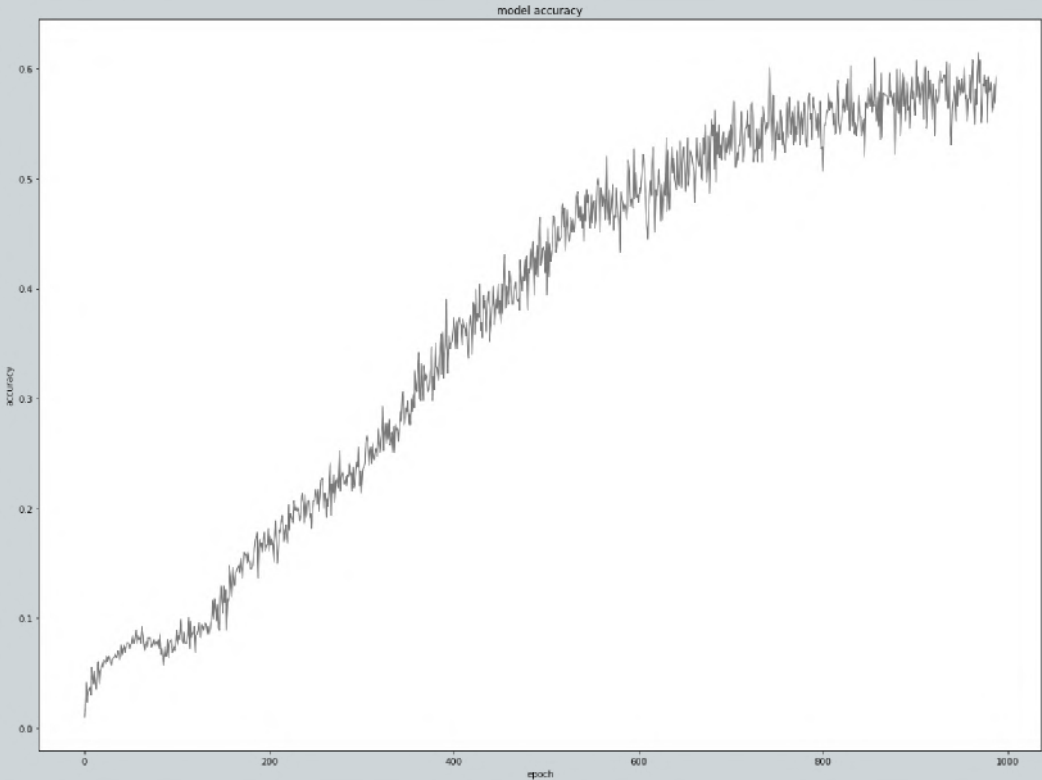
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One more trip per shift

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Welcome to CabMate

Designed to assist cab drivers everyday.

- Increase efficency
- Minimize empty cruise time
- ~$350 more per month

Advanced AI technology

Our AI model predicts the demand and expected fare in each district of NYC for the upcoming half an hour.
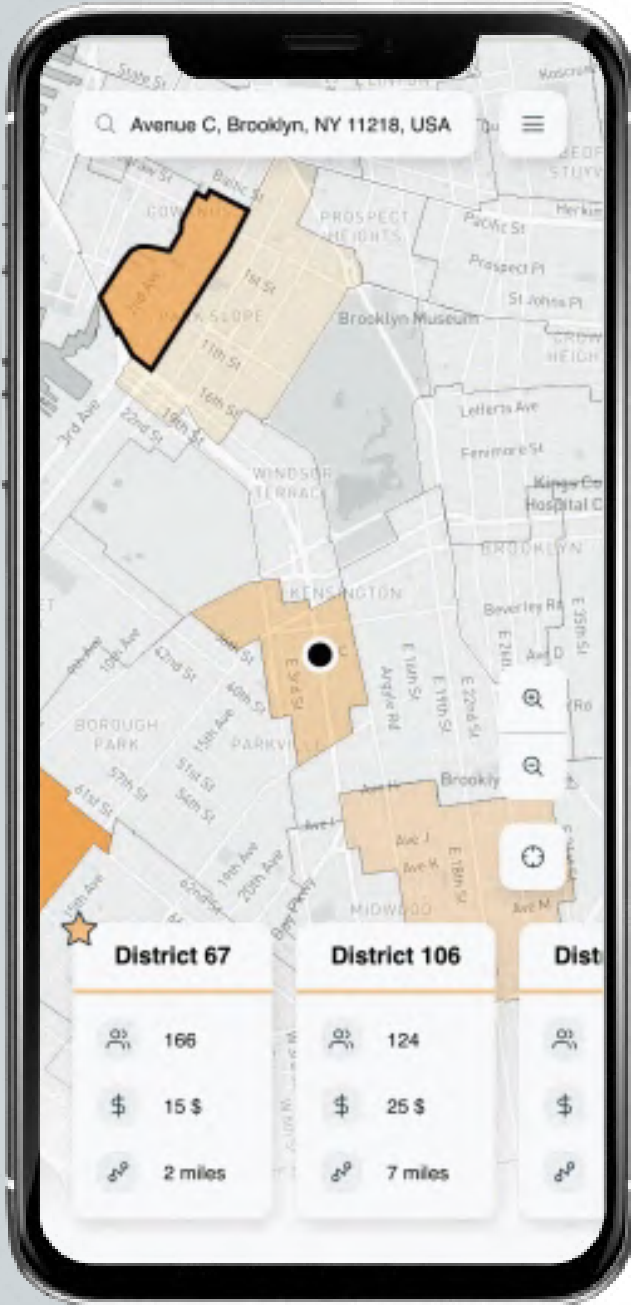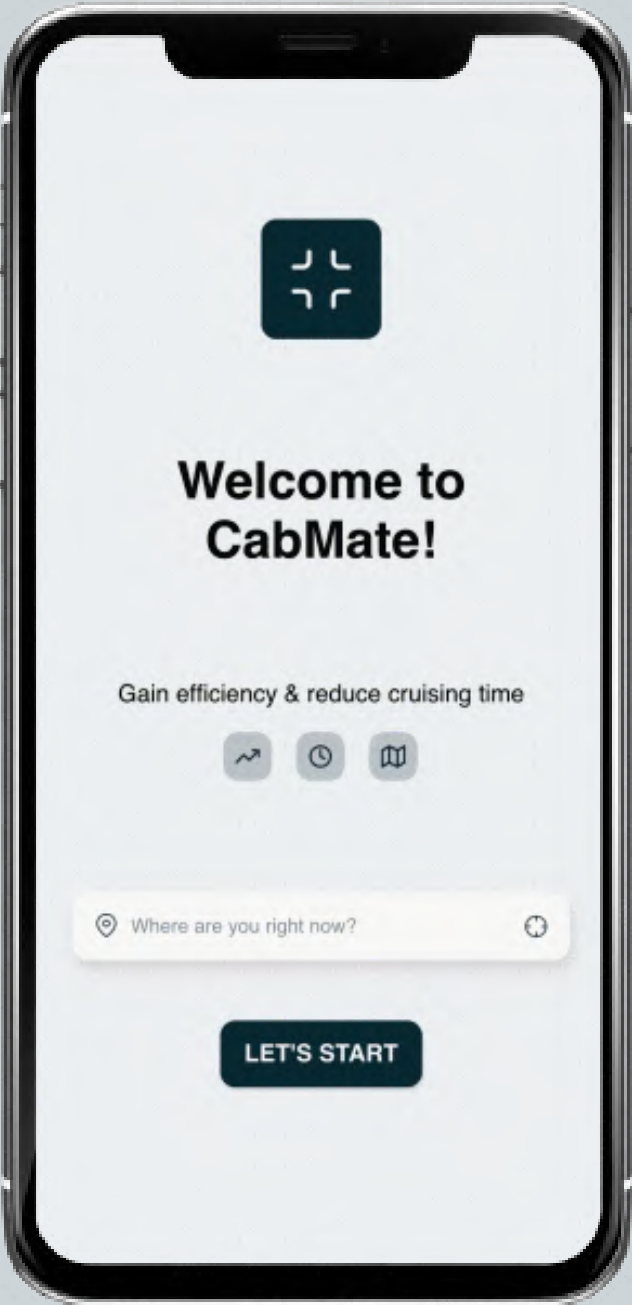
Find the perfect district

The predicted demand is shown on an interactive map, suggesting the district with the highest utility to the driver.

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Let's go!

Navigates you directly in the centre of your target district.

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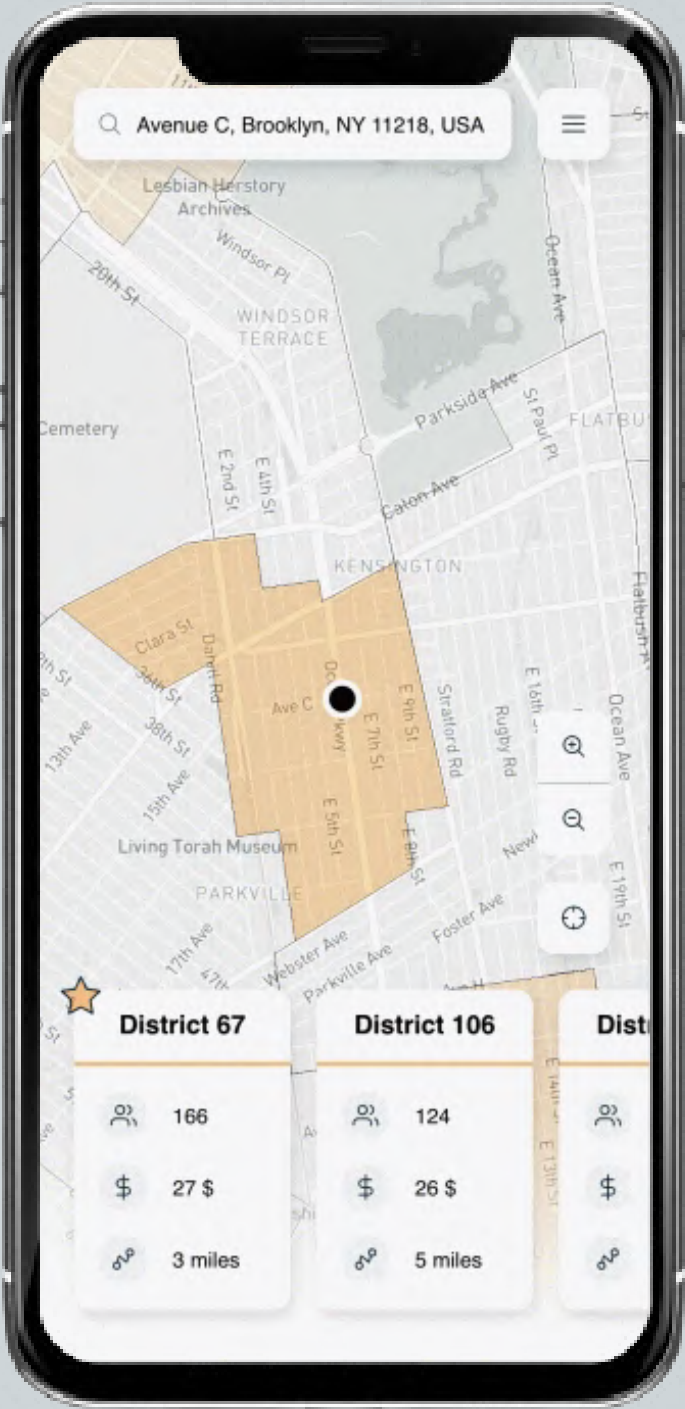
The platform for cab drivers

See your earnings, tips, hourly earnings and productivity in MyStats. Also, compare yourself to your fellow drivers worldwide.

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Business Model

1 more trip per shift for $1 a day.

- 1 trip more per shift (avg. $15 for $1 per day).
- ~$350 extra revenue per month.
- First goal: attract 10% of NYC cab drivers to use CabMate
- Marketing via TLC, free trial period and word of mouth
- Leaving most of the extra return with the cab drivers helps to revitalize the sector

● Revenue

20000	
15000	
10000	
5000	
0	

Nov   Dez   Jan   Feb   Mar   Apr   Mai

Pitch
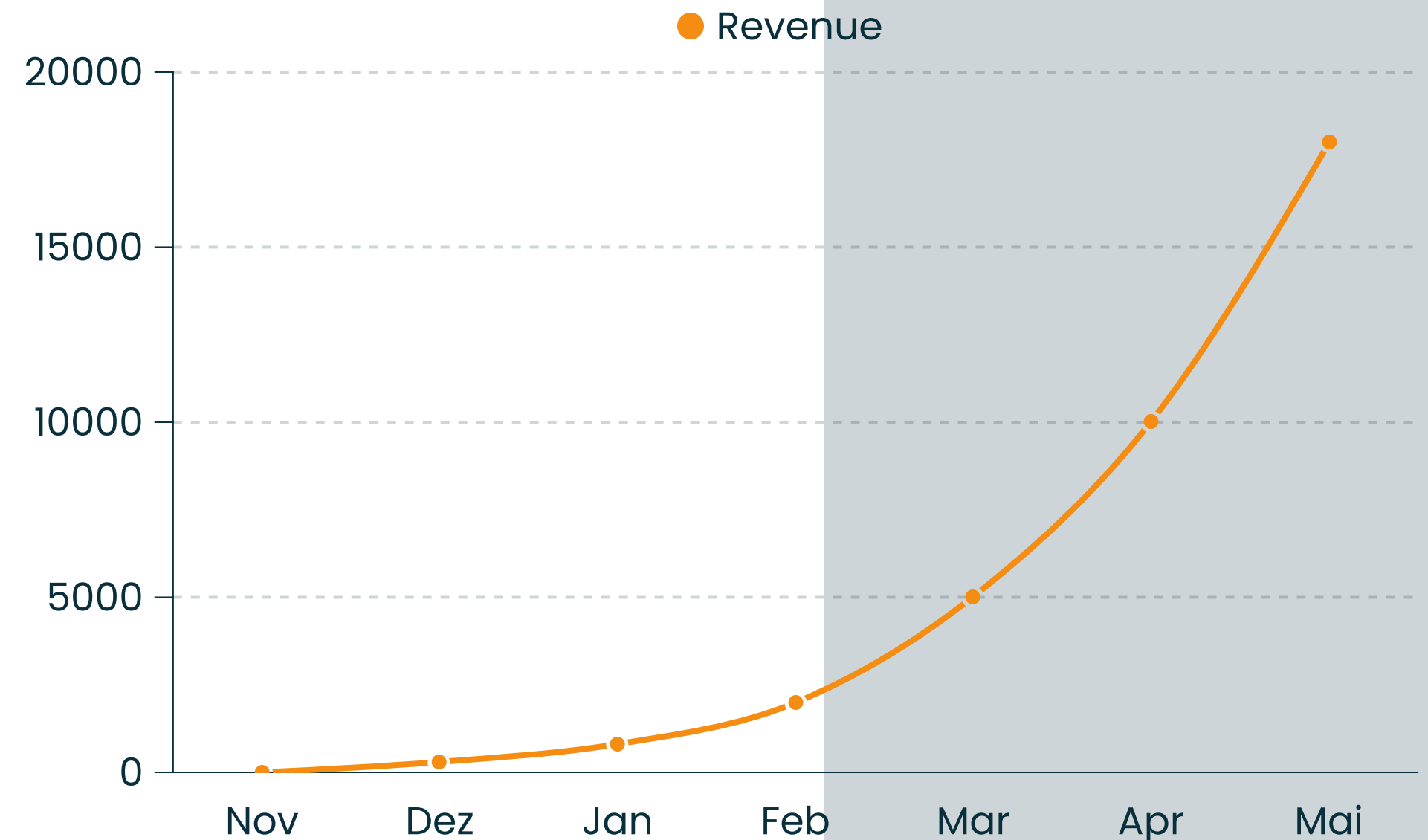
Win - Win - Win

Profitable business model - Assist the drivers - Save gas

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Market size

01 **Total Addressable Market (TAM)**
Cab drivers worldwide

02 **Serviceable Addressable Market (SAM)**
US cab market

03 **Target Market**
NYC cab market

04 **First Market Share**
10% of NYC cab drivers

25M
$8.7B

200k
$70M

25,000
$8.7M

2,500
$870k

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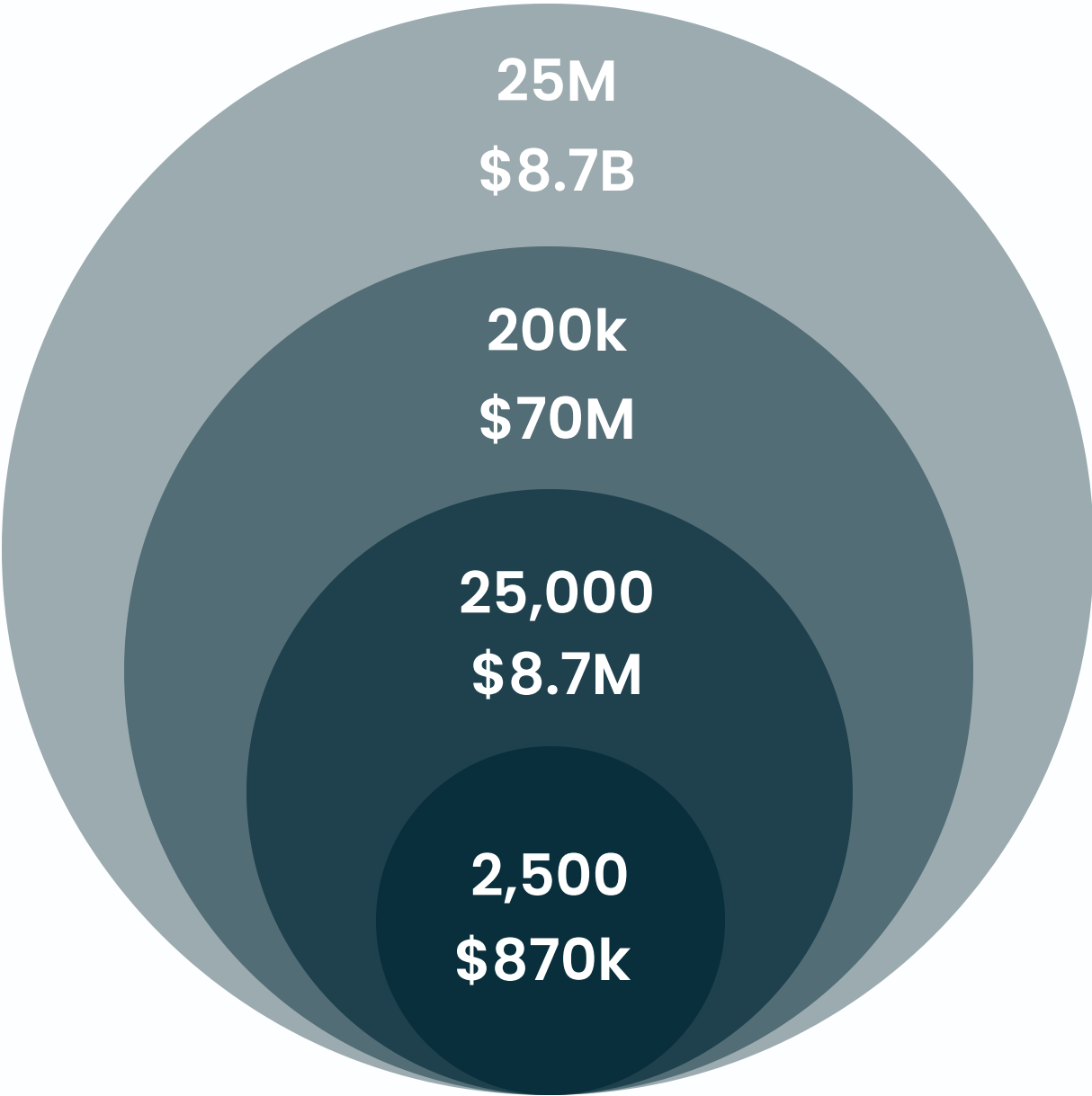
First Steps
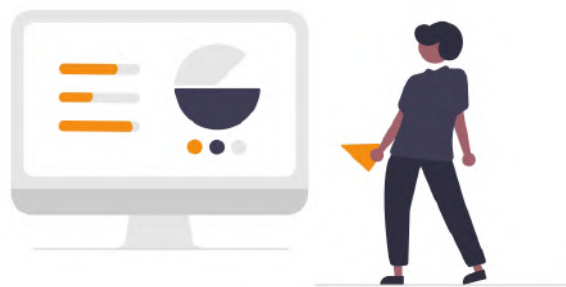
Data availability

Get a pipeline to the real time data of the TLC
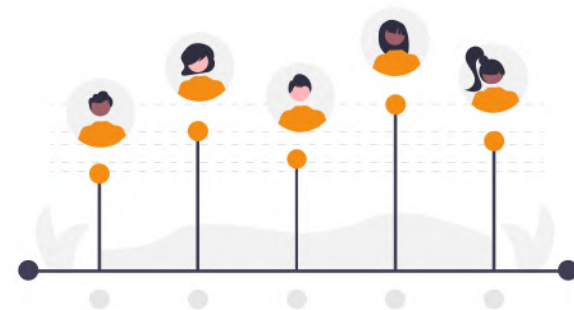
First customers

Early adopting tech affine NYC cab drivers

Improve service

Tailor the product to the need of the early adpoters

Grow

Grow within the community, the US and worldwide

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Future possibilities

Collect data from rides to feed platform and improve service
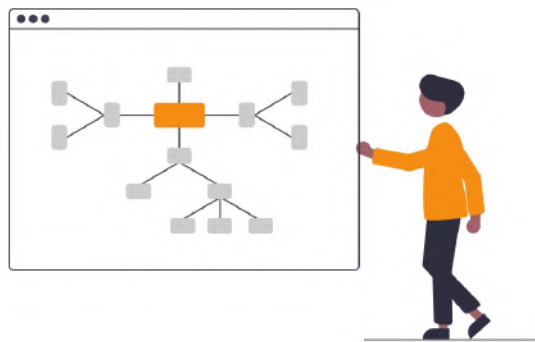
Fleet management services

Autonomous vehicle allocation

We make it possible

Ramona & Nils
Frontend / UI

Sebastian
Business development

Stefan & Oliver
Backend / AI

Saving thousands of jobs

Increasing cab drivers revenue

Safe gas

Nils Jacobsen • Ramona Dombetzki • Sebastian Wilheln • Stefan Rummer • Oliver Kovacs

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Backup

Business Model

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P&L

Price	$29
Users	2,500 (10% NYC)
Revenue	**$72,500**
Cost for service	$1,500
Maintainance	$10,000
Further Development	$40,000
Other	$10,000
Profit	**$11,000**

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LEAN CANVAS

PROBLEM
List your top 1-3 problems.

Cabs have a lot of empty time (<60%) trip time

Much competition among drivers and with for-hire services

Customers do not find cabs when they need it

Allocation problem, where is the demand?

EXISTING ALTERNATIVES
List how these problems are solved today

Public transport or long waiting time for a ride

for-hire cars: booking the ride in advance = know the demand of a certain customer

Private car

SOLUTION
Outline a possible solution for each problem.

Minimize empty time using hotspot prediction to guide drivers to the most promising location to get a ride fast

Share-ride services where booking a trip is mandatory become less convinient when a cab is very likely available at your location

KEY METRICS
List the key numbers that tell you how your

increase efficency of service

More trips per shift

UNIQUE VALUE PROPOSITION
Single, clear, compelling message that states why you are different and worth paying attetion.

At least one more trip per shift

We promise the cab drivers to get at least one additional trip per shift, which results in ~350 USD per month revenue extra

HIGH LEVEL CONCEPT
List your X for Y analogy (e.g. YouTube = Flickr for videos)

UNFAIR ADVANTAGE
Something that cannot easily be bought or copied

Sophistica ted demand prediction model

Utility optimization based on predicitons

CHANNELS
List your path to customer (inbound or

Taxi regluators and companies in the individual cities

Word of mouth between the drivers (How to beat Uber)

CUSTOMER SEGMENTS
List your target and users.

Cab drivers in NYC

Cab drivers in other major US cities

Cab drivers everywhere where data is available

EARLY ADOPTERS
List the characteristics of your ideal customers

Modern, motivated, tech affine NY City Cab driver

COST STRUCTURE
List your fixed and variable costs

Setting up the business

Get the data stream from the taxi companies running

Maintaining service

Marketing to drivers

REVENUE STREAMS
List your sources of revenue

Subscription by the drivers

Subscription by the cab companies

per prediction	per hour	per day	per week	per month	per year

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