**Business Model to Pitch:**

1. **Subscription-based**: Charge a subscription fee on monthly basis.
2. **Surge Pricing**: Implement dynamic subscription pricing during high-demand periods, taking advantage of real-time market conditions.
3. **Subscription Plans for Drivers**: Offer drivers a premium subscription with added features like priority in ride requests, lower commission rates, and detailed analytics.
4. **Advertising & Partnerships**:
   * Partner with local businesses for in-app ads or promotions.
   * Feature partnerships with restaurants, hotels, or entertainment venues to offer users discounts.
   * Market on all social media platform, push add banners on recent viral contents.
5. **Ride Packages**:
   * Offer packages for users who frequently ride, such as pre-paid discounted rides for a month.

**Additional Considerations:**

* **Customer Acquisition**: Use referral programs and discounts for first-time users.
* **Loyalty Program**: Develop loyalty programs where frequent riders accumulate points for discounts.
* **Data-Driven Decision Making**: Offer analytics for both drivers and customers to better understand travel patterns and optimize services.

**Key Specifications for the App:**

1. **User Interface (UI)**
   * **Passenger App**:
     + Login/Sign up with phone number/email/Google/Facebook.
     + Geolocation integration for pickup points.
     + Ride request screen with options (ride type, pricing).
     + Payment options (cash, card, in-app wallet, etc.).
     + Notifications for ride acceptance and arrival.
     + Driver tracking in real-time.
     + Rating and review system for drivers.
   * **Driver App**:
     + Login/Sign up (driver’s profile, vehicle details).
     + Ride request notification and acceptance.
     + GPS navigation for pickups and drop-offs.
     + Trip earnings and performance dashboard.
     + Feedback system for riders.
2. **Backend Features**
   * **Admin Panel**:
     + Managing users (drivers and passengers).
     + Payment management and commissions.
     + Monitoring active rides.
     + Fraud detection and dispute resolution.
3. **Core Functionalities**
   * Real-time GPS tracking.
   * Push notifications.
   * Payment integration (Stripe, PayPal, credit/debit card).
   * Trip history for drivers and riders.
   * Matching algorithms for rides (nearest driver).

**Software Design Considerations:**

1. **Frontend**:
   * **Mobile app development frameworks**: Use cross-platform tools like **React Native** or **Flutter** for developing Android and iOS apps.
   * **UI frameworks**: Incorporate user-friendly UI frameworks like Material Design (Android) and UIKit (iOS).
2. **Backend**:
   * **Database**: Use scalable databases like **MongoDB**, **PostgreSQL**, or **Firebase** for real-time data.
   * **Server**: Utilize **Node.js** or **Django** for handling requests, payments, and real-time location tracking.
   * **APIs**: Develop custom APIs for location services, payments, and user authentication. Use third-party APIs for maps (**Google Maps API**, **Mapbox**), and payment gateways (Stripe, PayPal).
3. **Cloud Infrastructure**:
   * Host your app on **AWS**, **Google Cloud**, or **Microsoft Azure** for scalability and reliability.
   * Use **Amazon S3** or **Google Cloud Storage** for media storage (profile pics, vehicle images).
4. **Security**:
   * Implement **OAuth** for authentication.
   * Use **SSL** certificates for data encryption, particularly for payment processing.
   * Enforce **GDPR** or **CCPA** compliance if operating in relevant regions.