# UniGlide

*Effortless commutes, endless routes*

## Introduction:

**Our Team:**

- As a team of 5 university students with varied interests in strategic planning, operations, finance, marketing, and technology, we're actively transforming our vision to revolutionize campus mobility into life.
- Despite being novices in the entrepreneurial world, we're committed to believing in our idea, learning on the fly, navigating the process, securing vendors, and fostering valuable university partnerships.
- Though we're only a year into this journey, our company is thriving and gaining momentum by the day.

*A little bit about our team:*

- **Rahul Ashok Kodate: Chief Executive Officer (CEO)**
  - Handles and leads our vendor analysis, strategic negotiations, and financial projections
- **Aishwarya Ankush Katkar: Chief Operating Officer (COO)**
  - Hanages collaboration agreements with major universities and oversees operations.
- **Anusha Das: Chief Marketing Officer (CMO)**
  - Develops marketing strategies by analyzing competitors and target market

- **Parth Jani: Chief Financial Officer (CFO)**
  - Manages our funding acquisition, financial projections, and ROI forecasting.
- **Shilpa Poolla: Chief Technology Officer (CTO)**
  - Handles product management and design, ensuring quality and cost-efficiency.

**Rahul Ashok Kodate**
Chief Executive Officer

**Aishwarya Katkar**
Chief Operating Officer

**Anusha Das**
Chief Marketing Officer

**Parth Jani**
Chief Financial Officer

**Shilpa Poolla**
Chief Technology Officer
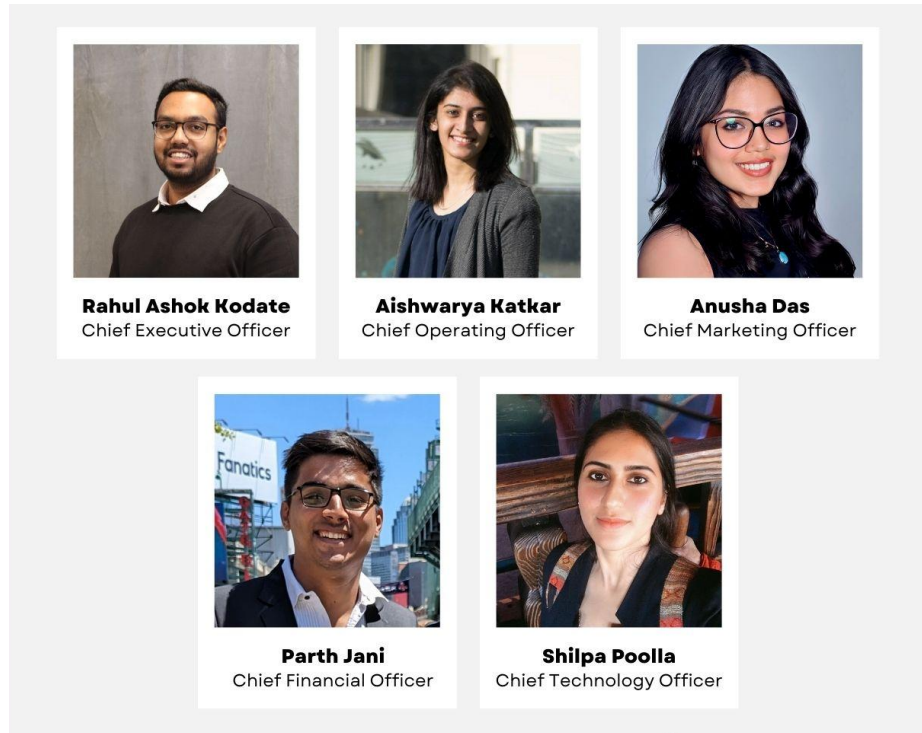
## UniGlide Highlights:

- We are a year-old Innovator brand in Campus Mobility Solutions, operational for a year
- We started operations in Winter 2021, and officially launched our company in Autumn 2022 to provide quality e-scooters with flexible subscriptions, hassle-free maintenance, and campus mobility setup
- Our aim is to revolutionizing campus commuting via affordable, eco-friendly e-scooter subscriptions and empowering university students with convenient, sustainable transportation

- We have achieved year-one revenue of $80,000+ from subscriptions and services with just a 150 e-scooter fleet



# *Our Mission: Effortless commutes, endless routes*

## Product/Service Description:

- We Identify a Problem that University students are facing in their daily commuting challenges due to which they couldn't reach on time, sometimes they had to miss meetings & lectures. We figured that there is a need for some product or service which addresses this and moreover which could lead to less traffic congestion and environmental concerns, a cost effective transportation which is more accessible.

- So, we come up with a solution to address the Problem by introducing a fleet of 300w electric scooters which comes with semester wise and yearly subscriptions, which is quite convenient, eco-friendly solution, Budget

friendly, Easy to ride, Portable, Easy to park, Perfect for short trips, 10-15 miles on a single charge.

- The market for electric scooters presents substantial growth potential because of a number of important factors: Along with the rising emphasis on lowering carbon emissions and the adoption of more sustainable transportation, the government is also putting supportive regulations into place and offering incentives to encourage the use of electric vehicles. Furthermore, when considering alternative forms of transportation, electric scooters seem to be more affordable. Electric scooters are a cost-effective and environmentally friendly form of transportation because they require less gasoline and upkeep. Furthermore, improvements in scooter design and connectivity features—like app integration and smart navigation—improve user experience overall and increase operational efficiency.

# Explanation of the Value Created for Consumers & Market Innovation

- Value includes affordability
- reduced environmental impact
- fostering a culture of sustainable transportation on campuses.

# Target Audience:

### Understanding Our Target Audience

Our primary target audience comprises university students who are looking for convenient, affordable, and eco-friendly transportation options. This demographic is characterized by the following attributes:

**Age Group:** Predominantly between 18-24 years old.

**Educational Status:** Undergraduate and graduate students.

**Lifestyle Preferences:** Tech-savvy, eco-conscious, and value-oriented, seeking practical solutions for daily commute.

**Income Level:** Generally, part-time employed or relying on educational grants, with an average income range of $15,000 - $30,000 per year.

### Geographic Focus

The initial rollout will target students in urban university campuses with a high density of student populations, such as:
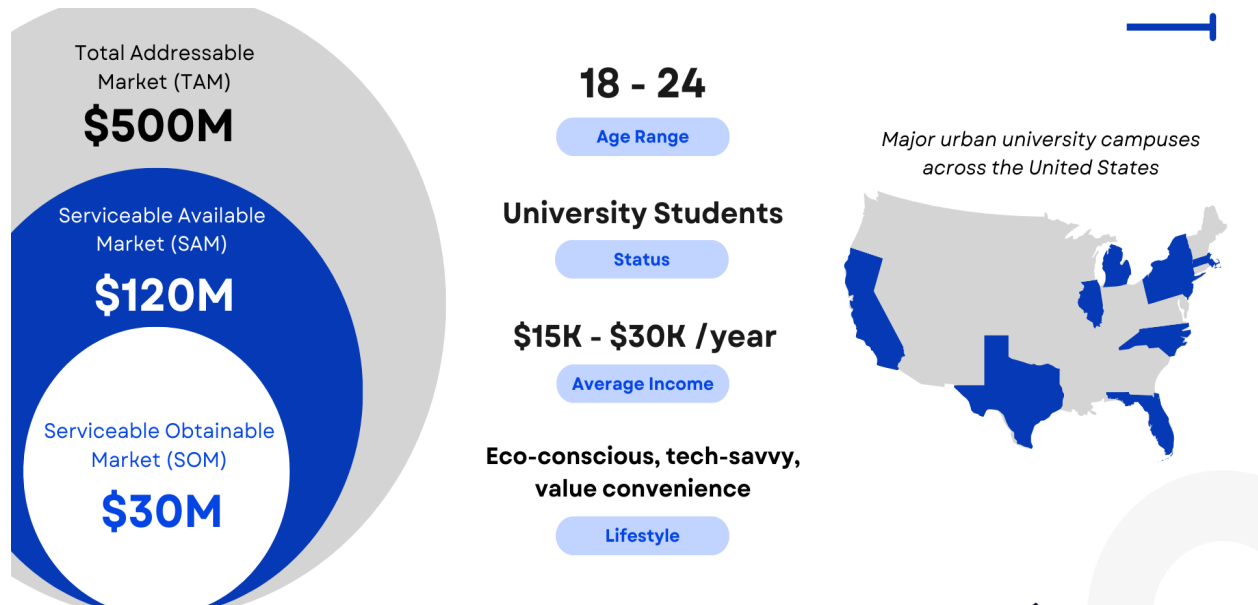
- Harvard University
- Boston University
- Northeastern University

### Market Needs

Our target audience has specific needs and preferences, including:

- **Affordability:** Budget-friendly travel options are crucial.

- **Convenience:** Easy access to scooters for quick commutes around campus.
- **Sustainability:** A preference for eco-friendly transportation methods.
- **Safety:** Importance of reliable and safe vehicles.

Total Addressable Market (TAM)
**$500M**

Serviceable Available Market (SAM)
**$120M**

Serviceable Obtainable Market (SOM)
**$30M**

**18 - 24**
Age Range

**University Students**
Status

**$15K - $30K /year**
Average Income

**Eco-conscious, tech-savvy, value convenience**
Lifestyle

*Major urban university campuses across the United States*

# Competitor Analysis:

## Overview of the Competitive Landscape

In the electric scooter rental market, particularly for university students, our key competitors are Lime and Unagi Scooters. Each offers distinct services and has carved out its niche in the market.

## Competitor Profiles:

1. **Lime:**
   - **Location:** Global presence, including many university areas.
   - **Services:** Dockless electric scooter and bike rental.
   - **Pricing Model:** Pay-per-ride; dynamic based on demand and location.
   - **USP:** Wide availability, easy-to-use app, convenient pay-per-ride system.

- **Market Position:** Established leader in electric scooter rentals.

2. **Unagi Scooters:**
    - **Location:** Major urban areas.
    - **Services:** Sales of high-end electric scooters.
    - **Pricing Model:** One-time purchase; premium pricing.
    - **USP:** High-quality, stylish scooters with advanced performance features.
    - **Market Position:** Known for luxury and high-performance scooter sales.

**Our Competitive Edge:**

UniGlide aims to distinguish itself by focusing on:
- **Tailored Services**: Offering rental plans and features specifically designed for university students.
- **Competitive Pricing:** Structured to accommodate the financial constraints of our target demographic.
- **Campus Integration:** Working closely with universities to ensure convenient parking and charging solutions.
- **Safety and Maintenance:** Prioritizing the safety and upkeep of our scooters.

# Business Model:

**Strategic Plan for Launching the Proposed Product:**
The launch strategy involves a phased approach:

- **Pilot Programs:** Begin with small-scale pilot programs on select university campuses. This allows for real-world testing, gathering initial user feedback, and identifying any operational challenges.

- **User Feedback Incorporation:** Based on feedback from the pilot phase, make necessary adjustments to improve the user experience, address concerns, and optimize operational processes.
- **Full-Scale Rollout:** Once the pilot programs demonstrate success and necessary refinements are made, initiate a full-scale rollout across multiple university campuses. This phased launch minimizes risks, ensures a smoother rollout, and enhances the overall effectiveness of the service.

**Analysis of the Product's Impact:**
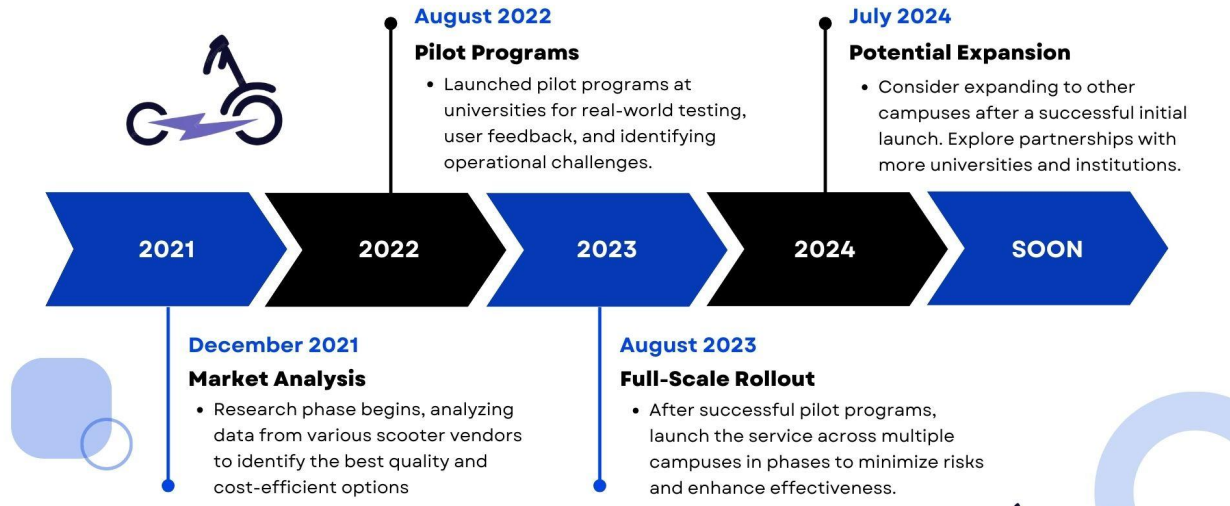Assess the positive impact of the electric scooter rental service:

- **Campus Mobility**:Improve students' daily commute with an accessible and convenient transportation option, reducing congestion on campuses.
- **Sustainability Goals:** Contribute to the university's sustainability initiatives by providing an eco-friendly mode of transportation, reducing carbon emissions, and promoting green practices.
- **Potential Expansion:** Recognize the potential for expansion to other campuses based on the positive reception and success of the initial launch. Explore opportunities to partner with additional universities and institutions.

**Exploration of Future Opportunities Using Road Mapping Techniques:**
Develop a roadmap outlining future opportunities and strategies:

- **Service Enhancements:** Plan for ongoing improvements to the service, such as adding new features to the mobile app, introducing different subscription plans, and incorporating the latest advancements in electric scooter technology.
- **Potential Partnerships:** Explore partnerships with other businesses, organizations, or local authorities to enhance the service, increase accessibility, and promote sustainability.

- **Expansion Strategies:** Outline strategies for expanding the service to new markets, including entering different cities or regions and targeting a broader audience beyond university campuses.

**August 2022**
**Pilot Programs**
- Launched pilot programs at universities for real-world testing, user feedback, and identifying operational challenges.

**July 2024**
**Potential Expansion**
- Consider expanding to other campuses after a successful initial launch. Explore partnerships with more universities and institutions.

**2021** **2022** **2023** **2024** **SOON**

**December 2021**
**Market Analysis**
- Research phase begins, analyzing data from various scooter vendors to identify the best quality and cost-efficient options

**August 2023**
**Full-Scale Rollout**
- After successful pilot programs, launch the service across multiple campuses in phases to minimize risks and enhance effectiveness.

# Financial Projections:

## Demonstration of Total Revenue:

Projected revenue from subscriptions and maintenance services. Annual budget includes scooter acquisition, maintenance, and operational costs:

- **Number of Bikes:** 150
- **Cost per Bike:** $ 250
- **Revenue Projection for 1 Year (considering 4 semesters):** $80,000

**Investment:**

- **Cost for Procurement of 150 Bikes:** $37,500 (150 bikes * $250 per bike

**Revenue Calculation:**

- Semester-wise Plan: 50 e-scooters at $200 per scooter per semester
- Revenue per year: $200 * 50 scooters * 4 semesters = $40,000
- Yearly Plan: (100 e-scooters at $400 per scooter per year):**
- Revenue per year: $400 * 100 scooters = $40,000
- Maintenance Revenue: 10% of Subscription Revenue: $8000
- Total Revenue for 1 Year:** $40,000 + $40,000 + $8000 = $88,000

**Estimated Revenues:**

- Year 2022 - $88,000 ( For bikes - 150)
- Year 2023 - $946,000 ( For bikes - 2150)
- Year 2024 - $1.25 M ( For bikes - 3500)

# Budget Considerations, Including Utilities and Office Staff Salaries:

For the initial year, we did not have an office, and the profit earned was reinvested for further growth, we did not have operational costs like staff salaries.



# Conclusion:

- **We aim at gaining a $500,000 investment for 5% shares of our company.**

# References:

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