**Quick Summary**

* Ridesharing app similar to Lyft and Uber
  + Drivers keep 100% of the ride fare
  + Charge a subscription fee for drivers to contract through the app
* Allows for undercutting Uber and Lyft
* No surge pricing
* Targeted areas big metropolitan areas, tourist destinations
  + Eventually expand to all regions of US and overseas.

**Features**

* Passengers pay a set fee determined before receiving the ride
* Drivers pay for using the app, a recurring fee to be determined
  + Monthly subscriptions with options for longer subscriptions at discounted price
* Drivers set their own rates based on mileage and estimated ride time
  + App will provide suggestions on reasonable and fair rates based on local market
  + Based on the ride and driver’s rate, app will generate an accurate price.
    - Driver agrees to ride; rider accepts/declines based on rate

**Market**

* Competition Uber, Lyft, local taxi companies
* 130 billion users (Statista)
* $94 billion market ca, projected $226 billion by 2028
* Target audience: People in densely populated areas without vehicles/tourists in these areas
* Unique Selling Point – subscription based model
  + Lyft and Uber keep 20-25% of the fare; drivers will keep 100%
  + No price surging
  + Tipping not expected
* Free trial period to entice drivers
* Google/Facebook ads, billboards in target cities, word of mouth
  + Electronic ads that pop up when searching about Lyft, Uber, or ridesharing
  + Ads on pages/searches related to traveling to cities such as, Las Vegas, New York, or Chicago

**Product Development**

* Initial app development on Android and iOS
  + Using React Native and Node.js
  + Using Visual Studio Code
* Allow drivers to set their own rate per mile and per minute a trip is expected to last. Based off available data, best estimates of the time and length of the trip will be used to give customers a price. Riders will be able to accept or decline based on that price.
* Passengers point of view – App opens to a Google maps view of user’s immediate location with a search bar at the top of the screen. The user’s information and additional details are stored at the bottom of the screen.
  + Rider selects a destination, and the request is sent to nearby, available drivers. Based on the driver’s set rate, a price is sent to the rider. Once both the driver and passenger have accepted the ride, they both become visible to each other on their map.
    - Rider is given best estimate for pick up and drop off time.
* Driver POV – App opens to show local market statistics, personal statistics
  + The driver sets a monetary value determined by themselves for rides based on a formula combining time and distance of rides. This rate will automatically determine the price passengers see.
    - The driver and passenger both accept the ride. The driver receives the location of the passenger and proceeds to head there. Finally the passenger will be dropped off at the location and the ride will end.
  + The driver will be able to see data about the average duration and length of rides from the past ~insert time period~, as well as the average fare riders paid. All this information will help them determine what rate to charge riders before they begin work

**Notes**

I liked the name Suge for the app. As soon as customer see surge pricing on other platforms, they instantly think of this app and ideally turn to this app as an alternative.

**Statistics links**

Published by Statista Research Department, & 29, A. (2023, August 29). *Forecast of ride-sharing market size 2022*. Statista. https://www.statista.com/statistics/1155981/ride-sharing-market-size-worldwide/