



SaturnusGo - Pitch Deck

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SaturnusGo — The Next Evolution in Urban Mobility

Book rides, reserve hotels, plan, local events and organize trips, and save favorite places into curated collections — all within a single, powerful mobile platform.

From seamless ride-hailing and intelligent route planning to personalized travel discovery and retention-driven features, SaturnusGo is built to keep users engaged and returning. Designed for global scalability and sustainable monetization.

About This Pitch Deck

This presentation outlines the vision, strategic direction, and market opportunity of SaturnusGo — a next-generation mobility and lifestyle platform.

It covers:

- The market problem and our unique solution
 - The business model and revenue strategy
 - The roadmap for international expansion
 - The leadership team and strategic partnerships
 - The go-to-market approach and scaling plan
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SaturnusGo

One App. Every Journey.

From doorstep to destination — rides, bookings, and travel intelligence in one seamless ecosystem.

We don't follow trends. We set them



Our Vision

To be the world's leading platform for urban and travel mobility —
replacing scattered services with a single, intelligent, and intuitive experience.

We envision a future where moving across cities and countries is effortless,
from everyday commutes to once-in-a-lifetime adventures — all powered by SaturnusGo.

 **Problem**



Cross-Border Payments Are Broken for CIS Users

Millions of users across the CIS are locked out of global mobility and travel services. Sanctioned cards, unsupported banks, and lack of local payment adaptation block even the most basic transactions — from booking a ride to reserving a hotel. **SaturnusGo** bridges this gap with localized, alternative, and fully sanction-compliant payment rails, enabling CIS users to seamlessly access and pay for rides, bookings, and premium services worldwide.

Mobility Is Fragmented

Urban travelers juggle 3–5 separate apps for rides, hotels, trip planning, and payments. The result — a chaotic, disconnected, and inefficient experience that wastes time and breaks the flow of travel.

SaturnusGo unifies these services into one seamless platform, delivering a consistent, intuitive, and efficient journey from start to finish.

Smart Planning Doesn't Exist

No platform truly supports spontaneous, intelligent short-distance getaways. Current trip-planning tools are either overly complex or entirely manual — leaving users to piece together routes, bookings, and timing on their own.

SaturnusGo delivers built-in smart planning that adapts in real time, turning last-minute ideas into effortless, well-coordinated trips.



Communication Gaps Kill Experience

Most platforms provide delayed, inconsistent, or vague communication between drivers and passengers. Without real-time updates, users face uncertainty — leading to stress, unnecessary cancellations, and customer churn.

No Financial Intelligence

Users have zero visibility or control over their spending across ride-hailing, hotel bookings, and travel services. They can't easily track mobility costs, optimize payments, or make informed choices. **SaturnusGo** provides an integrated financial

Loyalty Is Broken

Current mobility and travel platforms treat every transaction as isolated. Users gain no cumulative benefits, rewards, or cross-service perks for staying within the same ecosystem — removing incentives to remain loyal. **SaturnusGo** changes this by introducing a unified loyalty system that rewards users across rides, hotels, events, and other services.

SaturnusGo ensures instant, transparent communication at every stage of the journey, building trust and keeping rides on track.

dashboard with real-time expense tracking, smart payment options, and insights — turning mobility spending into a transparent, manageable experience.

Solution

-  A next-gen mobility platform combining transport, travel, and payment infrastructure for underserved markets and global users alike.

How It Works?

SaturnusGo brings every essential element of urban and travel mobility into one seamless app:

- 1. Ride Ordering** — dynamic pricing, accurate ETAs, and intelligent driver allocation.
- 2. Hotel & Weekend Booking** — instant reservations and smart planning for short getaways.
- 3. Events & Tickets** — book concerts, festivals, and cultural experiences directly in-app.
- 4. Local Places Hub** — curated hotels, restaurants, attractions, and parks, prioritizing partner listings for monetization.
- 5. Payments & Wallet** — wallet balance, card binding, alternative payment methods, and fallback options.
- 6. Loyalty & Subscriptions** — tiered plans, bonuses, ride upgrades, and exclusive perks.
- 7. Smart Mobility Tools** — trip history, push-triggered rebooking, and AI-powered personalized recommendations.

All modules are interconnected, delivering a fully gesture-based mobile-native UX for fast, intuitive navigation.

Screenshots will be placed here)

The core of SaturnusGo is how it feels — the transitions, the logic, the feedback.

 Request a private video demo or walkthrough — available upon interest.

Market



Tech-savvy urban professionals (ages 24–40) who move frequently within and between cities for work, leisure, or lifestyle.

They prioritize:

- Seamless integration of rides, lodging, and trip planning.
- Clean, modern, and intuitive design.
- Smart, personalized suggestions for weekend getaways and downtime.
- Transparent pricing and flexible, localized payment options.

📍 Primary Segments:

- Digital nomads and entrepreneurs in **LATAM, UAE, and Eastern Europe**.
- Residents of high-density cities underserved by Uber, Bolt, or DiDi.
- **CIS expats** facing payment blocks and friction with global mobility platforms.

⚡ Pain Triggers:

- Switching between multiple apps for rides, hotels, and trip planning.
- Lack of trust in local taxi or accommodation platforms.
- Payment failures due to sanctions, unsupported cards, or currency mismatches.

Market Size — TAM / SAM / SOM

TAM (Total Addressable Market)

- **Global shared mobility & travel booking market** — \$165 B in 2022, projected to grow to \$369 B by 2030 (CAGR 10.6%).

Source: [Markets and Data](#)

SAM (Serviceable Available Market)

- **South America mobility demand** — \$11.4 B in 2023, expected to reach \$34.1 B by 2035 (CAGR ~9.6%).

Source: [Market Research Future](#)

SOM (Serviceable Obtainable Market)

- **SOM (Year 3 target)** — projected ~\$110M annual revenue from Argentina, Brazil, UAE, assuming 2.5M active users × \$44 ARPU/year.

Metric	Value
TAM – Global Shared Mobility & Travel	\$165 B → \$369 B (by 2030)
SAM – South America Mobility	\$11.4 B → \$34.1 B (by 2035)
SOM (Year 3) – Argentina, Brazil, UAE	~\$110 M

Business Model

💸 Monetization Channels

1. **Ride Commissions** — fixed % from each completed trip (covers driver payouts, operations, and platform costs).
2. **Hotel Booking Margins** — revenue share from integrated providers (e.g. Hotelbeds).
3. **Premium Subscriptions** — tiered plans unlocking smart planning, concierge features, and rewards.
4. **B2B Promotions** — featured listings & boosted placement for cafés, attractions, and hotels.

Upcoming Revenue Drivers:

- Loyalty program with cashback.
- Dynamic hotel + weekend travel bundles.

Margins & COGs

Revenue Stream	Gross Margin	Notes
Ride-hailing	17–32%	Varies by ride class & region
Hotels	~12%	Aggregator model via Hotelbeds, no inventory
Subscriptions	~90%	High-margin recurring revenue
Flexible plan	Variable (positive)	Capped usage to maintain margins

🥊 Competition

Competitors

Name	URL	Focus	Price	Quality	Our take
<u>Uber</u>	https://uber.com	Ride-hailing (global) 			Global scale, great UX — but inaccessible in CIS, lacks trip planning, and treats users as one-time riders. No hotel ecosystem or native subscriptions.
<u>Bolt</u>	bolt.eu	Rides + micromobility (EU)			Well-positioned in EU but product is fragmented. No booking, no personalization,

Name	URL	Focus	Price	Quality	Our take
					no integrated financial tools. Focused on scale, not ecosystem.
<u>Booking</u>	booking.com	Hotels only (global)			King of hotel inventory, but no transport, planning, or personalization. Just a booking funnel. Zero innovation in experience or regional adaptation.
<u>InDrive</u>	indrive.com	User-negotiated rides (CIS)			Popular in lower-income regions, but the experience is chaotic. No standardization, no trust layer, no additional services. Limited future potential.
<u>SaturnusGo</u>	saturnusgo.com	Full-stack mobility superapp			Unified ecosystem of rides, bookings, and financial infrastructure. Built for underserved users (CIS + LATAM), with scalable architecture and subscription-first UX.



🚀 What makes SaturnusGo better than the competition?

Unlike single-purpose apps (Uber for rides, Booking for hotels), SaturnusGo unifies the entire travel flow — from spontaneous rides to curated weekend getaways — in one seamless experience.

Our key advantages:

- 💳 Native payment infrastructure that works for blocked markets (incl. CIS)
- 📦 Modular architecture: users choose what they need — rides, hotels, subscriptions
- 🧠 Smart AI-powered route planning for weekends and micro-travel
- ⌚ Flexible pricing: dynamic plans from \$4 to \$69/month
- 🛠 Infrastructure built for scale (NestJS microservices + real-time backend)

This is **not a winner-takes-all market** — and while others focus on urban scale or booking funnels, we're quietly building the infrastructure layer for intelligent mobility, tailored to emerging markets.

We win by:

- Going where others won't
- Building what others don't
- Serving users others can't



Go-to-Market



#1 — Direct Launch in Underserved Markets

We're launching first in Argentina, Brazil, Chile — where global players are weak, blocked, or absent.

These are digitally active regions with strong urban density and payment friction we solve natively.

Milestones:

- MVP deployed in Argentina (Q2)
- First 500+ test users onboarded
- Stripe + local wallets integrated



#2 — Community-Led Growth & Referrals

We focus on viral loops within trusted micro-communities (tech nomads, CIS expats, freelancers).

Referral rewards, ambassador programs, and geo-personalized perks power our network effects.

Metrics:

- 28% organic signups via internal referral prototype
- 15+ active testers from CIS/Latam expat communities
- Telegram-based feedback loop launched



#3 — Strategic B2B2C Partnerships

We partner with local hotel operators, taxi fleets, and tourist services to integrate SaturnusGo into their digital flows.

This drives embedded acquisition and long-term stickiness.

Examples:

- 2 boutique hotels agreed to run white-label pilot
- Partner deal in progress with private taxi group in Buenos Aires
- Upcoming cross-sell pilot with regional spa aggregator



#4 — Financial Channel: Embedded Wallet & P2P Transfers

SaturnusGo features a built-in wallet system that allows users to store balance, pay for rides/hotels, and send local in-app transfers between users.

These transfers are **localized** and **non-banking** by design:

- Funds are represented as **internal utility tokens**
- There is **no fiat withdrawal**
- No banking license is required under most jurisdictions

This architecture allows us to:

- Avoid regulatory bottlenecks in early markets
- Enable **instant local peer-to-peer payments**
- Offer cashback, bonuses, and cross-user gifting natively



#5 — Push-Based Re-Engagement

Our in-app wallet becomes a sticky loop: users fund balance for rides and bookings, and can send money to others.

Highlights:

- Certified card tokenization and secure balance infra
- Bonus on top-ups (Premium users)
- Planned launch of fiat-on-crypto rail (pending)



#7 — Government & Local Operator Integration

For markets like UAE and Kazakhstan, we plan to collaborate with city-level regulators and state-backed operators to integrate SaturnusGo into smart city mobility initiatives.

Long-term:

- RFI phase for local ride APIs
- White-label modules for city apps
- Compliance-driven B2G GTM strategy



Traction

Full-stack MVP built and tested in-house. Every module is live.



All core features tested hands-on by the founder

The entire platform — ride-hailing, hotel booking, wallet, subscriptions, transfers, trip planning — is live and battle-tested in real scenarios.



Complete test cycles: 200+ internal flows executed

Including trip ordering, payment failures, subscription edge cases, bonus systems, AI-routing, localization, and UI/UX stress tests.



Zero dependency on templates or boilerplate

Entire infrastructure written from scratch (frontend + backend + mobile + microservices), with deep integration between modules.



Ready for controlled release to first real users

Technical debt close to zero. Push, maps, auth, booking, routing, payment, and bonus logic fully verified in production-like environments.

Team



Mercury Rucks

Founder & CEO / CTO / CPO (Solo Builder)

Built the entire SaturnusGo platform solo:
backend, mobile app, UI, payments, and
infrastructure

6+ years in mobile development (React Native,
Swift), SDET automation, and platform
integrations

Deep understanding of underserved mobility markets (CIS, LATAM, MENA) and embedded finance

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? Ask



We're raising \$500,000 – \$700,000 (pre-seed) - To scale SaturnusGo across Latin America, finalize core infrastructure, and prepare for entry into UAE and Europe

Use of Funds:

- Hiring core team (mobile engineers, AI, backend infrastructure)
- Launch operations in Argentina + Brazil (driver onboarding, customer support)
- Legal/compliance for LATAM + MENA (Stripe, KYC, tax setup)
- Growth loops: referrals, geo-targeted push, micro-influencer campaigns
- Infra costs: GCP, CDN, push infra, and real-time microservice orchestration

Where the money will get us:

- Public beta launch in Argentina and Brazil
- 20K+ real users onboarded across ride, booking, and subscription modules
- Launch of SaturnusGo Pro & flexible subscription system
- UAE go-to-market plan and first business integrations prepared

Contact



We're building mobility infrastructure for the next 100 million travelers.

If you believe movement should be simple, elegant, and borderless — let's talk



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