



FEMRIDE

Together we ride, together we thrive



INTRODUCTION

Vehicle-pooling is a great way to reduce traffic congestion.

But did you know that it can also empower women?

By sharing rides, women can gain independence, save time and build a sense of community.



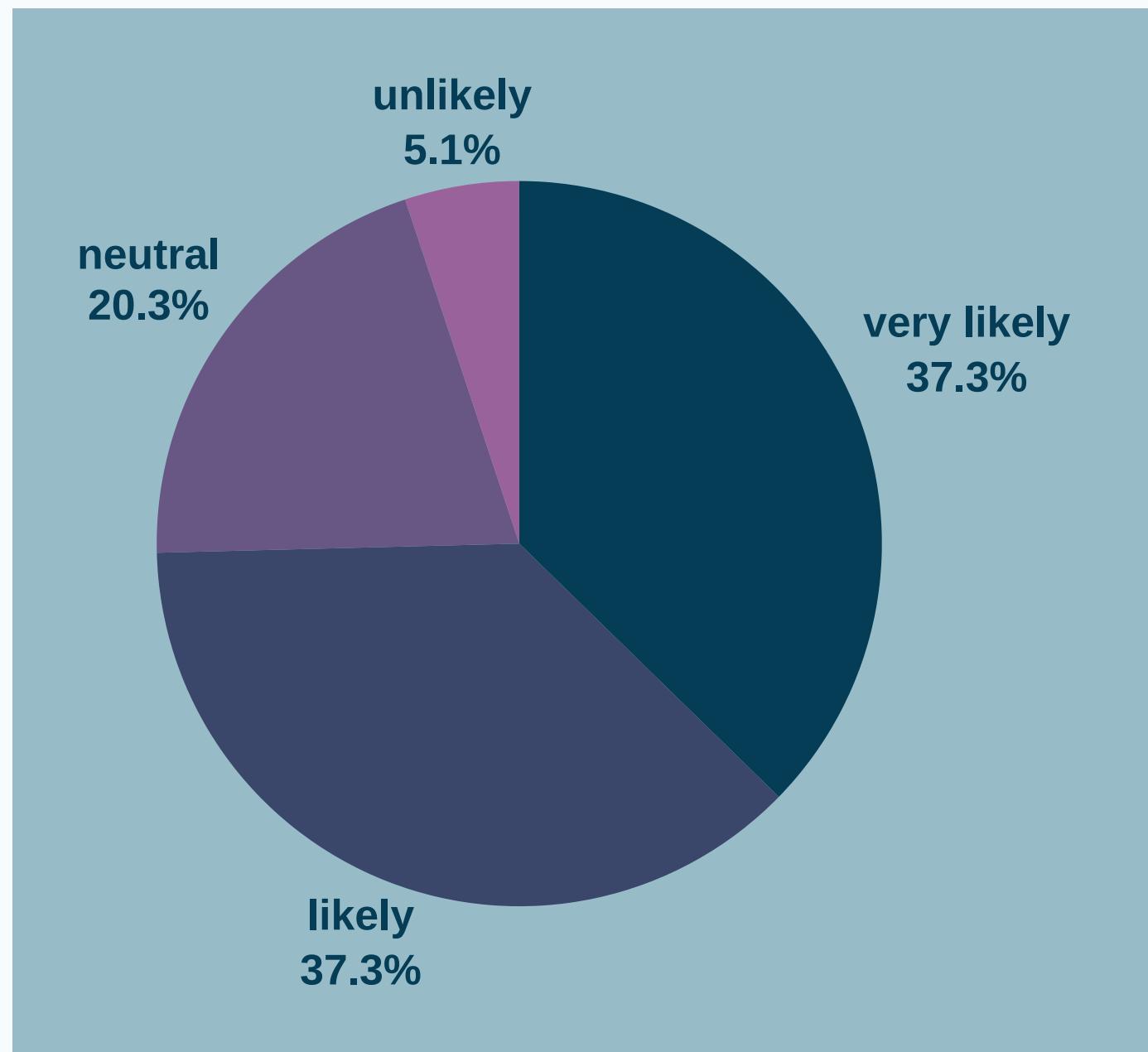
THE PROBLEM

- Women hesitate to travel at night due to safety concerns and unease which limits their mobility and opportunities.
- Current transportation options cannot satisfy their needs.

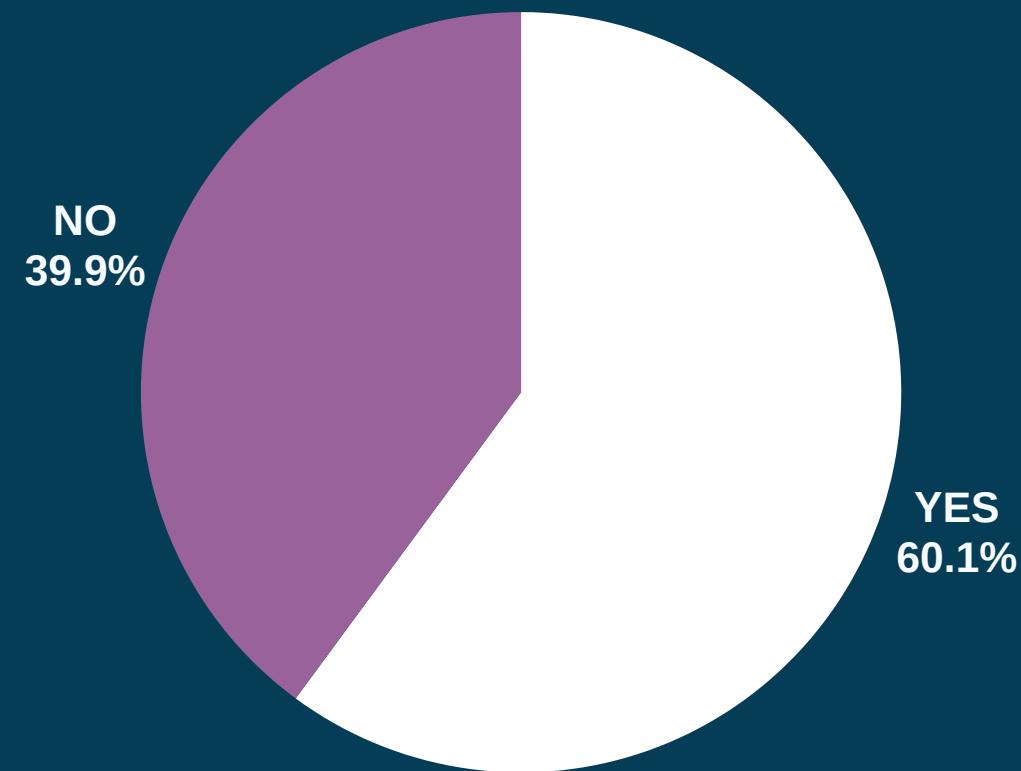


BASED ON SURVEY

How likely are you to recommend a women-only vehicle pooling service to friends or colleagues?



Have you ever felt uncomfortable while travelling at night?



THE SOLUTION

Introducing FEMRIDE: Your Safe Ride Home

- women only vehicle pooling app
- Connects women to women

When women vehicle-pool, they

- save time
- feel safe
- build relations



CUSTOMER EMPATHY MAP

Who are we empathizing with?

- Working women Lacking safe travel
- Unemployed women Lacking daily living

What do they need to do?

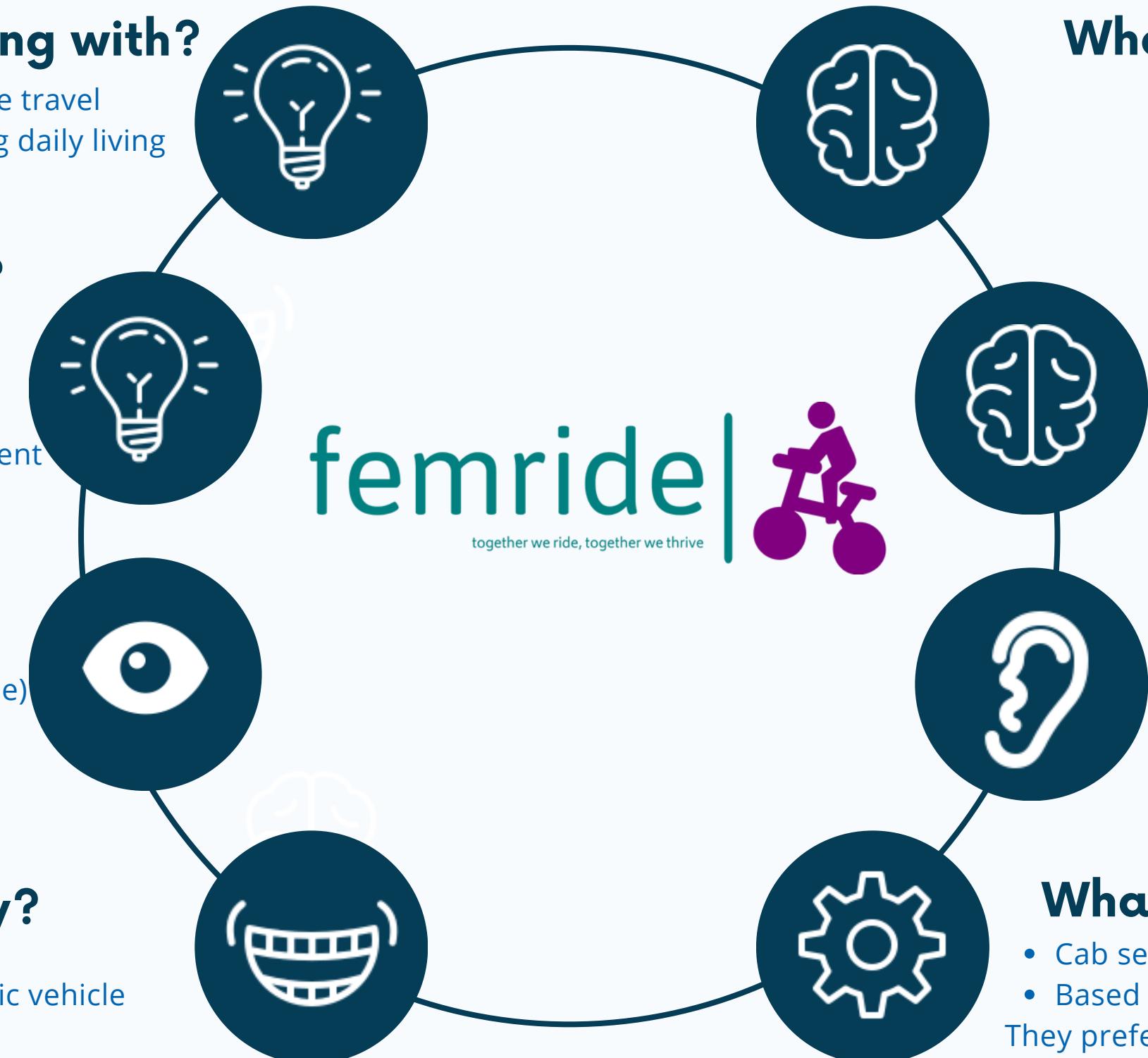
- Prioritize safety
- scheduling
- Provide feedback
- Achieve safe travel and employment

What do they See?

- Lack of women only carpooling in immediate neighborhood.(She-Taxi,Taxshe)
- Safety concerns in mixed-gender vehicles
- news reports highlighting safety issues

What do they say?

- They talk about safety issues
- actively seeking women centric vehicle pooling solutions
- "I feel much safer while travelling and reduced my concerns"



What do they think and feel?

PAINS

- Safety concerns
- Unwanted attention
- Inconvenience
- High Cost
- Lack of Female Drivers

GAINS

- Safety and Security
- Peace of Mind
- Efficiency
- Cost Savings

What do they hear?

- Comfortable ride experiences and feedback
- Discussions among colleagues and improved daily commute.
- Gained popularity due to reliable safety features

What do they do?

- Cab services, Travelling alone, Public transit
- Based on survey,
They prefer women only ride sharing apps more than traditional transportation.
- Use it more frequently and suggest people

CUSTOMER MAP

GAINS

- Safety and Security
- Peace of Mind
- Efficiency
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PAINS

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GAINS



CUSTOMER JOBS



PAINS

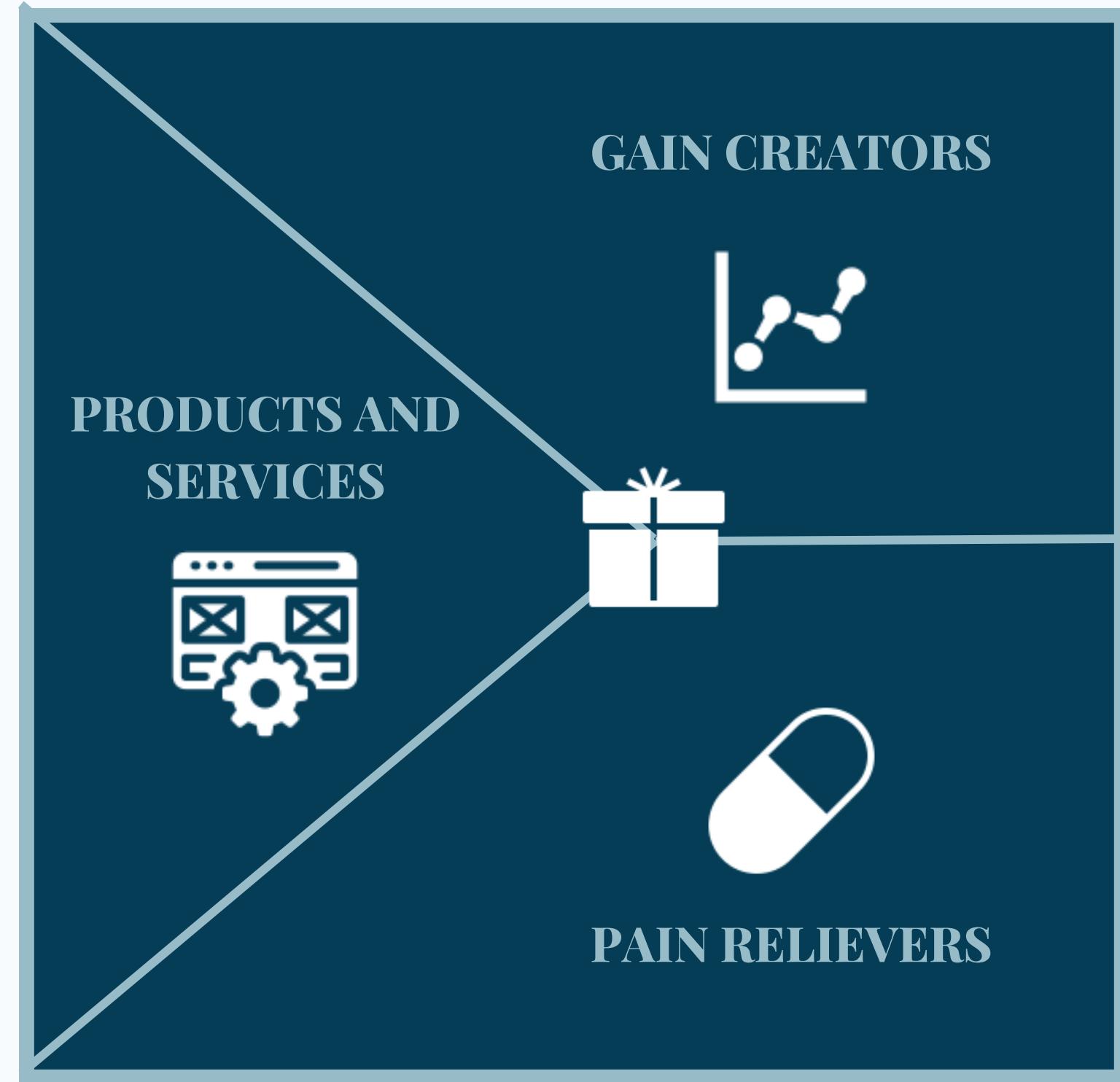
CUSTOMER JOBS

- Safe commuting
- Convenient rides
- Cost effective travel
- Reliable service
- Community building

VALUE MAP

PRODUCTS AND SERVICES

- Mobile app
- Secure payment system
- Emergency features
- Driver training
- Rating and Feedback system



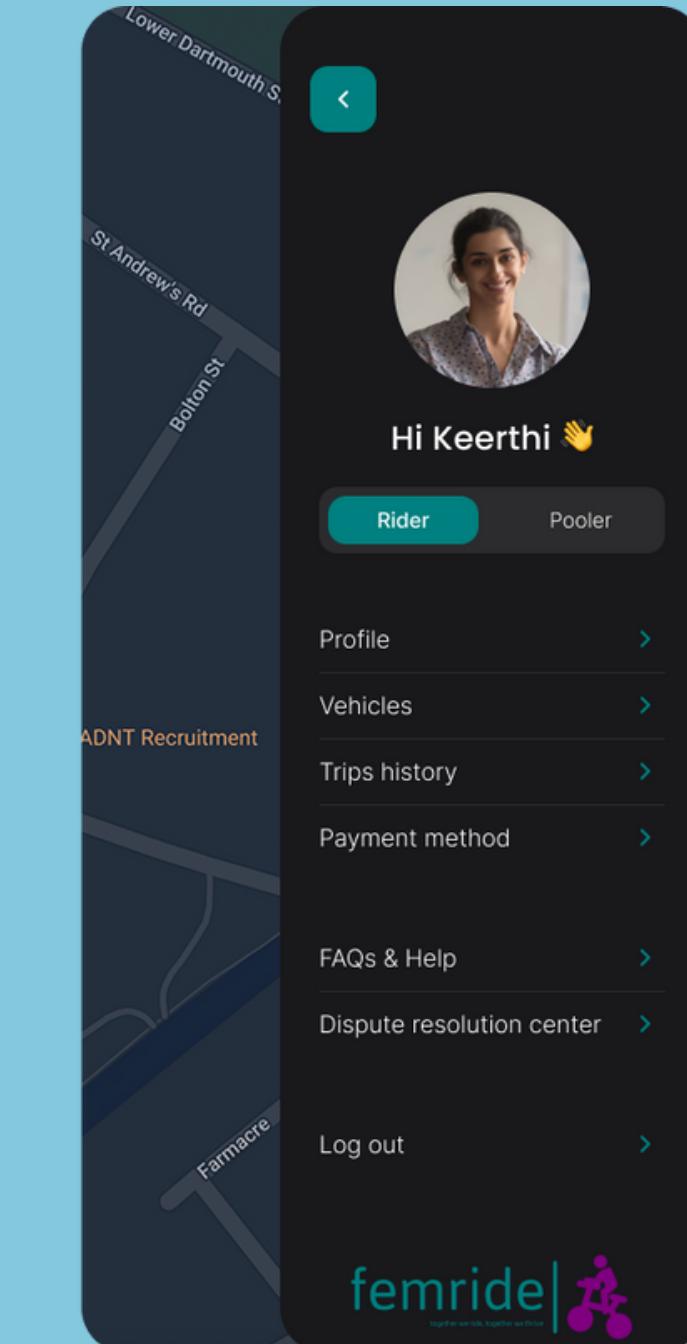
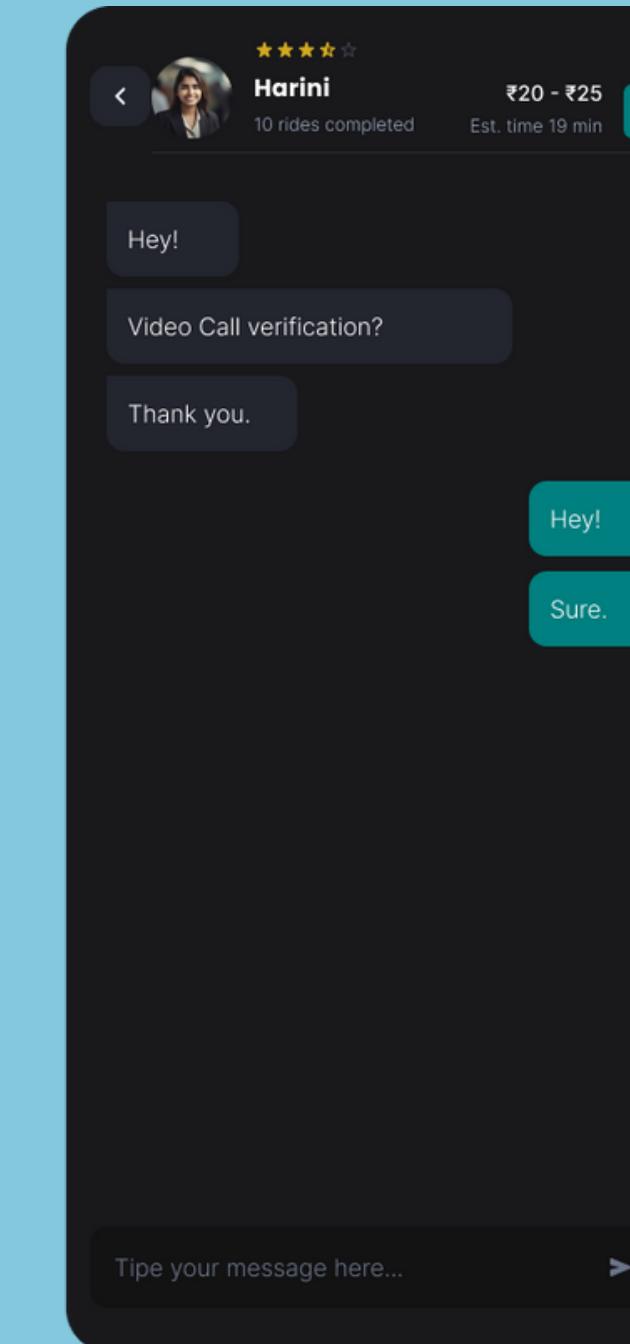
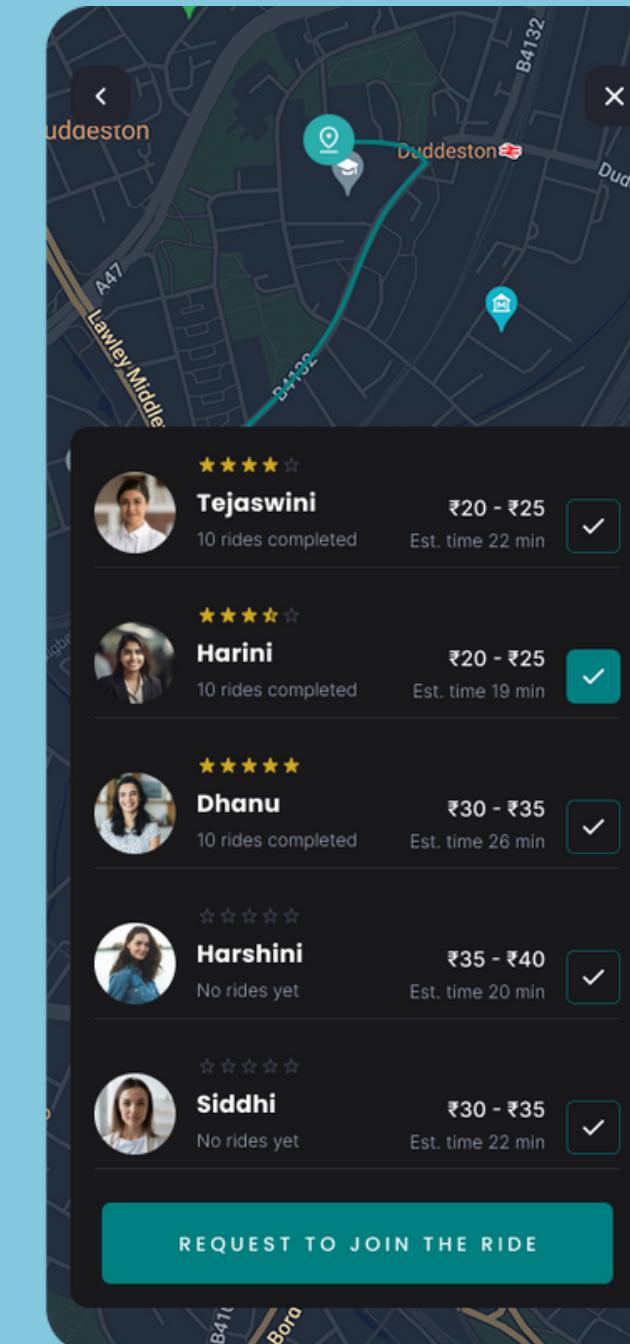
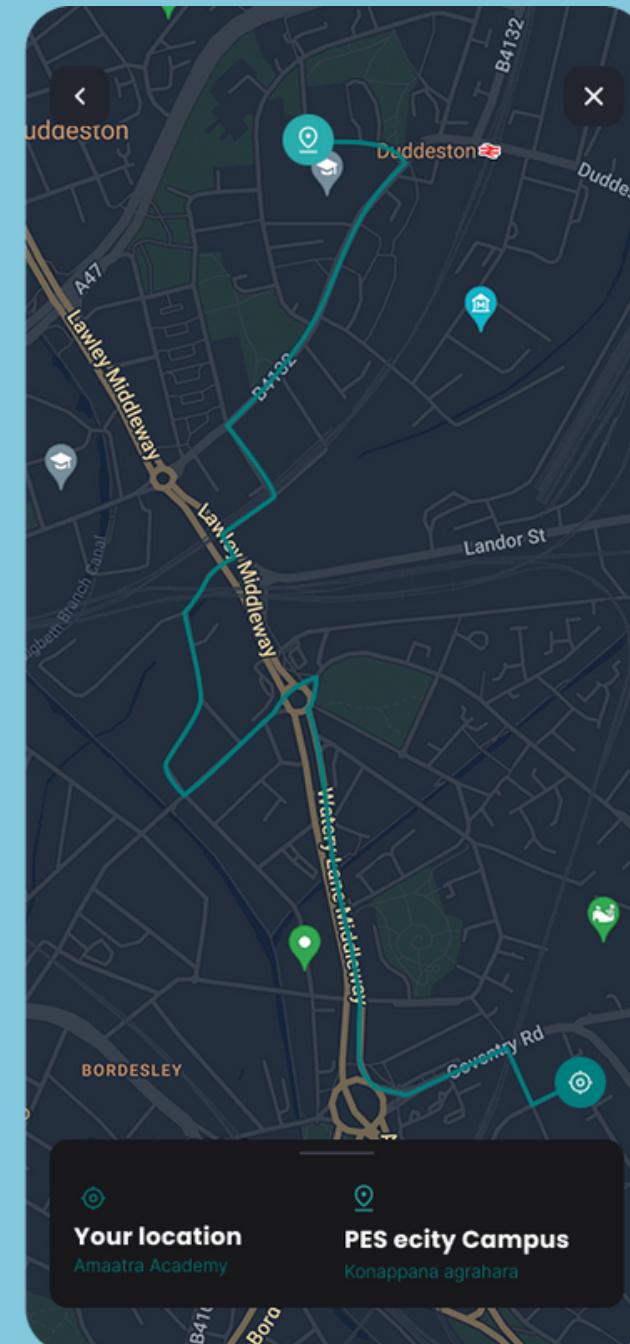
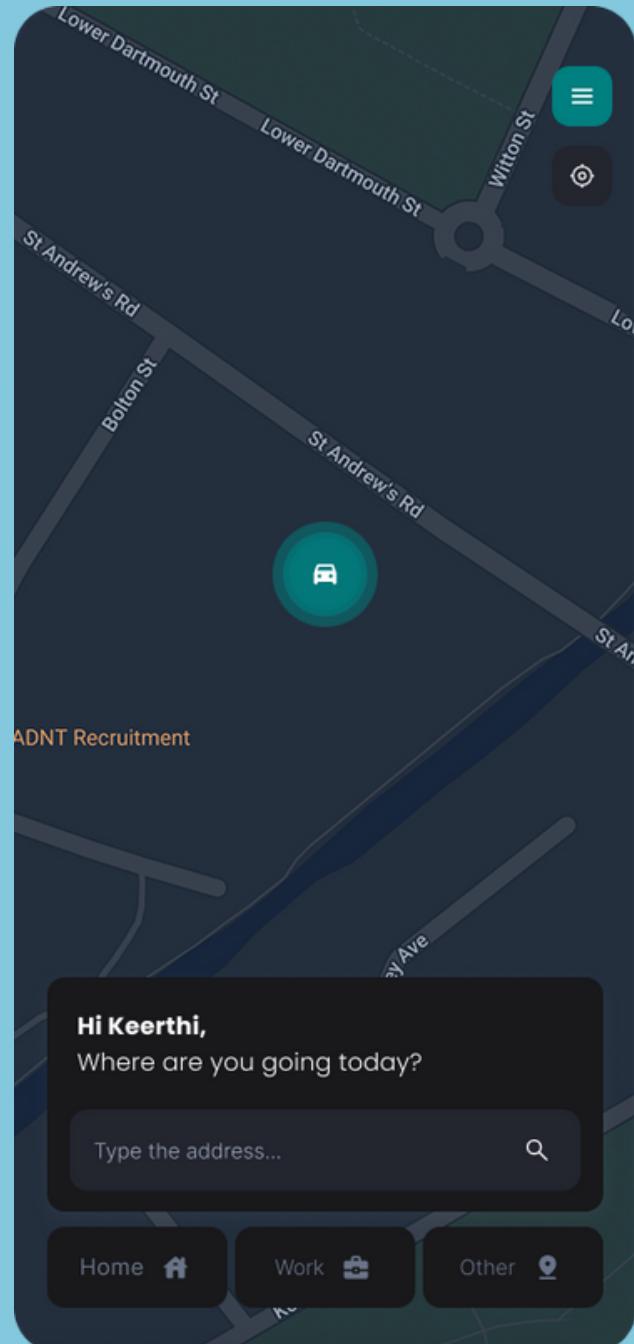
GAIN CREATORS

- Safe and Secure rides
- Female Empowerment
- Convenience
- Cost savings
- Reliable service

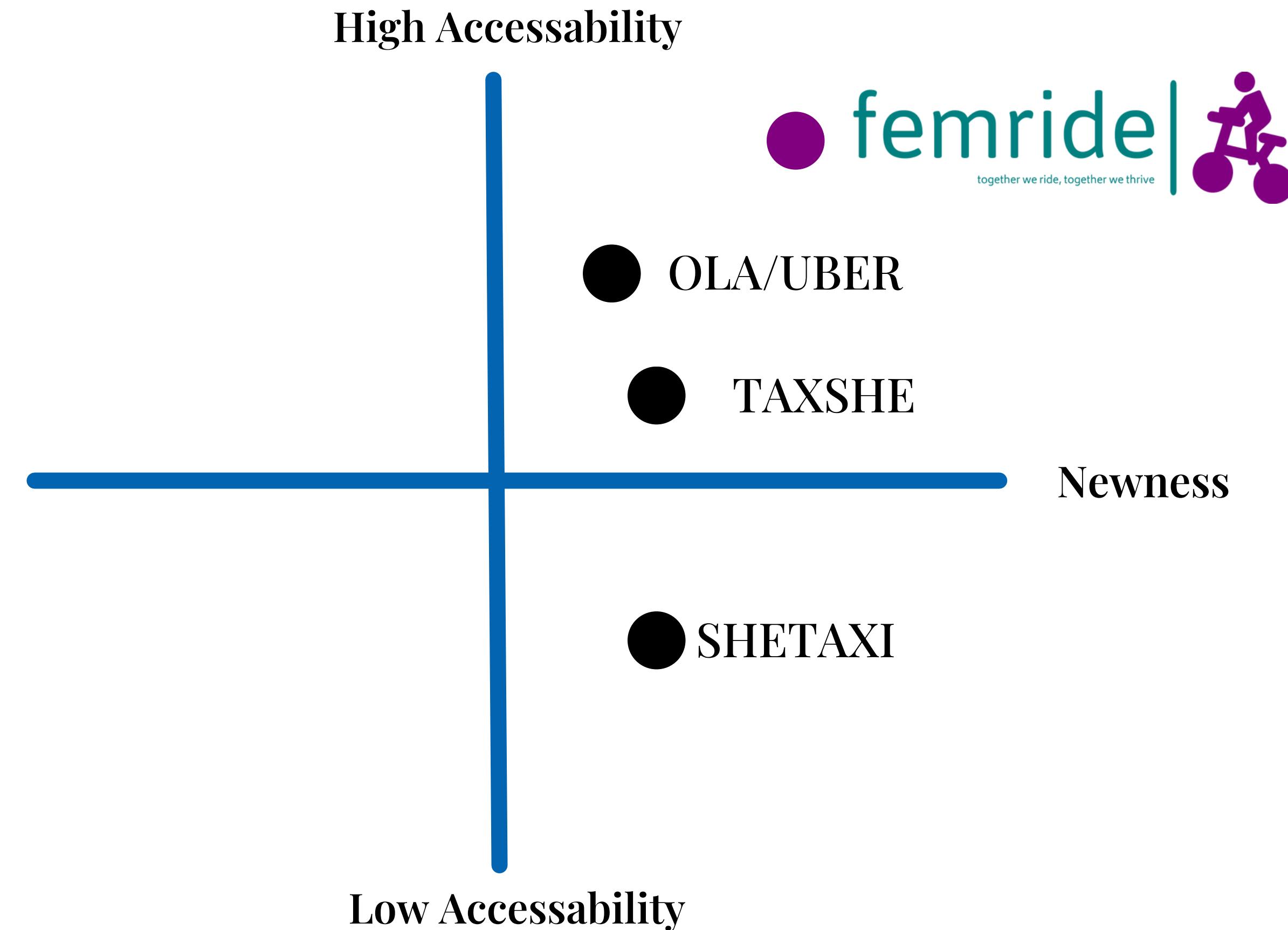
PAIN RELIEVERS

- Harassment free environment
- Screening and verification
- Customer support
- Cost savings
- Empowerment

PROTOTYPE-FEMRIDE



PRODUCT POSITIONING GRAPH



BUSINESS MODEL CANVAS

Designed by : shehacks

Key Partners

- Background check services - Checkr, instant checkmate
- Vehicle providers
- Angel investors / Venture Capitalists
- Insurance providers
- NGO working for women. Eg : Azad, Sheroes
- Corporate partnerships

Key Activities

- Safety Measures
- Customer Support feedback and iteration

Key Resources

- Vehicles
- Infrastructure for data storage and servers

Value Propositions

- In App Video call feature for a few seconds to prevent catfishing
- An in-app SOS (Save Our Souls) button to help in emergency situations
- Real time tracking
- Women empowerment - creating employment for unemployed women

Customer Segments

- Working Women on Night Shifts
- Female Students who are likely to Travel at nights

Channels

- Social Media Influencers
- Word of Mouth
- Advertising On Various Platforms

Customer Relationship

- Incentives and Discounts: Promo Codes, discounts
- Referrals Programs
- Feed Backs
- Rating Systems
- Geographic expansion

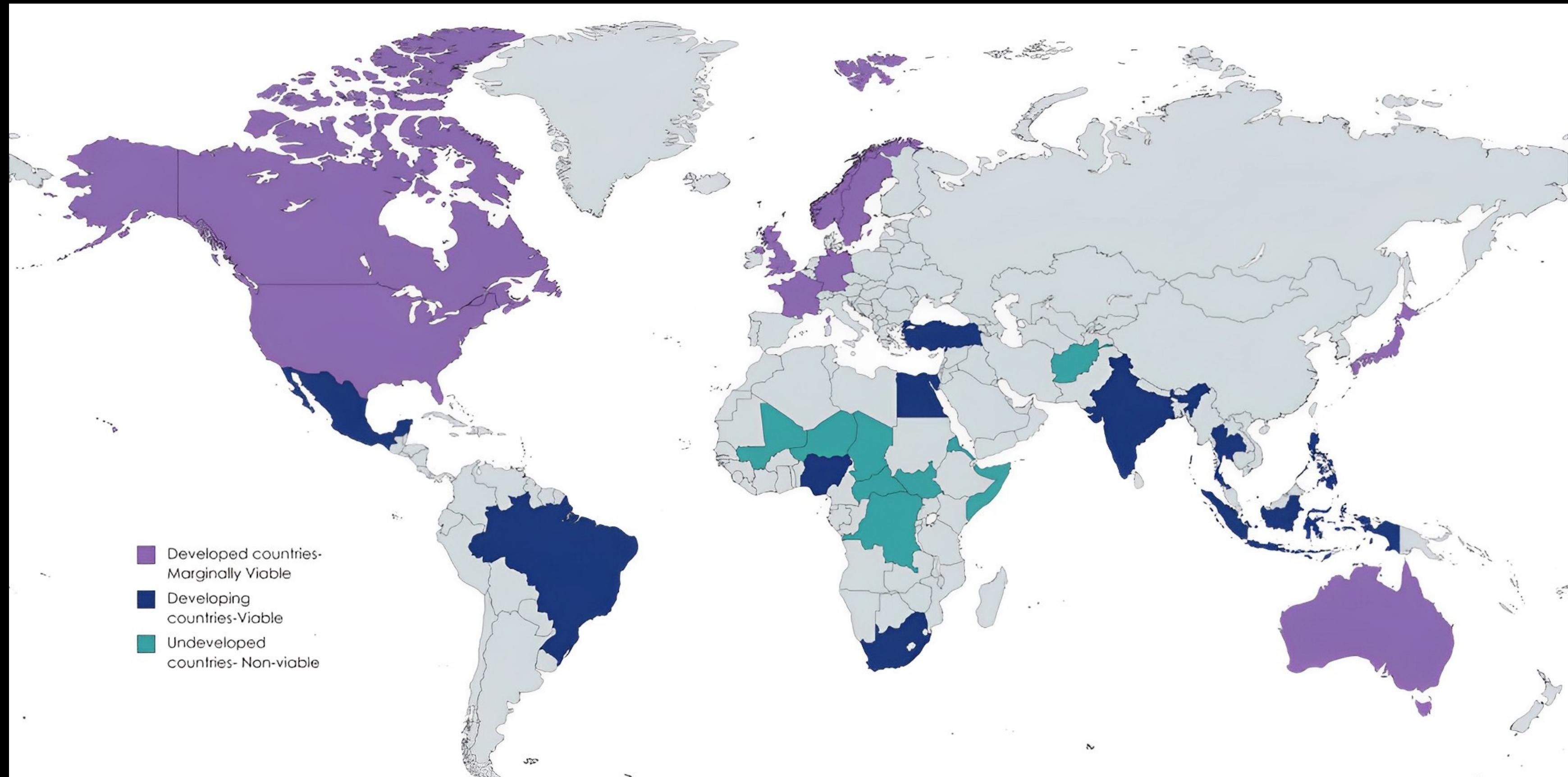
Cost Structure

- App developers
- Employee Salaries
- Marketing/Ads
- Car rentals/maintenance

Revenue Stream

- One time registration fee
- Surge pricing
- Ride fare

GLOBAL COMPARITIVE ANALYSIS



TIMELINE



1-2 years
market research,
developing the
apps MVP , starting
with
metropolitan cities.

3-4 years
expand to more cities,
refining
features, partnering with
women's
organisations

5-10 years
expand to more
countries
and regions, enhance
safety
features

in near future
solidify the apps position
in carpooling apps,
seeking alliances
with major
transportation
companies

POSITIONING STATEMENT:

Our Startup (FEMRIDE) empowers women in India's IT hubs with a secure and convenient vehicle pooling app exclusively for them. We prioritize safety, convenience, and community, making commutes empowering for women professionals in metropolitan cities."

THANK YOU



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AARUSHI

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TEAM 3-SHEHACKS