

# Week-10 Assignment

## Team Benz: Shivika, Anjali, Abhiraj, Lukas

### 1. Describing the problem

- Working professionals who work in metropolitan cities, living at least 10 miles away from the workspace, they face everyday commute issues like being stuck in traffic, high cost of on-demand cabs, inconsistent/unavailable public transport and cramped environment of subways

### 2. How your product will solve it,

- Providing a platform to riders by connecting & sharing their rides with car owners who are willing to drive to the big cities and are following the same route.
- Win-win situation for both:
  - Drivers: extra cash for the same drive
  - Riders: Comfort of car and cheaper than subway
  - Low fees from the product end

### 3. Why you believe your idea will succeed,

- Platform for riders and drivers to collaborate
- Known rides/Familiar faces for the rides (safety issues)
- Comfort for the riders at low cost
- Drivers gets incentivized
- Possibility of B2B expansion as well

### 4. How you plan to acquire customers and monetize the product,

- Acquiring
  - Ads on platforms like: FB, Insta, Snapchat, TikTok
  - Promoting app on the Playstore/App Store
  - Affiliate programs on the same apps
  - LinkedIn ads
  - Conferences/B2B Channels

- Monetizing
  - Fee based model: X% of every ride money
  - Subscription model/Ride Pass for everyday users
  - (In future) B2B service model for companies

## **5. How much revenue you expect it to generate in a given timeframe,**

- Assumptions:
  - Number of daily riders: 120,000
  - Our target; 30% of 120,000 = 36000
- 1. Fee based model : 40% of 36000 = 14,400 users
  - Ride per customer/month: 30
  - Avg. fees each ride: \$10
  - Fees for each ride: 2% of avg fee each ride = \$0.02
  - Total for 1 month = \$86,400
- 2. Subscription based model : 60% of 36000 = 21,600 users
  - Riders X Subscription Fee = 21600 \* \$5
  - Total for one month : \$108,000

## **6. what bringing the product to market will cost us (development, training, maintenance, etc).**

- Engineering/Development: \$75,000
  - Operational: \$15,000
  - Overhead: \$10,000
- TOTAL COST: \$100,000 for 6 months**

## **8. Convince the CEO of the company to invest in your product idea.**

Investment of \$X << Revenue/Profit of \$Y

X is our expenditure (\$100,000 for 6 months)

Y is fee or subscription based model (\$518,400 or \$648,000 for 6 months)

### **Youtube Video link:**

Shivika - <https://youtu.be/83dlVjm6gcg>

Abhiraj -

Anjali -

Lukas -