MyGate

"On a journey to transform community living"

Our Mission
Increasing monthly revenue from the product

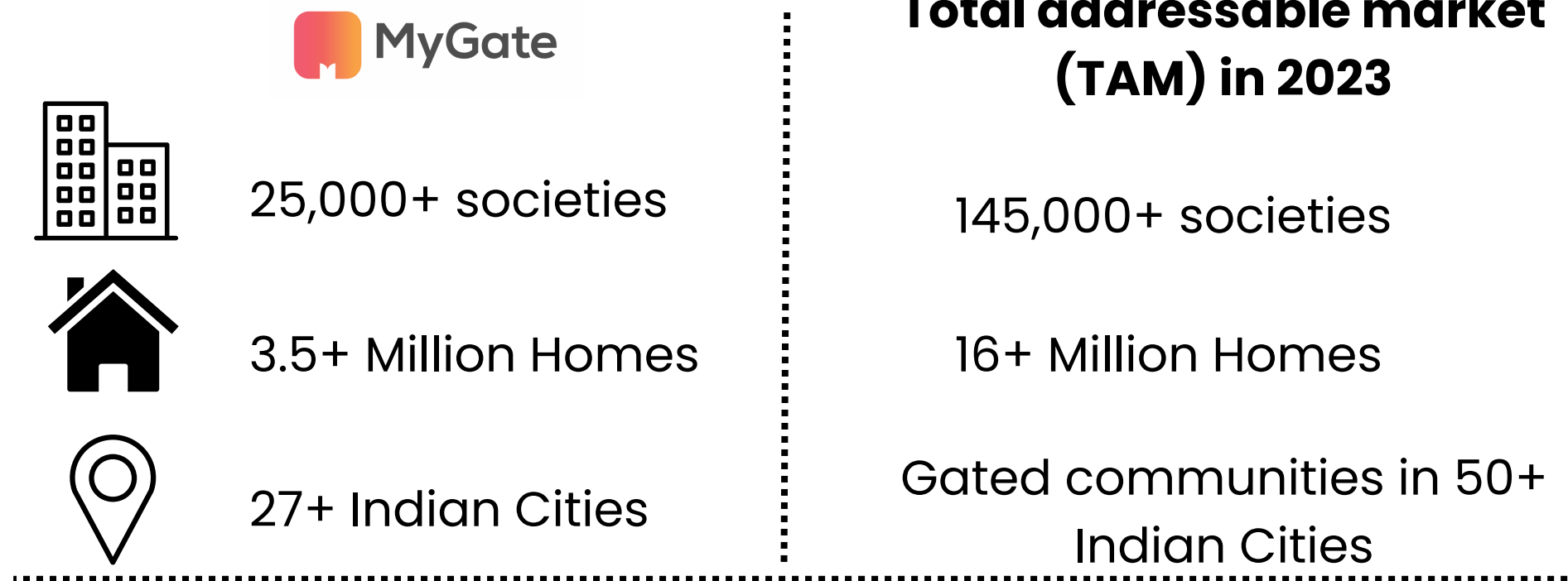## Why we need to increase revenue?

- Started in 2016, our **operating cost are higher than revenue generated**. Our 2020 figure quotes that we earned revenue of 15cr while burning 80cr rupees (*Source*)

- Our revenues are increasing YOY, but global slowdown is causing an impact. In early **2023, we layed off 30% employees (**Source**)**

- We need to look at **increasing revenue for company to remain on upwards trajectory**.
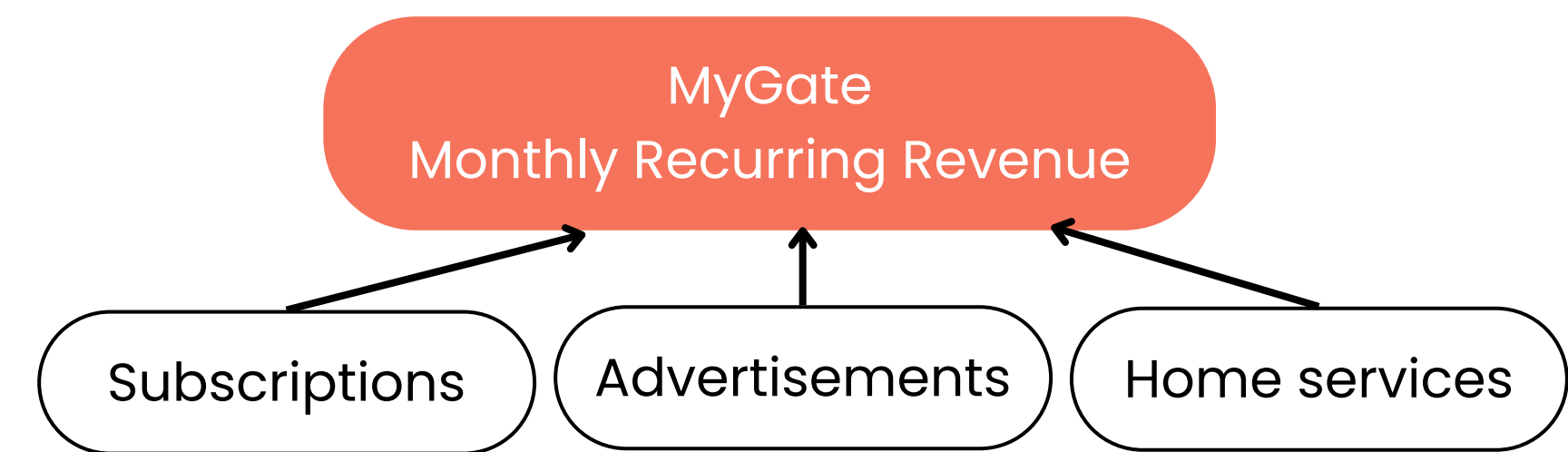
Gate Management Platforms

MyGate   APNACOMPLEX   NOBROKER HOOD   And other competitors

Market share   **80%**   **20%**

What is our current market situation?

Presence in India (*Source*)

MyGate

- 25,000+ societies
- 3.5+ Million Homes
- 27+ Indian Cities

Total addressable market (TAM) in 2023

- 145,000+ societies
- 16+ Million Homes
- Gated communities in 50+ Indian Cities

How to grow revenue?

1. How do we make revenue?

MyGate Monthly Recurring Revenue

← Subscriptions   Advertisements   Home services

2. Different revenue streams

Subscriptions
- *Monthly revenue from subscribed communities*
- *Monthly revenue from people who opt for Ad-free app*

Advertisments

- Ads on landing page *(Spotlight)*
- App notifications for ads on landing page *(Notice board)*
- Ad Impression after approving/denying visitor entry *(Post Approval card)*

Note: We'll be focusing on app advertisments only

Home services

MyGate has partnered with urban company to provide home care services for communities on our platform

3. Let us break these down further *Check KPI tree*

We can grow revenue by → Increasing Product Outcomes

Subscriptions

- No of subscribed communities
- Total no of active users
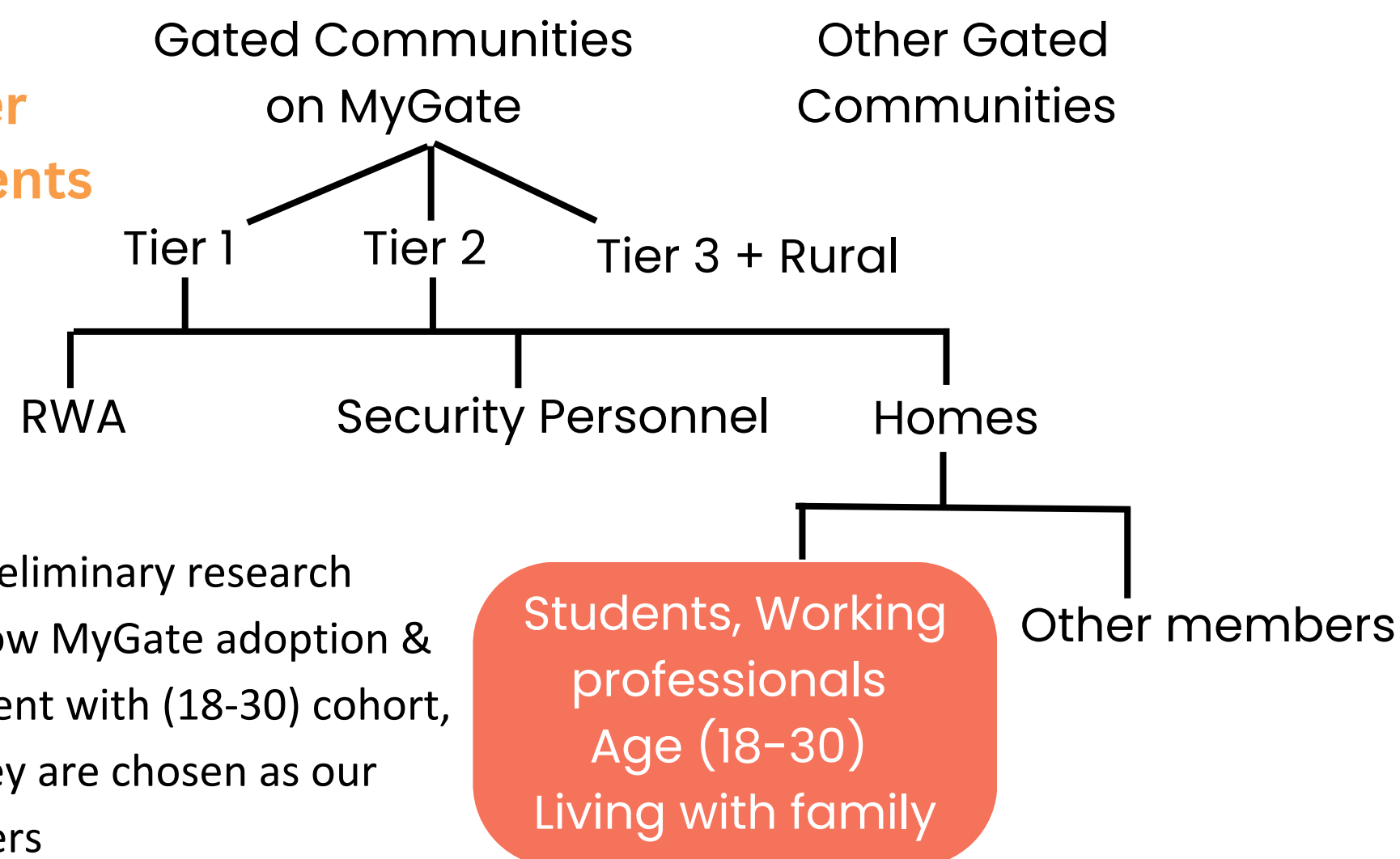- % of users opting for ad-free plan

Advertisments

- Monthly active users utilizing visitor approval feature
- Visitors denied/approved entry per user

Home services

- Services booked/home
- % of homes using services/community

User segments

Gated Communities on MyGate — Other Gated Communities

Tier 1 — Tier 2 — Tier 3 + Rural

RWA — Security Personnel — Homes

Homes → Students, Working professionals Age (18-30) Living with family — Other members

Note : Preliminary research suggest low MyGate adoption & engagement with (18-30) cohort, hence they are chosen as our target users

Know our users

Daman, 20 I Delhi I College Student
Does not uses MyGate app, father deals with society affairs, Only her father uses app in family, did install app once but did not find much useful features

Needs Wants more features like "buy & sell" on mygate that appeal to her

Pain points Last mile connectivity issue from society, has to walk 5 mins to reach nearest main road to get E-rickshaw

Vedant, 27 I Delhi I Working professional

Uses app for visitor entry, for payments and complains father directly contacts RWA

Needs
Fast and comfortable commute to office, better security in community

Pain points
Too many ad notifications from app, has to wait 2-3 mins for a free or shared E-rickshaw to arrive at gate

What are there problems?

From survey of 17 people in target segement

64% first mile connectivity issues

47% Security concerns

35% Parking problem

82% used public transport

92% used E-rickshaw   42% Rental Bike

66.7 % did use app before	33.3% did not

12 people did not use MyGate

60% found no useful features
70% say only parents requires the app

5 people used MyGate

Negetive
- Not many useful feature
- Visitors sent without approval

Positive
- Tracking maid, visitor entry
- Getting society event updates
- UI/UX

8 target customers were interviewed

- **6/8** Said app **did not have useful features** for them
- **4/8** probably never clicked on an ad on MyGate app
- **5/8** only **use app for visitor entry**

Problem of low adoption & engagement among target users is verified

- **3/8** Have to walk to nearest main road for E-rickshaw
- **8/8** E-rickshaw drivers generally **don't accept UPI**
- **7/8** **Prefer a shared rickshaw**, but generally don't get one
- **6/8** E-rickshaw waiting time increases during morning
- **7/8** **Ola/Uber** has **high cancellation**, less bike drivers
- **5/8** Avoid rental bike due to **uncomfortable ride**

Also, 5 rickshaw drivers were interviewed

- **6/8** **Only drive on main roads**, for more customers
- **6/8** 7-9 am and 2-3 pm are peak hours
- **7/8** Do **not prefer UPI**, prefer cash payments
- **4/8** Do not operate a UPI linked bank account
- **6/8** Only **30% are shared trips**
- **8/8** Prefer shared trips (more money/trip)

Problem of E-rickshaw among target users is also verified

Check User survey (*Questions*)   Check User survey (*Responses*)

Problem Summary

What is the real problem?

- MyGate offer a variety of features, but app is primarily used for visitor approval at gate
- **Low supply of E-rickshaws** in cities, which get **worse during morning** hours due to influx of school going customers
- **No communication channel between drivers and potential customers**, leading to less shared trips
- Low UPI acceptance, causing driver to **deny ride to potential customers**
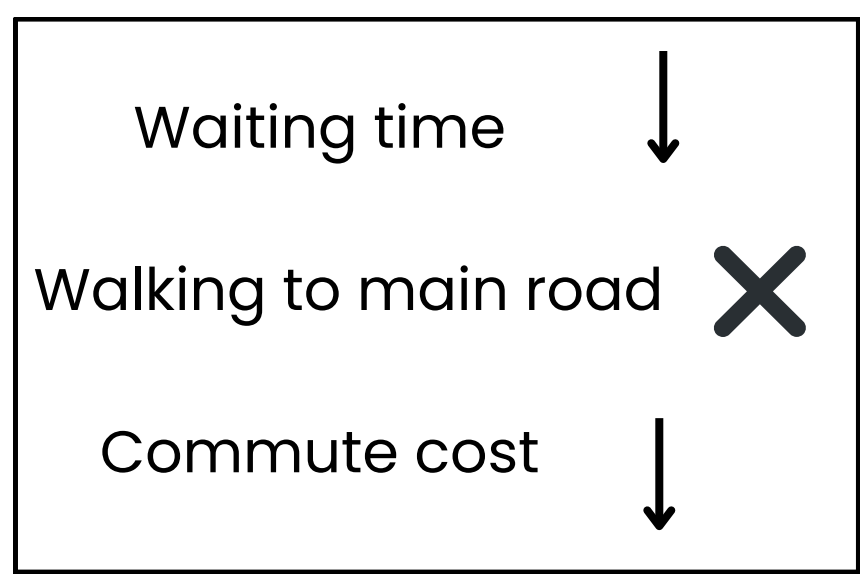
Who are we solving for?

Target user segment –

- Age (18-30), living with family
- Uses public transport multiple times during a week
- Users **only utilizes MyGate visitor entry/deny** feature
- Do not find other **features useful for younger generation**
- Some uses MyGate rarely, or have uninstalled the app
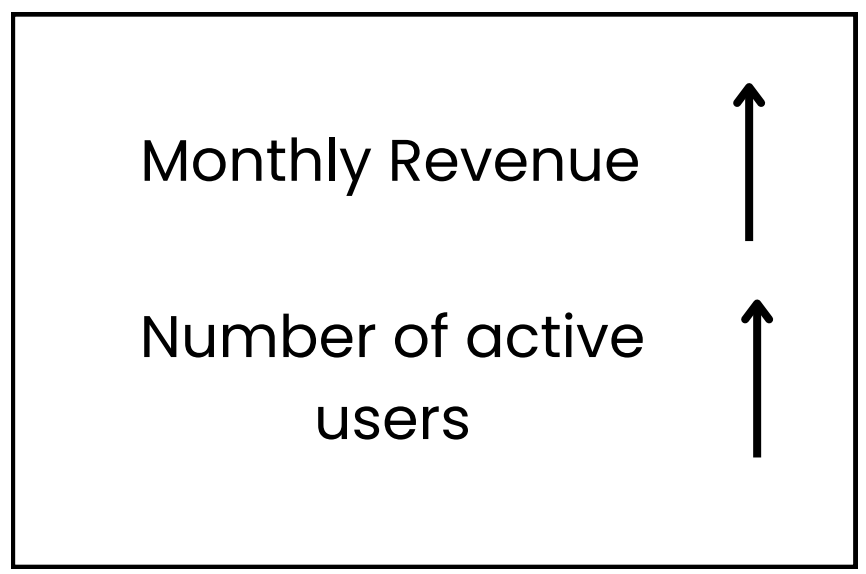
How do we know its a real problem?

- Survey shows **last mile connectivity has caused low metro ridership** in delhi, nagpur and banglore ([Source)](#)
- Last mile connectivity still a problem for Mumbaikars ([Source)](#)
- Khati – startup for first and last mile ridership using e-rickshaws ([Source](#))
- Survey from **target segment users in different communities** shows 64% users have first mile connectivity issue

Why should we solve now?

- Market size expected to reach **16mn homes and 225k** gates communities in 2031 ([Source](#))
- Approx 200Bn $ consumption in FY2021 within gated communities in India ([Source](#))
- MyGate is a clear industry (80% market share) leader and is better positioned to capture market value.

What is the valve generated for –

Users

Waiting time	↓
Walking to main road	✗
Commute cost	↓

Business

Monthly Revenue	↑
Number of active users	↑

Problem Identified
Not many useful features
First mile connectivity

→

User Research
Problem verification

Product Outcomes
No of active user
Visitors approved/denied per user

←

Business Outcome
Increase monthly revenue

Solutions

MY UOLA
- Partner up with Ola and Uber to provide rental bikes for our target users
- Enforce a zero cancellation policy with bike riders

MY RICKSHAW
- Connecting MyGate users with rickshaw driver through MyRickshaw feature.
- Users can book a seat in the nearest shared or single rickshaw

MY RIDE
- A rental e- vehicle service for MyGate users similar to yulu ([Source](#))
- Rent a battery powered vehicle from gate for short commutes to the nearest public transport station

Which one to build?

L=10,M=20,H=30	Adoption	Revenue	Investment	Score $(A+R)/L$
My Ride	**M** (User may not prefer to drive every time)	**M** (Ads and charges per ride)	**H** (Setup cost for e-vehicles)	1.3
My Ricshaw	**H** (92% users utilize E-rickshaw for commute)	**M** (Ads and charges for shared or single ride)	**L** (Platform costs)	5 ✓
My UOLA	**M** (Users may prefer a more comfortable commute)	**M** (Ads and charges per ride)	**L** (Partnership costs)	4

How will MyRickshaw work?

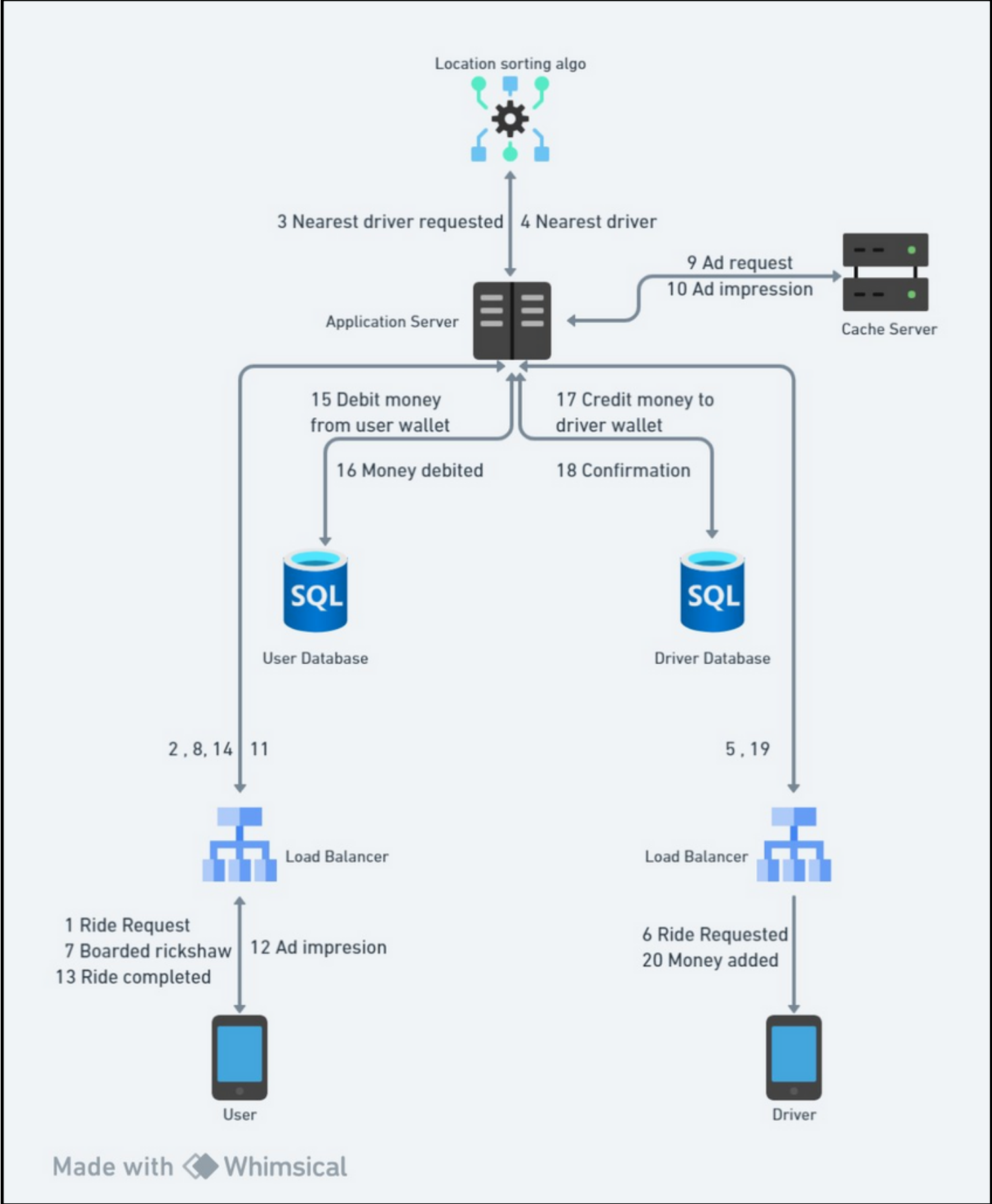| Solution	*User*	*E-rickshaw Driver*
Ride booking	• Book an E-rickshaw to pickup from gate or inside society • Shared or single rickshaw	• Nearest driver to user location will receive ride • Driver can accept /decline trip
Pickup	• If user misses E-rickshaw, ride request will be passed to next driver • After boarding a confirmation button will be displayed	• At location driver will wait for user (20s max) • If user does not come, driver can cancel and ride request will be passed to next driver
En-route	• CTA on button will lead to an ad impression	• If the E-rickshaw is on a shared trip, driver may pickup a non MyGate user
Dropoff	• Payment will be deducted from users MyGate wallet • Feedback for ride	• Ride charges would be per km and credited to driver wallet • Feedback for user

Less E-rickshaws during morning hours

Surge pricing for shared E-rickshaws	—Why?→	More income/trip for driver Ensures ride for our user

System Design

Location sorting algo

3 Nearest driver requested 4 Nearest driver

Application Server

9 Ad request
10 Ad impression
Cache Server

15 Debit money from user wallet
17 Credit money to driver wallet

16 Money debited
18 Confirmation

SQL
User Database

SQL
Driver Database

2 , 8 , 14   11

5 , 19

Load Balancer

Load Balancer

1 Ride Request
7 Boarded rickshaw
13 Ride completed

12 Ad impresion

6 Ride Requested
20 Money added

User

Driver

Made with ◆ Whimsical

Trip

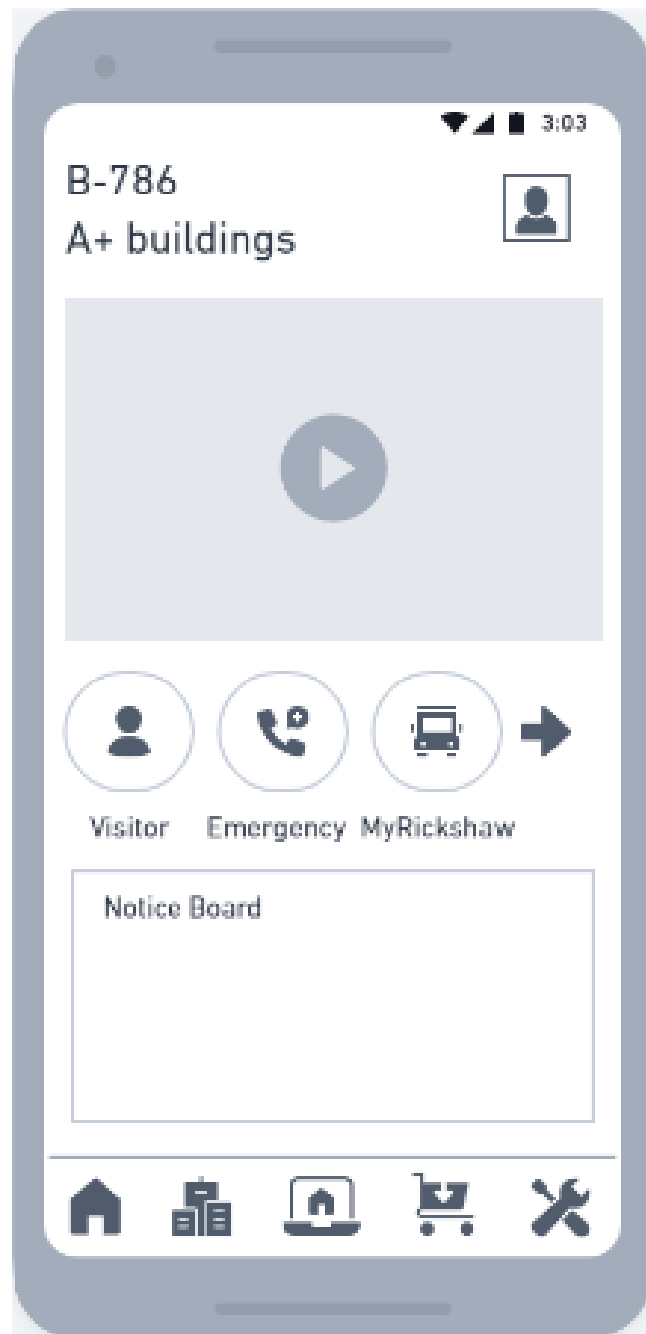| Pickup location	→	Dropof location

MyGate homepage → **E-Rickshaw booking** → **E-Rickshaw confirmed** → **En-route drop off** → **Ride completed**

Frequently chosen drop locations by MyGate users

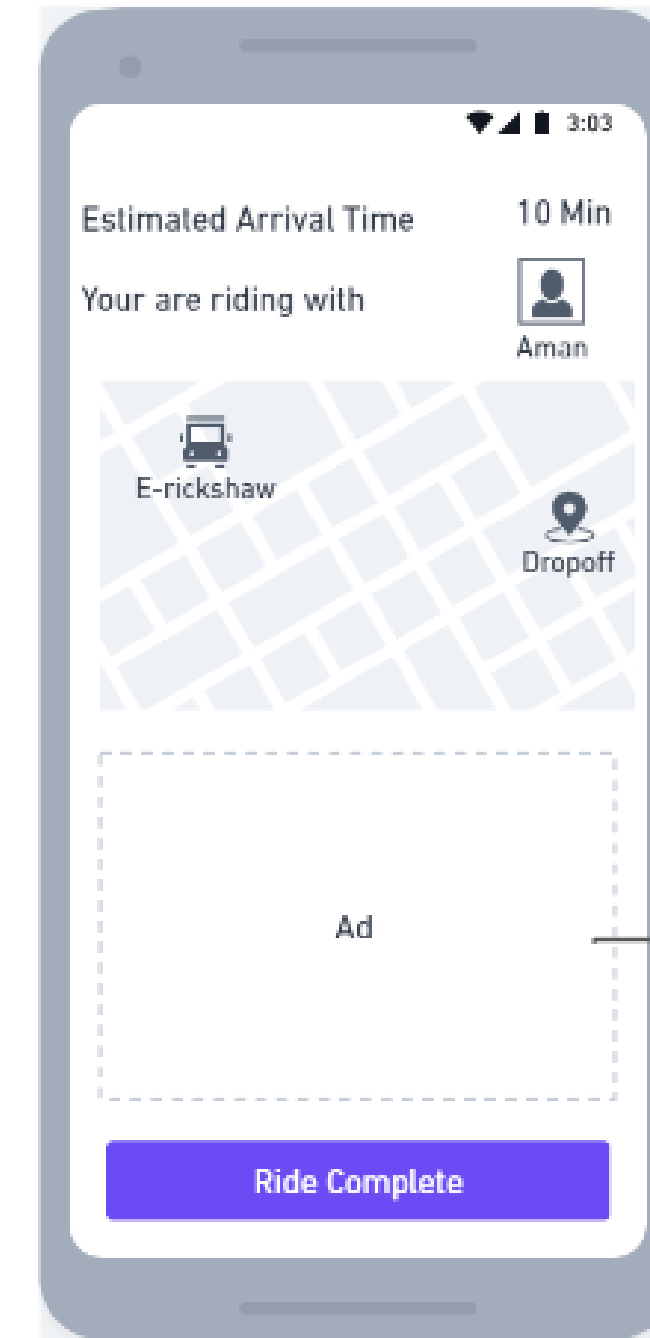For user verification by E-rickshaw driver
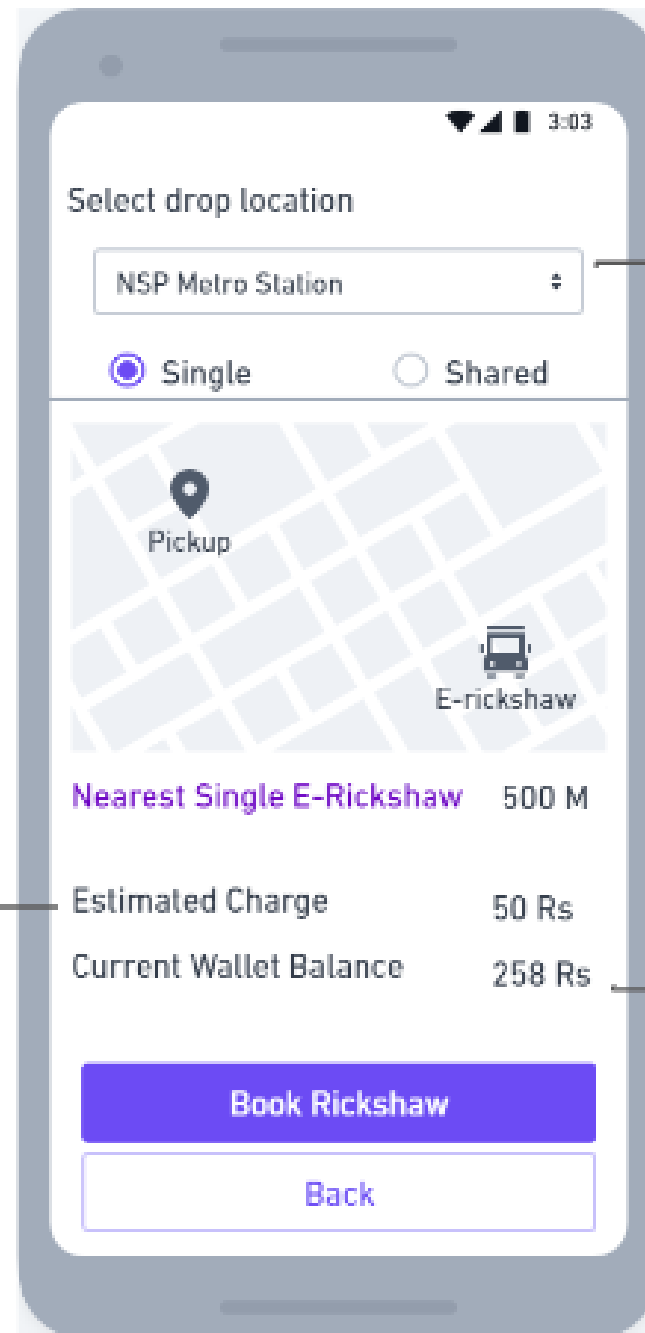
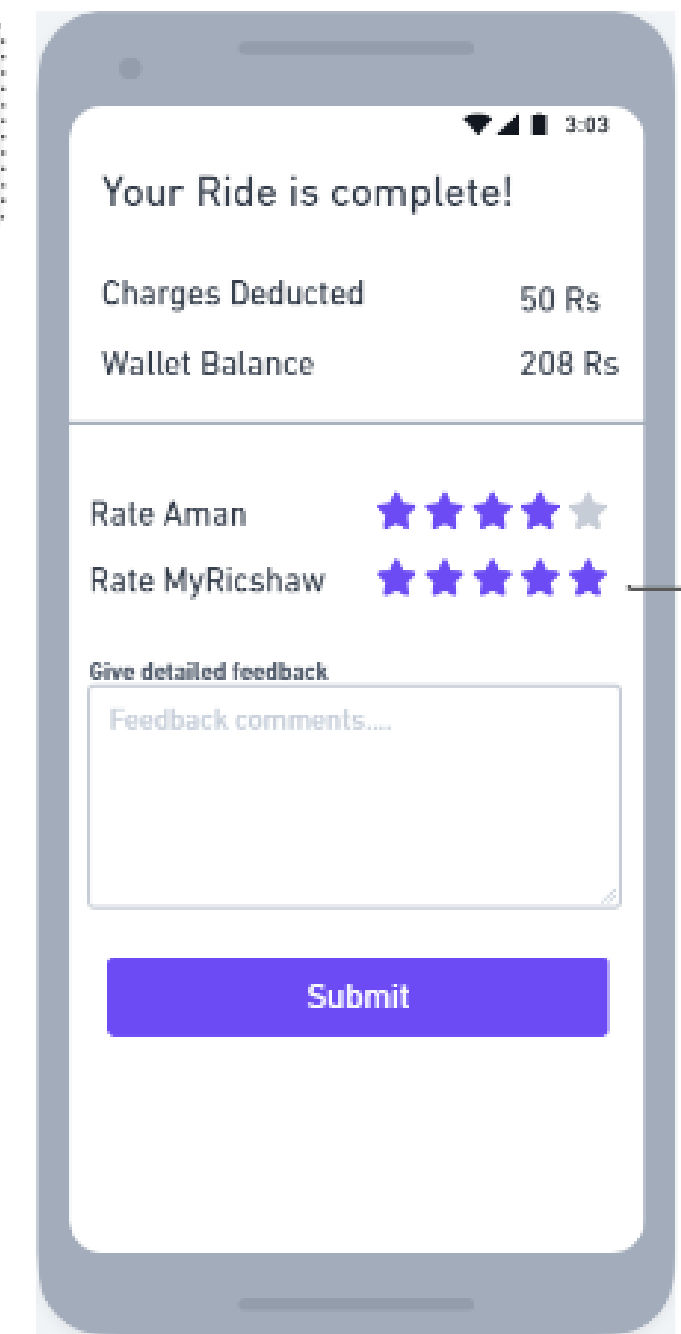Calculated per km and includes GST, mygate charges etc.

MyGate wallet can be charged through UPI etc.
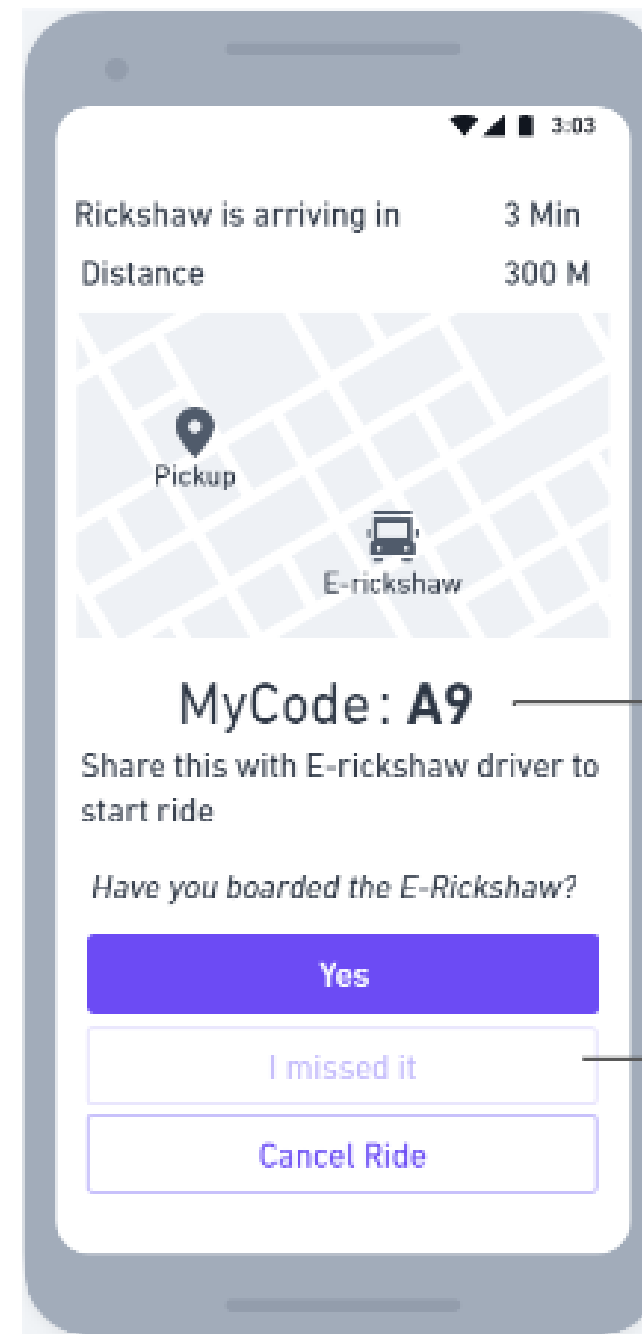
CTA leads to ride being designated to next nearest E-rickshaw, activated when E-rickshaw is 50m or less from location

Ad impression after boarding confirmation by user

Feedback to measure user satisfaction
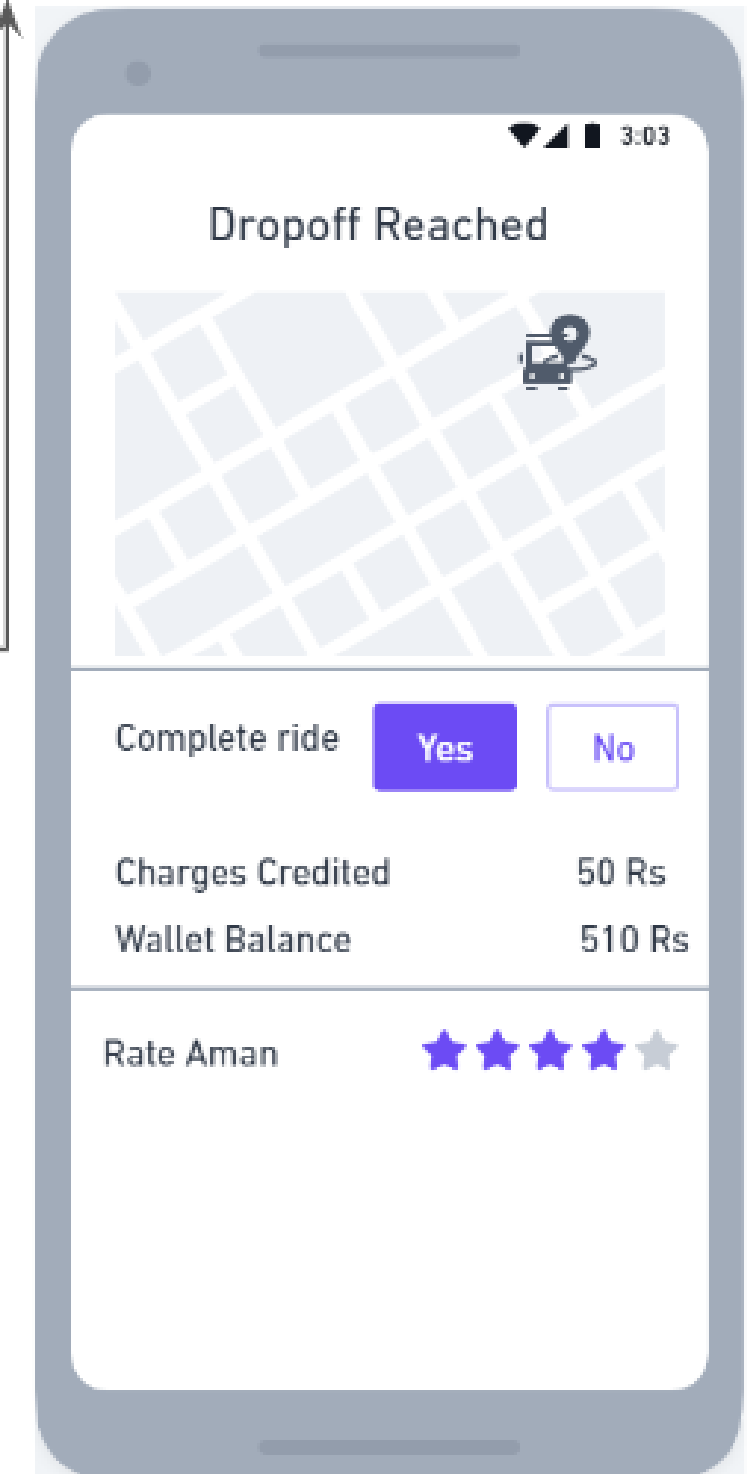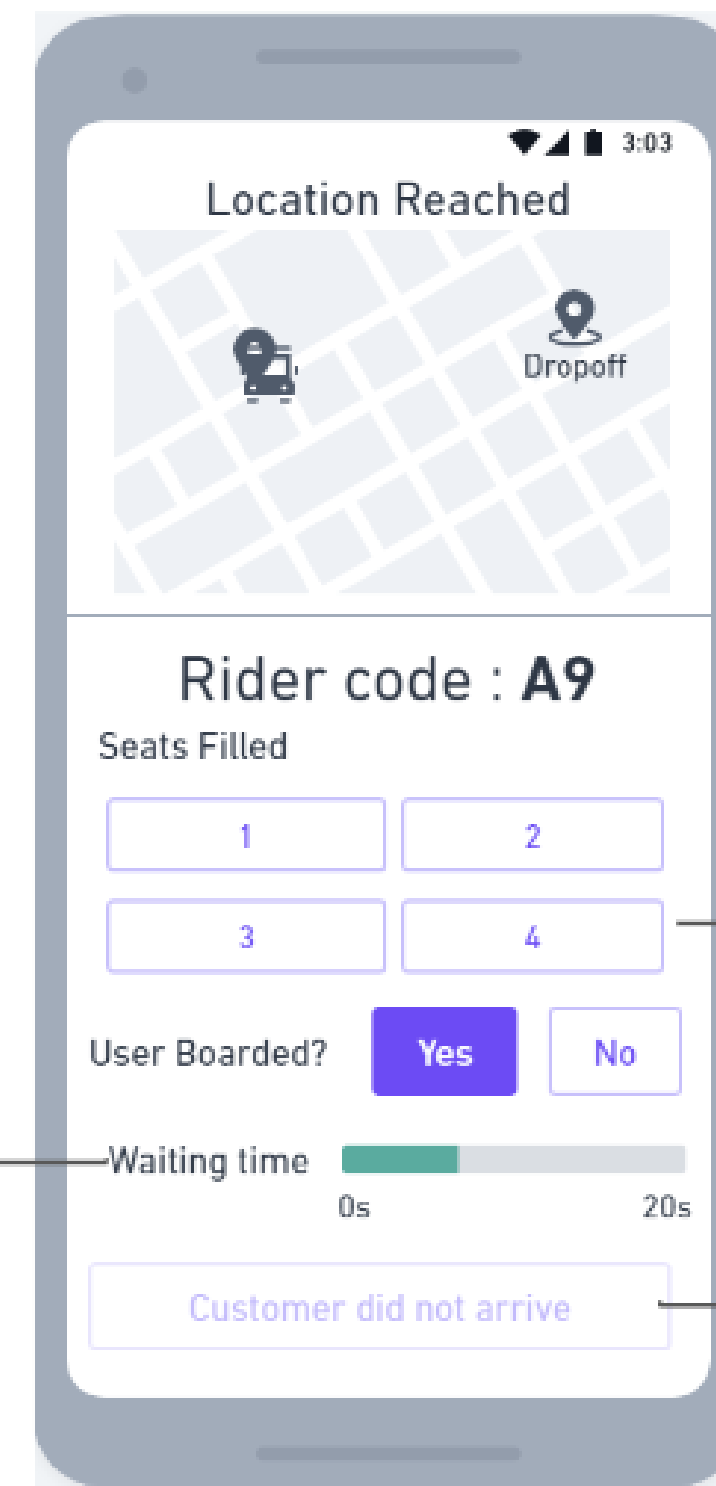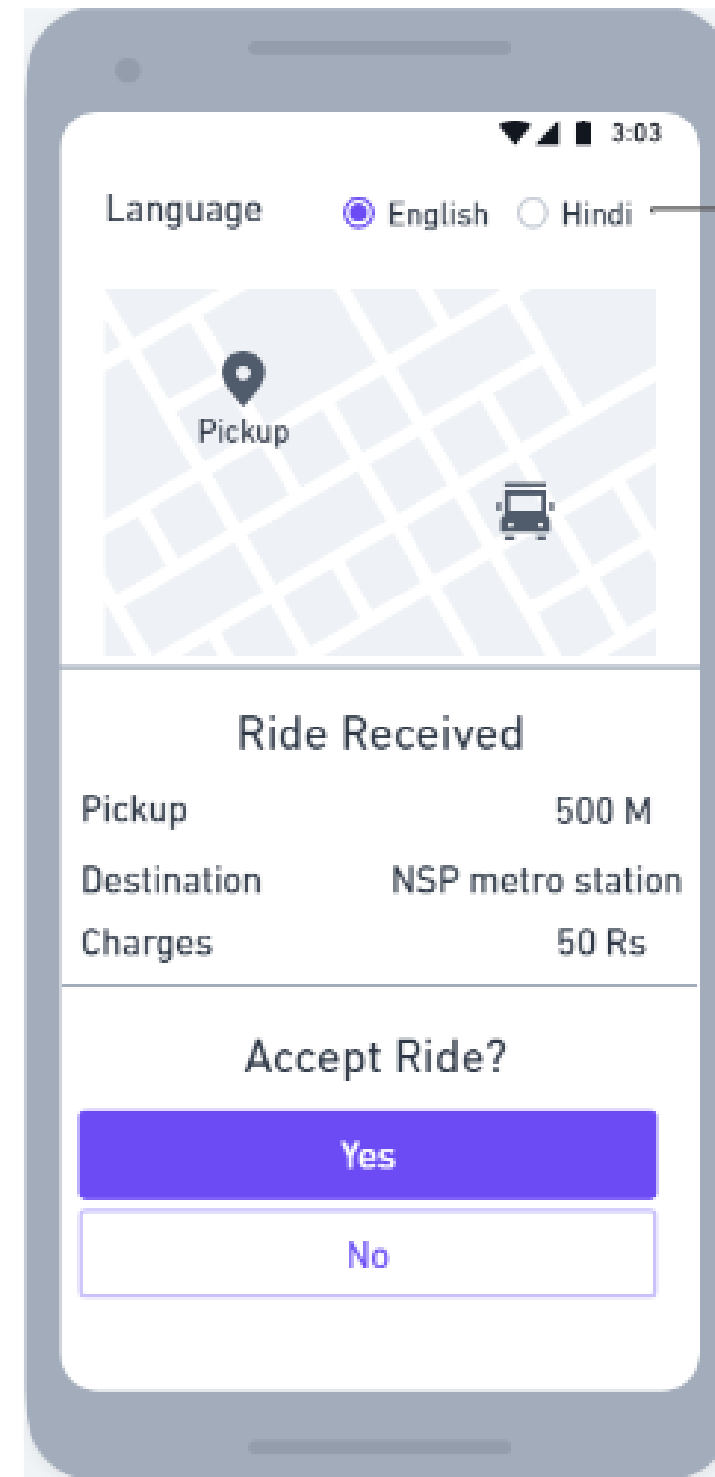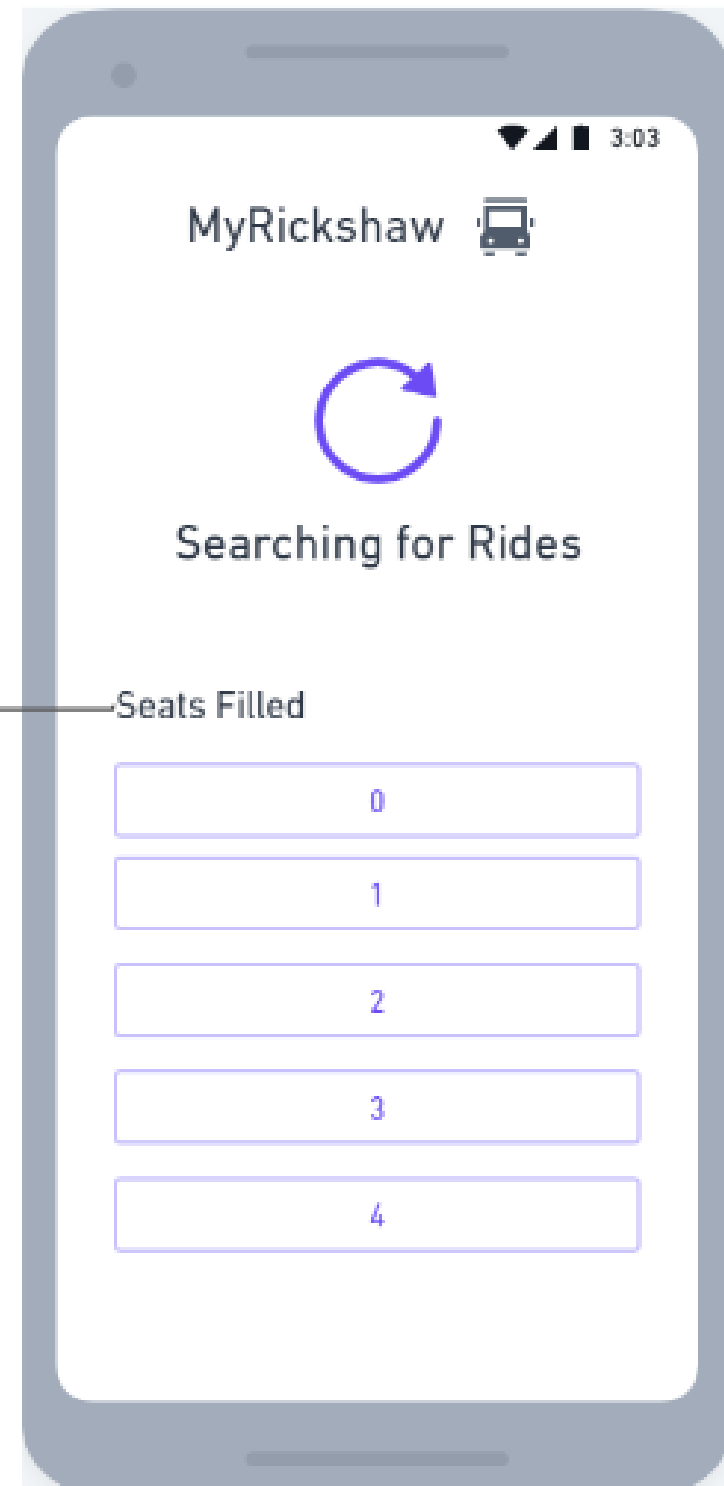
Check User Prototype

MyGate homepage screen:
B-786
A+ buildings
Visitor Emergency MyRickshaw
Notice Board

E-Rickshaw booking screen:
Select drop location
NSP Metro Station
Single   Shared
Pickup
E-rickshaw
Nearest Single E-Rickshaw   500 M
Estimated Charge   50 Rs
Current Wallet Balance   258 Rs
Book Rickshaw
Back

E-Rickshaw confirmed screen:
Rickshaw is arriving in   3 Min
Distance   300 M
Pickup
E-rickshaw
MyCode : A9
Share this with E-rickshaw driver to start ride
Have you boarded the E-Rickshaw?
Yes
I missed it
Cancel Ride

En-route drop off screen:
Estimated Arrival Time   10 Min
Your are riding with   Aman
E-rickshaw
Dropoff
Ad
Ride Complete

Ride completed screen:
Your Ride is complete!
Charges Deducted   50 Rs
Wallet Balance   208 Rs
Rate Aman
Rate MyRicshaw
Give detailed feedback
Feedback comments....
Submit

MyRickshaw homepage → Incoming ride request → User pickup → Ride completed

MyRickshaw homepage

MyRickshaw

Searching for Rides

Seats Filled

- 0
- 1
- 2
- 3
- 4

Driver has to update seats occupied to start searching for rides

Incoming ride request

Multilingual app (more languages will be added)

Language ● English ○ Hindi

Pickup

Ride Received

Pickup	500 M
Destination	NSP metro station
Charges	50 Rs

Accept Ride?

Yes

No

Driver has to wait min 20s at location

User pickup

Location Reached

Dropoff

Rider code : A9

Seats Filled

| 1 | 2 |
| 3 | 4 |

User Boarded? Yes No

Waiting time

0s   20s

Customer did not arrive

Cancels ride and leads back to homepage, activated only after wait time has passed min 20s

Ride completed

Driver updates seats occupied, if they pick a non MyRickshaw user enroute

Dropoff Reached

Complete ride Yes No

| Charges Credited | 50 Rs |
| Wallet Balance | 510 Rs |

Rate Aman ★★★★☆

Check E-Rickshaw Driver Prototype

Second order effects of this service

No. of Communities

MyRickshaw is **for subscribed communities** only, **people facing first mile problems** in other communities will encourage there RWA towards **subscribing MyGate** to avail MyRickshaw service

No. of Users

People outside our target segment also use E-rickshaw for commute, non MyGate users within these people will be inclined use app, **increasing engagement and adoption within subscribed communities**

What are the risks with this service?

Government regulations

- Verified E-rickshaw drivers with a valid ([Source](#)) license and registered rickshaw on platform
- Drivers trained according to regulations ([Source](#))

Accidents

- Insurance coverage for trips paid by users

Data Privacy concerns

- Data sharing authority from user ([Source](#))

Revenue from MyRickshaw

(Rides/week * Cost/ride *#homes on MyGate * %homes with target users * #avg users/home *%user using service)

Weekly revenue = 1.26 Cr

Monthly revenue= 5.04 Cr

[Check revenue calculation](#)

Metrics for revenue   NSM = #succsesfull rides/month

Acquisition

User
- #new user signups/subscribed community
- Customer acquisition cost
- Rate of growth of MyGate app downloads

Driver
- #new driver signups/week
- Driver acquisition cost
- #downloads of MyRickshaw app for drivers

Activation

User
- #new user booking first ride/month
- Time taken from signup to first trip
- # users booking ride/subscribed community

Driver
- #trips per driver/within first week of signup
- Time taken from signup to first trip

Engagement

User
- #rides booked/user (month/week)
- CTR of Ads impressions
- kms rode/user (month/week)

Driver
- #trips/driver (month/week)
- #trips accepted/total incoming trips
- Ratio of single : shared trips

Revenue

User
- Avg revenue per user (ARPU)/month
- Total revenue (Ads and RIdes)/month
- Avg revenue/trip

Driver
- Avg Commission/trip (single & shared)