T R A V E L O S M A R T

TECHNO INDIA UNIVERSITY
WESTBENGAL

TECHNO INDIA UNIVERSITY SALT LAKE
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ESD(ENTREPRENEURSHIP SKILL DEVELOPMENT)
PRESENTATION
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PROBLEM STATEMENT

Travelling in public transport is a hassle for daily travelers because:

- It is overcrowded and not safe especially in this post-pandemic situation.
- There is difference in timing for same mode of transport and same distance, due to area/locality & availability of transport.
- In most of the transports, passengers don't receive drinking water, general medicines etc.
- Routes are quite long and congested.
- **Summary :** There is problem with time management, comfort, health, fulfilment of medical needs while traveling.

MISSION STATEMENT

TOS
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- Our target customers are people who have to travel daily to their workplace or institution.
- For better productivity of employees/staffs/students, we would provide them comfortable ride with necessities like med, food/water etc.
- Our ride will take less time as we will use less congested routes roads and stop only at necessary stoppages.
- Our vehicles will never be overcrowded because every rider will have a reserved seat if the ride is booked.
- People who travel on public transport are willing to share the rides as it will be more comfortable , quite affordable and safer than their daily travel.

SURVEY DATA DASHBOARD

To analyse the need of our service and to know about public opinion, we ran a digital survey . The insights we got from the data are presented through an Excel Dashboard.

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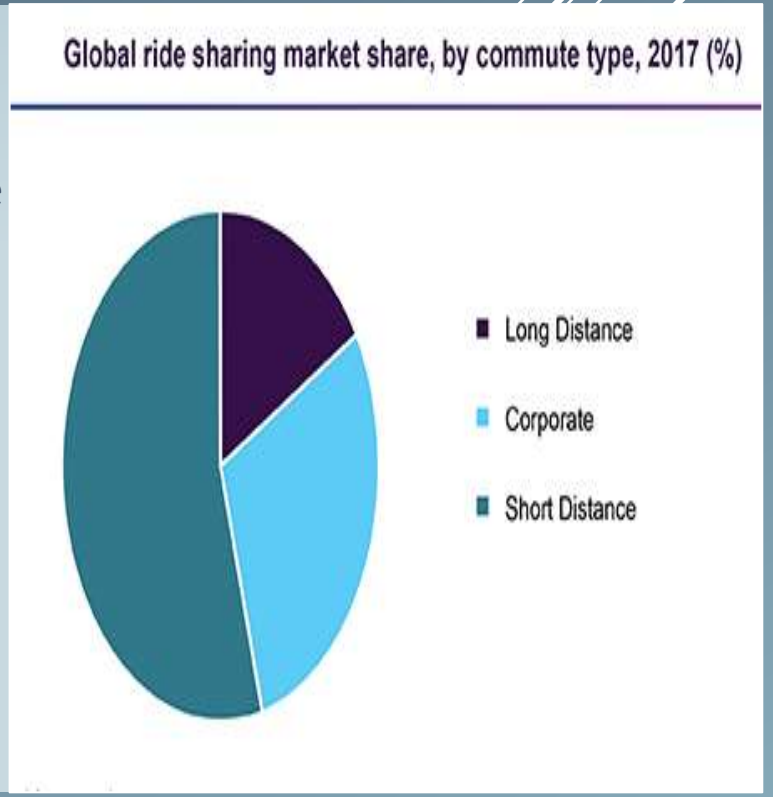
MARKET SUMMARY

Market size:

The global ride sharing market worth is estimated at $61 billion. In India, public transport carries 229 million people daily and hence , the market is quite profitable if services provided are value for money.

Growth Exponent:

Ride Sharing Market size exceeded USD 34 billion in 2019 and is anticipated to grow at over **6.5%** CAGR between 2020 and 2026. Stringent vehicle emission regulations implemented by government authorities across the globe are increasing the adoption of shared mobility solutions for routine commute.



MARKET SUMMARY

Market scalability:

Our survey statistics show:

- Approximately 56.5% of the surveyors are not comfortable with their means of daily commute.

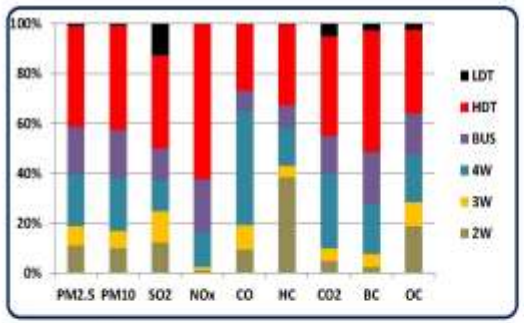
- Only 14.5 % of the surveyors were against their organization scheduling their regular rides. Upon further research, we found that most of them were not travelling more than 5 km everyday.

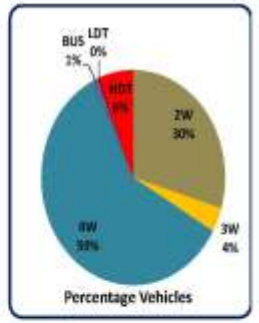
- Hence, for the remaining 85.4% we can say that there is a rising need for this type of carpooling service.

CASE SCENARIO: TRANSPORT EMISSIONS IN KOLKATA:

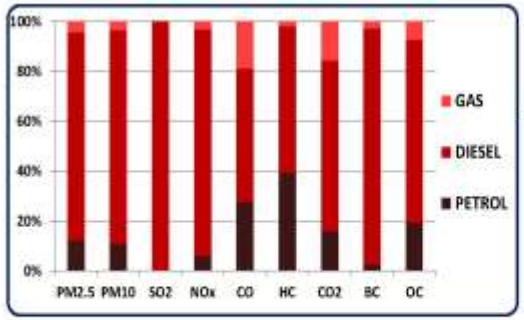
Transport emissions are day by day increasing in Kolkata. Many employees use personal cars or private cabs for daily commute. A four seater cab is used by one person at a time . Instead of four people sharing a cab, four cabs are used which aggravate more pollution. Hence, there is much need of these services to lessen pollution emissions.

2010	CITY: KOLKATA							
per year	2W	3W	4W	BUS	HDT	LDT	TOTAL	
PM2.5	130	90	240	220	470	10	1,120	tons
PM10	150	100	320	280	620	10	1,450	tons
SO2	10	10	10	10	30	10	40	tons
NOx	220	260	2,620	4,070	11,840	10	18,990	tons
CO	2,130	2,120	10,080	1,800	5,860	20	21,990	tons
VOC	2,320	280	930	530	1,950	10	5,980	tons
CO2	0.1	0.1	0.6	0.3	0.8	0.1	1.8	mill tons
BC	10	20	80	80	190	10	360	tons
OC	80	40	80	70	140	10	400	tons





per year	PETROL	DIESEL	GAS	Other	TOTAL
PM2.5 (tons)	140	950	50	-	1,120
PM10 (tons)	160	1,260	50	-	1,450
SO2 (tons)	-	40	-	-	40
NOx (tons)	1,140	17,260	600	-	18,990
CO (tons)	6,110	11,750	4,140	-	21,990
VOC (tons)	2,370	3,510	110	-	5,980
CO2 (mil tons)	0.3	1.3	0.3	-	1.8
BC (tons)	10	360	10	-	360
OC (tons)	80	300	30	-	400



PM = particulate matter; PM2.5 = PM less than 2.5 μm diameter; PM10 = PM less than 10 μm; SO2 = sulfur dioxide; NOx = nitrogen oxides; CO = carbon monoxide; HC = volatile organic compounds; CO2 = carbon dioxide; BC = black carbon; OC = organic carbon; 2W = 2-wheeler motorcycles; 3W = 3-wheeler para-transit; 4W = cars, utility vehicles, and taxis; BUS = public and private buses; LDT = light duty trucks; HDT = heavy duty trucks

MARKET OPPOTURNITY

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Problem:

- 81% people are not satisfied with their daily transport and have issue regarding it.
- Nearly 49.2% travel using public bus and most of them have said that the rides are uncomfortable
- The most issues we got are: Overcrowded, delayed timing, traffic congestions etc.
- People who take more than one transport have also voted that their weekly budget goes nearly 1200 which is very high for them.
- The more the number of private cars, cabs etc. more is the pollution.

SOLUTION:

- We will tie up with organizations on basis of a monthly, quarterly, half-yearly or yearly subscription. Nearly 85% of surveyors want their institution to schedule the rides for them.
- Groups and institutions can choose the time slot and type of vehicle they need.
- Nearly 60.5% of surveyors want services like pre-scheduled rides, affordable, comfort, safety etc. which our app provides.

MARKET COMPETITION

Our USP (Unique Selling Proposition)

Our company will provide the following:

- Customized shared rides: pre-scheduled , and on monthly, quarterly, half-yearly and yearly subscriptions.
- Safe, comfortable, affordable rides.
- Booking options for individuals, groups as well as for institutions like banks, offices, colleges, schools etc.
- Membership offerings: according to the type of membership, users will get various rewards like vouchers, coupons, free subscription of OTT platforms etc. and discounts on their bookings.

How we are different from our competitors:

- Companies like Shuttl , CitiRyder, etc provide carpooling services but these are quite costly and don't have flexible timings.
- They don't allow institutions or offices to book their cab services for their employees or staff.

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Business Concept / Model

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We provide the following:

- Carpooling services for institutions, offices, hospitals etc. where the institution can decide :
  - Number and type of vehicles needed
  - Arrival and departure time
  - Number of riders in the vehicles
- Providing the option of deciding if the ride will be shared to the user. He/she can decide how many people can share the ride.
- Riders especially students, office workers, staff etc. can have customized subscription for their own group. They can fix the pick-up-points, time, departure and which days of the week they want to maintain this schedule.

Business Model Canvas

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Key Partners

- VEHICLE DRIVERS
- TECHNOLOGY PARTNERS
- SERVICE PROVIDERS
- GOVERNMENT AND TRANSPORT CORPORATIONS
- INVESTORS

Key Activities

- PROVIDE SAFE, COMFORTABLE, PRE-SCHEDULED RIDES
- DRIVER MANAGEMENT
- SECURE SYSTEM TO KEEP DATA SAFE
- ADOPTING TO MORE SUSTAINABLE OPTIONS.

Key Resources

- VEHICLES
- APP
- DRIVERS AND EMPLOYEES
- INVESTMENT

Value Proposition

- AFFORDABLE COMFORTABLE AND ON-TIME SERVICE
- INSURANCE COVER FOR DRIVERS
- MEDS, DRINKING WATER , FIRST AID BOXES PROVIDED IN VEHICLES
- ENSURE RIDER'S AND INSTITUTION'S DATA PRIVACY
- GOOD CUSTOMER CARE SERVICE

Customer Relationships

- DATA PRIVACY FOR RIDERS AND INSTITUTIONS
- LOW CANCELLATION CHARGES
- CUSTOMISED SERVICES
- CARETAKER PROVIDED FOR RIDERS UNDER 18 YEARS OF AGE

Channels

- SOCIAL MEDIA AND INFLUENCER MARKETING
- ATTRACTIVE BENEFITS ON PREMIUM SUBSCRIPTIONS
- WORD-OF-MOUTH

Customer Segments

- **RIDER**
- GEOGRAPHIC
- DEMOGRAPHIC
- BEHAVOURIAL

- **DRIVER**
- DEMOGRAPHIC
- GEOGRAPHIC
- BEHAVOURIAL
- OCCUPATION

Cost Structures

- HIGHEST EXPENSES:
- EMI FOR VEHICLES(INITIAL)
- WAGES
- GARAGE CHARGES
- TECHNOLOGY COSTS

Revenue Strems

- SUBSCRIPTION FEES FROM INSTITUTIONS COMPUTED FROM NO. OF RIDERS
- COMISSION FROM VARIOUS APPS WHICH ARE TO PROVIDE OFFERS FOR THE RIDERS
- COMISSION FROM UPI APPS

SWOT ANALYSIS

STRENGTHS

- With professional skills & good marketing, we would stand out in market and people will get to know more about us.
- Tying up with high profile company will attract more customers for us & employees for them.
- Starting with remote areas where transport is not much available, will help us to get good profits.
- We are providing something unique. Also long term sustainability, since it considers environmental impact.

WEAKNESSES

- We want the service to be affordable for our customers. But, we can't increase our fares with the increasing rate of fuel which is a critical problem to look after. Therefore, we need to have a good funding to purchase electric vehicles, upgrade existing vehicles etc.
- Will need to start only with limited client base, but with definite scope for expansion in the future. Might take a while to break even on production costs.

OPPORTUNITIES

- There are very few services similar to us. Also, they have disadvantages like they don't provide rides customised for a specific office or a group.
- In rural & urban areas, daily ride are not available at office time because public transport doesn't have any particular time slot.
- This will be about long run goals.

THREATS

- We depend on our drivers and the vehicle which can be hard to maintain. It is also hard to find trusted people as driver.
- We still don't have an infrastructure that can deal with processing and storing huge customer and driver database and provide cybersecurity as well.
- People's mindsets about sharing rides with strangers, and ignorance of environmental impact.

BUSINESS FORECAST

Goals:

- Start business operations as early as possible. Initial focus is on acquiring groups of riders using the service.
- Upgrade to sustainable vehicles after few years of operation
- Create employment for a sector of skilled drivers, technology specialists and others.
- Increase customer and driver retention
- Use Indian developed softwares for maintenance.
- Provide on-demand and emergency services as well.

BUSINESS FORECAST

Objectives:

- Obtain all licenses, permits and initial investment before starting the company.
- Start assigning a certain amount of income to create a fund for buying sustainable vehicles.
- Pair up with colleges for hiring technology specialists. Advertise for searching skilled drivers .
- Provide various subscription benefits for riders and insurance cover,incentives for drivers.
- Collaborate with Indian startups who can develop the needed technology framework.
- Start developing good network of drivers.

FINANCIAL FORECAST

EXPENSES(estimated)

ONE TIME EXPENSE:

➢APP+ DATA SECURITY, GPS MONITORING, TECHNOLOGY: : 10 LAKH

MONTHLY EXPENSE: Rs. 532000

YEARLY:

MONTHLY*12=6384000 (RENT,SALARIES, FUEL , TECHNOLOGY)

APP MAINTENANCE=200000

DRINKING WATER, MEDS, MARKETING, OTHER EXPENSES: 250000

EMERGENCY FUND: 100000

SEAT COVER CHANGE, MECHANIC COST: 65000

TOTAL: 69,99,000

ESTIMATE EXPENSE FOR INITIAL YEAR: 80LAKH

INCOME

- YEARLY SALES: 8250000

ESTIMATE PROFIT: 100000

(After estimating extra costs for smooth operations, license fees, repairment costs etc.)

Summary: **In the initial years, our expense and income structure will remain cost-to-cost. After all calculations, we can assume that if circumstances stay good, then it will take around 5 years to gain good profits and stability.**

RESOURCE REQUIREMENT

- ✓ Vehicles are our major resources or assets .We can have these at low costs by pairing up with Start-up Mechanic shops, car & garage dealers.
- ✓ We would be launching our App.
- ✓ Drivers are another human resource which is needed, we can hire Young Adults who are looking for job but don't have enough education.
- ✓ We need Investors to fund the business operations.
- ✓ Todays generation are involve with social media and else, so we need to market our service online, so that it can reach more audience.
- ✓ We need a high level security technology to secure our database and personal information of our customers.

VEHICLES

ANDROID APP

DRIVERS

INVESTMENTS

BRANDING

TECHNOLOGY

MILESTONES

In the next 5 years, we plan to:

1st year: Focusing on corporate and institution tie ups.

2nd year: Focusing to bring this service for individuals and customized groups.

3rd year: Starting to expand services to suburban and rural areas.

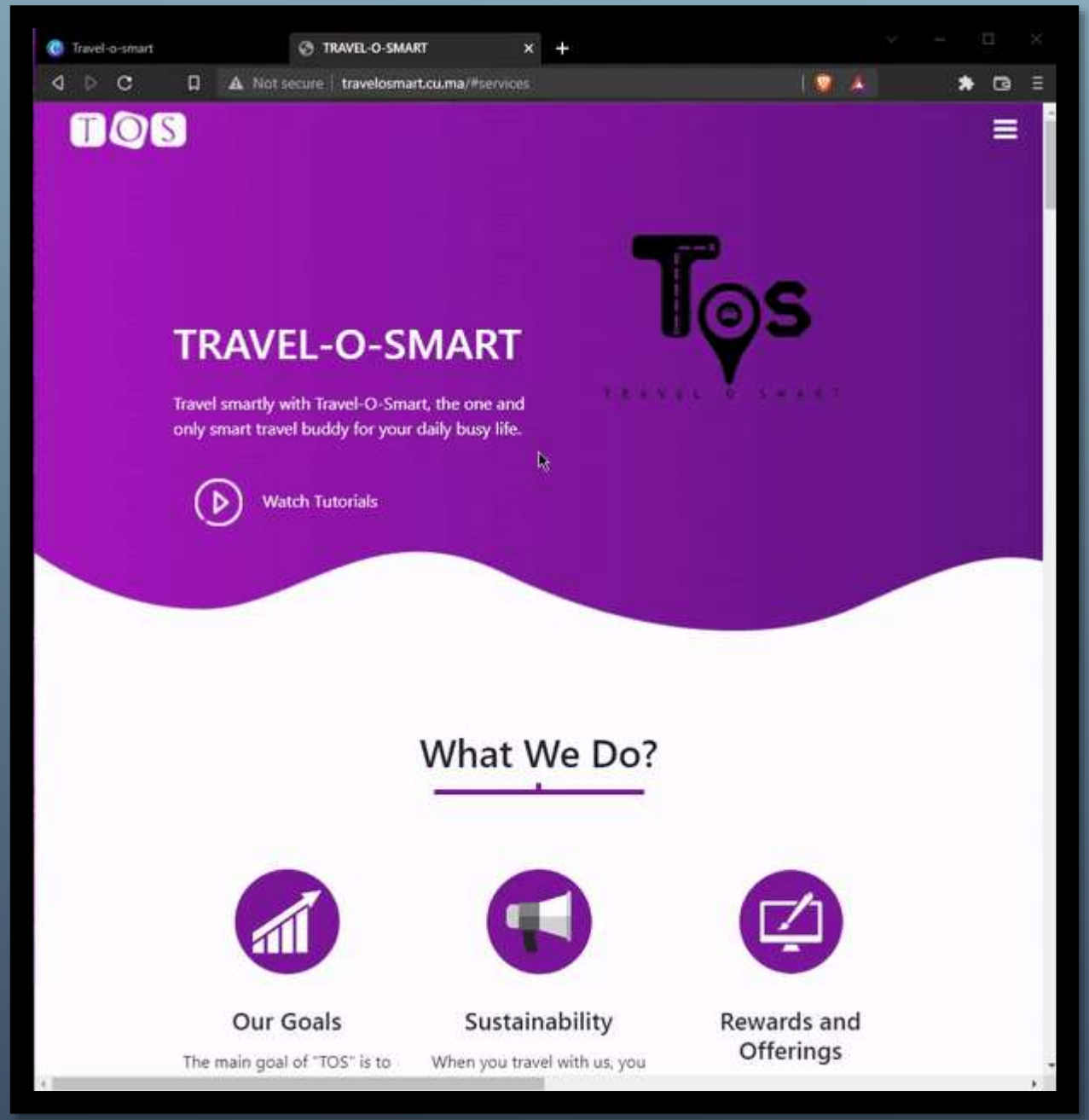
4th year: Starting to upgrade to sustainable vehicles and methods.

5th year: Starting to provide services in emergency demand as well.

CUSTOMER SATISFACTION

APP SECURITY

SUSTAINABILITY



Website Interface:

Our Website:

http://travelosmart.cu.ma/#top

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THANK YOU!