

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

YOUR DAILY TRAVEL PARTNER

TEAM MEMBERS



**Sanjana
Bhakat**

- Formulated presentation content.
- Idea Design & Strategy planning.



**Sneha
Bhattacharjee**

- PPT Design and Formulation
- Gathered information.



**Swayam
Dutta**

- Website and Database Design.
- Logo designer.



Arijit Bakshi

- Idea behind working prototype.
- Market Research.



**Roshan
Bhakat**

- Helping hand in PPT & others.

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ESD(ENTREPRENEURSHIP SKILL DEVELOPMENT) PRESENTATION

DOMAIN: URBAN PLANNING, SMART CITY

MENTOR NAME: PROFESSOR SUCHARITA DAS

MENTOR ID:MURBPLN6

TEAM NO. :2022386



Group Members and their details:

1. Sanjana Bhakat(Id- 211001105002)-
 - sanjanabhakat76@gmail.com
 - 8902834414
2. Sneha Bhattacharjee(Id- 211001105008),
 - sneha.bhattacharjeetiga027@gmail.com
 - 8910634431
3. Arijit Bakshi(Id- 211001105022)-
 - arijitbakshi9@gmail.com
 - 9679867877
4. Swayam Dutta(Id- 211001105013)-
 - simplyswayam777@gmail.com
 - 7596834909
5. Roshan Bhakat(Id- 211001105004)-
 - roshanbhakat789@gmail.com
 - 8944948097

PROBLEM STATEMENT

People of various age use public transport on daily basis. In the post pandemic era, schools, colleges, offices and various institutions are reopening. We found the following problems exist for daily goers who use either public transport or private cabs.

For private car users/owners:

- A four seater car is used by one or two riders at a time. Even though there are 4-5 riders going to the same office through the same route, 4 cars are used whereas 1car is enough to accommodate all. This causes traffic and pollution as well as involves high maintenance costs for the owner.
- The above mentioned problem also remains for cab services apps where the full capacity of the cab remains unused.

For public transport users:

- Due to the pandemic, it is not safe to be in an over populated area, whereas public transport is nowadays over populating because of no restriction in picking passengers.
- For a group of people wanting to reach the same destination, public transport is time-consuming because it doesn't take any short routes to the destination. These transports have many stoppages and hence face traffic jams as well.

MISSION STATEMENT

Travel-o-Smart's mission:

- **Solve the problems faced by daily passengers by providing rides which are affordable and time saving. These vehicle will be taking clusters of passengers sharing the same route or the same destination to their particular destinations.**
- **As the passengers will share their ride, they will also share their charges. Hence, our rides will be cheaper than other cab and auto services without compromising on the comfort.**
- **We focus on keeping a stable charges for our service despite the increasing rate of fuel. More the riders, less use of personal cabs and hence less pollution on road. We are focusing on electric vehicles other than vehicles run on fuels, to keep a stable & affordable charge and promote sustainability.**

MARKET SUMMARY

- Market size

We found an opportunity in the automotive sector: **Shared mobility** is a smart option for anyone seeking to navigate a city quickly and without the problems of mass transit. With traffic congestion rising in many cities and the need of social distancing, there is a growing need for door-to-door automotive options that can address these problems.

Our company can provide daily travelers the ease of dodging overcrowded public transport and opt for safe, comfortable shared rides at a competitive pricing. 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.

MARKET SUMMARY

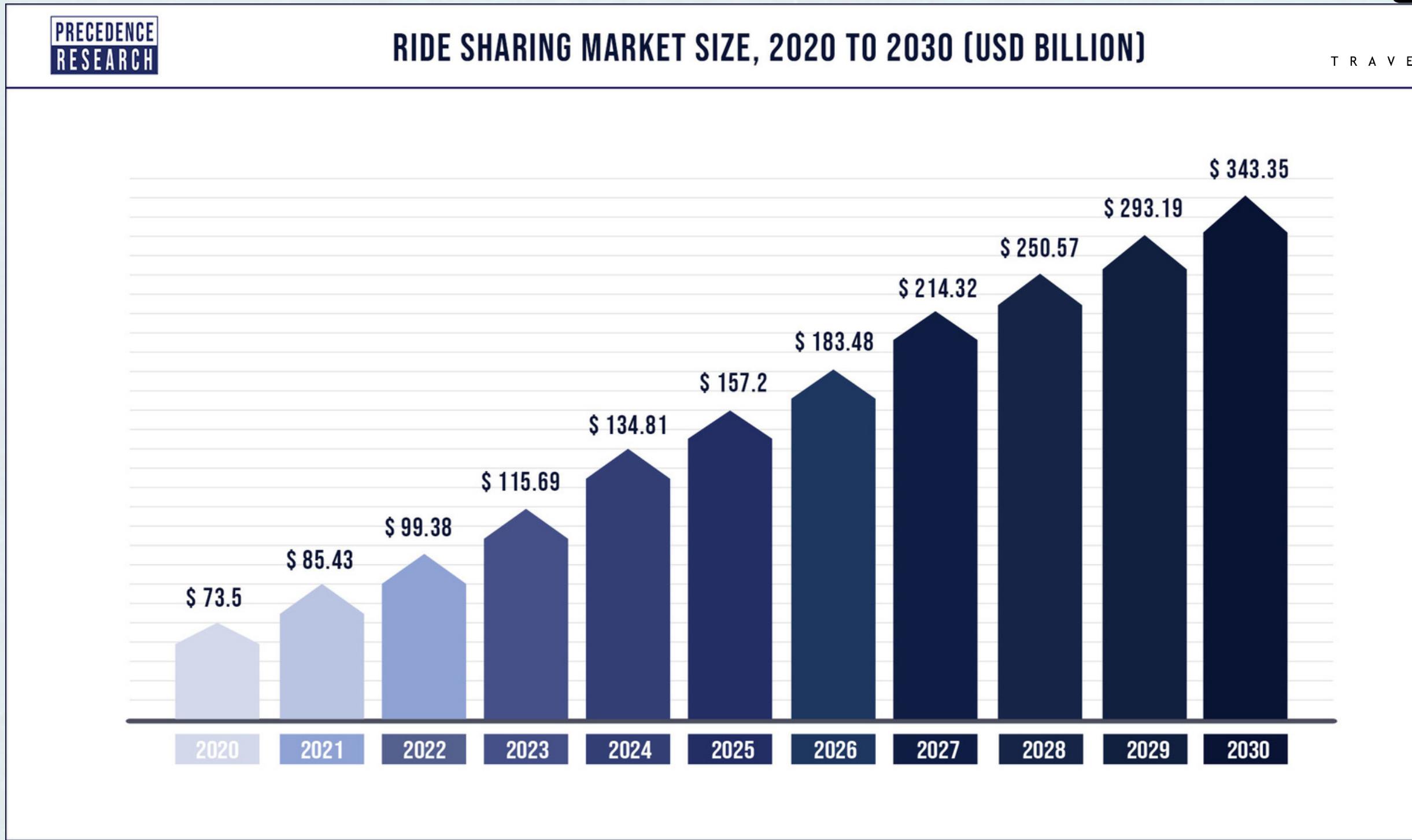
- Market scalability

We are entering into a multi-sided market. The global **Ride Sharing Market** is projected to grow at a **CAGR** of **16.6%** during the forecast period, from an estimated **USD 85.8 billion** in **2021** to **USD 185.1 billion** by **2026**.

We will be acting as a platform that connects riders to driver partners and also allocates drivers who are willing to provide services for scheduled rides .

If we can partner with sustainable vehicle manufacturing companies and owners, we could deliver our value proposition more effectively. In India, this kind of market is quite huge and very few startups have been providing the services like shared and scheduled rides- hence we can scale our business here.

Growth Exponent of the Market



MARKET OPPORTUNITY

Problem:

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

- It is overcrowded and not safe especially in this pandemic situation.
- Public transport is affected by delays and traffic congestions.
- Public transport has many stoppages and doesn't use short routes . Hence, it is more time-consuming.
- Private cabs and personal cars usually carry one or two persons whereas they have the capacity to carry a group of people. More cabs on the road cause more pollution.

Solution:

Our app will provide autorickshaws, e-rickshaws ,cabs and other vehicle service on a monthly, quarterly, half yearly and yearly subscription as well as on-demand. By partnering with vehicle owners/drivers, our app will let users as well as institutions like offices, colleges, banks etc. to choose the type of ride, number of days, pick-up point, destination, number of boarders and the time slots on which they require our service. Also, we will provide the option of shared rides-if the user wants to share his/her ride with others wanting to reach destinations in the same route.

Market Competition

OUR COMPANY WILL PROVIDE THE FOLLOWING:

- Customized shared rides: pre-scheduled, on-demand 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 ARE WE DIFFERENT FROM OUR COMPETITORS:

- Companies like Ola, Uber, Rapido provide single rides per booking. The ride will be shared only if the person books it for his/her colleagues, family, friends, etc.
- There is no scheduled cab service to cater to regular passengers.
- They don't allow institutions or offices to book their cab services for their employees or staff.
- Uber has introduced Uber Auto where charges start from Rs.29 for 4kms. The same charge for our company comes as low as Rs.5 per person if ride is shared.

BUSINESS CONCEPT / MODEL

- Providing group rides for people who want to reach their destinations in the same route. Hence, charges will be shared . We provide cab, auto and e-rickshaw services. Hence, a cab ride on Uber which can cost Rs.200 per rider will cost Rs.50 per rider if the ride is four-shared.
- The rides can be pre-scheduled, booked on subscription and on-demand as well.
- 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.

REVENUE MODEL

We will earn revenue from the following :

- Fares paid by users.
- Membership fee paid by regular customers.
- Since most people use cashless transactions, we will pair up with UPI service providers, banks etc. and earn certain amount of commission from them per transaction.
- Membership benefits will include various rewards: here we can pair up with shopping apps and outlets, OTT platforms etc, which will increase sales on both sides. Hence we can earn a commission from them every time the user redeems his/her rewards.

Business Model Canvas

- 1. Key Partners**
- 2. Key Activities**
- 3. Value Propositions**
- 4. Customer Relationships**
- 5. Customer Segments**
- 6. Key Resources**
- 7. Channels**
- 8. Cost Structure**
- 9. Revenue Streams**

KEY PARTNERS

- Vehicle drivers associated with our company.
- Technology partners who help with the maintenance of database, analytics logs ,app and website.
- Service providers who provide the ease with GPS tracking, Cloud services,online payments and transactions.
- Government and Transport corporations that provide us legal access to operate in the state.
- Investors who provide the funding for business operations.

T R A V E L S M A R T

CHANNELS

- Social media advertising,
- Influencer marketing,
- Attractive benefits at affordable costs,
- Word-of-mouth: we want to provide safe and comfortable rides to make our company a first-sought in this sector,
- Transactions , help and support will be managed through the website,
- Customer relations channel encouraging customer feedback can be achieved through Facebook, Instagram and Twitter Handles.

CUSTOMER SEGMENTS

1. Rider Segmentation:

- Geographic(home location, frequent destinations and pick-up points, user location tracking).
- Demographic(age range, gender, occupation etc.)
- Behavioral(frequent switchers, hard loyals, benefit seekers, personality, user status).

2. Driver Segmentation:

- Demographic(age, socio-economic and family status).
- Geographic(by city, suburb)
- Behavioral(preferred work hours and patterns).
- Occupation(whether he/she has another occupation).

CUSTOMER RELATIONSHIPS

1. Relationship with Riders:

- Managing safety risks, bad behaviour (on both sides) and improving rules.
- Providing 24/7 ride service and customer support and solving their issues with timeliness.
- Ensuring rider's data privacy.

2. Relationship with drivers:

- Insurance cover for vehicles and the drivers.
- Covering fuel cost when the vehicle is in use for our company.
- Giving pay per ride and bonus if rides are completed within stipulated time.
- Handling driver's complaints and managing flexible working hours for them.

VALUE PROPOSITIONS

- Providing custom rides and custom vehicles.
- Assuring companies, institutions and every user of timely pick up and drop facilities both pre-scheduled and on-demand.
- Giving rides in affordable costs i.e. typically lower prices than other comparable rides on road.
- Giving users the ease to book pre scheduled rides where they can specify the days, the time, their pick up points and destinations, shared ride or not and also the type of vehicle they wish to use.
- Cashless transactions, low cancellation charges and safety of riders.
- Ensure customer satisfaction that they reach their destinations safely.
- Giving insurance cover for vehicles and drivers.
- Giving a good pay to the drivers and listening to their complaints as well.

COST STRUCTURE

Our highest expenses are:

- Giving good wages and amenities to drivers.
- Cost of Cloud Services and Website Data Management.
- Salary to all our staff associated with technical, management and accounting sectors.
- Cost of advertising and marketing, rewards and lucrative offers etc.
- Depreciation costs of vehicles
- Vehicle and driver insurance costs.
- License fees.

KEY RESOURCES

1. Vehicles(autorickshaws, cab owned by the drivers or on rent),

2. Cloud Services and GPS Tracking System,
3. High Funding,
4. Data assets and Digital assets,
5. Good network of drivers,
6. Skilled staff who will check safety standards,
7. Marketing and Brand Building.

T R A V E L

REVENUE STREAMS

Our main areas of revenue generation are:

- Ride fares,
- Subscription fees,
- Since many riders and institutions use online payments, we will partner with banks and UPI apps and earn a certain amount of commission by giving offers to the riders.
- Giving subscription of different apps as rewards to loyal customers can increase their popularity; hence we can also earn a comission from these apps.

SWOT ANALYSIS

STRENGTHS

Our app provides daily passengers with time-efficient , cost-efficient, safe and comfortable travel services. People can book a single vehicle in share or personal to enjoy their ride in affordable price.

OPPORTUNITIES

We need more vehicles especially e-vehicles and drivers for this business which can be hard to find or collect. If this idea works, there will be a high chance that people will demand more of it, so we have to be ready for that.

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.

WEAKNESSES

We can't increase our rate with the increasing rate of fuel which is a critical problem to look after as we want to maintain affordable price for our customer. Therefore, we need to have a good funding to purchase electric vehicles, upgrade existing vehicles etc.

FINANCIAL FORECAST

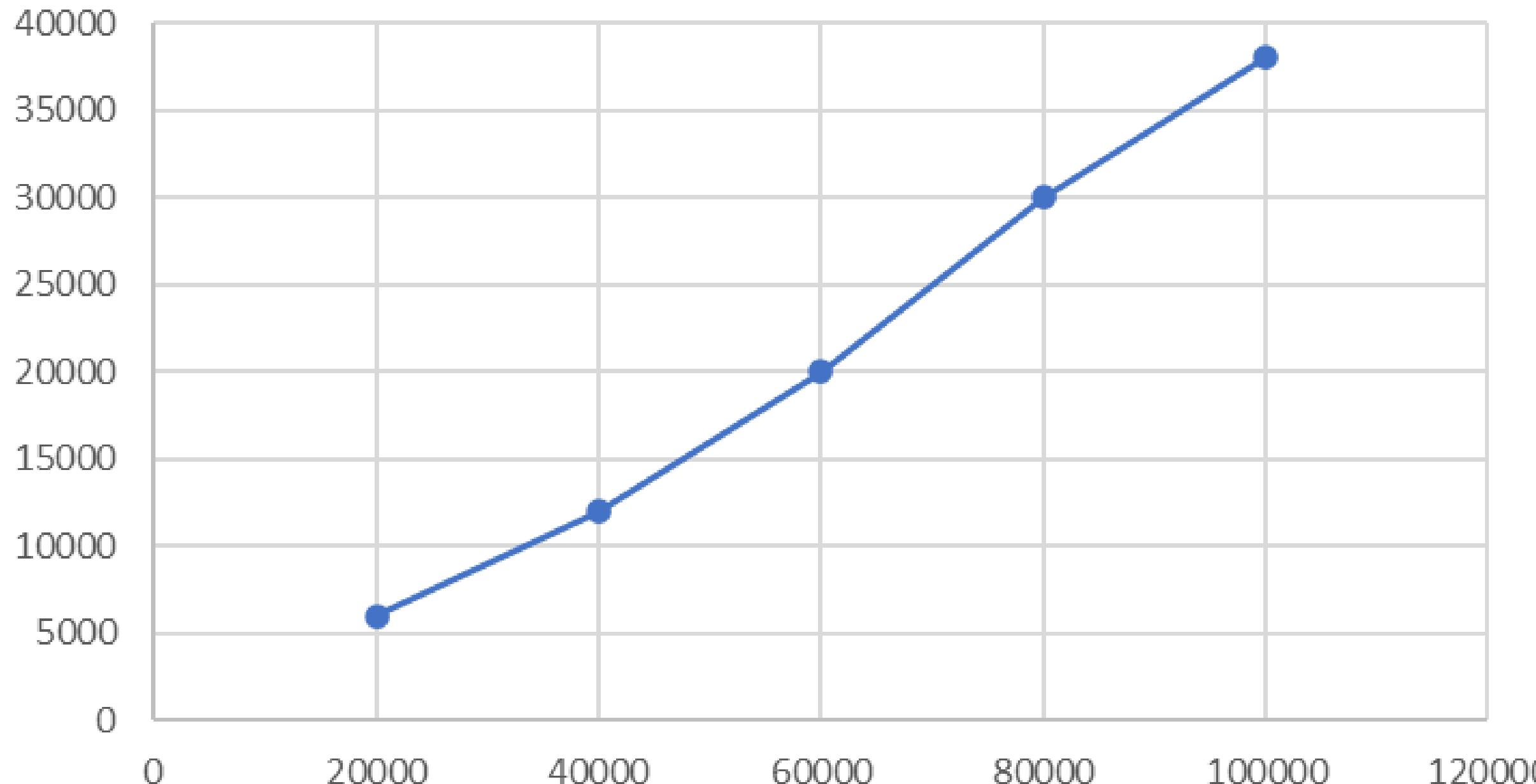
We are estimating a profit of Rs.4/km on cab rides. After cutting all costs and services charges, the company's overall profit ranges from Rs.1-Rs.1.5/km. For an investment of Rs. 100 on cabs, we get an estimated overall profit of Rs.30.00. For autorickshaw rides we are estimating an overall profit of Rs. 40 against an investment of Rs.100 after all deductions.

Hence, for an investment of Rs. 20,000, we are looking for an overall profit of Rs.6000 after eliminating all other costs. This revenue will increase if we partner with other apps for online payments, customer rewards etc.

FINANCIAL FORECAST



Profit



Resource Requirement

- Vehicles and Drivers
- Cloud Services, GPS Tracking System
- Funding: To make our mission more sustainable, we need funding so that we can upgrade the vehicles.
- Advertisement & marketing: Our youth is highly active on social media regarding new businesses. Hence, we need to use social media platforms and other entertainment apps for marketing and popularity.
- Market research team: To do all the ground work from the scratch and gather information about the current market status. A good market research team will always help us to grow more and attract more audience.
- Technology Team: For managing and securing our customer data, building new features and maintaining website, analyzing rider's ratings and maintaining database logs.

MILESTONES

Our business is about providing affordable, time saving, comfort traveling for daily passengers like students, teachers, office workers and bankers who have to go to schools, colleges, offices and banks everyday. This company is special for them so that they can reach on time and come back home on time as well, by this they will have more time to do other works. It will be more sustainable for the passengers. It will also help the public transport to not get overpopulated.



CUSTOMER
SATISFACTION



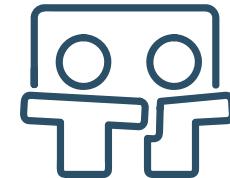
APP SECURITY



E-COMMERCE
WEBSITE



SUSTAINABILITY

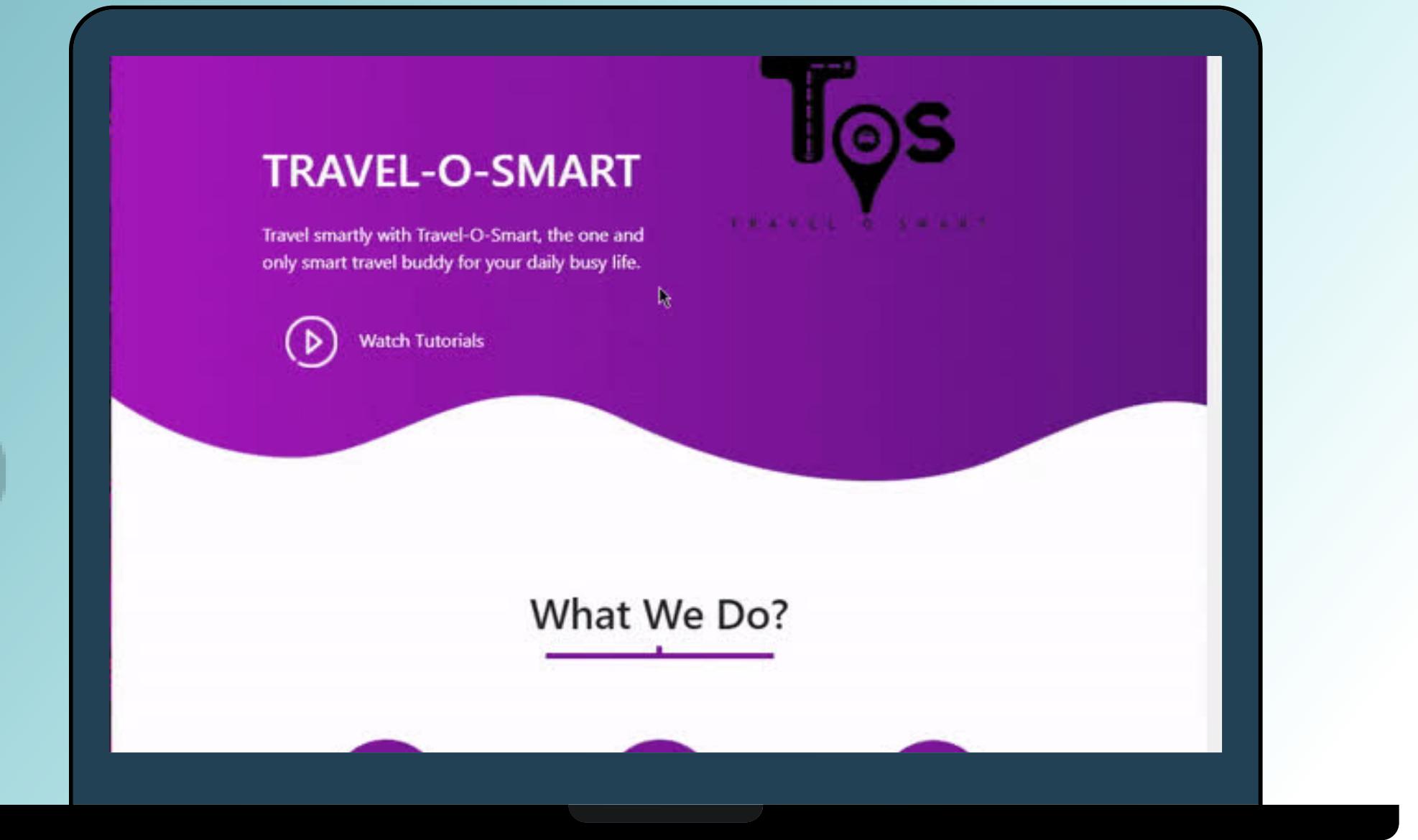


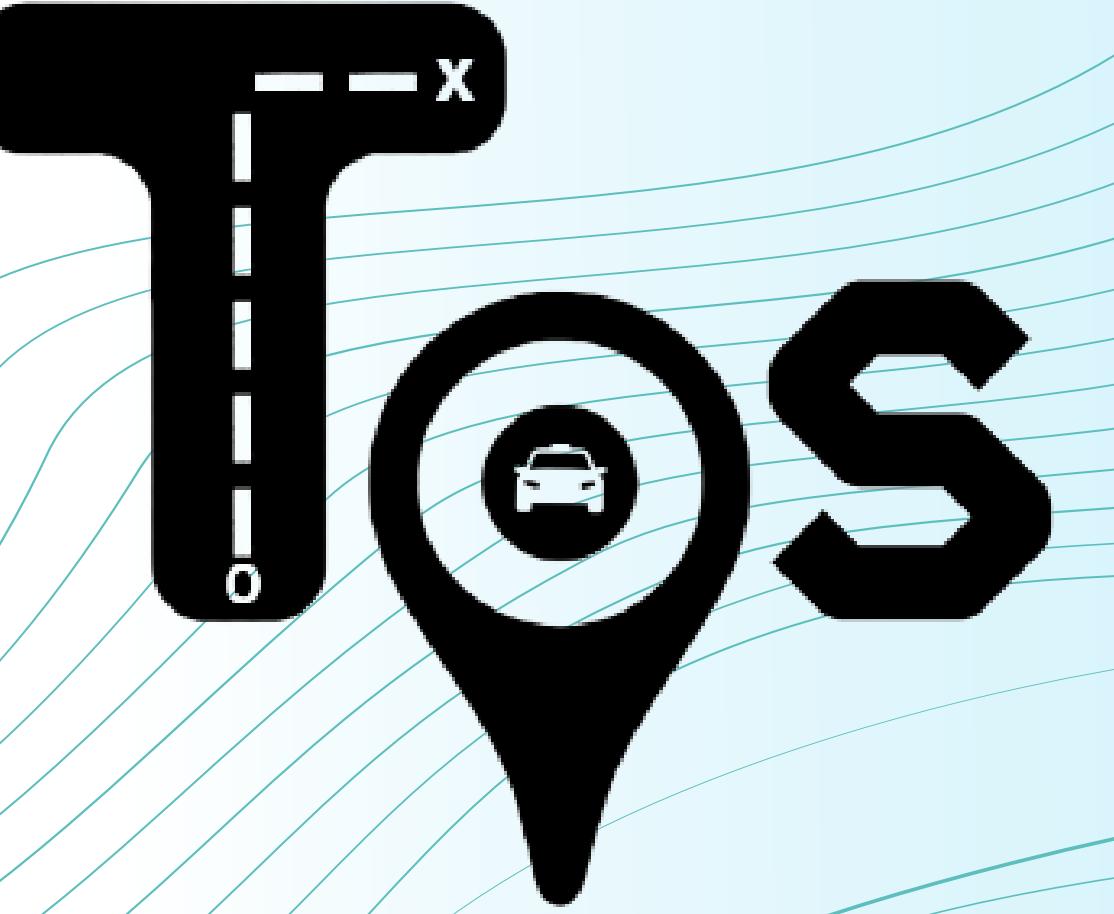
MARKETING &
BRANDING

Website Interface

Our Website:
<http://travelosmart.cu.ma/#top>

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THANK YOU!