



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



Problem Statement :

Our survey statistics show that nearly 81% of daily commuters are dissatisfied with their mode of travel. The most common issues are:

- ☐ Overcrowded
- ☐ Delayed timings
- ☐ Uncomfortable rides
- ☐ Apart from the congested public transport, most other travel options are quite expensive.



Mission Statement:

We, at Travel-o-Smart, are on a mission to provide hassle-free daily commute services. We deliver scheduled commutes for daily travelers.

IDEA/CONCEPT

Our solution addresses the problem of people struggling to reach their destinations on time due to inefficient and uncomfortable public transportation.

- ❖ We propose a scheduled share ride service where individuals can pre-book their rides and share them with others, making it more affordable.
- ❖ By implementing this service, we aim to reduce travel time, provide a comfortable experience, and minimize pollution. Additionally, in the future, we plan to incorporate advanced vehicles that are environmentally friendly, further contributing to a sustainable and efficient transportation system.

Ultimately, our idea offers a convenient and eco-friendly alternative, improving the commuting experience for all.

HOW WE GET THERE



ORGANIZATION TIE-UPS AND BENEFITS

- ❑ Our partner organizations help sustain the business profitably.
- ❑ The local service providers, garage owners, vehicle renting companies provide us with the basic resources needed in the business.
- ❑ We also tie up with brands to offer loyalty rewards.



TRUST, SAFETY, SECURITY

- ❑ We use modern monitoring, tracking systems and cutting-edge technologies that ensure security of the riders.
- ❑ We provide insurance cover for our employees and hence, promote a good work-culture in the organization.



NETWORK AND COMMUNITY

- ❑ Finally, we are able to deliver these value propositions because of our team.
- ❑ Our network of highly skilled drivers help maintain the time constraints of the rides.
- ❑ Shared rides build a community of people sharing similar interests and provide new ways for breaking the ice.

Target Groups

B2B Market Scenarios



❑ Target Businesses:

- Schools, Colleges, Corporate Offices etc.
- Local transport services owners.

B2C Market Scenarios



❑ Target Audience:

- School and College Students
- Corporate Employees
- Groups of people and individuals who require daily or scheduled commute services.

MARKET SIZE: \$61billion

GROWTH EXPONENT: 6.5% CAGR

EDUCATIONAL VALUE

Our app not only offers convenient transportation solutions but also incorporates a unique educational component that sets it apart from other ride-hailing platforms.

- ❖ Access to curated educational content, including informative articles, podcasts, and audio lessons for our users.
- ❖ By leveraging the time spent commuting, our users can engage in continuous learning and intellectual stimulation, transforming their travel experiences into valuable educational opportunities.

This positions our app as a holistic platform that combines transportation convenience with educational growth, enhancing the overall user experience.

MARKET COMPETITION

OUR USP

- ❖ Affordable Rides : Our charges depend on:
 - Price of diesel
 - Distance the rider travels
 - Maintenance cost
- ❖ Variety of rides and loyalty benefits like custom holiday outstation rides etc.
- ❖ Educational value and user engagement
- ❖ Providing necessities :customised group rides, medicines & snacks in vehicle, comfortable service.

OUR COMPETITORS' USP

In the shared ride market we have a few competitors:

- Shuttl: They mainly focus on corporate employees and provide rides in pre-determined time slots.
- RedyRider-CitiRyder: Similar to Shuttl, area of operation is a bit different.
- Snap-E: They provide EV rides at affordable prices.

FEASIBILITY AND TECHNOLOGY

OLA, Uber tried the model of shared ride services-but FAILED!

Let's TOS it!

- Multiple sources of Revenue: with two main models: Scheduled Ride Services and Instant Shared Ride Services
- Focusing on building a brand through partnerships: a service provider listed under TOS means one of the best service providers in the city!

Technology:

- TOS provides GPS tracking for individual users, their parents and caretakers can track the rides,
- Our App is integrated with Learning Management Systems to provide good educational value for various age groups.
- Easy to use features: QR Codes for confirming the user boarding the vehicle.

Challenges:

- It's hard to convince people especially parents of young age groups to trust on a new brand.
- Also, people may not prefer or trust shared instant rides with strangers due to privacy and other issues.



FINANCIAL PLAN

Expenses and Income

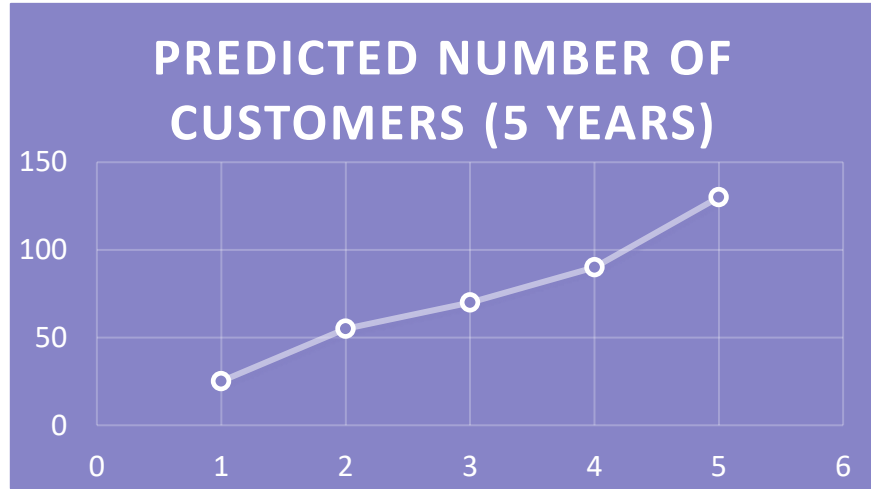
Economics

Areas	Estimated Expense
Transportation Service , Technology, Security, Monitoring	10,000,00
Monthly Expense for 5 buses	1,75,000
Total Yearly Cost	32,65,000
Total Estimated Initial Year Operating Expenses	40,000,00

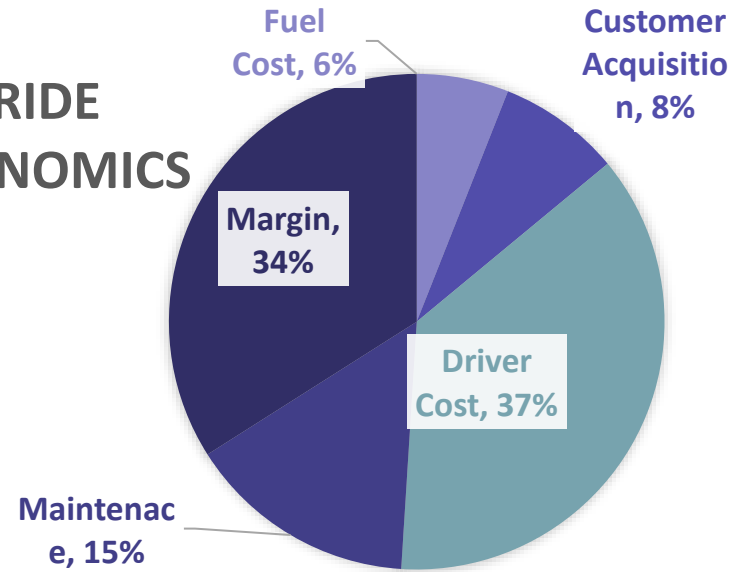
Sources	Estimated Revenue
Service charges	<ul style="list-style-type: none"> Rs. 50 per 15km Rs.10 for every 5km thereafter
Estimated first year income with 25 initial customers	5,18,400
Yearly burn (expected)	1,94,400

- Yearly expenses amount to 1,94,400, including additional costs for smooth operations, license fees, and repairs.
- As the customer base grows, revenue will increase gradually, initially reducing expenses, then operating at break-even, and eventually gaining normal profits after approximately 5 years.

Financial Forecast



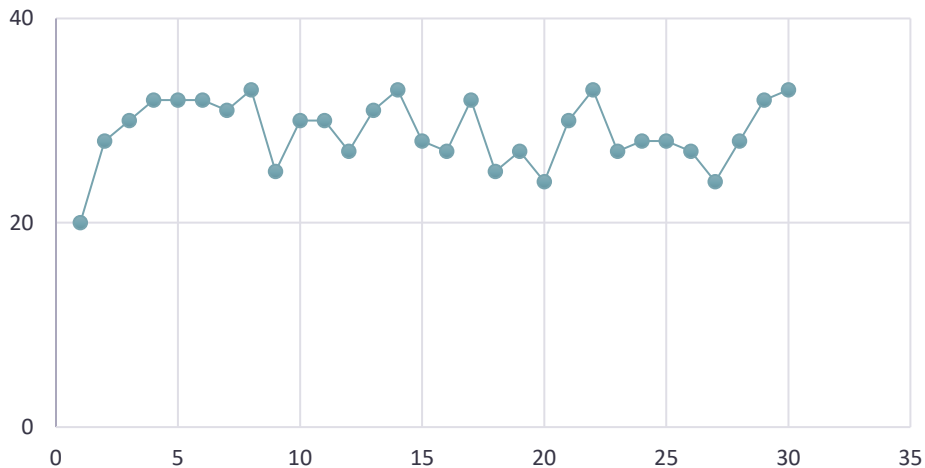
RIDE ECONOMICS



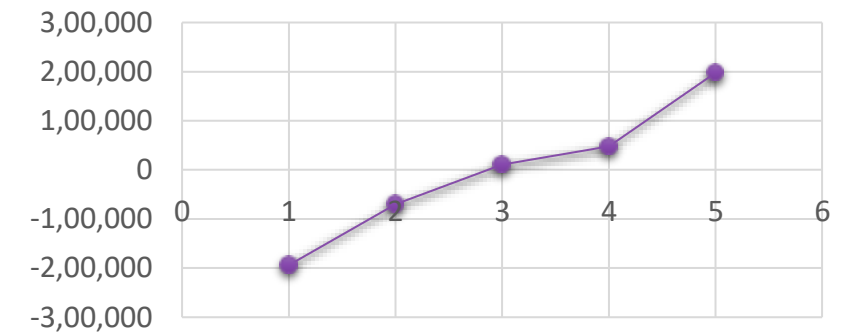
Daily Demand Summary Statistics

Maximum	33
Minimum	20
Standard Deviation	3.262641
Mean	28.9
Percentile	33

Demand

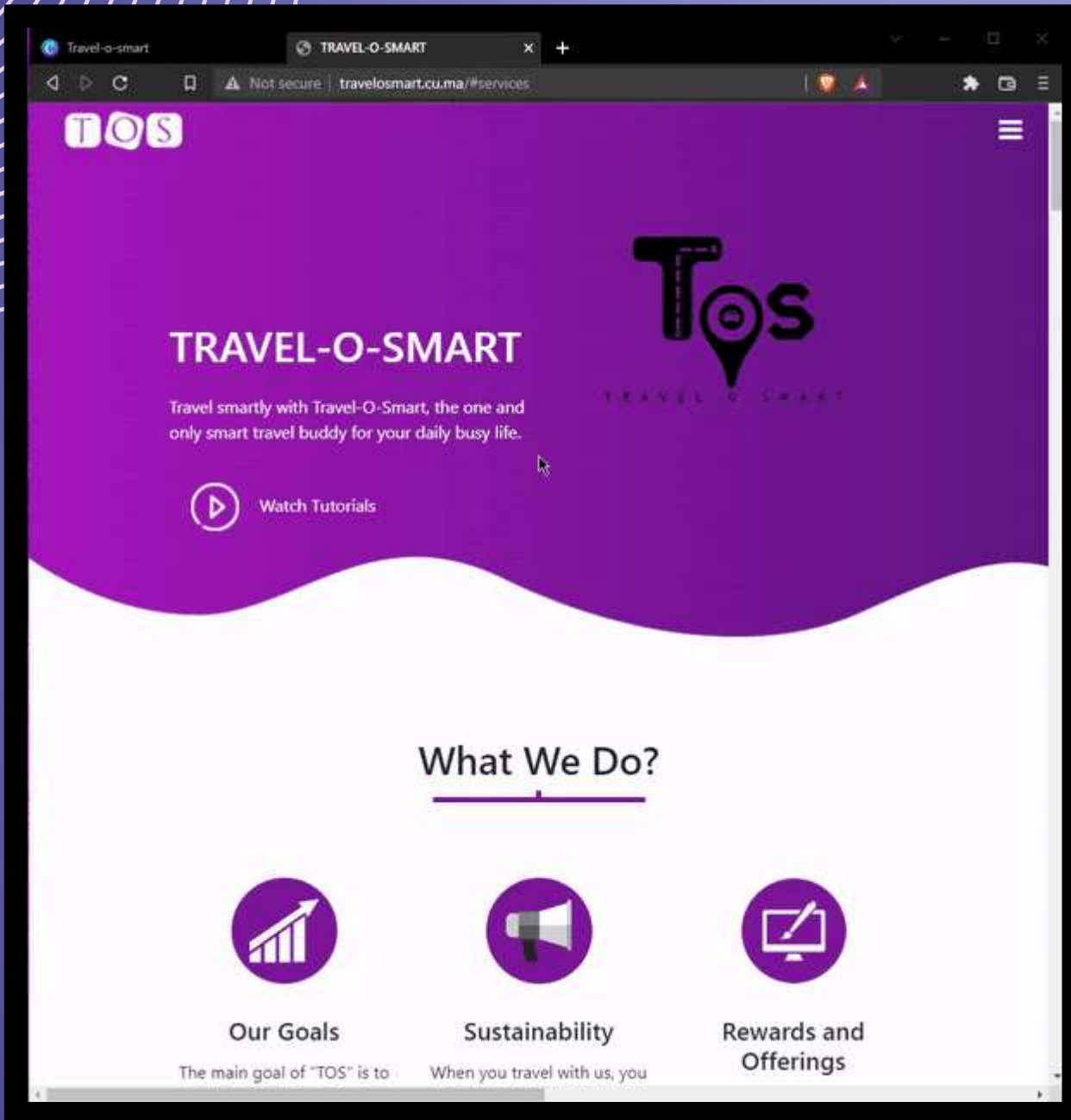


Estimated Profit after 5 years





APP PROTOTYPE



Website Interface:

Our Website:

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

Milestones and 5-year plan

1ST YEAR

- TOS starts its operations with minimum assets
- TOS focuses on school and college students
- TOS ties up with payments and services partners to increase its revenue.

2ND YEAR

- With increased trust and customer retention, TOS starts operating on routes where these services are not available.
- We also start our services for individual and customized groups.

3RD YEAR

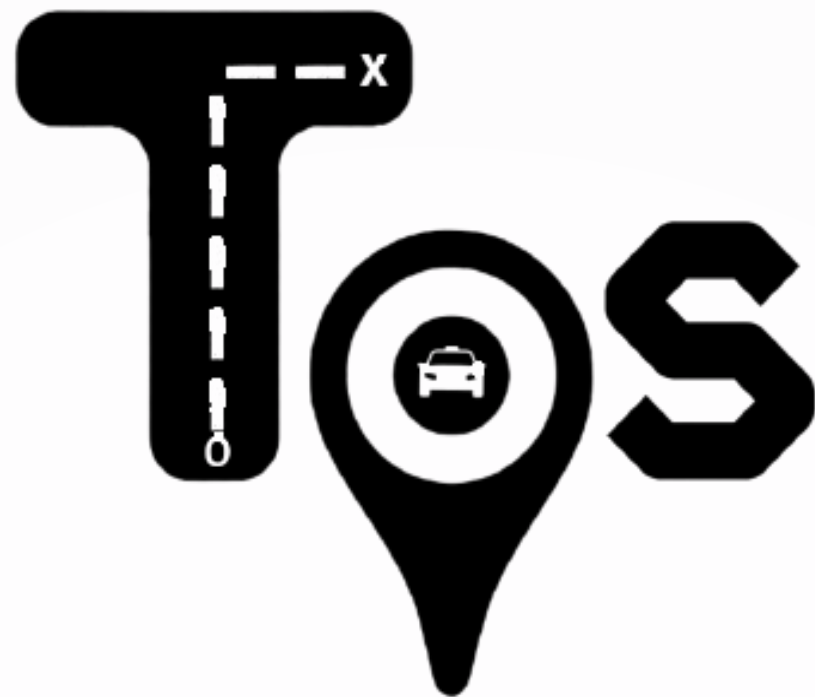
- As we start to deliver our value propositions effectively, we focus on building TOS's service as a branding.
- So, we tie up with service providers who operate daily on local level, upgrade their resources, check and approve their services.
- We earn commission from these service providers.

4TH YEAR

- We start extending our services for daily commute for employees.
- We tie up with corporate offices to increase our popularity in the corporate sector.
- We also start focusing on making our vehicles and services sustainable.

5TH YEAR

- As our audience and customers increase, we start to scale our services. We continuously focus on our efficiency, branding and marketing.
- We now start focusing on providing instant rides, outstation rides, emergency pick-ups etc.
- This way, we start building TOS as an one-stop solution for all travel problems.



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THANK YOU