

Poparide

Empty Seats, Shared Journeys

Founders: [Insert names]

Date: [Insert date]

Problem / Opportunity

- Millions of empty seats go unused in intercity travel.
- Current intercity options are expensive, inflexible, or infrequent.
- Travel contributes significantly to environmental impact.
- Strong demand for affordable, sustainable transport options.

Solution

- Poparide is a city-to-city carpooling platform.
- Drivers monetize empty seats; passengers get flexible, affordable travel.
- Trust built through user ratings and verified profiles.
- Efficient, community-driven travel option.

Traction & Metrics

- 2M+ members across Canada.
- High seat fill rates; consistent repeat usage.
- Revenue growth with positive unit economics.
- Strong presence in key corridors (e.g., Vancouver ↔ Kelowna).

Market Opportunity

- TAM: Multi-billion-dollar intercity transport market in North America.
- Growing shift to sustainable travel.
- Market segments: students, commuters, tourists.
- Future expansion to U.S. and beyond.

Business Model

- Revenue from commission on each ride.
- Optional premium features for users.
- Institutional and event-based partnerships.
- Potential for subscription-based services.

Competitive Landscape

- Direct: Other rideshare and carpool apps.
- Indirect: Bus, train, rental car services.
- Poparide advantage: community, trust, and localized network.
- Early mover in Canadian intercity carpooling.

Go-to-Market Strategy

- Digital marketing and local ambassador programs.
- University partnerships.
- Referral incentives and targeted campaigns.
- Organic growth through community engagement.

Product & Tech

- Scalable web and mobile app.
- Real-time matching and route optimization.
- Secure payments and ID verification.
- Built with Python, OpenRouter API, GPT summarization pipelines.

Team

- Founders: Experienced in mobility, tech, and marketplaces.
- Lean team across product, marketing, and operations.
- Advisors in transportation, sustainability, and growth.

Financial Projections

- 3–5 year plan: steady growth in users and revenue.
- Break-even projected in 2 years.
- Expansion into U.S. by Year 3.
- Healthy unit economics and retention.

Ask & Use of Funds

- Seeking [\$X] in funding.
- Use of funds: Product development, marketing, U.S. launch.
- Goals: 5M users, 80% seat utilization, partnerships in 30+ cities.
- Clear milestones and investor ROI pathway.

Closing

Poparide enables affordable, efficient, and sustainable travel.
We're reshaping intercity mobility with community at the core.
Let's ride together.

Contact: founders@poparide.com