EcoSwift
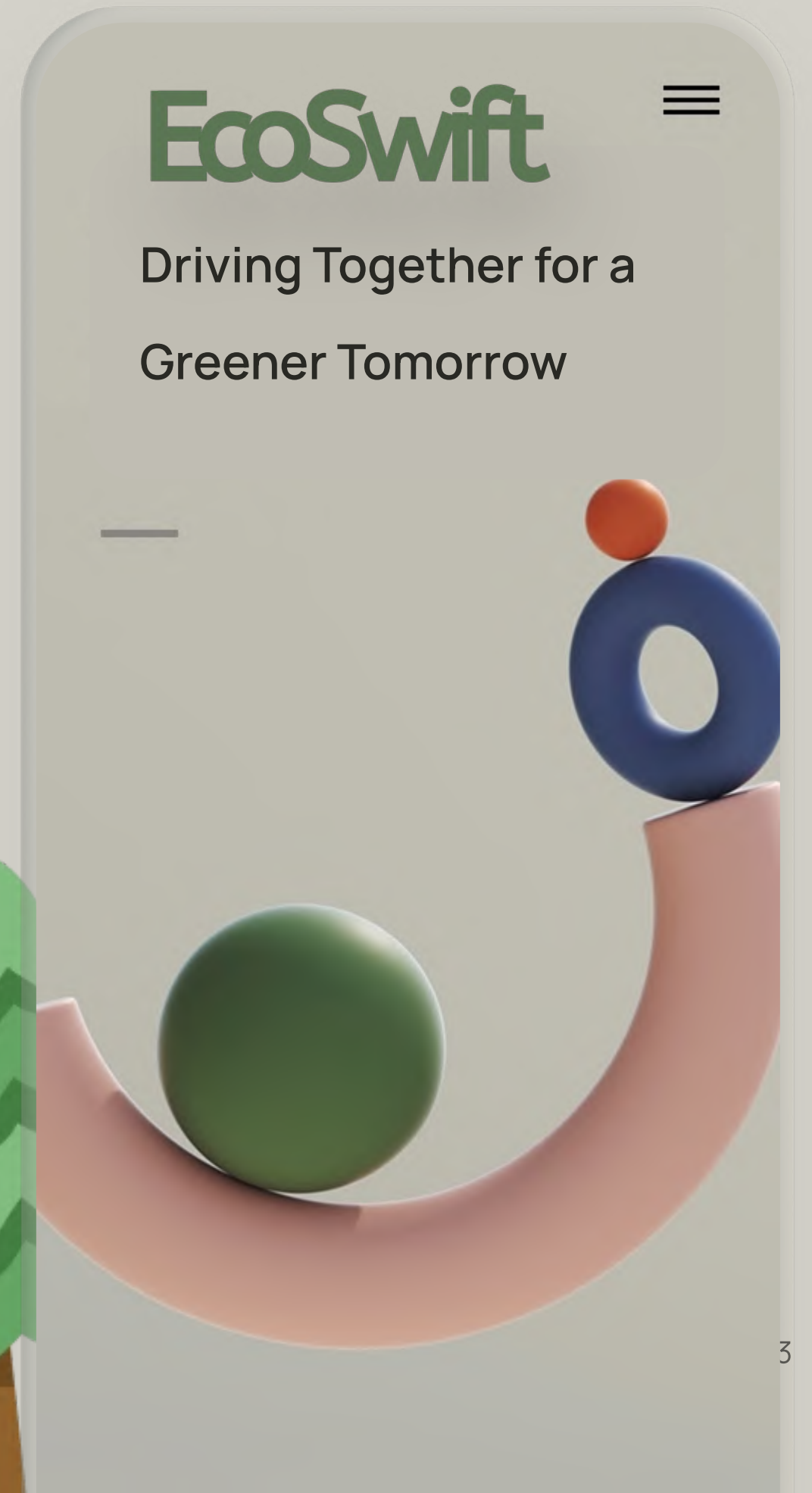
EcoSwift

Driving Together for a

Greener Tomorrow

Try Pitch

Meet the team

Yashank Bhola

x2 Nokia Software Tester intern

Comp Sci and Entrepreneurship @ UofT

Minjun Kim

Nokia Automation Developer intern

Comp Sci and Entrepreneurship @ UofT

Andy Yuen

UofT Comp Sci Graduate

Ex Full Stack Developer @Dash Hudson

Bahar

Comp Sci @UofT

Vaibhav Lakshmi Santhanam

QA Specialist intern @ SOTI

Comp Sci @UofT

Try Pitch

Persona

Persona: Driver

Giovanni Rossi

The efficient Software Engineer

😊 **Age/Identifying Gender**
29/Male

📍 **Location**
Toronto, ON

💻 **Occupation**
Software Engineer

🏠 **Family Status**
Engaged/No Kids

"Hittin' the road together every morning isn't just about commuting; it's building a road-trip fam. Electric vibes, shared laughs, and creating bonds - that's my kind of 9-to-5 drive."

Bio

Giovanni Rossi is a 29-year-old software engineer based in Toronto, Canada. Originally from Florence, Italy, Giovanni moved to Canada for work and has been living in Toronto for the past five years. He is passionate about technology and has a keen interest in developing software solutions that contribute to a more sustainable future.

Goals

- Committed to reducing his carbon footprint and contributing to environmental sustainability.

- To stay at the forefront of technology trends, contribute to innovative projects.

Motivations

Sustainable Innovation

Improving EV User Experience

Brand Reputation/Recognition

Cost Savings

Community Impact

Frustrations

- Encounters occasional skepticism or lack of awareness about electric vehicles, both within and outside his workplace.
- Experiences frustrations with traffic congestion during his daily commute.
- Occasionally faces challenges with the availability and accessibility of EV charging stations

Transportation Modes

(% of Use)

EV
75%
Giovanni commutes to work in his electric car, actively carpooling with his co-workers.

E-Bike
15%
Giovanni's E-Bike allows him to enjoy the outdoors while maintaining an active lifestyle.

E-Scooter
10%
Giovanni embraces the agile nature of his e-scooter for quick errands around the neighbourhood.

Brand Affiliations

Tesla

salesforce

reddit

Twitter

YouTube

Yves Saint Laurent

Olive Garden

ChatGPT

Try Pitch

Persona: User

Irene Anderson
The skeptical commuter

"I feel like the skincare industry is so cluttered right now. It's kind of hard to break through and actually find products. I get overwhelmed with the variety of products available."

👩🏽 **Age/Identifying Gender**
22/Female

📍 **Location**
Ottawa, ON

📊 **Occupation**
University Student

🏠 **Family Status**
Single/No Kids

Bio

Emily Anderson is a 22-year-old university student currently pursuing a degree in Chemistry at the University of Ottawa. Originally from a small town, she's adjusting to city life and navigating the challenges of urban living. Emily is passionate about environmental sustainability and is actively involved in student-led initiatives promoting green practices on campus. Currently without a personal vehicle, Emily relies on public transit and ride-sharing services like Uber and taxis to navigate Toronto's vibrant but expansive landscape.

Goals

- Focused on achieving academic excellence and contributing to research projects that address environmental issues.

- Build a network of like-minded individuals who share her passion for sustainability.

Motivations
(For Researching Skincare)

Community Engagement

Time Efficiency

City Exploration

Environmental Consciousness

Personal Safety

Frustrations

- Skeptical about sharing rides with strangers due to safety concerns.

- Balancing academic commitments with extracurricular activities.

- Inefficiencies in existing transportation systems.

- A lack of opportunities to meet people with shared interests.

Transporation Modes
(% of Use)

Bus 55%

Emily starts her day by catching the bus to campus. She's not a huge fan of the commute.

Train 30%

On days when she has classes or events downtown, Emily opts for the train.

Uber 15%

When heading to social events where public transit is less convenient, Emily turns to Uber or taxis.

Brand Affiliations

SEPHORA

ULTA BEAUTY

YouTube

reddit

UBER

Instagram

GLOW PICK

The problem

Problem Statement

Limited access to eco-friendly rides for low-income users, widespread conventional vehicle use causing environmental harm, and high costs in existing ride apps create barriers to both sustainability and accessibility.

"How might we **increase access to eco-friendly rides for low-income users** by **developing an affordable and inclusive electrical vehicle (EV) mobility solution**, in order to **reduce environmental harm caused by widespread conventional vehicle use and overcome the high costs associated with existing ride apps, fostering both sustainability and accessibility**?"

25%
of Canada's greenhouse gas emissions caused by the transportation sector according to Statistics Canada

3.2 tons
of carbon emitted per person per year, a calculation from the average hour-long round-trip commute in the US

67%
of public transportation users are low- to moderate-income

The
Solution

The Solution

A pioneering solution that transcends conventional commuting boundaries, harnessing the power of community-owned electric car pools to drive towards a more sustainable future.
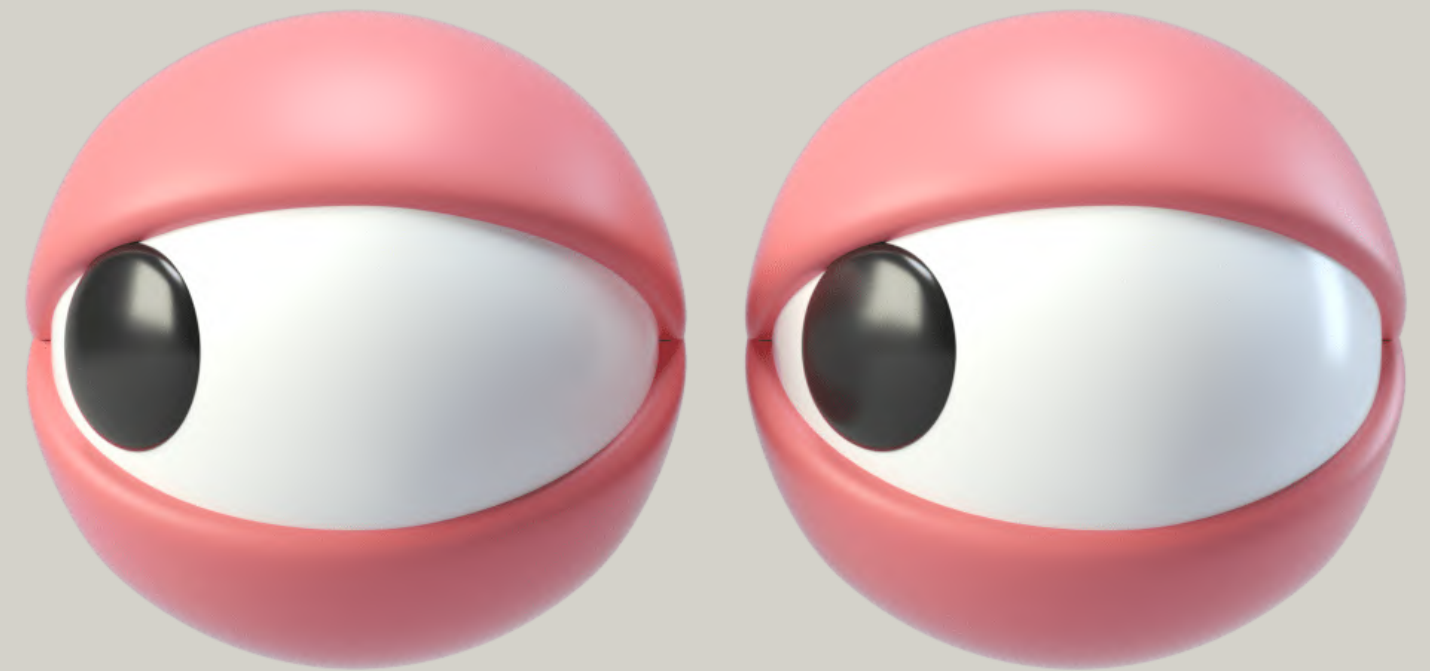
Unlike traditional carpooling services, EcoSwift distinguishes itself by not only matching people based on their destinations but also fostering connections among users who share similar interests or work for the same companies.

A catalyst for community building, creating a sense of camaraderie among riders, transforming daily commutes into opportunities for shared communities.

By enforcing the EV-only policy, EcoSwift guarantees to reduce the emission of air pollutants otherwise produced by gasoline-powered vehicles, aiming to improve air quality.

Scalable model that can be replicated in urban centres across the globe with the increasing global emphasis on sustainability and demand for Electric Vehicles.
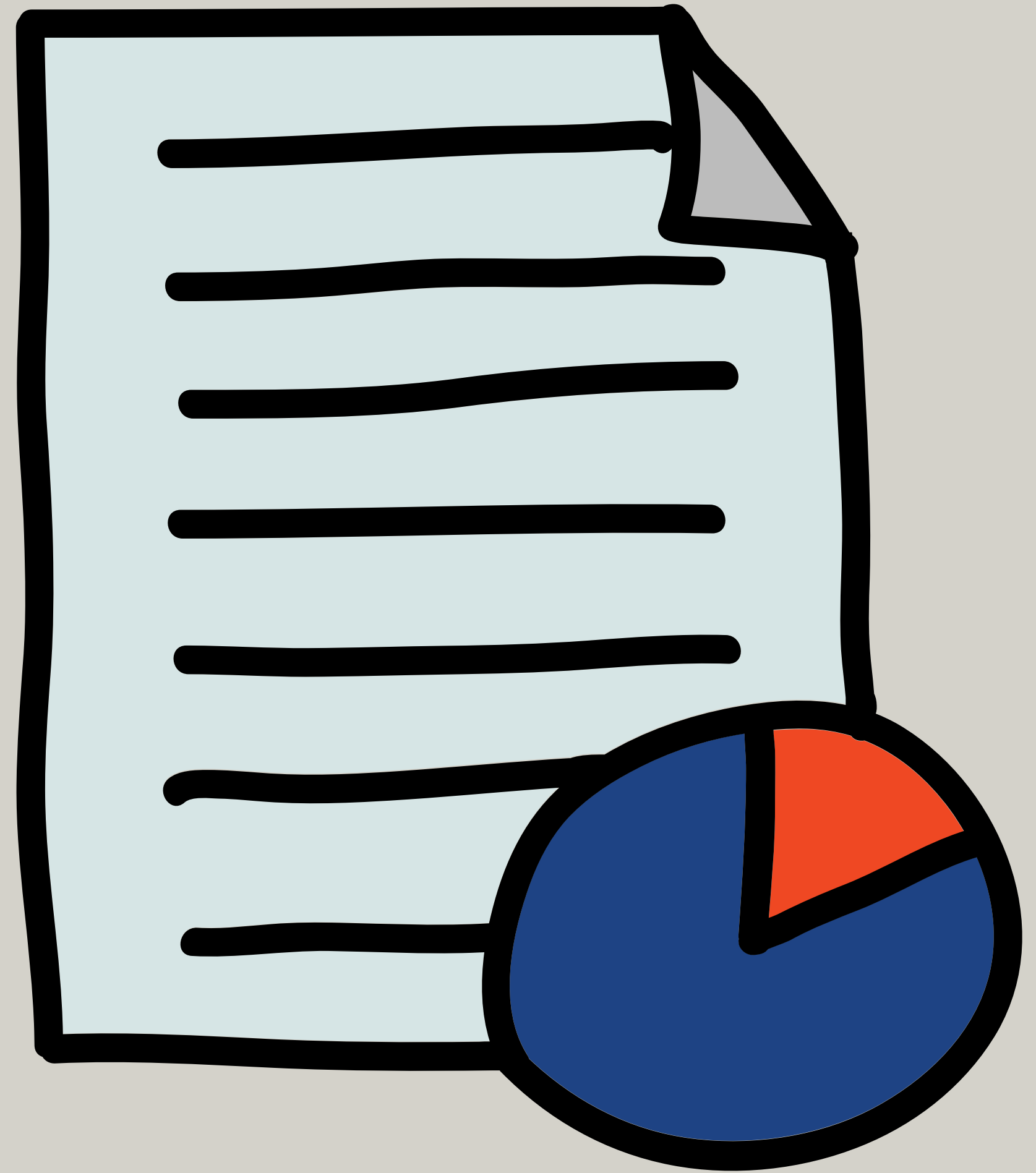
Competitors

Link: https://docs.google.com/spreadsheets/d/1sXJubAGWypNG5Hlj6ycRiY6kQum8ujuKgUZS0GdoDE8/edit?usp=sharing

Competitive landscape

EASY TO USE

EcoSwift

Revel

INEFFICIENT

EFFICIENT

Spare

POPARIDE

PopaRide

DIFFICULT TO USE

Try Pitch
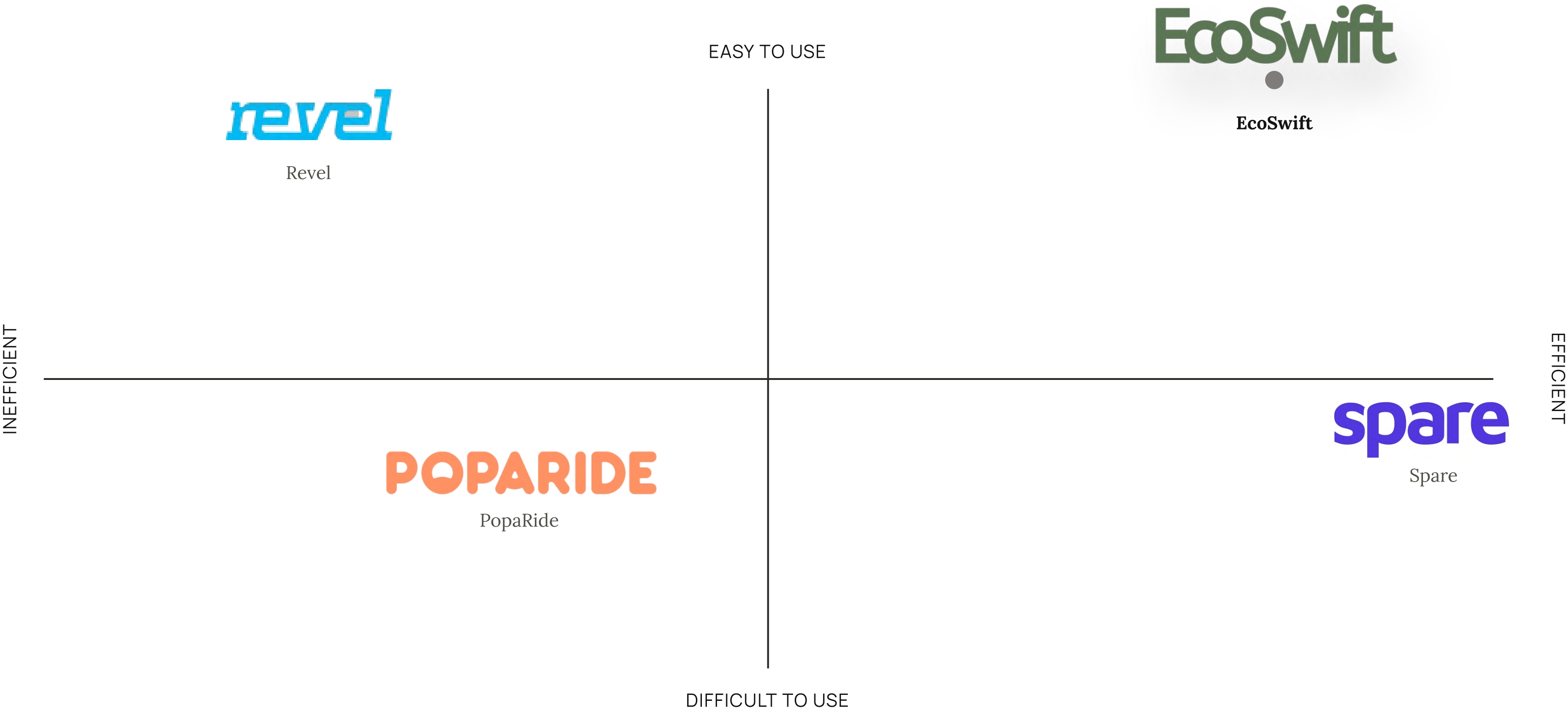
Business Model Canvas

KEY PARTNERS
The network of suppliers and partners that make the business model work

- Companies like Loblaws and Air Canada for employee commuting
- Universities
- Colleges
- School

KEY ACTIVITIES
The most important activities a company must do to make its business work

- Matching Individuals based on their profile
- Facilitating a platform for drivers to post ride shares
- Providing a user-friendly interface for passengers to find rides
- Developing and updating the mobile app
- Establishing and nurturing partnerships with companies

KEY RESOURCES
The most important assets required to make the business work

- Fleet of electric vehicles
- Mobile app and technology infrastructure
- Partnerships with companies for customer acquisition

VALUE PROPOSITION
Product, service, features and aspects that create value for a specific customer segment

- Sustainable and community-driven electric carpooling
- Camaraderie and shared community experience during commutes
- Reduced air pollution through the use of electric vehicles
- Convenient and efficient daily commuting
- Lower cost since the operating cost of EVs are lower

CUSTOMER RELATIONSHIPS
The types of relationships you establish with specific customer segment

- Community-building events and activities
- Responsive customer support through the mobile app
- Regular communication about the environmental impact

CHANNELS
How you communicate or deliver value proposition to your target customers

- Mobile app for users to book electric carpool rides
- Partnerships with companies like Loblaws for employee commuting
- Marketing and awareness campaigns promoting sustainability

CUSTOMER SEGMENTS
The different groups of perople or organizations you aim to reach

- Commuters in urban areas
- Employees from companies (e.g., Loblaws, Air Canada)
- University students traveling to different campus

COST STRUCTURE
The costs incurred to operate a business model

- Cost for Establishing Partnership
- Technology development and maintenance
- Marketing and promotional activities
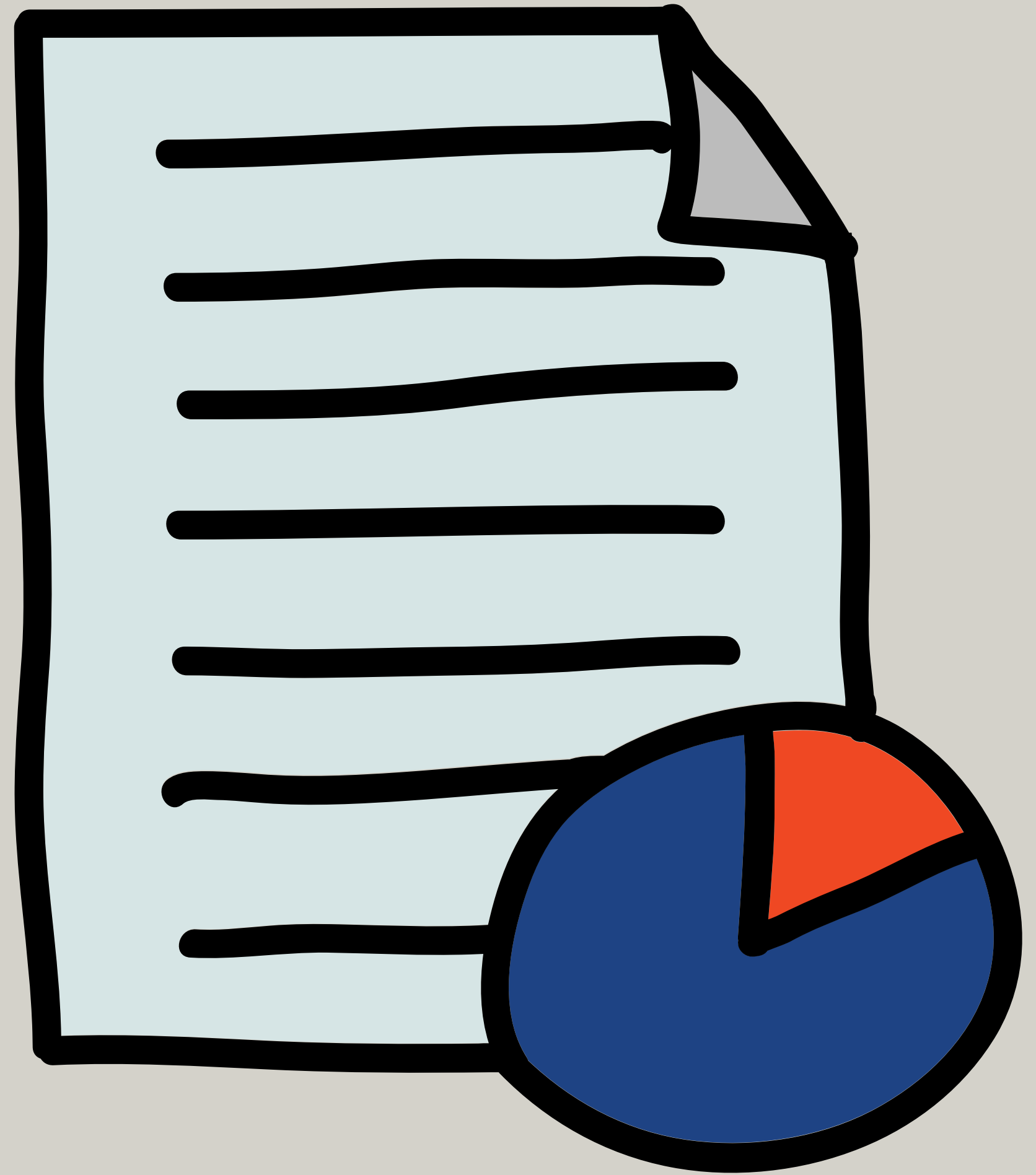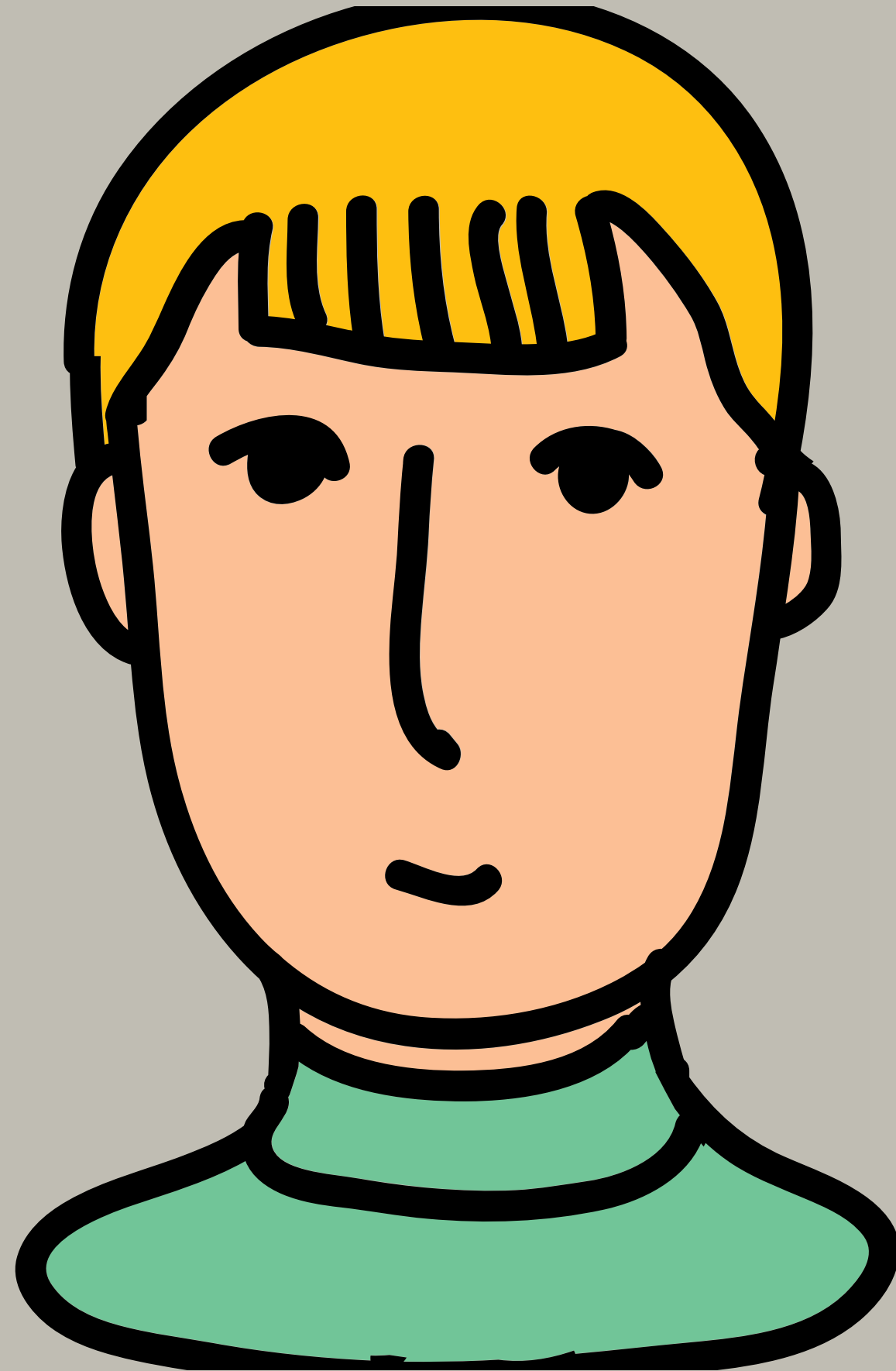- Employee salaries and operational costs
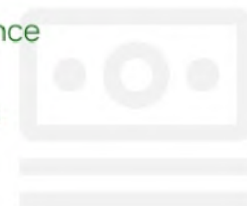
REVENUE STREAMS
The revenue you generate from each customer segments

- Charging a percentage on the users per trip cost (e.g., $20/ trip we charge $1)

Try Pitch

Market Analysis

User
Analysis

User Analysis

Jerusan Mariyathasan

- Works at Loblaws
- Drives around 4 other users from STC to Brampton - Tesla
- Current system involves spreadsheets at Loblaws noting user information to setup arrangements
- Recently also drives another user, Air Canada employee working at an office next by
- Charges $10/one-way trip - STC to Brampton.
- Recommend and uses a pricing model of 50¢/km
- Charges his car at his workplace

Market Validation

12 Responses

Would you be interested in using a carpool service to get to your destination?

Yes — 92%
Unsure — 8%
No

Would you be interested in using a carpool service to get to your destination? A verified driver lives in your community and shares common affiliations, (goes to the same university, gym, place of work, etc)

Yes — 92%
Unsure — 8%
No

If you own an EV would you be willing to offer a car pool service to other users within the community (and earn money)

Yes — 83%
No — 17%

Try Pitch
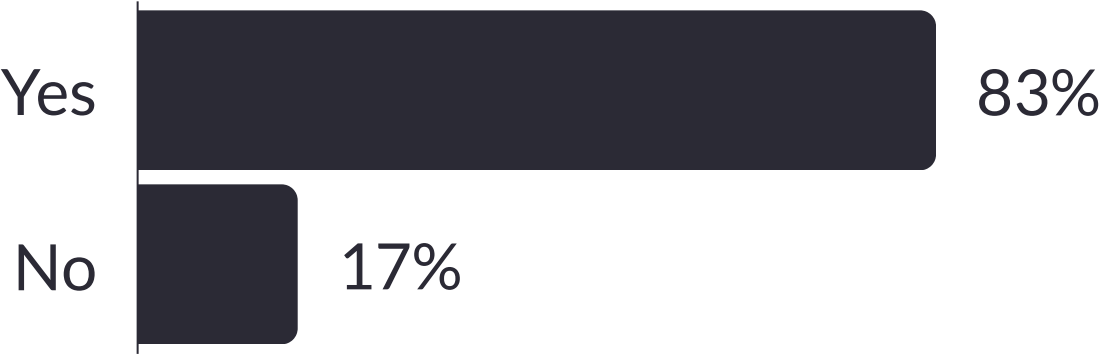
Phase 1 Attaining Product Market Fit
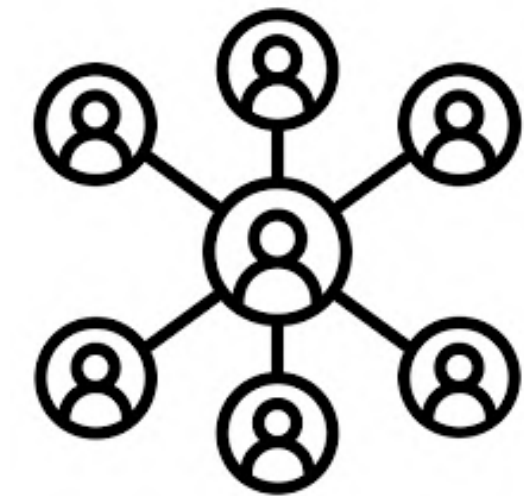
Reaching Out

Small Communities

Small neighboorhood

Condo

Find and match potential drivers/passegers
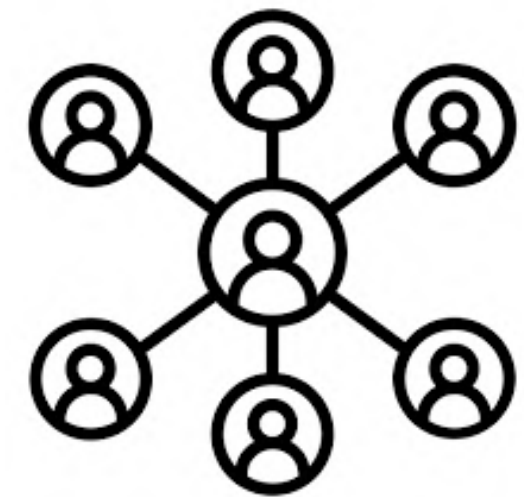
Try Pitch

Phase 1 Attaining Product Market Fit
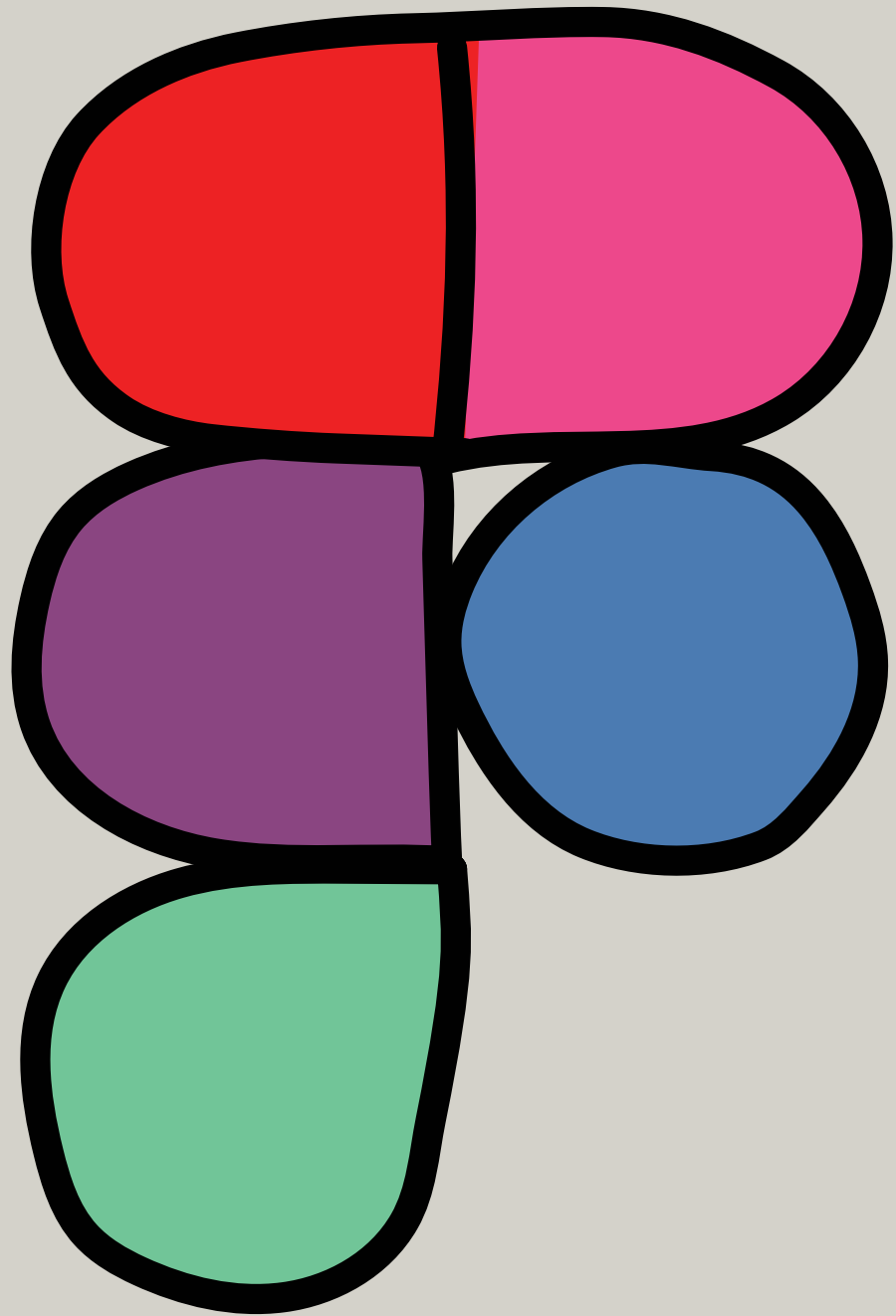
Reaching Out

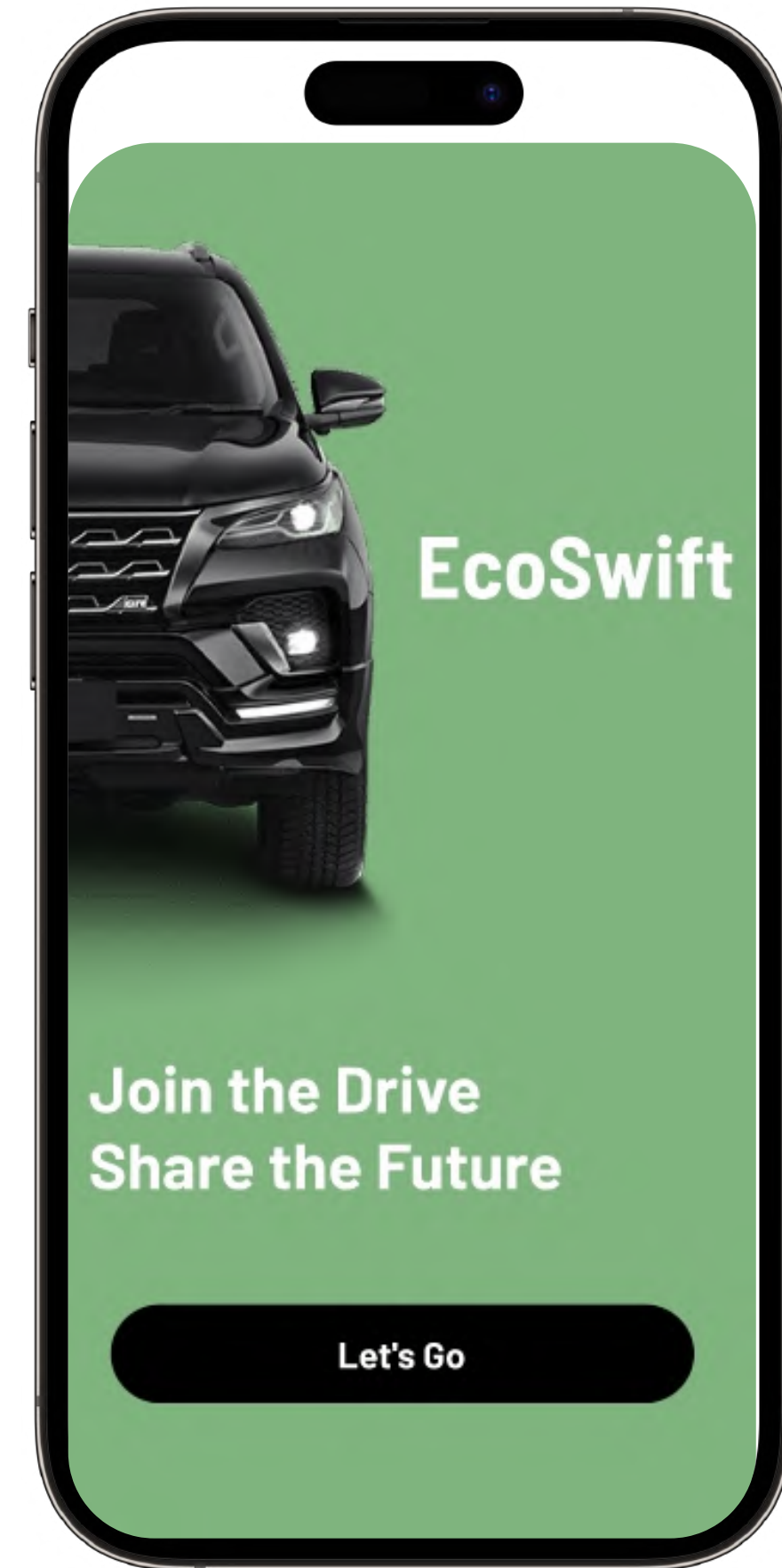### Medium sized companies/branches

Company Offices
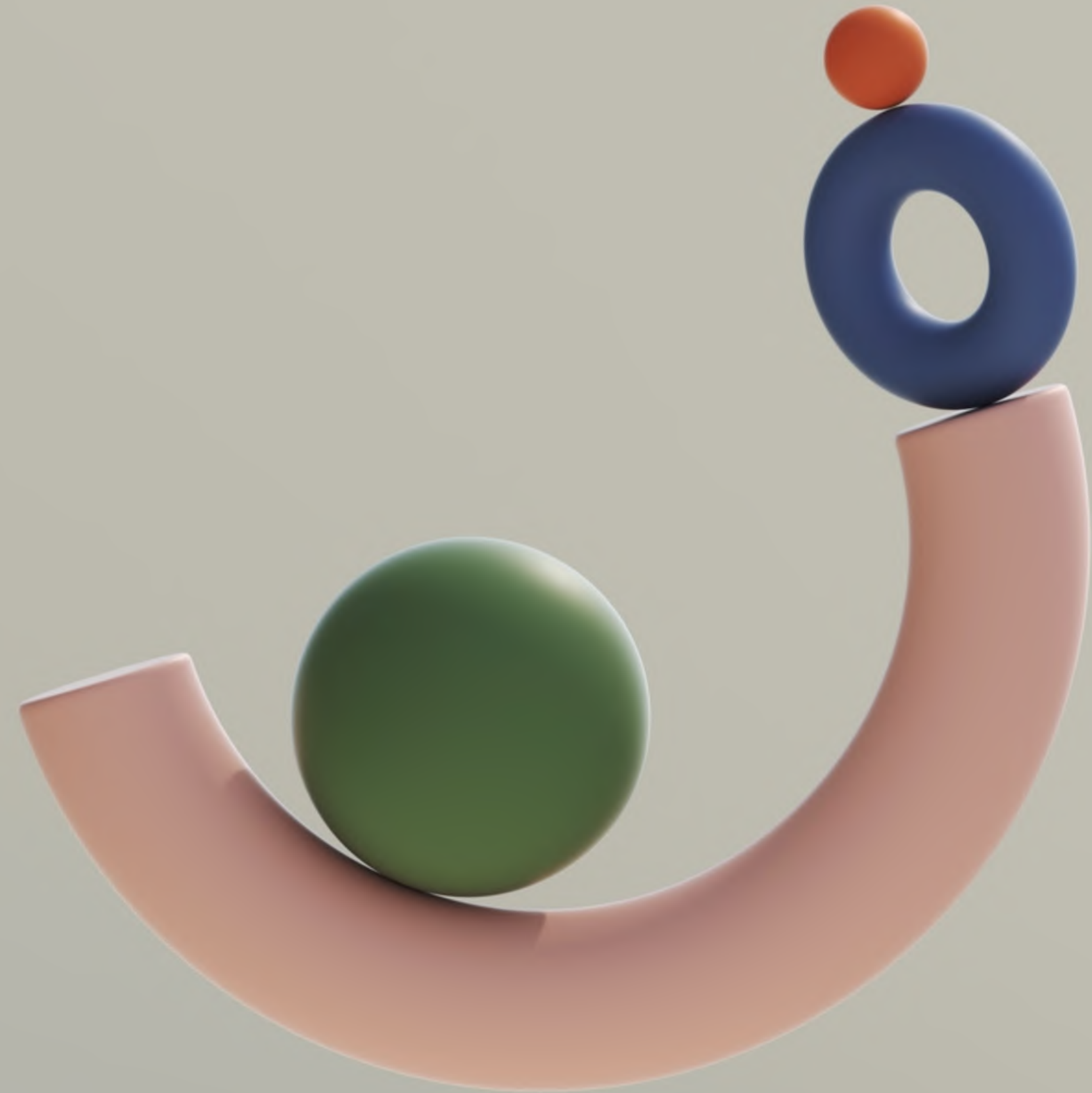
Additional transportion option provide to employees

Try Pitch

Design
Prototype

Introducing EcoSwift: Driving Ontario Towards a Greener Future

Demo

Link: https://www.figma.com/file/fnVOuZUfhqHK1vFIla6ARo/Untitled?type=design&node-id=0%3A1&mode=design&t=MdNKh8jxMvz0gvkM-1

EcoSwift

Thank you