

Driver Pricing Model

Plan Option	Price	Details
Daily	24 SAR/day	Pay only for the days you work—max flexibility
Weekly	120 SAR/week	Cost-effective for part-time weekly drivers
Monthly	400 SAR/month	Best value for regular, full-time drivers (44% discount vs. daily rate)

Vision & Mission

Become Saudi Arabia's most driver-friendly ride-hailing app by maximizing driver earnings and providing flexible subscription options, while building a comprehensive ecosystem through strategic partnerships.

Service Model

- Subscription-Based Driver Fees: Daily, weekly, and monthly options (no per-ride commission)
 - Low Booking Fee for Riders: 0.5 SAR per ride to support platform operations
 - Minimal Card Payment Fee: 1% charged to driver and 1% to rider for card payments only
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Target Market

- Professional taxi drivers and part-time drivers across Saudi Arabia
- Local and international travelers seeking connected mobility solutions

- Business travelers requiring seamless connectivity and transport
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Revenue Streams

Primary:

- Fixed driver subscriptions (daily/weekly/monthly)
- Booking fees for each ride
- Card transaction processing fees

Strategic Partnerships:

- Airline Partnerships: Revenue sharing with airlines for ride bookings from airports
 - eSIM Provider Integration: Commission from eSIM data plan sales through app
 - Telecom Partnerships: Revenue from bundled connectivity packages for drivers and riders
 - Google Maps Integration: Direct booking capability when users search locations (like Careem's UAE model)
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Strategic Partnership Model

Google Maps Integration

- Direct booking from Google Maps: When users search destinations, show Ailoo pricing and booking option alongside route information
- Seamless user experience: Pick-up and drop-off details transfer automatically to Ailoo app
- Competitive pricing display: Real-time fare estimates visible directly in Google Maps search results

Airline Partnerships

- Pre-arrival ride booking: Passengers book rides during flight check-in or through airline apps
- Airport pickup coordination: Direct integration with flight schedules for seamless airport transfers
- Loyalty program integration: Ailoo rides earn airline miles or points

eSIM & Telecom Integration

- Traveler connectivity packages: Bundle rides with local eSIM data plans for international visitors
 - Driver connectivity solutions: Subsidized data plans for active drivers
 - Tourist packages: Combined transport and connectivity offerings for visitors
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Growth & Marketing

- Partnership-driven acquisition: Leverage airline, telecom, and Google partnerships for user growth
 - Driver acquisition through local campaigns, incentives, and referral programs
 - Cross-promotion with partners: Feature prominently in partner apps and services
 - SEO and visibility through Google Maps integration
 - International traveler targeting through airline and eSIM partnerships
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Competitive Advantages

- Zero per-ride commission: Drivers earn more and stay longer
- Strategic ecosystem: Integrated with essential travel services (flights, connectivity, navigation)
- Google Maps visibility: Direct competitor to established players through search integration
- Comprehensive travel solution: One-stop platform for transport, connectivity, and travel needs
- Partnership revenue diversification: Multiple income streams beyond core ride-hailing