

# MerryTrips

MerryTrips is India's first platform dedicated to  
Outstation Carpooling

# Problems



# Last Minute Travel Booking







# Expensive Travel during Festivals.

# Problem in Customers' Mind.

SNo.	Problems in Driver's Mind	Problems in Passenger's Mind
1.	Is the passenger trustworthy? Will I be secure?	Is the driver trustworthy? Will I be secure?
2.	I am price conscious car owner. I want to drive only if my car is full. But ashamed to admit it. So I don't try at all.	Is the driver competent and skilled at driving?
3.	What if a passenger initially commits to come but pulls out in the last minute after I have refused other prospective passengers?	What if a driver initially commits to come but pulls out in the last minute after I have refused other prospective avenues of travel?
4.	I do not wish the passenger to smoke or eat in my car	I do not wish the co-passengers to smoke or drink or eat in my car
5.	What if the passenger brings big luggage?	What if the driver stuffs more people than I like? Eg: 5 can sit in a Nano but I am uncomfortable
6.	What if the passenger asks me to pick up or drop at points not en-route	What if the passenger asks me to pick up or drop at points not en-route
7.	What if the passenger does not come on time	What if the passengers or driver do not come on time
8.	Shame in getting money and money related disputes	Money related disputes

# Value Propositions





Travel Safe





Travel Convenient



A photograph taken from the back seat of a car, looking forward. Two people are in the front seats: a driver on the left and a passenger on the right. The driver is wearing a dark jacket and has their hands on the steering wheel. The passenger is wearing a grey jacket. The car's dashboard and center console are visible. Through the windshield, a road is visible with a white van and a silver car in the distance. The text "Travel Economical" is overlaid in white at the bottom center.

Travel Economical



Travel with Trust



Travel Green



Socialize  
during Travel



# MerryTrips' Solution to Customers' Problems

S.No.	Problems in Driver's Mind	Solution
1.	Is the passenger trustworthy? Will I be secure?	<ol style="list-style-type: none"> <li>1. Allow only employees of well-known corporate who are known to do BG verification.</li> <li>2. See ratings and reviews of driver and co passengers by previous co-passengers.</li> <li>3. See co-passenger's <u>facebook</u> or <u>linkedin</u> profiles.</li> </ol>
2.	I am price conscious car owner. I want to drive only if my car is full. But ashamed to admit it.	<ol style="list-style-type: none"> <li>1. TIF Feature – Travel Only If Full feature will convert a trip to “<u>Confirmed</u>” status only after all seats are full.</li> </ol>
3.	What if a passenger initially commits to come but pulls out in the last minute after I have refused other prospective passengers?	<ol style="list-style-type: none"> <li>1. Booking policies for Committed Trip – Time based cancellation charges apply</li> </ol>
4.	I do not wish the passenger to smoke or eat in my car	Prohibited actions feature
5.	What if the passenger brings big luggage?	Luggage policies
6.	What if the passenger asks me to pick up or drop at points not en-route	Drop Points and Pick up Points feature
7.	What if the passenger does not come on time	Time Policies
8.	Shame in getting money and money related disputes	Published ticket prices and money handled by the site



S.No.	Problems in Passenger's Mind	Solution
1.	Is the driver trustworthy? Will I be secure?	<ol style="list-style-type: none"> <li>Allow only employees of well-known corporate who are known to do BG verification.</li> <li>See ratings and reviews of driver and co passengers by previous co-passengers.</li> <li>See co-passenger's <u>facebook</u> or <u>linkedin</u> profiles.</li> </ol>
2.	Is the driver competent and skilled at driving?	<ol style="list-style-type: none"> <li>See ratings and reviews of driver's competence by previous co-passengers.</li> <li>Drivers can voluntarily post insurance history.</li> <li>Drivers can voluntarily post their "comfort speeds" on highways</li> </ol>

3.	What if a driver initially commits to come but pulls out in the last minute after I have refused other prospective avenues of travel?	<ol style="list-style-type: none"> <li>1. Expect trip cancellation if it is a TIF trip</li> <li>2. A driver has to pool in his seat amount if he wishes to create a "Confirmed Trip"</li> <li>3. On cancellation of a confirmed trip, we can't do much about ensuring your travel but you will be compensated your fee and a part of the driver's pooled in amount.</li> <li>4. Driver's reliability rating goes down for the next passengers to be aware</li> </ol>
4.	I do not wish the co-passengers to smoke or drink or eat in my car	<ol style="list-style-type: none"> <li>1. Prohibited actions feature will require every passenger and driver to electronically sign a list of prohibited actions</li> </ol>
5.	What if the driver stuffs more people than I like? Eg: 5 can sit in a Nano but I am uncomfortable	<ol style="list-style-type: none"> <li>1. Driver has to declare the number of seats</li> </ol>
6.	What if the passenger asks me to pick up or drop at points not en-route	<ol style="list-style-type: none"> <li>1. Drop Points and Pick up Points feature</li> </ol>
7.	What if the passengers or driver do not come on time	<ol style="list-style-type: none"> <li>1. Time Policies</li> </ol>
8.	Money related disputes	<ol style="list-style-type: none"> <li>1. Published ticket prices and money handled by the site</li> </ol>

# Revenue Streams





# Online Booking Charges



# Cancellation Charges



# Other Revenue Streams.

- Selling of auto insurance
- Deals / Advertisements by En-route restaurants
- Weekend getaway trips and resort bookings.



# Target Customer Segments



# Corporate Employees



# Freelance Taxi Driver and Taxi Agencies





# College Students





# Market Research.

- A research was conducted few months back at Infosys Bangalore. These are the conclusions –
  - 1) 49 people working there were ready to carpool over a span of 4 weeks.
  - 2) 82 people were ready to be part of a carpool over a span of 4 weeks.

# Marketing Strategies and Distribution Channels.

- Online Marketing –

- 1) Social Media Marketing – Facebook, Twitter etc.
- 2) Spreading Merrytrips across corporate employess via emails.
- 3) Also Advertisements on Bulletins ( Intranet ) of MNCs and other companies

- Offline Marketing –

- 1) Giving presentations in various companies, and collaborate with the companies.

- 2) Marketing at various places like eateries, restaurants and hotels

- 3) Marketing at railway stations, 2 months prior to the important festivals

- 4) Distributing brochures, and fliers at bus stands, and outside colleges.

# Prototype Screenshots



[Find a Ride](#)[How it Works?](#) | [Safety](#) | [FAQs](#)[Login](#)[Advanced Search](#)

## Marketing Space

[Travel Safe](#) | [Make Friends](#) | [Just for outstation trips](#) | [Why bus?](#) | [Go Green](#) | [Surprise Gifts](#)

## Recently Posted Trips



Vinod

CONFIRMED  
TRIP

Bangalore - Madurai

Nov 9<sup>th</sup> | 10 PM  
Maruti Wagon R



Lakshmi

TRAVEL IF  
Full TRIP

Bangalore - Mysore

Nov 9<sup>th</sup> | 10 PM  
Maruti Wagon R

## New Members in Our Family



**Vinod J | Green Merry Tripper**  
Likes Vada pav, Bajji | Got Pizza  
Hut voucher as gift



**Lakshmi V | Green Merry Tripper**  
Likes Lays and Coke | Got Airtel  
voucher as gift



**Lakhan S | Blue Merry Tripper**  
Likes Paneer dishes and sweets |  
Got flipkart voucher as gift

[➔ Modify Search](#)Your Search: 9<sup>th</sup> November 2012 | Bangalore – Dindigul | 2 Seats

Vinod

Driving Skills : ★★★★★

Punctuality : ★★★★★

[Detailed Credibility Chart](#)Bangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon R**Route** Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-

Seat Availability

**3** Seats LeftAllows only [Green Guests](#) to bookFare : **Rs.450/-**  
Per Person[Book Now](#)

Lakshmi

Driving Skills : ★★★★★

Punctuality :

[Detailed Credibility Chart](#)Bangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon R**Route** Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-

Seat Availability

**3** Seats Left

Allows only ladies to book

Allows only [Green Guests](#) to bookFare : **Rs.450/-**  
Per Person[Book Now](#)

[➔ Modify Search](#)Your Search: 9<sup>th</sup> November 2012 | Bangalore | 2 Seats

Vinod

Driving Skills : ★★★★★

Punctuality : ★★★★★

[Detailed Credibility Chart](#)

Bangalore - Madurai | 10 PM | Maruti Wagon R

**Route** Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

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Seat Availability

**3** Seats LeftAllows only [Green Guests](#) to bookFare : **Rs.450/-**  
Per Person[Book Now](#)

Lakshmi

Driving Skills : ★★★★★

Punctuality : ★★

[Detailed Credibility Chart](#)Bangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon R**Route** Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

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Seat Availability

**3** Seats Left

Allows only ladies to book

Allows only [Green Guests](#) to bookFare : **Rs.450/-**  
Per Person[Book Now](#)

[➔ Modify Search](#)Your Search: 9<sup>th</sup> November 2012 | Bangalore - Madurai**Drop Points:**4 Road Junction  
Bye-Pass road

Bangalore - Madurai | 10 PM | Maruti Wagon R

**Route** Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-



Vinod

Driving Skills : ★★★★★

Punctuality : ★★★★★

[Detailed Credibility Chart](#)CONFIRMED  
TRIP

Seat Availability

**3** Seats LeftAllows only [Green Guests](#) to bookFare : **Rs.450/-**  
Per Person[Book Now](#)

Lakshmi

Driving Skills : ★★★★★

Punctuality : ★★

[Detailed Credibility Chart](#)TRAVEL IF  
Full TRIPBangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon R**Route** Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-

Seat Availability

**3** Seats Left

Allows only ladies to book

Allows only [Green Guests](#) to bookFare : **Rs.450/-**  
Per Person[Book Now](#)



[➔ Modify Search](#)Your Search: 9<sup>th</sup> November 2012 | Bangalore – Dindigul | 2 Seats

Vinod

Driving Skills : ★★★★★

Punctuality : ★★★★★

[Detailed Credibility Chart](#)CONFIRMED  
TRIPBangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon RRoute Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-

**Confirmed Trip:**

The host pays us 1 seat's equivalent fare as an indication of his commitment to the trip immaterial of number of seats getting filled.

This gives a high level of assurance to the guests that this trip will be on.

See more about [Confirmed Trip](#) here

Seat Availability  
**3** Seats LeftFare : **Rs.450/-**  
Per Person[Book Now](#)[n Guests](#) to book

Lakshmi

Driving Skills : ★★★★★

Punctuality : ★★

[Detailed Credibility Chart](#)TRAVEL IF  
Full TRIPBangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon RRoute Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-

Seat Availability  
**3** Seats LeftFare : **Rs.450/-**  
Per Person[Book Now](#)

Allows only ladies to book

Allows only [Green Guests](#) to book

[➔ Modify Search](#)Your Search: 9<sup>th</sup> November 2012 | Bangalore – Dindigul | 2 Seats

Vinod

Driving Skills : ★★★★★

Punctuality : ★★★★★

[Detailed Credibility Chart](#)Bangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon R**Route** Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-

Seat Availability

**3** Seats LeftAllows only [Green Guests](#) to bookFare : **Rs.450/-**  
Per Person[Book Now](#)

Lakshmi

Driving Skills : ★★★★★

Punctuality : ★★

[Detailed Credibility Chart](#)Bangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon R**Route** Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-

Seat Availability

**2** Seats Left

book

[ests](#) to book**Travel Only If Full Trip:**

The host pays us 1 seat's equivalent fare as an indication of his commitment to the trip provided all seats gets filled.

Guests can block this trip using a Merry Trip ticket.

See more about [TIF Trip](#) here

Fare : **Rs.450/-**  
Per Person[Book Now](#)

[➔ Modify Search](#)Your Search: 9<sup>th</sup> November 2012 | Bangalore – Dindigul | 2 Seats

Vinod

Driving Skills : ★★★★★

Punctuality : ★★★★★

[Detailed Credibility Chart](#)Bangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon R**Route**

Place :

**Green Guests:**[Dindigul](#) | [Madurai](#)

Fare :

Green guests are those users of MerryTrips who belong to a corporate listed with us.

450/- | 600/-

This is to ensure the safety of the host and other guests.

See more [here](#)Allows only [Green Guests](#) to bookFare : **Rs.450/-**  
Per Person[Book Now](#)

Lakshmi

Driving Skills : ★★★★★

Punctuality : ★★

[Detailed Credibility Chart](#)Bangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon R**Route**

Place :

[Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare :

Start point | 400/- | 400/- | 500/- | 450/- | 600/-

Seat Availability

**2 Seats Left**

Allows only ladies to book

Allows only [Green Guests](#) to bookFare : **Rs.450/-**  
Per Person[Book Now](#)

[➔ Modify Search](#)Your Search: 9<sup>th</sup> November 2012 | Bangalore – Dindigul | 2 Seats

Vinod

Driving Skills : ★★★★★

Punctuality : ★★★★★

[Detailed Credibility Chart](#)

Lakshmi

Driving Skills : ★★★★★

Punctuality : ★★

[Detailed Credibility Chart](#)CONFIRMED  
TRIPBangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon RRoute Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-

**Credibility Chart for Lakshmi:**Employee of a listed corporate  
Facebook profile linked  
Linkedin Profile linked**Ratings by 22 people**

Driving Skills: ★★★★★

Punctuality : ★★

Behaviour : ★★★★★

**Reviews:**Lakshmi is a terrific driver. Very safe  
to go with her. – [Ajay Nair](#)Lakshmi was fun to drive with. She  
just kept talking. Happy to go with  
her again. - [Santosh Akula](#)[More Reviews](#)Seat Availability  
**3** Seats LeftFare : **Rs.450/-**  
Per Person[Book Now](#)[Green Guests](#) to bookMadurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon RRoute Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-

Seat Availability  
**2** Seats LeftFare : **Rs.450/-**  
Per Person[Book Now](#)[Green Guests](#) to book[Green Guests](#) to book



[➔ Modify Search](#)Your Last Search: 9<sup>th</sup> November 2012 | Bangalore – Dindigul | 2 Seats

Bangalore

9 – Nov - 2012

Dindigul

SEARCH

## Advanced Search

☐ Search only [Green Hosts](#)☐ Search only AC cars

Search Driving Skill Credibility Rating

Search Punctuality Rating



Vinod

CONFIRMED  
TRIPBangalore - Madurai | Nov 9<sup>th</sup> | 10 PM | Maruti Wagon R**Route** Place : [Bangalore](#) | [Salem](#) | [Namakkal](#) | [Karur](#) | [Dindigul](#) | [Madurai](#)

Fare : Start point | 400/- | 400/- | 500/- | 450/- | 600/-

Driving Skills : ★★★★★

Punctuality : ★★★★★

[Detailed Credibility Chart](#)

Seat Availability

**3** Seats LeftFare : **Rs.450/-**  
Per Person[Book Now](#)Allows only [Green Guests](#) to book

## Login

☐ Remember Password | [Forgot Password?](#)

OR

## Register as a Green Member. Its Free and Simple!

[Privileges of being a green member](#)

@

[Your company not in the list?](#)

We take the safety and security of our members very seriously. For this purpose we have listed companies that follow stringent background verification of its employees.

Therefore the best way to register with MerryTrips is to register as a Green Member with your company's email address. This assures other members of your credibility.

If your company is not in our list, you may choose to login with Facebook as a "Blue Member".

Also you may request to add your company [here](#).

## Become a Blue Member

- We will not write anything on your wall without your permission
- We do not share your details with others

## Login

☐ Remember Password | [Forgot Password?](#)

OR

## Thanks for registering with MerryTrips



Almost done! We have sent an email with activation link to you. Please activate your account .

We take the safety and security of our members very seriously. For this purpose we have listed companies that follow stringent background verification of its employees.

Therefore the best way to register with MerryTrips is to register as a Green Member with your company's email address. This assures other members of your credibility.

If your company is not in our list, you may choose to login with Facebook as a "Blue Member".

Also you may request to add your company [here](#).

## Become a Blue Member

- We will not write anything on your wall without your permission
- We do not share your details with others

## Activate Your Account

## Post a Ride

## \* Place

From: Bangalore

To: Madurai

Fare / seat:

 Add Pickup Point Add Drop Point

## \* Route

City / Town Name

☐ Allow guests looking for rides to this town to book Add Town / City

## \* Date and Time

Date

Time

## \* Trip Type

## Paid Trip Postings

☐ Confirmed Trip ☐ Travel Only if Full Trip[Know More](#)[Know More](#)☐ Free Trip[Know More](#)

## \* Number of Seats

## \* Car Information

Car Brand

Car Number

Car Color

## Preferences

☐ Allow only [Green Guests](#) to book☐ Allow [Green Guests](#) to book for friends & families☐ Allow guests to book only after I approve them☐ Allow only guests of a particular gender to book

## Preferences

☐ Smoking inside car is not allowed☐ Drinking during the trip is not allowed[Preview Ride](#)

POST RIDE



## Post a Ride

## \* Place

From: Bangalore

To: Madurai

Fare / seat:

Kormangala

Arapalayam

Silk Board

 Add Pickup Point Add Drop Point

## \* Route

City / Town Name

☐ Allow guests looking for rides to this town to book Add Town / City

## \* Date and Time

Date

Time

## \* Trip Type

## Paid Trip Postings

☐ Confirmed Trip ☐ Travel Only if Full Trip[Know More](#)[Know More](#)☐ Free Trip[Know More](#)

## \* Car Information

Car Brand

Car Number

Car Color

## Preferences

- ☐ Allow only [Green Guests](#) to book
- ☐ Allow [Green Guests](#) to book for friends & families
- ☐ Allow guests to book only after I approve them
- ☐ Allow only guests of a particular gender to book

## Preferences

- ☐ Smoking inside car is not allowed
- ☐ Drinking during the trip is not allowed

[Preview Ride](#)

POST RIDE

## Post a Ride

## \* Place

From: Bangalore

To: Madurai

Fare / seat:

Kormangala

Arapalayam

Silk Board

 Add Pickup Point Add Drop Point

## \* Route

Salem

 Allow guests looking for rides to this town to book

## \* Car Information

Car Brand

Car Number

Car Color

## Preferences

- ☐ Allow only Green Guests to book
- ☐ Allow Green Guests to book for friends & families
- ☐ Allow guests to book only after I approve them
- ☐ Allow only guests of a particular gender to book

## Preferences

- ☐ Smoking inside car is not allowed
- ☐ Drinking during the trip is not allowed

Namakkal

 Allow guests looking for rides to this town to book

Fare / seat:

 Add Drop Point Add Town / City

## \* Date and Time

Date

Time

## \* Trip Type

## Post a Ride

## \* Place

From: Bangalore

To: Madurai

Fare / seat:

Kormangala

Arapalayam

Silk Board

 Add Pickup Point Add Drop Point

## \* Route

Salem

 Allow guests looking for rides to this town to book

## \* Car Information

Car Brand

Car Number

Car Color

## Preferences

- ☐ Allow only Green Guests to book
- ☐ Allow Green Guests to book for friends & families
- ☐ Allow guests to book only after I approve them
- ☐ Allow only guests of a particular gender to book

## Preferences

- ☐ Smoking inside car is not allowed
- ☐ Drinking during the trip is not allowed

Namakkal

 Allow guests looking for rides to this town to book

Rs. 400

Mudalimedu junction

 Add Drop Point Add Town / City

## \* Date and Time

Date

Time

## Post a Ride

## \* Place

From: Bangalore

To: Madurai

Fare / seat:

Kormangala

Arapalayam

Silk Board

 Add Pickup Point Add Drop Point

## \* Route

Salem

 Allow guests looking for rides to this town to book

Namakkal

Fare : Rs. 400

[Drop Points](#)

Karur

 Allow guests looking for rides to this town to book

Rs. 500

Trichy Bye Pass

 Add Drop Point Add Town / City

## \* Date and Time

Date

Time

## \* Car Information

Car Brand

Car Number

Car Color

## Preferences

- ☐ Allow only [Green Guests](#) to book
- ☐ Allow [Green Guests](#) to book for friends & families
- ☐ Allow guests to book only after I approve them
- ☐ Allow only guests of a particular gender to book

## Preferences

- ☐ Smoking inside car is not allowed
- ☐ Drinking during the trip is not allowed

## My Profile

[My Details](#) | [Car Details](#) | [Trip Details](#) | [Carbon footprint](#)

Upgrade for Free! Become a Green Merry Tripper!

My Linkedin profile

Linkedin URL

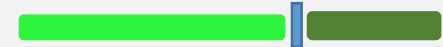
My Mobile Number

9845020987

My company Email

Vinod\_j@cognizant.com

## Your Profile is 60% complete



- Company Email Address

- Secondary Email Address

- Mobile Number

- Linkedin Profile

- Facebook Profile

- Mobile Number

## Ratings and Reviews



Harini Says: Vinod is a good driver. Good time with him

Safe driving

| Punctuality

| Behaviour



Jaspreet Says: Vinod is was fun to and is a very safe driver.

Safe driving

| Punctuality

| Behaviour

