

NAVIX

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AI-Powered Urban Mobility Platform

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*Transforming Algerian Cities Through Integrated Mobility*

\* THE PROBLEM: ALGERIA'S BROKEN MOBILITY SYSTEM

## The Problem: Algeria's Urban Mobility Crisis

### Fragmented Transport Ecosystem

- **Zero Integration:** Metro, bus, tram, taxi, bicycle – all operate in complete isolation
- **Planning Nightmare:** No single app can plan a multi-modal journey
- **Payment Headache:** Cash for buses, separate apps for taxis, cards for metro
- **Time Wasted:** Average commuter spends 45 minutes daily just figuring out logistics

### Economic & Environmental Cost

- **2.1 Billion USD** lost annually to congestion in major cities ( 280 Billion DZD)
- Transport emissions up **189% since 1990** – 46 MtCOe annually
- **18 km/h** average speed in Algiers during peak hours
- **72 hours per year** wasted in traffic per driver

### User Experience Failure

- Students juggle 3-4 different apps + cash for daily commute
- Tourists completely lost in the fragmented system
- No real-time alternatives when metro breaks down or bus is late
- Surge pricing on ride-hailing with no affordable alternatives

\* OUR SOLUTION: NAVIX INTEGRATION PLATFORM

## Our Solution: The Mobility Operating System

### One App, All Transport

- **Complete Integration:** Metro + Bus + Tram + Yassir + Bicycle + Walking in ONE app
- **Real AI Optimization:** Algorithm finds the optimal route based on time, cost, and carbon
- **Unified Payment:** Baridi Mob, cards, mobile wallets – one payment for everything
- **Live Updates:** Real-time delays, alternatives, and availability

Problem	NAVIX Solution
Fragmented systems	Single platform connecting ALL transport modes
Multiple payments	Unified payment gateway (Baridi Mob first)
No real alternatives	AI suggests 3 best options instantly when issues arise
Bicycle station chaos	Integrated station maps + pack purchase + unlock
Tourist confusion	Simple interface with Arabic/French/English support
Environmental impact	Promotes green options (metro, bicycle, walking)

## How We Solve Each Problem

### Immediate User Benefits

- **Time Saved:** 40% faster commutes through optimal routing
- **Money Saved:** 65% cheaper than taxi-only options
- **Stress Reduced:** One app instead of 3-4 + cash
- **Reliability:** Live alternatives when things go wrong
- **Simplicity:** Plan → Book → Pay in 3 taps

\* OUR TARGET USERS

Public Target Segments: The Algiers Mobility Ecosystem

Segment	Why They Need NAVIX
University Students	Largest user of public transit + bicycles. Need affordable, reliable multi-modal trips between campus, home, and city.
Daily Commuters	Spend 2+ hours daily navigating congestion. Need time/cost optimization across all available options.
VTC Users (Yassir, etc.)	Use ride-hailing but face surge pricing and wait times. Need alternatives when price/demand spikes.
Micro-mobility Users	Use bicycles/scooters but struggle with "first/last mile" connection to main transit.
Tourists & Visitors	Completely lost in fragmented system. Need simple, all-in-one solution for city exploration.

Real Cost Comparison: NAVIX vs. Current Reality

Scenario: Bab Ezzouar to City Center	Time	Cost (DZD)	Apps Required
45-60 min	800-1200	Yassir App + Cash	Expensive, slow
Google Maps	Info only	-	Google Maps + Yassir
NAVIX Optimized	32 min	350	NAVIX Only
NAVIX Savings	40% faster	65% cheaper	1 vs. 2+ apps

Peak hour comparison showing NAVIX’s time and cost advantages

\* REVENUE MODEL: MULTIPLE INCOME STREAMS

Revenue Streams: How We Make Money

1. Online Payment Commissions (Primary Revenue)

- **5-15% commission** on every transport service booked through NAVIX
- **Example:** User books a 600 DZD Yassir ride → NAVIX earns 30-90 DZD
- **Scalability:** Grows directly with user adoption and transaction volume

2. Bicycle Pack Sales & Management

- Direct sale of hourly/daily/weekly bicycle packs through the app
- **Pricing:** 250 DZD (hourly), 600 DZD (daily), 2,500 DZD (weekly)
- **Margin:** 20-30% on each pack sold (50-180 DZD per pack)

3. API & Data Partnerships

- **API access fees:** Businesses pay for mobility data access
- **Anonymized data sales:** Urban planners and researchers
- **Integration fees:** Transport operators pay to join our platform

Revenue Source	Month 1	Month 3	Month 6
Payment Commissions	160,000 DZD	800,000 DZD	3,200,000 DZD
Bicycle Packs	50,000 DZD	250,000 DZD	1,000,000 DZD
API/Data Services	0 DZD	100,000 DZD	500,000 DZD
Total Revenue	210,000 DZD	1,150,000 DZD	4,700,000 DZD

Projected monthly revenue growth

Month 1 Financial Projection

$$2,000 \text{ users} \times 2 \text{ transactions/week} = 4,000 \text{ transactions}$$
$$4,000 \times \text{average } 400 \text{ DZD} = 1,600,000 \text{ DZD processed}$$
$$\text{Commission (10\% avg)} = 160,000 \text{ DZD}$$
$$\text{Bicycle packs (200 users)} = 50,000 \text{ DZD profit}$$
$$\text{Total Month 1 Revenue} = \mathbf{210,000 \text{ DZD}}$$

\* WHY NAVIX WINS: COMPETITIVE ANALYSIS

Competitive Advantage: The Integration Edge

Our Unique Value Propositions

- **True Multi-Modal:** Only platform combining ALL transport options
- **Algeria-First Design:** Built for local payment methods, traffic patterns, user behavior
- **Real Transactions:** Not just information – actual booking and payment
- **Network Effect:** More users = better data = better routes = more users

\* EXECUTION TIMELINE

Service	Strengths	Limitations
Yassir	Ride-hailing service, payment integrated	Single mode only, no public transit integration
Google Maps	Global coverage, route information	No booking, no Algerian payment options
Bus/Metro Apps	Official schedules, single mode info	No multi-modal planning, no alternatives
Bike Share Apps	Bicycle rental and station info	No connection to other transport modes
NAVIX	All transport modes integrated Real booking and payment AI-optimized Algerian routes	New platform needs user adoption

Execution Timeline: From Month 1 to Scale

Timeline	Key Activities	User Target
Month 1	University launch (Bab Ezzouar), bicycle integration	2,000 users
Month 2-3	Add Yassir API, metro/bus schedules, payment gateway	10,000 users
Month 4-6	Algiers-wide rollout, all transport modes integrated	50,000 users
Year 1	Oran/Constantine expansion, premium features	200,000 users

The First Complete Mobility Solution for Algeria

Solving real problems. Generating real revenue. Ready to deploy.