

Ola Hackathon!

Black Swan (Team H)

MAHARSHI CHOUDHURY

ABHIJIT MOHAN

BALACHANDAR ARUMUGAM

Ola!

TODAY

- Technology company | Internet-based marketplace between drivers and riders
- Offers end-to-end full-stack customer service from booking till delivery of quality service
- Offers reliable, safe, convenient, efficient, relatively cheap transport for riders
- Presence in 50+ cities | Rapidly expanding into Tier 1, 2 cities in India

OLA POTENTIAL

- **‘Mobile-first’ marketplaces** offering superior **ease-of-use**, enabling constant **grazing** of **marketplace content** through the day^
- Efficient driver-allocation thus improving driver utilization, and demand-supply matching | Market expansion
- Ola’s market potential
 - **Rental-car alternative**
 - Transporting kids, parents safely (thanks to tracking)
 - Mass-transit alternative
 - Substitute for car-ownership

^ <http://a16z.com/2015/01/22/online-marketplaces/>

Yo Ola! *(the idea!)*

✓ **Hack ready in Git** 😊
🌊 **in progress**

I **Intelligent travel-assistant** to discover places around the city

- **Explore places-of-interest** - Integrate with **Ola API, GoogleMaps API** to retrieve cities, places 😊 ✓
- Delight the traveler with an **intelligent, ala-carte** menu and end-to-end service 🌊
- Integrate with Facebook login to retrieve **Social-graph, personalize recommendations** 🌊
- **Share** the itinerary, **invite** friends through WhatsApp, Twitter, Facebook 🌊

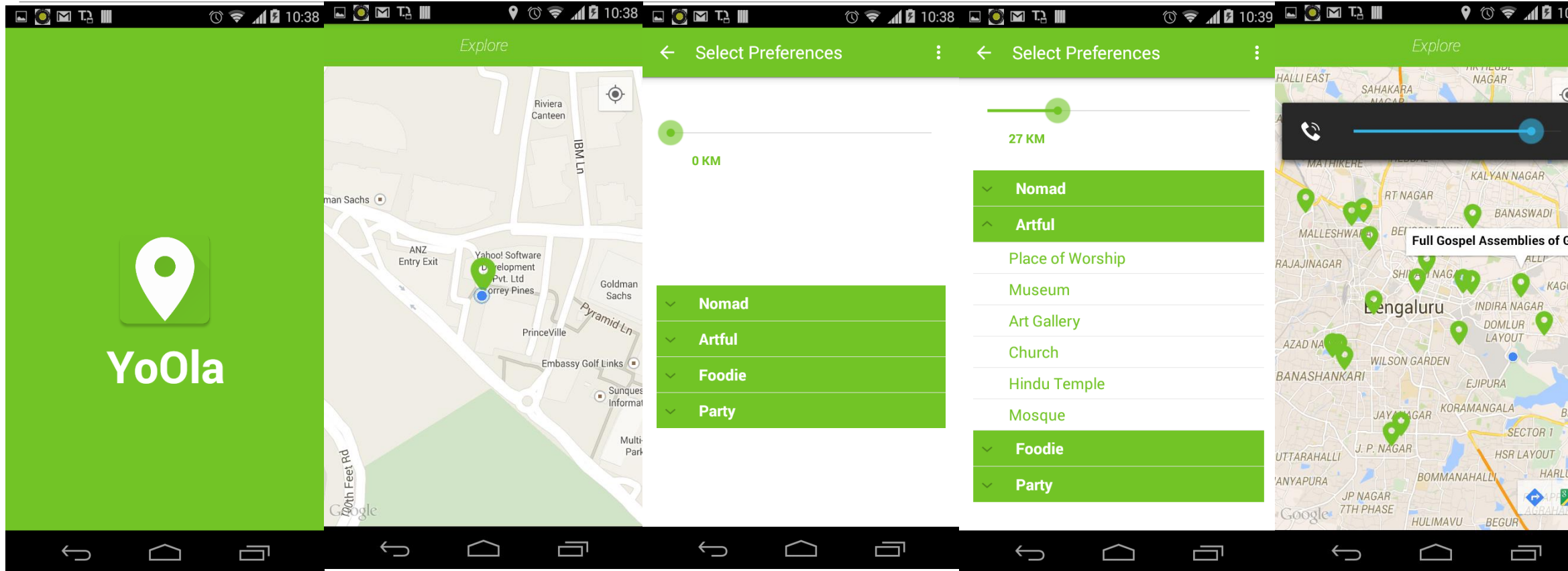
II **Personalized push-content**, to delight customer during ride

- Jokes, Quizzes and all kinds of entertainment to **delight the customer in-cab** 😊 ✓

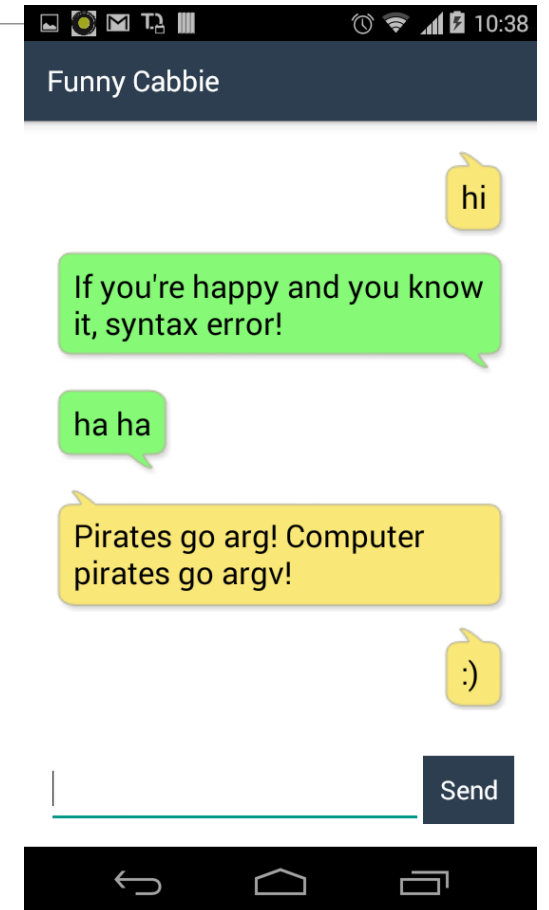
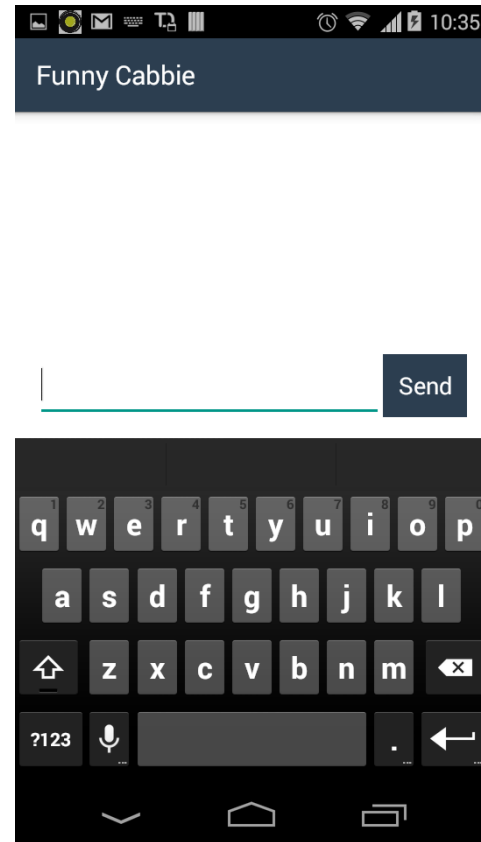
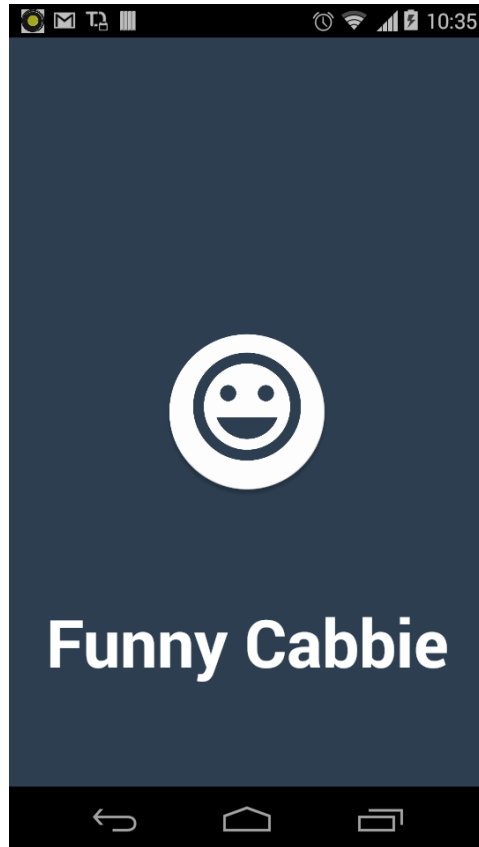
III **Sync with calendar**, offer Personalized deals

- Fetch appointments from local calendar (lat-long, time) and **delight with personalized deals** 😊 ✓

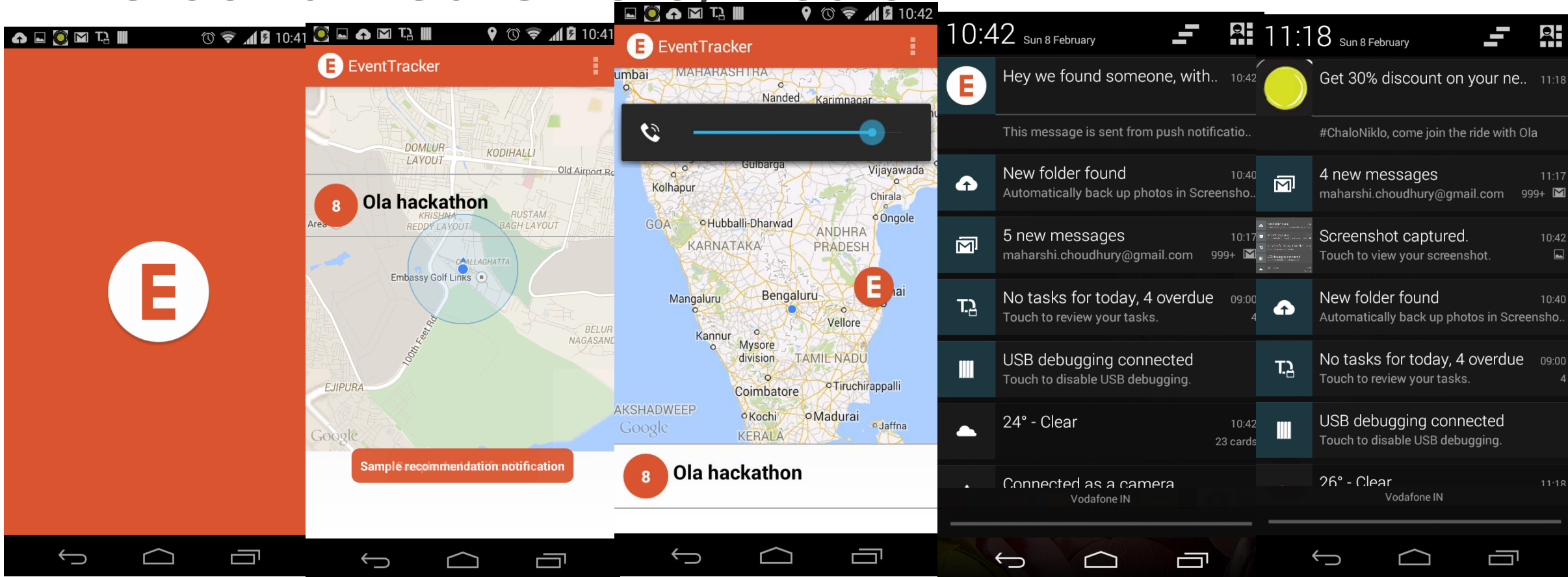
Discover | Explore!



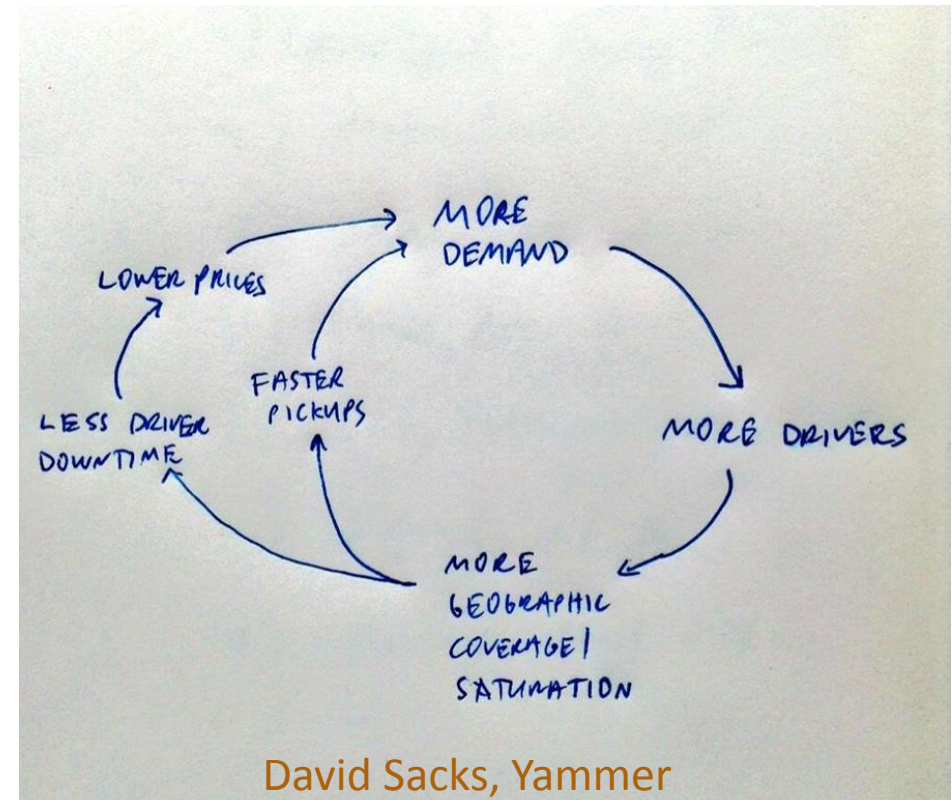
In-cab Entertainment!



Personalized Offers, Deals



Future!



* <http://abovethecrowd.com/2014/07/11/how-to-miss-by-a-mile-an-alternative-look-at-ubers-potential-market-size/>