

# TEAM SABIOS

Team members:

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# Moving India towards a sustainable future

Micro-mobility solutions that help reduce traffic congestion and air pollution



The background features a low-angle photograph of a modern skyscraper with a grid-like facade. A large, semi-transparent circular graphic is overlaid on the left side of the image, partially obscuring the building. The overall color palette is dark blue and grey.

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# ABOUT THE COMPANY



## Company:

**Incorporation Year :** 2017  
**HQ Location :** Bangalore

**Business Model :** B2C (Business to Consumer)  
**Total Funding Raised :** \$ 21.5 Mn

## Description:



Technology-driven mobility platform



Leverages artificial intelligence, machine learning and internet of things to build their products



Offers an eco-friendly UMaaS (Urban Mobility as a Service)



Making urban mobility in India seamless, shareable and sustainable

## Products:



**Yulu Miracle -**  
Dockless electric cycle



**Yulu Move -**  
Smart lock enabled bicycle

## Founders Info:



**Amit Gupta (CEO, Yulu)**  
Background: Cofounder of InMobi, Angel Investor, Ex- IITK



**Hemant Gupta (COO, Yulu)**  
Background: MBA from Symbiosis, Pune, Ex- Maersk



**Naveen Dachuri (CTO, Yulu)**  
Background: Cofounder of Learnora, Masters from GIST, Ex- IITK



**RK Misra (President, Ecosystem Partnerships)**  
Background: Founder of Tenet Technologies and Traveljini.com, Masters from Tokyo University, Ex- IITK

# HOW DOES YULU OPERATE



## From Consumer Point Of View

### Download Yulu App

Download the Yulu app from the Appstore or Playstore



### Scan the QR code

To unlock the vehicle, simply scan the QR code located on the panel.



### Locate a Yulu

Use the Yulu app to find the closest vehicle to you or look out for a Yulu zone around you.



### Ride Safely

Enjoy the Yulu ride but remember to abide by all the traffic laws and parking policies.



### End your Ride

Park the vehicle at a Yulu zone, lock it and click on the end button on your app.





30+

Number of Indian startups providing mobility services to consumers

## Major players in the micro-mobility sector

### MYBYK

Founded year: 2014

HQ Location: Ahmedabad

Geography Served: Presently in Ahmedabad, Vadodara and Anand

Description: MYBYK is a subscription-based bicycle rental service. Customers can rent bicycles for certain subscription periods



### VOGO

Founded year: 2016

HQ Location: Bangalore

Total Funding Raised: \$154 Mn

Geography Served: Presently in Bangalore, Hyderabad and Mysore

Description: App-based scooter rental service. Have more than one million riders on its platform with 5 million rides done so far



### ZYPP

Founded year: 2017

HQ Location: Gurgaon

Total Funding Raised: \$ 14 Mn

Geography Served: Presently in Bangalore and Delhi- NCR

Description: Mobile-based platform providing e-bike, e-scooter and bicycle rental services. Currently has a fleet of 1500+ electric scooters



Illustrative list of other companies in micro mobility space

**BOUNCE**

**b:live**

**yaana**

**hexi**



**SmartBike**



2018

 **BLUME**

 **wavemaker**

 **3ONE4  
CAPITAL**

 **if**  
IncubateFund

2019

 **BAJAJ**

2020

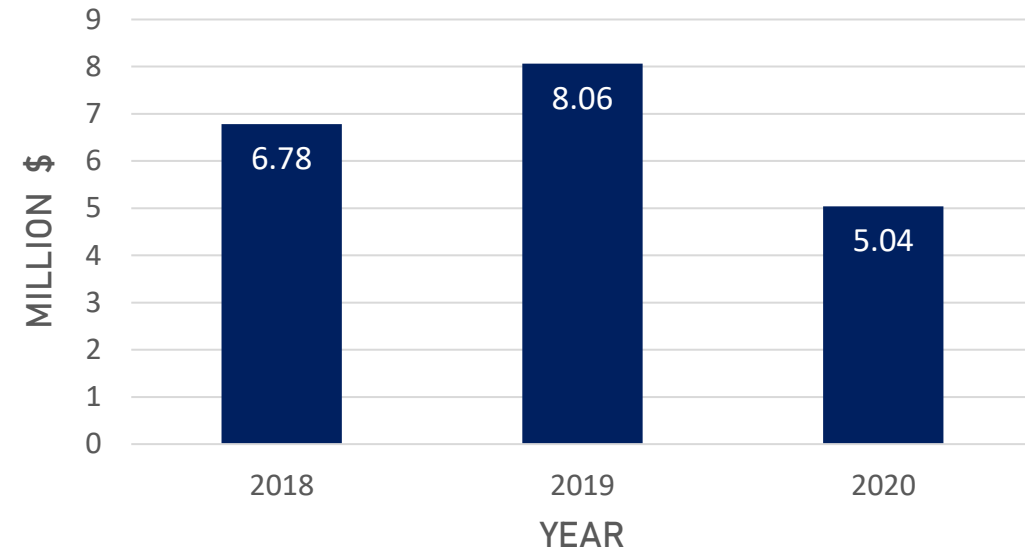
 **rocketship.vc**

 **BLUME**

 **wavemaker**

 **3ONE4  
CAPITAL**

## FUNDING

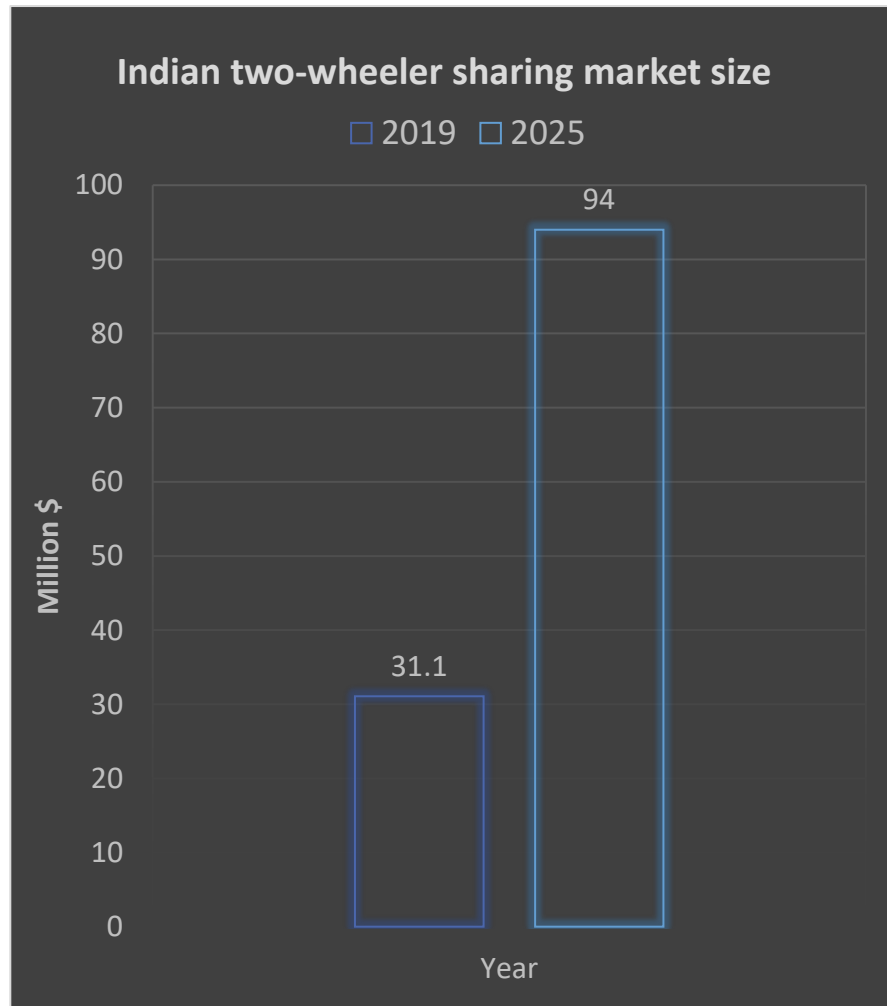


Vodafone's IoT solutions helped in:

- Easy procurement and deployment of SIMs
- A dashboard for SIM management
- Support for API (Application programming interface) to integrate with internal applications

Uber

- Uber app will redirect users to the registration page of Yulu.

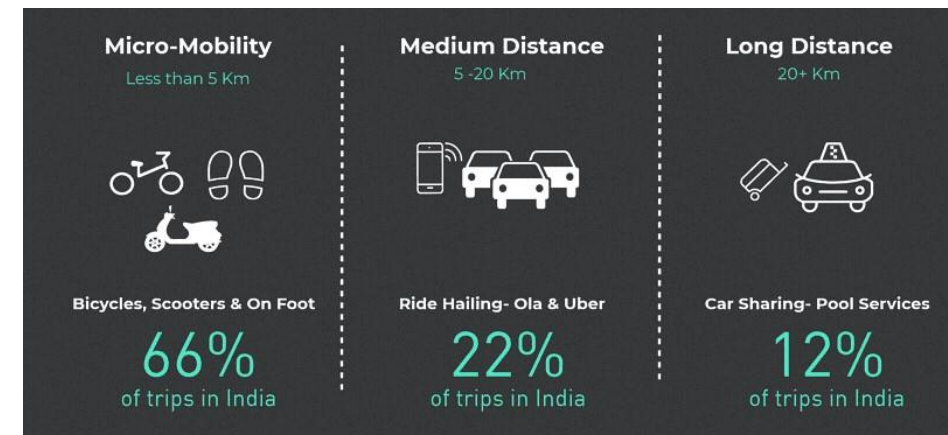


Market growth rate 20.2%

▪ All major public transport modes still form the most affordable mode of transport in the city and the best way to access a good service could be at 1-3 km distance.

▪ At the given distance range, there are very few solutions that are able to provide affordable options.

▪ In conclusion there exists about 9 million trips per day for micro-mobility solutions





# YULU'S CURRENT SCENARIO



35,000+ daily rides booked

18,000+ for Electric bicycles

## PRESENTLY

8,500 Non-Electric bicycles

3,000 Electric bikes

## By 2020 End

13,000 non-electric bicycles

1,00,000 electric bikes

## Current Market

Bengaluru, New Delhi, Pune, Greater Mumbai, and Bhubaneswar.

❑ Supply chain shifted from China to India with Bajaj

By end of year 80% manufacturing will take place in India

## App Performance



+500k

**Unique Users**  
New Users in 2018-19

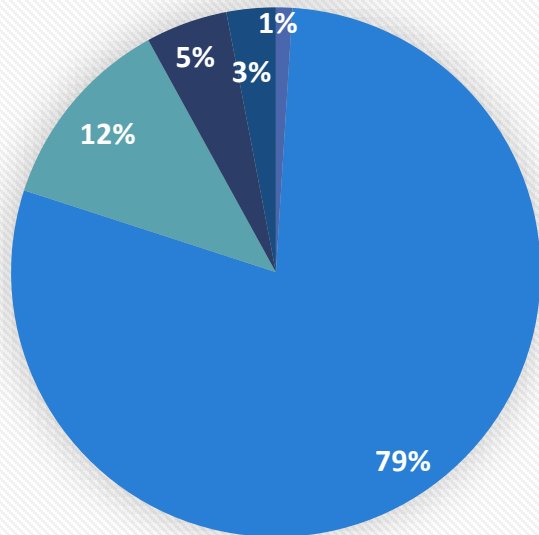
2 hours+

**Fleet Productivity**  
Average Vehicle Activity

+45.9%

**Expected Growth**  
New Users added each Month

## Used Cases



■ Business Cabs   ■ Commute to Work   ■ Shopping/ Social  
■ Pleasure Trips   ■ Transport Vehicles

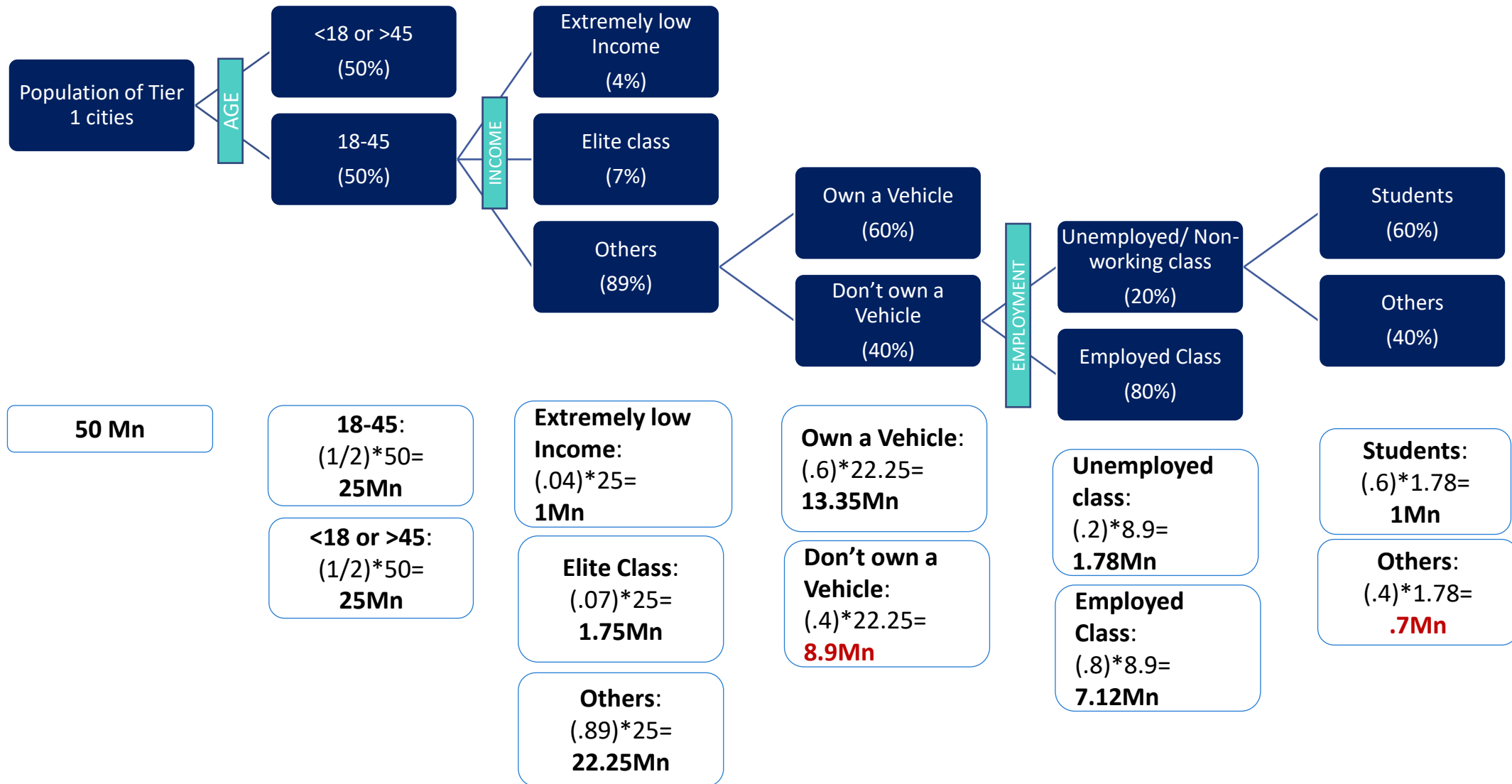
**Majority Usage is Work Commute**

- The future goal is to introduce Yulu service in all Tier 1 and Smart cities in India
- Mainly eight mega cities and select smart cities under the government's Smart Cities Mission

- Target young millennials, working professionals and college students

- Expansion will also be done outside of India by launching this service with the help of strategic partnerships.

# GUESSTIMATE (TARGET AUDIENCE)



# GUESSTIMATE (continued)

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Approx. **20% of people who do own vehicle** may use Yulu :  
 $(20/100) * 13.35 = 2.6 \text{ Mn}$

Thus, the **Target Audience**:  
 $8.9 - .7 + 2.6 = 10.8 \text{ Mn}$

But considering the **competition** and **limitations**:

**Actual customers** are approx. 40%  
of the target Audience  
 $\Rightarrow (40/100) * 10.8 = 4.3 \text{ Mn}$





## About

### Mayank Sharma

Age : 25

Location : Bangalore , India

Education : B.Tech

Job : Consultant

Language : English

Marital Status : Unmarried



## Bio

Mayank has been working as a consultant for a year now. He is skilled and dedicated in his work. He is passionate about painting and visits art galleries at leisure. His idea of fun is camping, trekking and other adventurous activities.



## Goals

- To reach office on time
- Reduce the cost of travelling to the extent possible
- Travel safely and easily during bad weather conditions



## Frustrations

- Difficulty in finding the ride on busy day and during bad weather conditions
- Parking have to been .
- Heavy traffic specially in Tier 1 cities



# User Persona



## Motivations

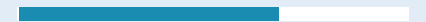
### Safety



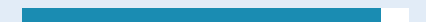
### Availability



### Environment Friendly



### Cost effective



### Technology





## About

### Siddharth Kapoor

Age : 20

Location : Bangalore , India

Education : B.Tech 3<sup>rd</sup> Year

Job : Unemployed(Studying)

Language : English

Marital Status : Has a girlfriend



## Goals

- To have fun and explore new places
- Reduce the cost of travelling to the extent possible
- Wishes to visit maximum number of places in the given amount of time.



## Bio

Siddharth is a engineering student who enjoys travelling whenever he can. He prefers travelling alone as it helps him to find his true self. Being a student his travelling budget has some constraints. He often weighs options to see whether quality or price is more appealing.



## Frustrations

- Finding a ride on busy day and during bad weather conditions
- Bad condition of roads full of potholes with roadsides and pavements often blocked by parked vehicles.
- Heavy traffic specially in Tier 1 cities
- Parking problems.

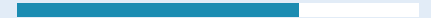


# User Persona

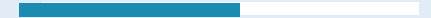


## Motivations

Safety



Availability



Environment Friendly



Cost effective



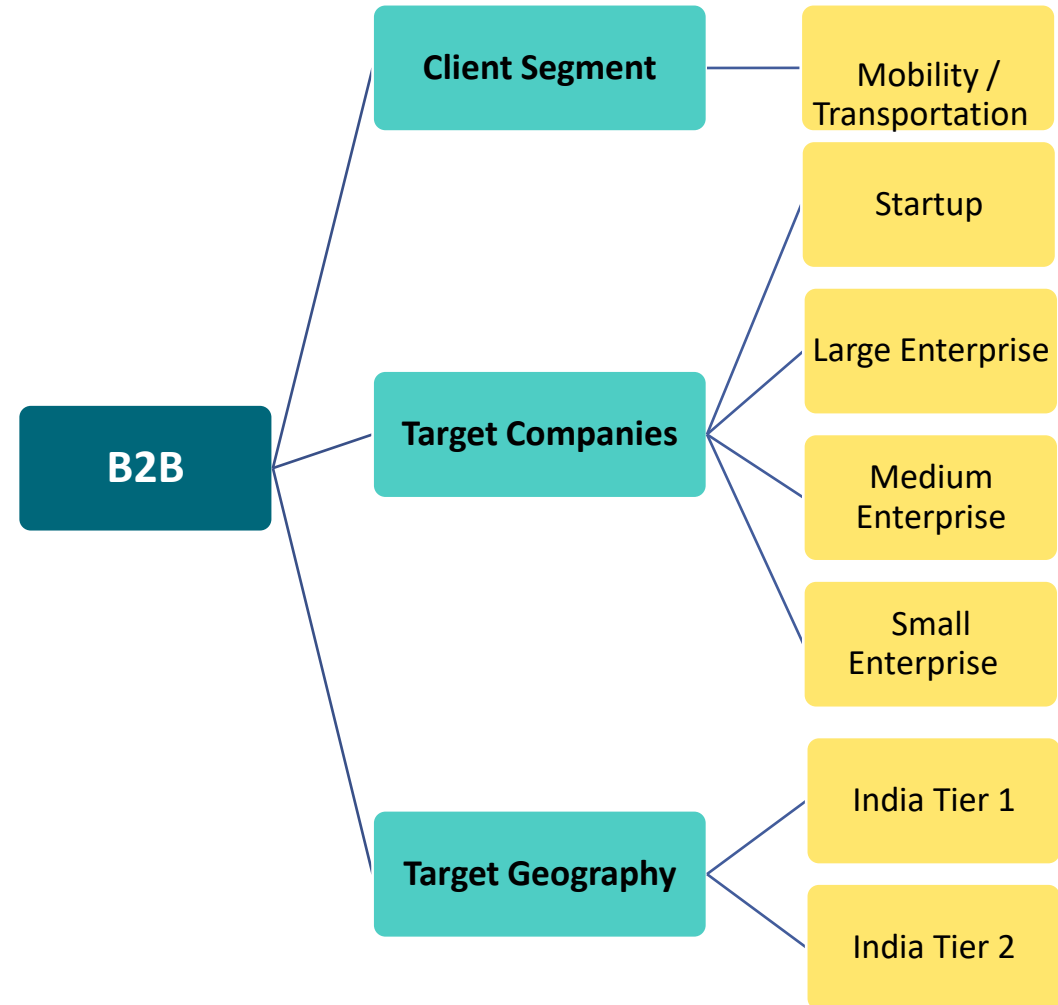
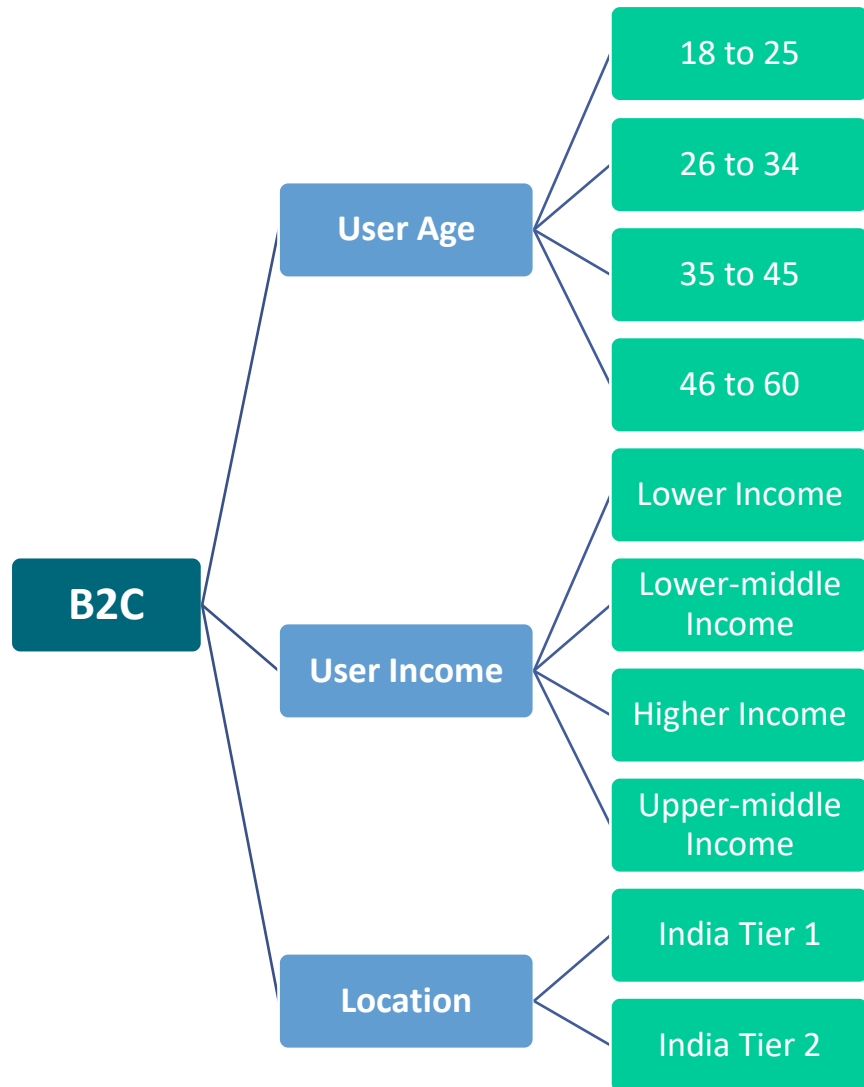
Technology



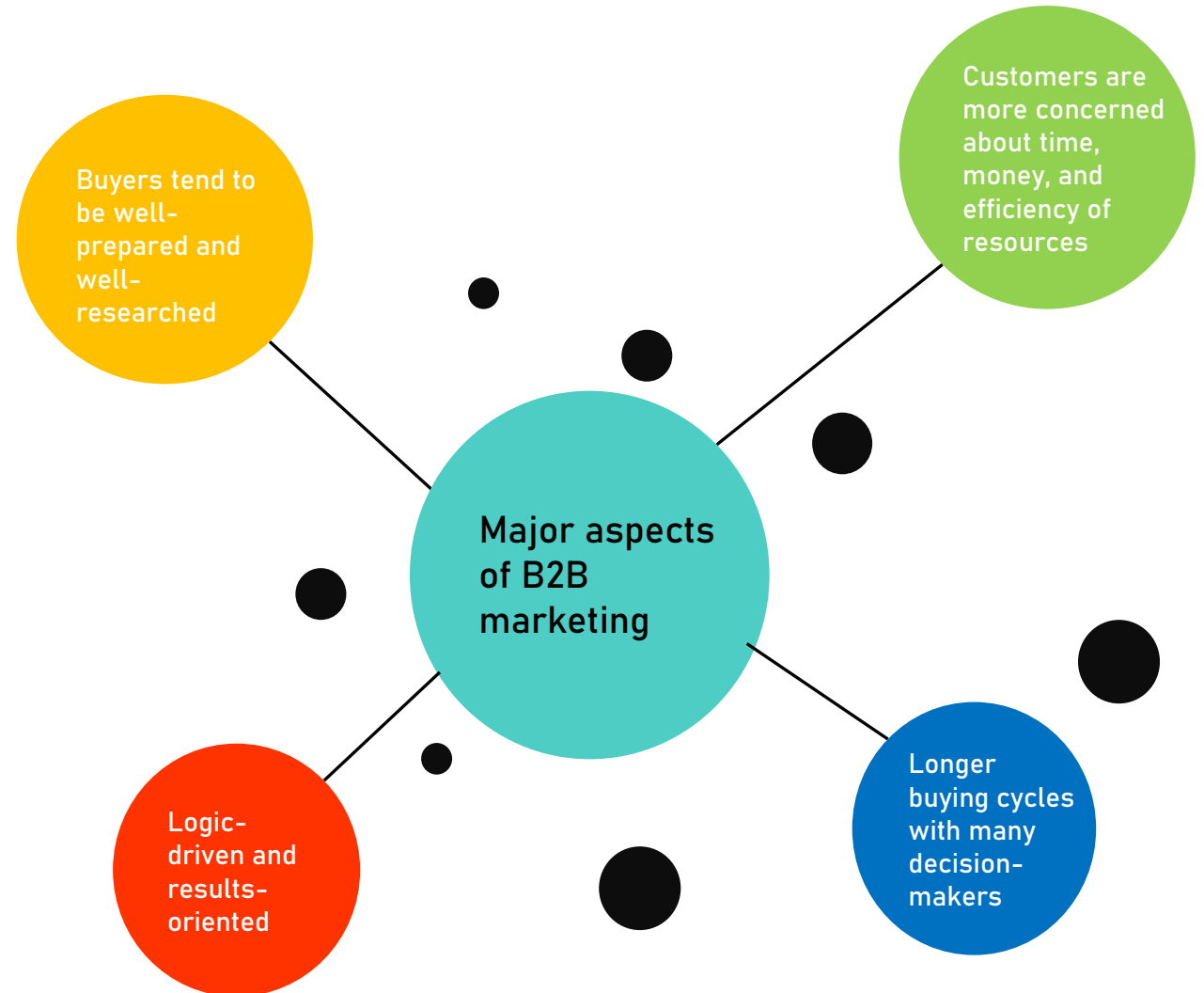




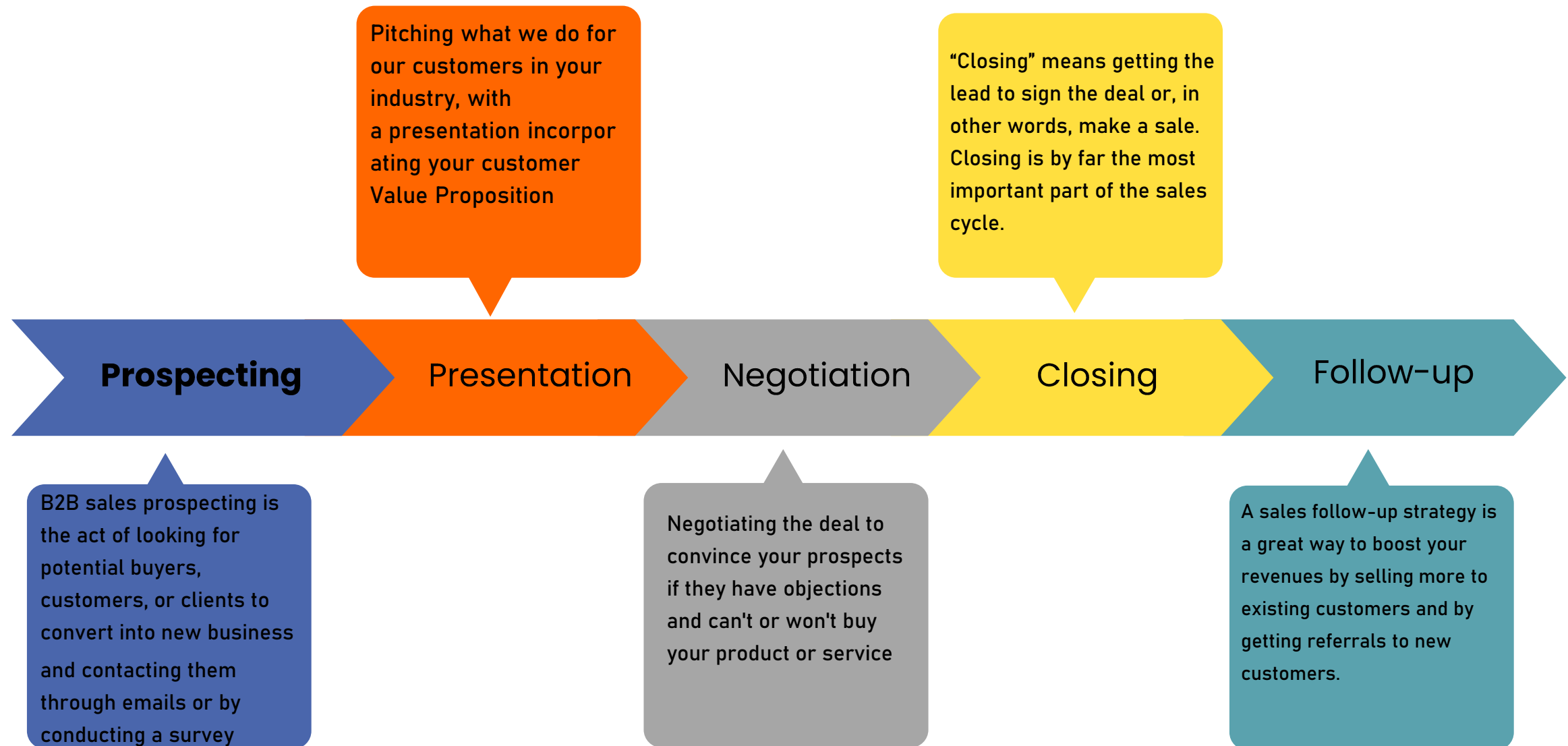
- Increasing the availability of Yulu zones and the number of cycles available per zone
- Increasing the efficiency of the product (better battery life)
- Improving the speed of the product , in order to save time
- Try connecting with companies with their designed B2B model in order to provide product on rental basis
- Initiatives like cycling marathon will make people aware of the social cause as well as the product quality
- Improving the design of the product



B2B marketing campaigns are aimed at any individual(s) with control or influence on purchasing decisions. Competition for customers, and even for attention, is high. Building out a B2B strategy that delivers results requires thoughtful planning, execution, and management.

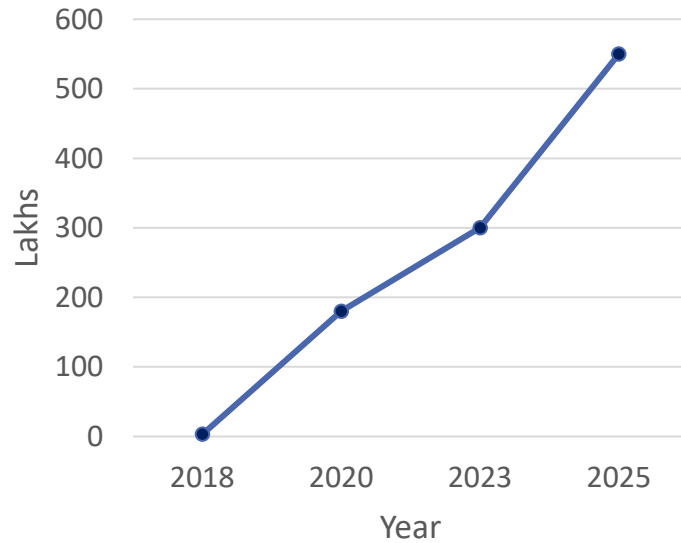


# TIMELINE

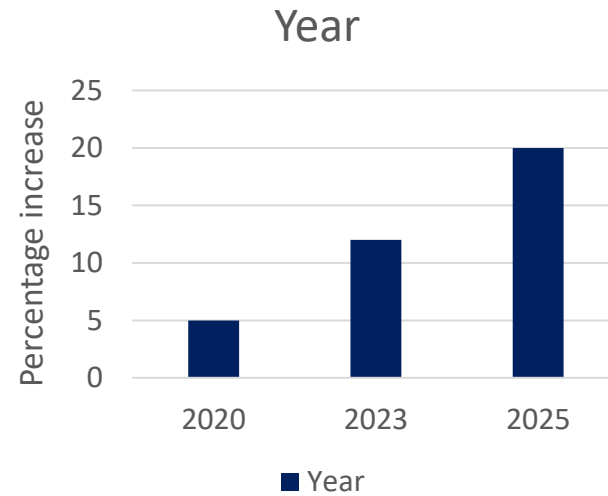




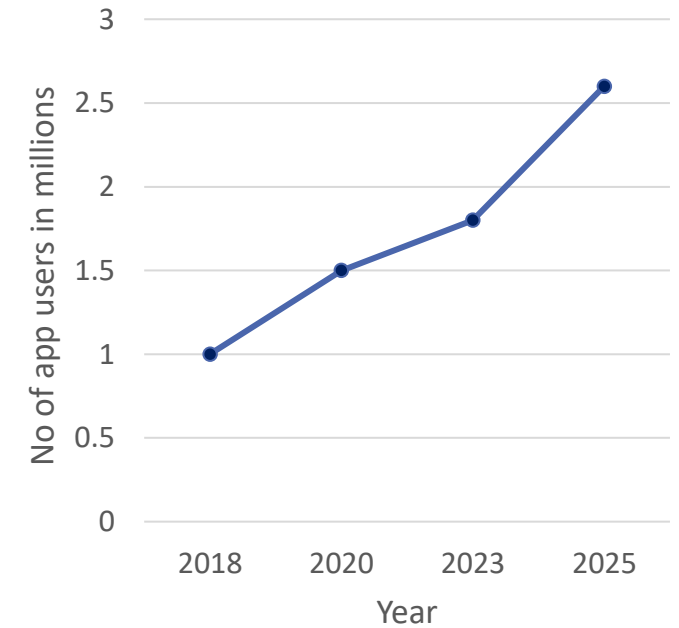
### Revenue Growth



### Revenue concentration



### Conversions



## An Eco-Friendly run for a better tomorrow



The event brings all the environmental enthusiasts to take part in a cycle rally and help spread awareness about environmental issues on the occasion of environment day.



Promotes manual and electric mobility & hence moving ahead towards a sustainable nation

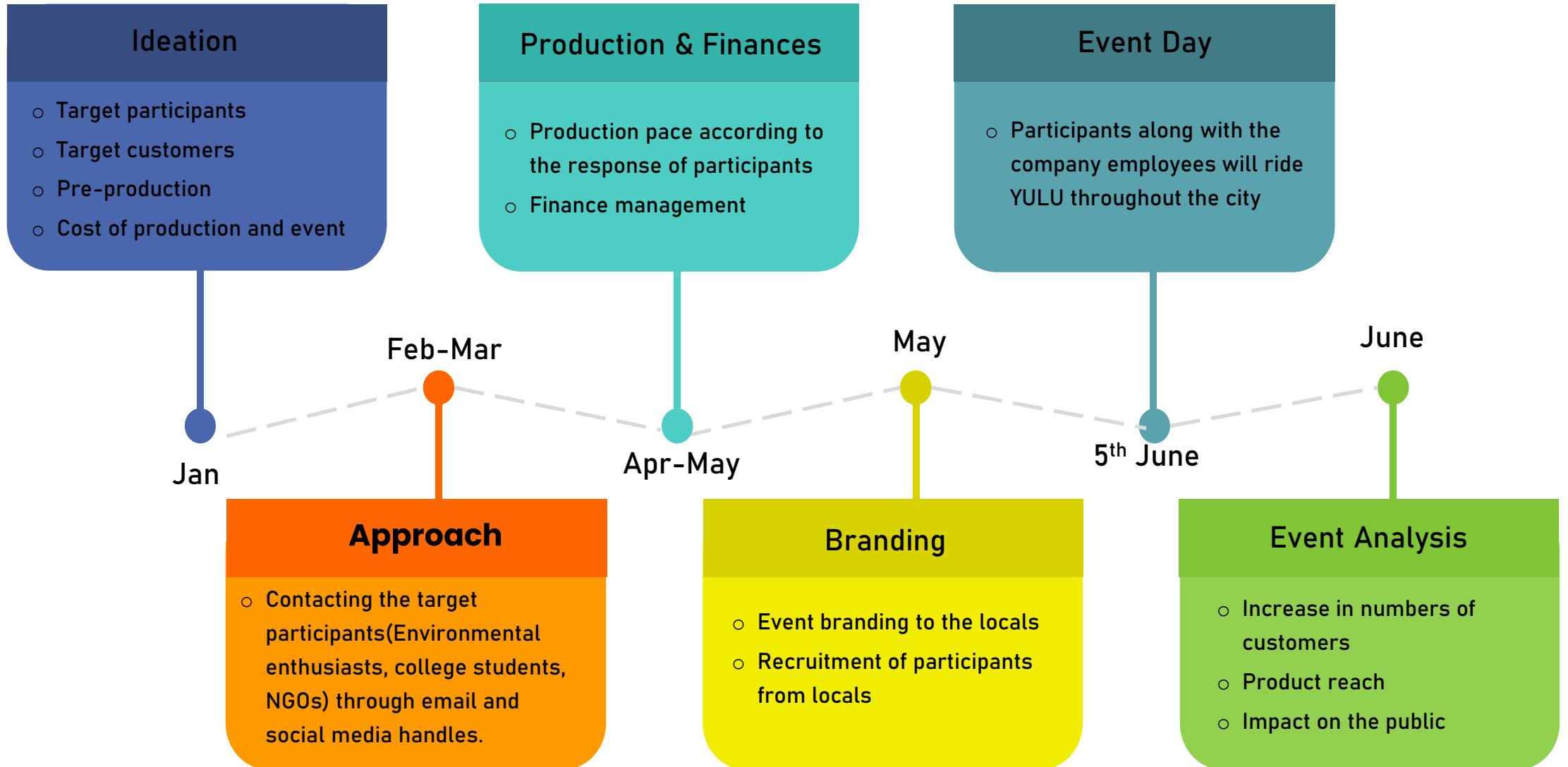


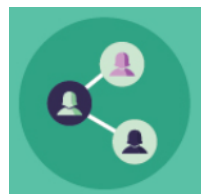
Makes people aware about the importance of fitness and health care

**#BeUnstoppable**

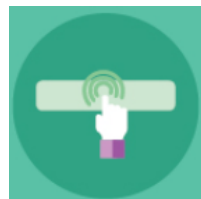
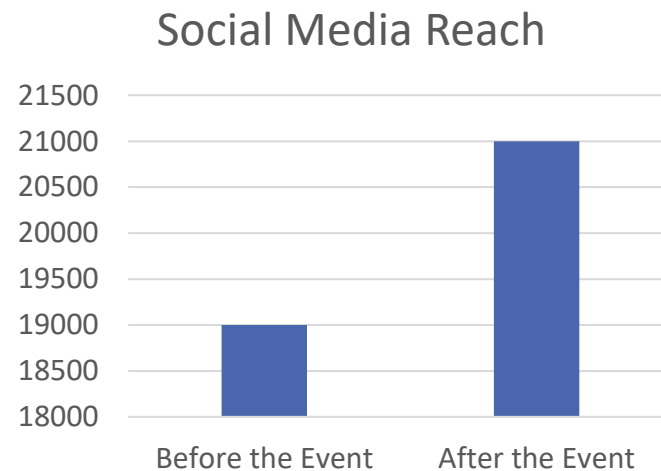


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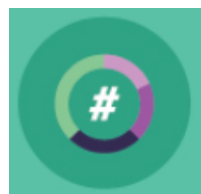
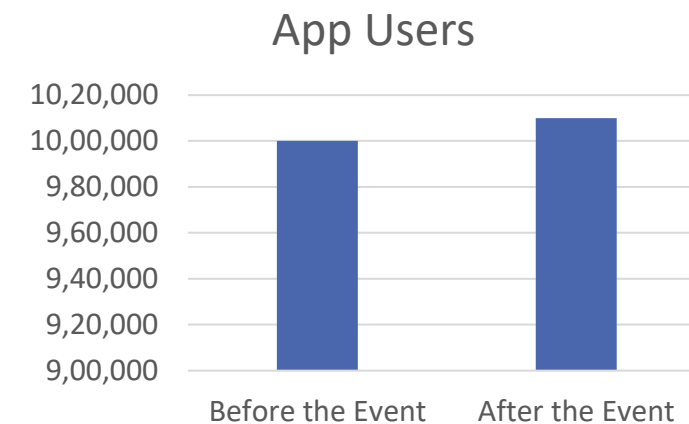




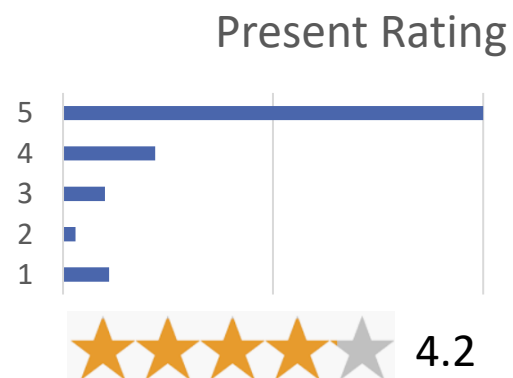
## Social Media Reach



## App Users



## Net Promoter Score





**THANK  
YOU**