

PROJECT NAME: Blitz

TEAM MEMBERS: Andrei-Cristian Popescu , Cătălin-Ștefan Soare, Gabriel Stanciu

**IDEA IN SHORT:**Blitz is an innovative application aimed at revolutionizing public transportation. It provides real-time location tracking, precise arrival estimations, seamless payment processing for tickets and subscriptions, and additional features to enhance the commuter experience. Blitz also offers valuable data analytics for transportation providers and city planners, aiming to improve operational efficiency and urban mobility. The app incorporates a robust tech stack, ensuring reliability and scalability, and leverages modern design tools to deliver a user-friendly interface.

# Hardcore entrepreneur hackathon 4.0

## 1.PRODUCT - PROBLEM WE SOLVE



**Riders' Pain Points:**

**Unreliable Schedules and Long Waits:** Outdated schedules and unpredictable arrival times frustrate riders, wasting their time at stops.

**Inconvenient Payment Processes:** Cash struggles and multiple ticketing systems slow down boarding.

**Limited Information and Route Management:** Lack of real-time updates and complex routes leave riders uninformed and stressed.

**Transportation Companies' Pain Points:**

**Inefficient Route Management:** Challenges in monitoring vehicles and optimizing routes lead to inefficiencies.

**Lost Revenue Opportunities:** Cumbersome payments discourage riders, reducing revenue.

**Limited Customer Engagement:** Difficulty in collecting rider data hampers service improvement.

## 2. OUR TARGET GROUP



Urban commuters reliant on public transportation, transportation companies, city planners, and event organizers.

**Demographics include:**

**Location:** Major cities with public transit systems

**Income:** Low to high-income brackets

**Age:** 12-60 years

**Profession:** Working professionals, students, planners, and managers.

## 3. SMART OBJECTIVES



## 4. PRICE



## 5. PROMOTION



**Specific:** Achieve 1 million active users within the first year of launch.

**Measurable:** Generate €1 million in revenue by the end of Year 1.

**Achievable:** Partner with 30 transportation providers within the first 18 months.

**Realistic:** Expand to 10 major cities by the end of Year 2.

**Time-bound:** Break even by the end of Year 1 and achieve profitability by Year 2.

**Subscription Fees:** Custom pricing for businesses and transport providers for adding their vehicles and passes in the app.

**Transaction Fees:** 2% per ticket or subscription sale processed through the app.

**Advertising Fees:** Estimated CPM (cost per thousand impressions) at \$10.

**API Access Fees:** Custom pricing based on usage.

**Income sources:**

Subscription Fees	Event Partnerships
Transaction Fees	In-App Purchases
Data Sales	Loyalty Programs
Advertising on map	Corporate Solutions
Affiliate Marketing	API Access
White-Label Solutions	Ride-Sharing Partnerships

**Partnerships with Transport Providers:** Collaboration to integrate Blitz as their official app.

**Local Government Collaborations:** Promoting Blitz as part of smart city initiatives.

**Online Platforms:** Leveraging social media, content marketing, and influencer partnerships to reach target demographics.

**Event Collaborations:** Partnering with event organizers to offer integrated transportation solutions.

**Station & In-Vehicle Ads:** Deploy targeted campaigns in stations and on vehicles, boosting visibility among daily commuters.

**Location-Based Marketing:** Deploy geotargeted ads and promotions to reach users at key locations.

**Augmented Reality (AR) Advertising:** Create immersive AR experiences to showcase Blitz's features and benefits in real-world scenarios, captivating audiences and enhancing brand recognition.

**Interactive Outdoor Advertising:** Utilize interactive digital billboards equipped with touchscreens or gesture recognition technology in high-traffic areas.