

Pick Me Up - Drive Earth project

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<p>1. Most of the online carpooling applications are boring</p> <p>2. A lot of people whose cars have empty seats are looking for ways to minimize cost of travel (gas, transportation fee etc.)</p> <p>3. People who have the problem to catch buses at the peak time (full buses, bad weather, being late etc.) need a real time carpooling service. Moreover, people are looking for a much cheaper, convenient transit.</p>	<p>Our mobile application combines a fun eco-friendly framework (gamification) with a real time and traditional carpooling service to drivers and passengers.</p>	<p>The application provides a way for users to enjoy a game where rules and points come from your carpooling behavior.</p> <p>HIGH-LEVEL CONCEPT</p> <p>The third way beyond Angry birds and Blablacar.com</p>	<p>Privileges to access to student communities</p> <p>Communication company, application development company and designer company could provide free services at the beginning</p>	<p>Students and workers who travel from point A to B every day to work or study (short distances).</p> <p>Traditional carpooling users (long distances)</p> <p>Companies (build an eco-friendly brand image, post advertisements)</p>
EXISTING ALTERNATIVES	KEY METRICS		CHANNELS	EARLY ADOPTERS
<p>Carpooling.com</p> <p>CarpoolWorld.com</p> <p>Hupp.it</p> <p>Zimride</p> <p>Blablacar.com</p>	<p>The number of users</p> <p>The number of transactions</p> <p>The number of trans link from Facebook, Gmail, Twitter to our website</p> <p>Number of mail collected on database to test beta version of application</p>		<p>App store, Play Store</p> <p>Street Marketing</p> <p>Website</p> <p>Social media marketing (e.g. Facebook, Twitter)</p>	<p>STUDENTS and WORKERS</p> <p>TRADITIONAL CARPOOLING DRIVERS who like to share cars with others and create an eco-friendly environment.</p> <p>GAMERS who play online and could be interested in the concept</p>
COST STRUCTURE		REVENUE STREAMS		
<ul style="list-style-type: none"> - Website and mobile application (creation and programming) - General and administrative - Marketing and communication - Servers and operations cost 		<ol style="list-style-type: none"> 1. 10% commission on each transaction. 2. Advertisements 3. Special sponsorships from companies 4. Online sales of game related products such as accessories, clothes, weapons, etc. 		

Lean Canvas is adapted from The Business Model Canvas (BusinessModelGeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.



Drive-earth | another way of driving

drive-earth.net

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DRIVE-EARTH

Drive the game

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WANT TO JOIN
-
Contact us

HERE IS YOUR PROFILE

TOM CÔTE
MALE
29
Car? CAR
Interesting about me
GOLF PLAYER

Continue

9:41 AM

FLUID

DRIVE-EARTH

Email

Password

Log in

Sign in with your favorite network

g f OR

Sign up with your email address

Continue

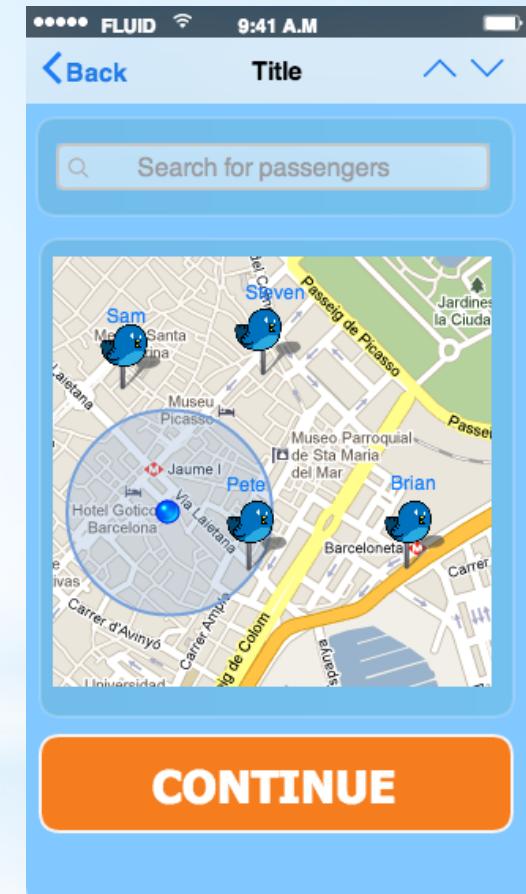
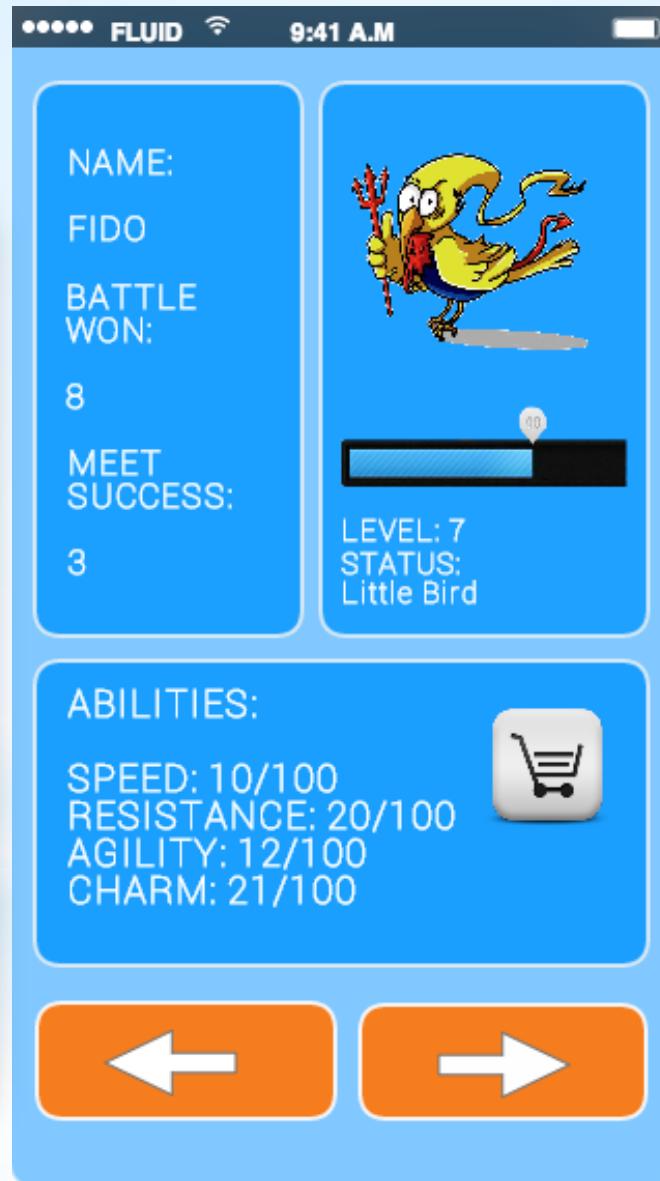
Espace St Philippe

Le Provincial GOLF

Hawthorne Center

Competence France

Gamification...



Carpooling Market Growing
(cf. local & international studies, around 6%)



STUDENTS

2 390 K in France

USERS

1500 K
65%

1700 K
69%

TARGETS

150 K
10%

YEAR 1

250 K
15%

YEAR 3

*Money...

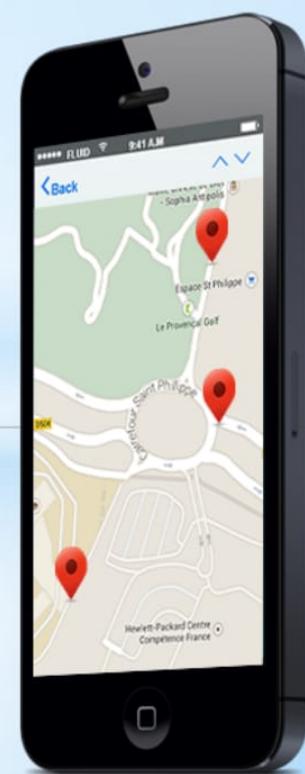
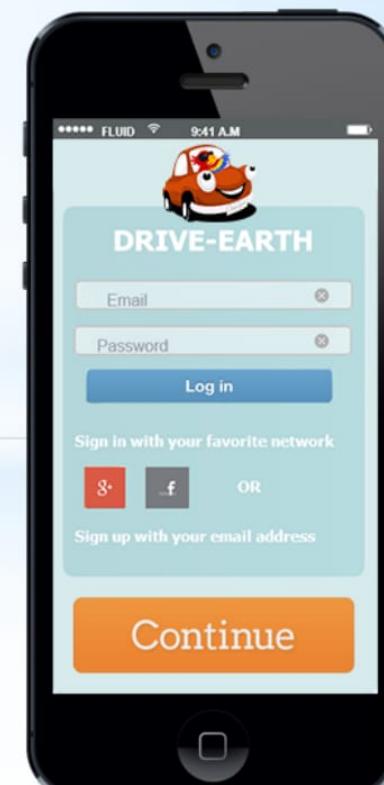
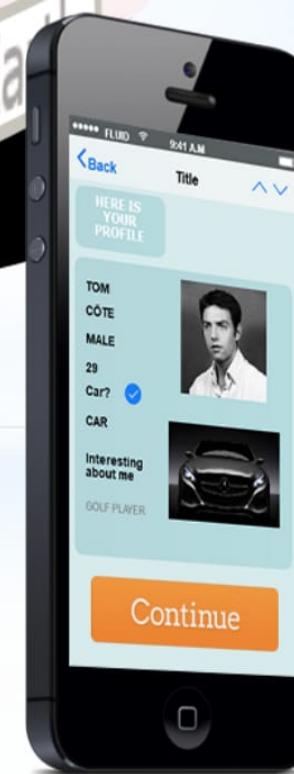
*COMMISSIONS PER RIDE
(10%)

*ONLINE SHOP

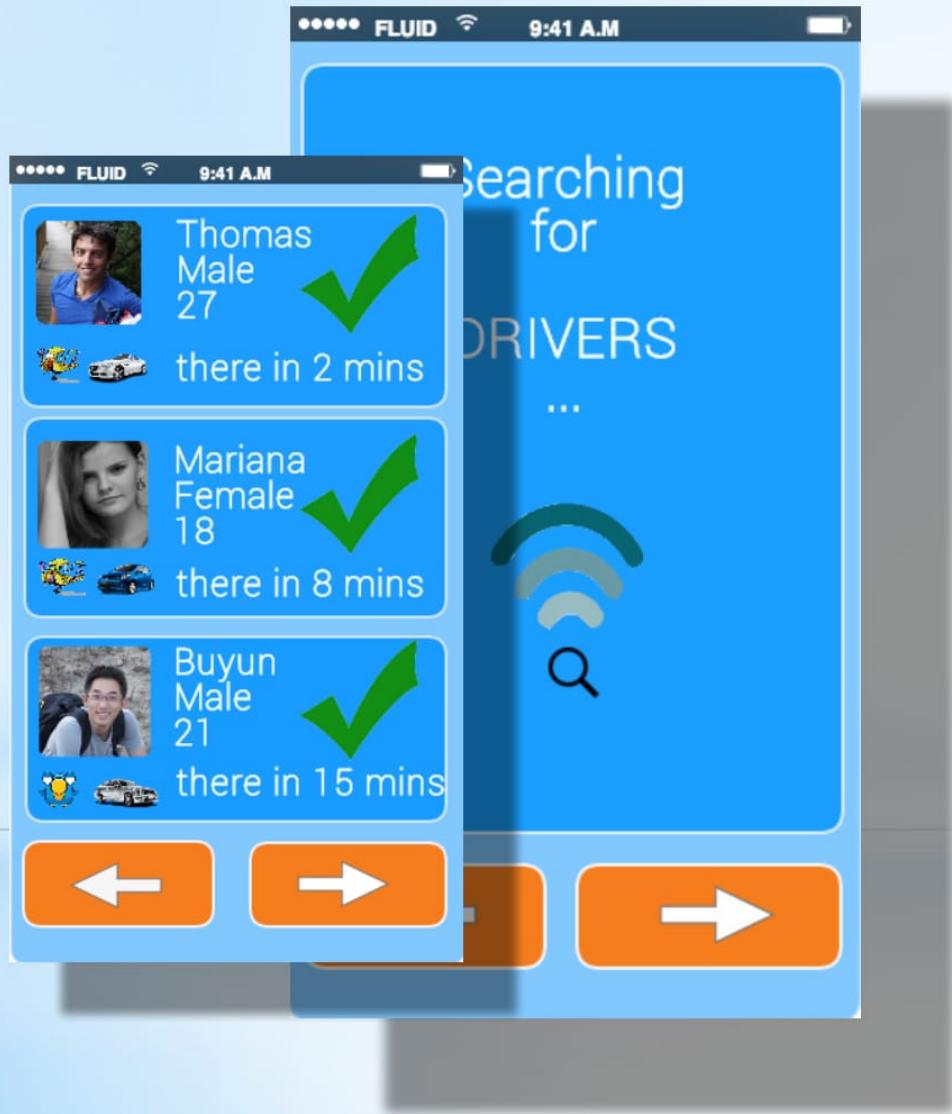
*ADDITIONAL REVENUE



WELCOME



Solution : Carpooling...



Share car



Real time

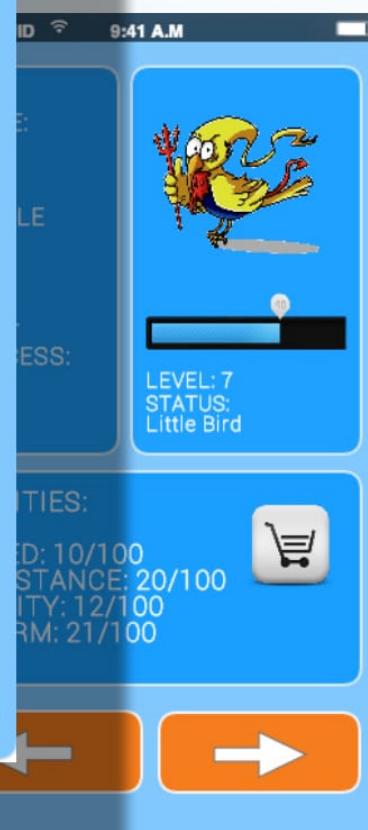
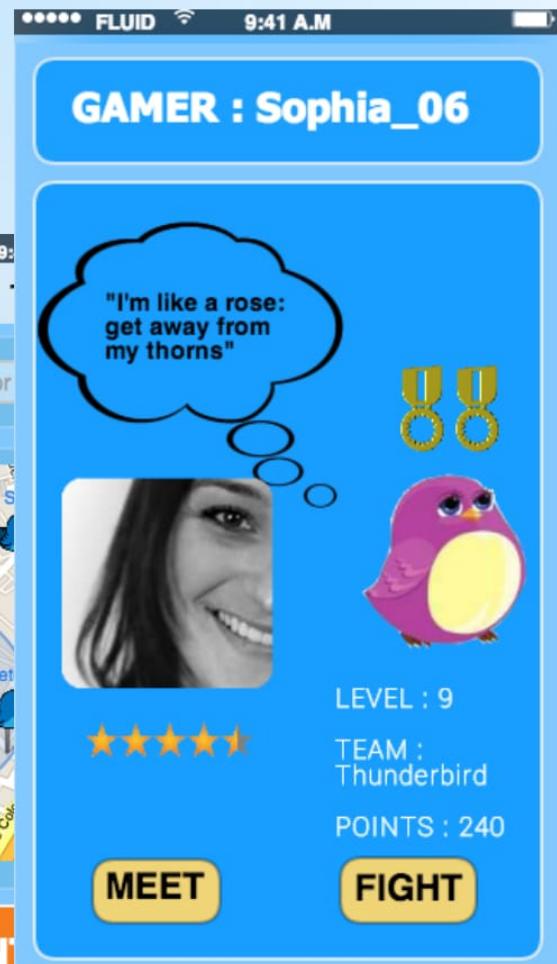


Save & Earn
money



Meet people

Solution : Carpooling GAME !



Earn Points



Meet your
avatar

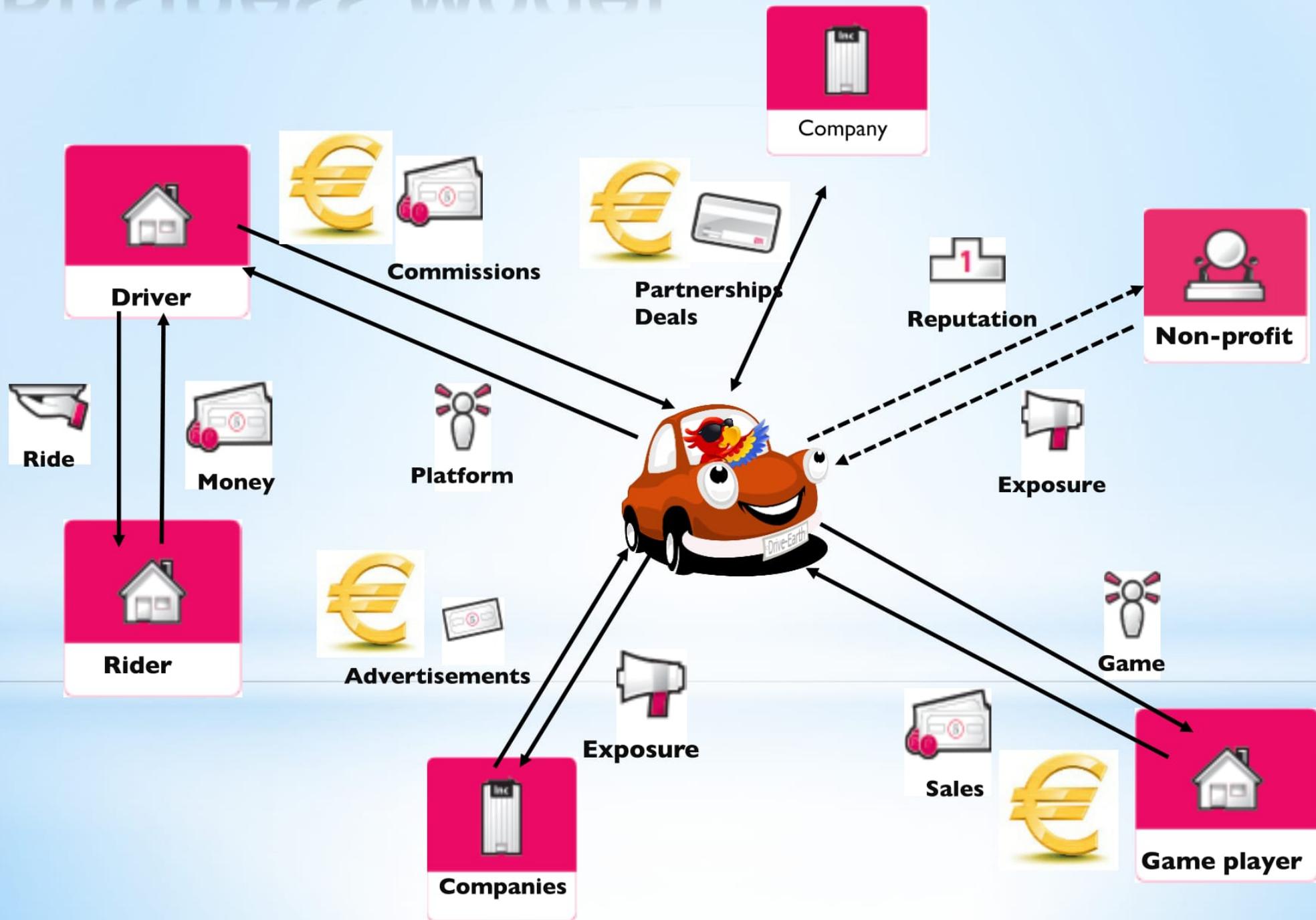


Join a team



Fight gamers

Business Model



Competitors



VS.



Differentiation :
flexibility
real time
gamification

etc.
etc.

Partners



Marketing and
communication strategy

125 companies
15 000 workers
30 000 students



Telecom Valley
Internet – Mobilité – Usages



80 000 students

35 000 students



Road Map

1. EIA



We improved our business idea and enlarged our network.

2. App Launch



Launch the app on the main app markets.

3. Register Company



Register the company in France

3. Register Company

3. Register Company

4. First Paying Customers



The first drivers and riders are arriving!

6. International Customers



We will leverage on our network to win the global challenge.

5. New partnerships



We are ready to establish new relationships

Drive the Game !



