



Problem Statement



Boring metro
travel

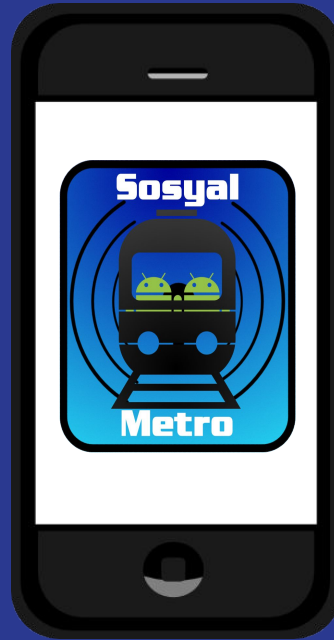


Necessity of
Socializing

Project Objective



Before



After



Have fun and get informed while traveling



Scope and Limitations



- ✓ Hardware implementation
- ✓ Mobile appplication
- ✗ Internet connection
- ✗ P2P connection

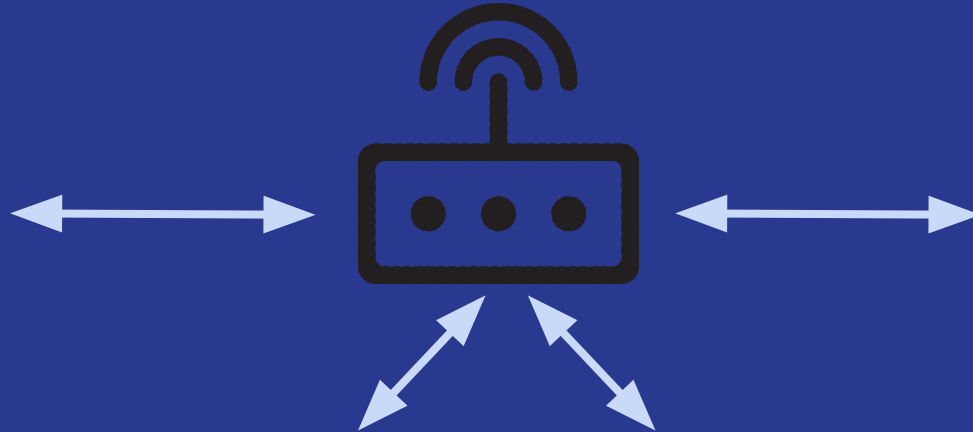
Background

In Istanbul, metro was preferred 384 million 871 thousand 420 times in 2015



This number has increased 75 million compared to previous year

Methods



Services



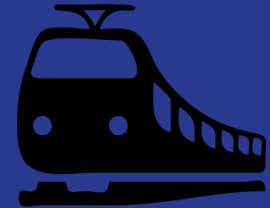
Messaging



News



Competitions



Station info



Difference of the Project

	Sosyal Metro			Others		
Messaging	✓	✓	✗	✗	✗	
Competitions	✓	✗	✓	✗	✗	
News	✓	✗	✗	✓	✗	
Station informations	✓	✗	✗	✗	✓	

Revenue Model



Advertisement
income*



User statistics*



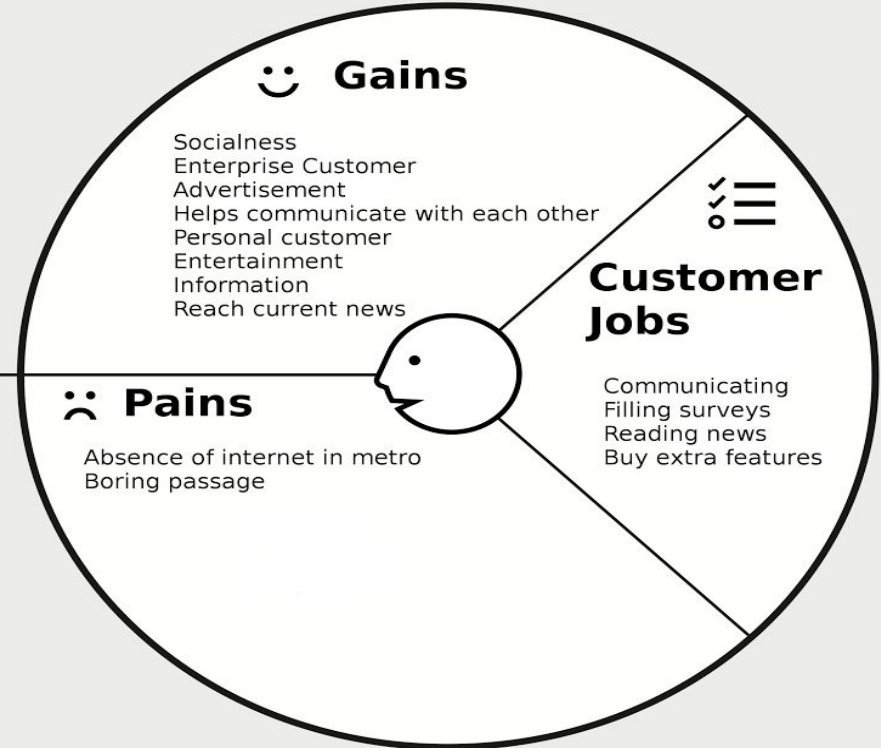
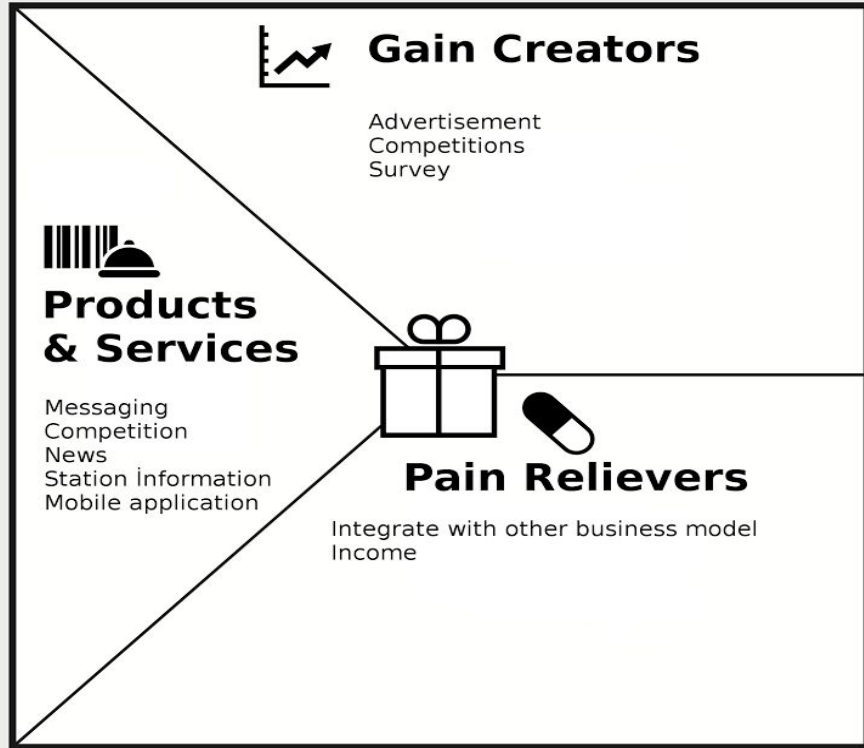
Surveys*



*Daily average number of passengers is 800 thousand



Potential Contribution



Success Criteria





Estimated Cost

	Number of wagon	Number of daily service	Calculated Costs**
M1	105	340	6300 \$
M2	124	549	7440 \$
M3	80	240	4800 \$
M4	144	384	8640 \$

* Values are approximated

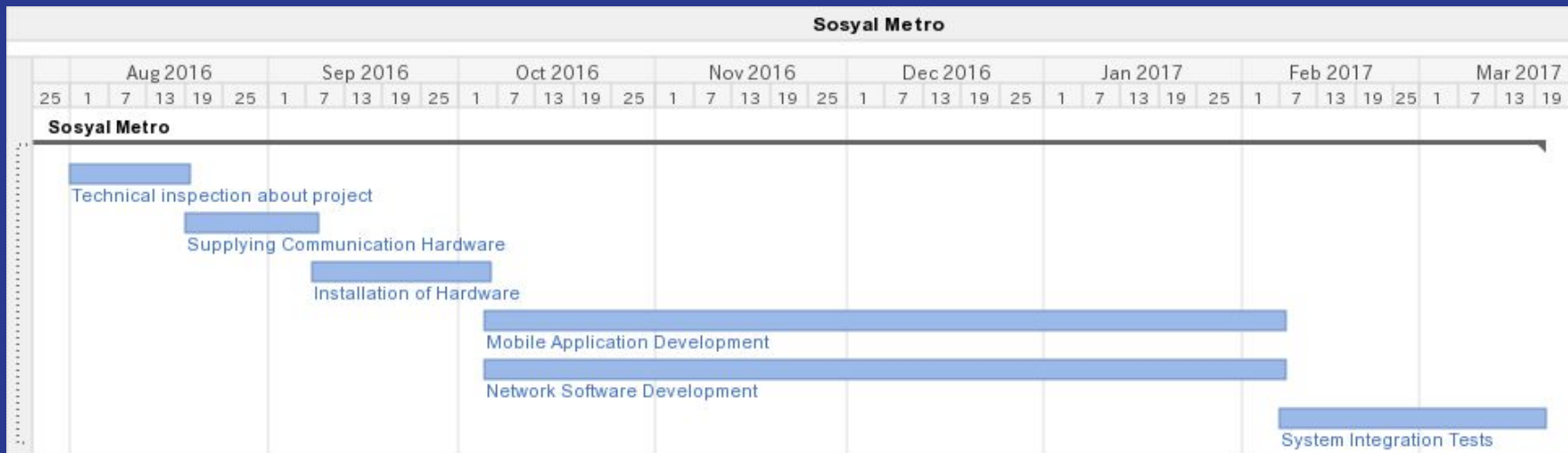
** Assuming cost per hardware is \$60

Funding Sources



- TUBITAK 2238 Üniversite Girişimcilik ve Yenilikçilik Yarışması 2016/1
- İTÜ Çekirdek Girişimcilik Ekosistemi
- Angel investors

Schedule





Thank you for listening