



PATARIDE COMPANY

thejiell15@akirachix.com

+254 717 620 064 | +254 715 676 529

Executive Summary

PataRide Company exists to enable boda boda customers access motorcycle means of transport more easily and fast. This is through two simple ways; via PataRide application in your phone, and a short code (USSD).

By use of the short-code, our main aim is to get a larger percentage of our market customers into the fish net. This will include non-smart-phone holders (or feature phones), who so far are the majority in the phone market. Short codes are also easy to use and almost everyone can efficiently use them even the people who are not so much into the tech-world.

As for the application, which can be accessed from play store, it's majorly designed for the city dwellers, who in most cases have an effective way of accessing the internet. Be it through Wi-Fi or data connectivity. It also focuses on people who prefer using applications while on the move rather than the short code systems. These two methods, we believe can cover a wider scope of our customers within our targeted market.

We have a team of boda boda riders, who are on call and attend to clients when a request is made to us. The clients get to know the name and the telephone number of the person coming to collect them, plus the estimated time that may be taken to arrive and pick them up. Not only are our drivers punctual and time conscious but they also practise safety on the roads by having two helmets for themselves and the clients', plus always having a well maintained motorbike.

In case of an accident or incident any kind of interruption along the way, we will take appropriate measures. This is because through the tracking system, we are able to monitor the course of the journey.

Problem/Opportunity

The motorcycle taxi industry, or boda boda, has become an important player in our country's economy. Out of 500,000 motor bikes on Kenyan roads, over 99 percent of them are boda boda cyclists and about 14.4 million people are using them for transport every day. This therefore earns the industry an average of about Sh400 million in a day. This is

the data according to the Motorcycle Assembly Association of Kenya. This not only supports the government, but also provides local jobs to many people majority being the youths. Evidently, this is booming and a viable opportunity for a business set-up.

Therefore, we saw it fit to enable an efficient and effective connection between the boda boda riders and their potential customers. This is to enable even the '*mama*' upcountry who is from the '*shamba*' with her goods, to actually have the opportunity of getting a trusted boda boda ferry her goods to the market. Or maybe a person at home who would want to be picked up straight from home rather than having to go out and wait for the boda boda. We are trying to come up with that much needed flexibility for everyone's convenience while promoting safety and reliability.

This will also end up providing more and more job opportunities for the youths, hence decreasing crime rates due to idleness. With the increase of our product awareness in the market, we aim to help form more SACCOs within local areas so as to also grow the boda boda riders, by providing soft loans or doing micro lending when in need and for the motorbikes' maintenance.

Unfair Advantage/Competitive advantage

Currently within the motorcycle industry in Kenya, we have the added advantage of being the first-movers with such a project under-way. After having carried out our research, so far there is no independent form of organisation undertaking this project a part maybe from boda boda individuals who are widely connected to their locality. This will enable us to therefore penetrate the market more easily and attract more customers to our services, unlike if we had direct competitors.

Also, within our team we are well sourced with developers and designers who are knowledgeable within their fields of expertise. Considering that our business project runs mainly on technological platforms which require a lot of hard skills, we pride ourselves in that area. We have android developers, who maintain the android application on play store, Php developers who come up with the required program for the short code and the designers who ensure the website is up-to-date and the user experience is enhanced and at its best.

Having the two platforms, the application and the short code, enables us to stand out since it means we are able to access a much bigger and larger audience in the market. This is due to the fact that more than 85% of the population in Kenya has access to a working mobile phone.

Sales and Marketing (Target Markets)

Our main target market is the boda boda riders and their clients. We are mainly focusing on one part of Nairobi for starters and then later expand to other different areas of the region. This is due to the fact that working with SACCOs is easier since you are able to get more boda boda riders within one area and co-operate.

We will therefore market ourselves to the boda boda SACCOs within the different localities and also encourage the formation of SACCOs in areas where they are non-existent. This will mainly be meeting up with the various SACCOs and individual boda boda riders around. This is easier because most of them are easily accessible along major roads in Kenya.

So as to get clients to use the short-code and/or the application, we are planing on placing banners and posters at strategic points within the main roads and also using social media to get social media users. Once well funded, we will take it to the media level on televisions and radios for wider coverage..

Business Model

After having identified the different charges already set by the boda boda riders on the specific routes, we will use those charges to get our 10% commission whenever a trip is made. However, this may differ in some areas, thus remaining constant or decreasing. Nevertheless, it will be to a considerate amount for both parties.

Forecast

	Figurative script	Month applicable
Ride charges at 10%.	PataRide being a first mover, we expect the client growth to be relatively slow (Not many might embrace the idea immediately it's out on market). We estimate the number of motorcyclists initially to be 40, with a growth of 12.5% from January to October, and 25% from	

	<p>October to December(Many people travel towards the end of the year). Each rider is estimated to get one client a day at 300/= per ride. PataRide will then return 10% commission out of this revenue.</p> <p>N/B The number of motorcyclists and the clients will be increasing by 5 each month from January to October and by 10 from October to December.</p>	
Tracking System and USSD	Tracking motorcyclists will need cost 4 000/=	Monthly
	Installing USSD will require 25 000/=	January
	Maintenance fee thereafter of 10 000/=.	Monthly
SMS	<p>We will be sending short messages to clients passing them the motorcyclist's contact at 3/= per sms. 40 riders will be getting 40 clients a day giving a figure of (40*3*30days). Hence a cost of Ksh 3 600</p>	Monthly
Marketing and Office Supplies	<p>We will use banners and posters to reach out to many people. Banners will cost 25 000/= and posters 25 000/= . WIFI (Zuku) 4 100/= to access the internet.</p>	Monthly
		January
	We will need 8 chairs @ 300/= , one table at 5 000/=, and a Cupboard 10 000/= . Stationery that includes books/receipts, pens, and files will cost 1 000/=	Monthly
		Monthly
Salary	Rent will be 15 000/=.	
	No salary for the first one year. This is because	Monthly

	the expenses outweighs income resulting to negative figures (more demand to spend) instead of profit.	
Travel costs	Four members will travel within Nairobi to create awareness concerning PataRide services. An estimation of 10 000/= when each member travels thrice a week at 500/=.	Monthly
Domain Hosting	We will be required to pay 1 000/= for service and maintenance of the website.	Monthly
License	One year operating license at 15 000/=.	January
	Renewal will be at 1 000/= every month.	Monthly
KRA Pin	200/= paid to the Kenya Revenue Authority.	Monthly
Miscellaneous costs	As a start up we expect to spend at most 1000/= for meetings, telephone costs at 500/ for general purposes.	Monthly

N/B. Find the linked three items:

1. Growth Rate of customers using PataRide.

patarideBSgraph

2. Financial Statement Flow for the First Year.

FinancialStatementFlow.

3. Financial Model Graph.

Revenuemodel

THE TEAM

The company comprises of a team of developers and designers. They are all diploma graduates of Akirachix Training Program. Some have also worked with other distinguished organizations.

The JIELL - Janet, Irene, Edith, Linet, Lucy.

Irene Majuma- A web and graphic designer using Adobe soft-wares. She spent time working for.....

Lucy Mwangi- A web and android developer who has also worked for m-Lab, which is an incubating area for start-ups.

Edith Wangari- A graphic designer who well versed with Photo-shop, In-design and Illustrator skills. She has also worked for.....

Linet Bosire- A graphic designer with excellent design skills majorly photo shop and logo designing.

Janet Shikami- A Java developer who has specialised in Android development. She has also worked for e-Limu organisation.

Status and Milestones

So far the team has been busy working on the research, the code for the USSD, the business plan, the website (FrontEnd and BackEnd part) which will be online for the project. We have been receiving a lot of help from our trainers who not only advise us on the way forward but also guide us towards making the idea a reality, active for use.

In the research we carried out among the boda boda riders and the general public, it was evident that a good number of people are for the idea, and consider it to be viable enough and applicable so long as its effectiveness can be assured.

The PataRide group appreciates in advance for your vital response and a way forward, a reminder of what has been omitted, or even how to better this.

Cool and kind regards

