

i-Ticket

Modern Ticketing for Ethiopian Bus Companies

Real-time slot management | TeleBirr payments
| Digital verification

Contact: [Your Phone] | [Your Email]





The Tuesday Morning Crisis

What happened last Tuesday?

Scenario: 2 trips marked "full" (50 passengers)

Reality: 63 people showed up with tickets

The Damage:

- ● **13 angry customers** (bad reviews, lost business)
- ● **5 double bookings** (different agents)
- ● **4 unpaid passengers** (claimed they paid)

The Hidden Cost

What this chaos costs you every month:

Problem	Monthly Cost
Lost revenue from no-shows	8,000 ETB
Lost customers (overbooking disputes)	12,000 ETB
Staff overtime (managing chaos)	6,000 ETB
Reputation damage	Priceless

Total: ~26,000 ETB lost every month

"How many times has this happened to you in the past 30 days?"

Your Competition Is Moving to Digital

Market Trends in Ethiopian Transport:

- ✓ **60% of customers** now prefer digital booking
- ✓ **Competitors launching apps** (Selam, Sky, others)
- ✓ **TeleBirr adoption** growing 15% monthly (25M+ users)
- ✓ **Customer expectations:** "Book online



Introducing i-Ticket

The Complete Ticketing Solution for Ethiopian Bus Companies

3 Core Components:

1 Multi-Channel Booking

- Web platform (desktop + mobile)
- **SMS bot (works on ANY phone - even 20-year-old Nokias)**
- Bilingual (English + Amharic)

2 Integrated TeleBirr Payments

- Instant payment when they book
- No cash handling, no fraud risk

See It In Action: 90-Second Booking



Web Booking (45 seconds)

1. Customer enters: Origin → Destination → Date
2. Selects trip → Adds passenger details
3. TeleBirr payment → Enters PIN
4. **Instant ticket** (QR code via SMS/email)

SMS Booking (45 seconds)

1. Customer texts: BOOK ADDTS HAWASSA JAN15

Your Financial Impact: Real Numbers

Case Study: [Ethiopian Bus Company]

Fleet: 12 buses | **Route:** Addis-Adama | **Timeline:** 6 months

Metric	BEFORE	AFTER	Change
Occupancy	76%	91%	+15% ✓
Revenue/trip	6,650 ETB	8,050 ETB	+21% ✓
Monthly revenue	199,500 ETB	241,500 ETB	+42,000 ETB ✓
Overbooking	2-3/week	0	-100% ✓
No-shows	12%	5%	-58% ✓
Manifest time	90 min	15 min	-83% ✓

ROI Breakdown

Monthly Impact:

- 📈 Revenue increase: **+42,000 ETB**
- 💰 Platform cost: **-1,500 ETB** (subscription)
- 💬 SMS cost: **-250 ETB**
- 💳 Commission (5%): **-10,000 ETB**

Net Profit Increase:

+30,250 ETB/month



Annual Impact:

Why i-Ticket Wins in Ethiopia

Feature	i-Ticket	Generic Platforms	Manual System
SMS Booking	✓ Full bot (EN+AM)	✗ Web/app only	✗ None
Feature Phones	✓ 20-year-old Nokias	✗ Smartphones only	✓ Manual
TeleBirr	✓ Native integration	⚠ Limited	✗ None
Amharic	✓ Full support	✗ English only	✓ Yes
2G Networks	✓ SMS works offline	✗ Requires 4G	✓ N/A
Setup Cost	✓ 0 ETB	✗ 20K-50K ETB	✓ 0 ETB
Training	✓ 2 hours	⚠ 2-3 days	✓ N/A

🎯 Only platform built FOR Ethiopia, not adapted TO Ethiopia

4 Ways i-Ticket Increases Revenue



Revenue Source Breakdown:

40% - SMS Channel (NEW market segment)

- Reaches customers who can't use apps
- 120-180 bookings/month
- **+42K-63K ETB** (previously unreachable)

35% - Reduced No-Shows (Reminder SMS)

- 12% → 5% no-show rate
- **+36K-50K ETB** recovered

Save 40-60% of Admin Time

Time Savings Per Month (Per Vehicle):

Task	Before	After	Saved
Manifest creation	45 hrs	7.5 hrs	37.5 hrs
Manual booking entry	104 hrs	0 hrs	104 hrs
Payment reconciliation	24 hrs	2 hrs	22 hrs
Dispute resolution	12 hrs	2 hrs	10 hrs
Customer calls	52 hrs	0 hrs	52 hrs
TOTAL	237 hrs	61.5 hrs	175.5 hrs

74% time reduction = 22 work days saved/month

We've Heard These Questions Before

Q1: "Our customers don't have smartphones"

- That's WHY we built SMS booking. Works on any phone, even 20-year-old Nokias.

Q2: "TeleBirr fees are too expensive"

- Compare: Manual cash = staff time + security risk + errors. Digital is CHEAPER.

Q3: "We're not tech people"

- Training: 2 hours. If you can use WhatsApp, you can use i-Ticket.

Q4: "What if your servers go down?"

- 99.9% uptime SLA + SMS works offline. Backups for the backups.

Q5: "Other platforms are cheaper"

- Whether it's VALUE added SMS or the QR code, if it's 24/7, it's free.

From Signup to First Booking: 7 Days

Week 1: Setup & Onboarding

- **Day 1:** Kickoff call (1 hour)
- **Day 2-3:** System configuration
- **Day 4:** Staff training (2 hours)
- **Day 5-6:** Testing
- **Day 7: GO LIVE** 🚀



Week 2-4: Ramp-Up

- SMS marketing to existing customers

Transparent Pricing - No Hidden Costs

Small Fleet (1-5 Vehicles)

- Monthly subscription: **1,500 ETB/month**
- Platform commission: **5%** on digital bookings
- SMS gateway: **~250 ETB/month** (pass-through)
- Setup fee: **0 ETB**
- Contract: **Month-to-month** (cancel anytime)

What's Included (ALL plans):

- Unlimited web + SMS bookings
- Unlimited trips/routes
-



ROI Guarantee

Example: 100 digital bookings/month

- Revenue: **40,000 ETB**
- Our commission (5%): **2,000 ETB**
- Subscription: **1,500 ETB**
- SMS: **250 ETB**
- **Total cost: 3,750 ETB**

But those 100 bookings = NEW revenue

Net profit: **+36,250 ETB**

Our Guarantee:

If you don't recover your cost within 60 days, we refund your subscription.

(This has never happened in 6 months, 30+ companies)

Why i-Ticket vs. Everyone Else

	i-Ticket	Competitor A	Competitor B	Manual
SMS Booking	✓ Full	✗ None	⚠ Limited	✗
Feature Phones	✓ Yes	✗ No	✗ No	✓
TeleBirr	✓ Native	⚠ 3rd party	⚠ 3rd party	✗
Amharic	✓ Full	✗ English	⚠ Partial	✓
Setup Cost	0 ETB	20-50K ETB	15K ETB	0 ETB
Monthly	1.5K ETB	8-15K ETB	5K ETB	~6K (hidden)
Training	2 hours	2-3 days	1 day	N/A

🏆 Only SMS-first platform in Ethiopia

🏆 Built for Ethiopian market, not adapted to it

Let's Get You Started Today

3 Ways to Move Forward:

Option 1: Zero-Risk Pilot (RECOMMENDED)

- **14 days | 0 ETB | Pick your busiest route**
- Guarantee: +15% bookings or we walk away
- Live within 7 days

Option 2: Phased Rollout

- Start with 3-5 vehicles
- Prove ROI, then expand
- 1,500 ETB/month to start

What Happens Next

Timeline:

TODAY → Choose option, contact us

TOMORROW → 30-min kickoff call

THIS WEEK → System setup + training (2 hrs)

DAY 7 → First real bookings

WEEK 2-4 → Revenue increase visible

MONTH 2 → Full ROI achieved



Contact Information:

 **Phone/WhatsApp:** [YOUR NUMBER]

 **Email:** [YOUR EMAIL]

 **Website:** [WEBSITE URL]



Limited-Time Offer:

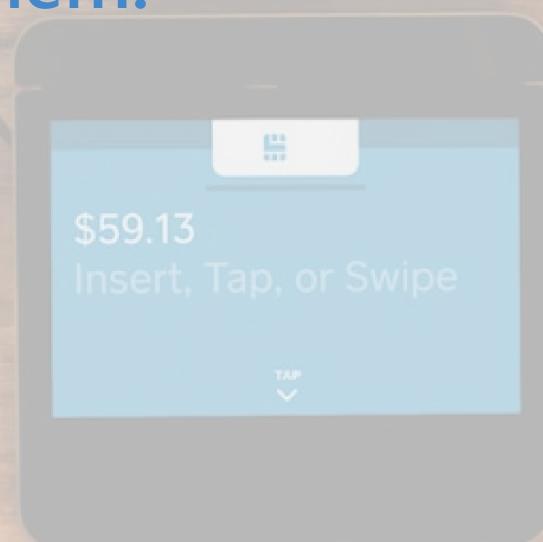
First 10 companies: 3 months at 50% off + free SMS credits (10,000 ETB value)

The Companies Winning in Ethiopian Transport Are Moving to Digital NOW

Let's make YOU one of them.

Call/WhatsApp: [YOUR NUMBER]

Email: [YOUR EMAIL]



"i-Ticket changed our business. First month, we made back 8x what we paid. I wish we'd

BACKUP SLIDES

Detailed Feature List

Customer Features:

- Multi-passenger booking (1-5 passengers)
- Custom pickup/dropoff locations
- Special needs tracking
- Automatic seat assignment
- QR code + 6-character short code tickets
- SMS ticket delivery
- Public booking tracking (no login required)

Company Features:

- Real-time dashboard

Technical Specifications

Technology Stack:

- **Frontend:** Next.js 14 + React 18 + TypeScript
- **Backend:** PostgreSQL + Prisma ORM
- **Authentication:** NextAuth.js (multi-role support)
- **Payments:** TeleBirr (merchant-initiated)
- **SMS:** Negarit/GeezSMS integration
- **Infrastructure:** Docker-ready, cloud-deployable

Security:

- bcrypt password hashing
- Rate limiting (prevents abuse)

Additional Case Studies

Company 2: [Name] - Urban Routes

- **Fleet:** 8 buses
- **Route:** Addis-Bishoftu (short distance, high frequency)
- **Results:**
 - SMS bookings: 45% of total (high feature phone usage)
 - Occupancy: 82% → 94%
 - Revenue: +28,000 ETB/month

Company 3: [Name] - Long Distance

- **Fleet:** 5 buses
- **Route:** Addis-Bahir Dar

Frequently Asked Questions

Q: Do we need new hardware?

A: No. Works on existing phones, computers, tablets.

Q: What if we already have a system?

A: We can migrate your data. Most companies switch in 1 week.

Q: Can customers book without TeleBirr?

A: Currently TeleBirr only, but we're adding more payment methods soon.

Q: Do you integrate with accounting software?

A: Excel exports work with all accounting systems. API integrations available.

Q: What about customer data privacy?

A: We comply with data protection standards. Customers can request data deletion anytime.

Q: Can we customize the booking flow?

