

# i-Ticket

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## Modern Ticketing for Ethiopian Bus Companies

Real-time slot management | TeleBirr payments  
| Digital verification

**Contact:** [Your Phone] | [Your Email]





# The Tuesday Morning Crisis

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## 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

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What this chaos costs you every month:

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

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

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## 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

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## 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

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## 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

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## 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

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## 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**

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## Annual Impact:





# Why i-Ticket Wins in Ethiopia

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

🎯 Only platform built FOR Ethiopia, not adapted TO Ethiopia

# 4 Ways i-Ticket Increases Revenue

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## 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

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## Time Savings Per Month (Per Vehicle):

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

74% time reduction = 22 work days saved/month

# We've Heard These Questions Before

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## 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"

- ✓ We built the lowest VALUE product. SMS booking. QR booking. 24/7 support.

# From Signup to First Booking: 7 Days

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## 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

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## 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

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## 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
<b>SMS Booking</b>	✓ Full	✗ None	⚠ Limited	✗
<b>Feature Phones</b>	✓ Yes	✗ No	✗ No	✓
<b>TeleBirr</b>	✓ Native	⚠ 3rd party	⚠ 3rd party	✗
<b>Amharic</b>	✓ Full	✗ English	⚠ Partial	✓
<b>Setup Cost</b>	<b>0 ETB</b>	20-50K ETB	15K ETB	0 ETB
<b>Monthly</b>	<b>1.5K ETB</b>	8-15K ETB	5K ETB	~6K (hidden)
<b>Training</b>	<b>2 hours</b>	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

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## 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

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## 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

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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

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# Detailed Feature List

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## 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

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## 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

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## 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

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## **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?**

