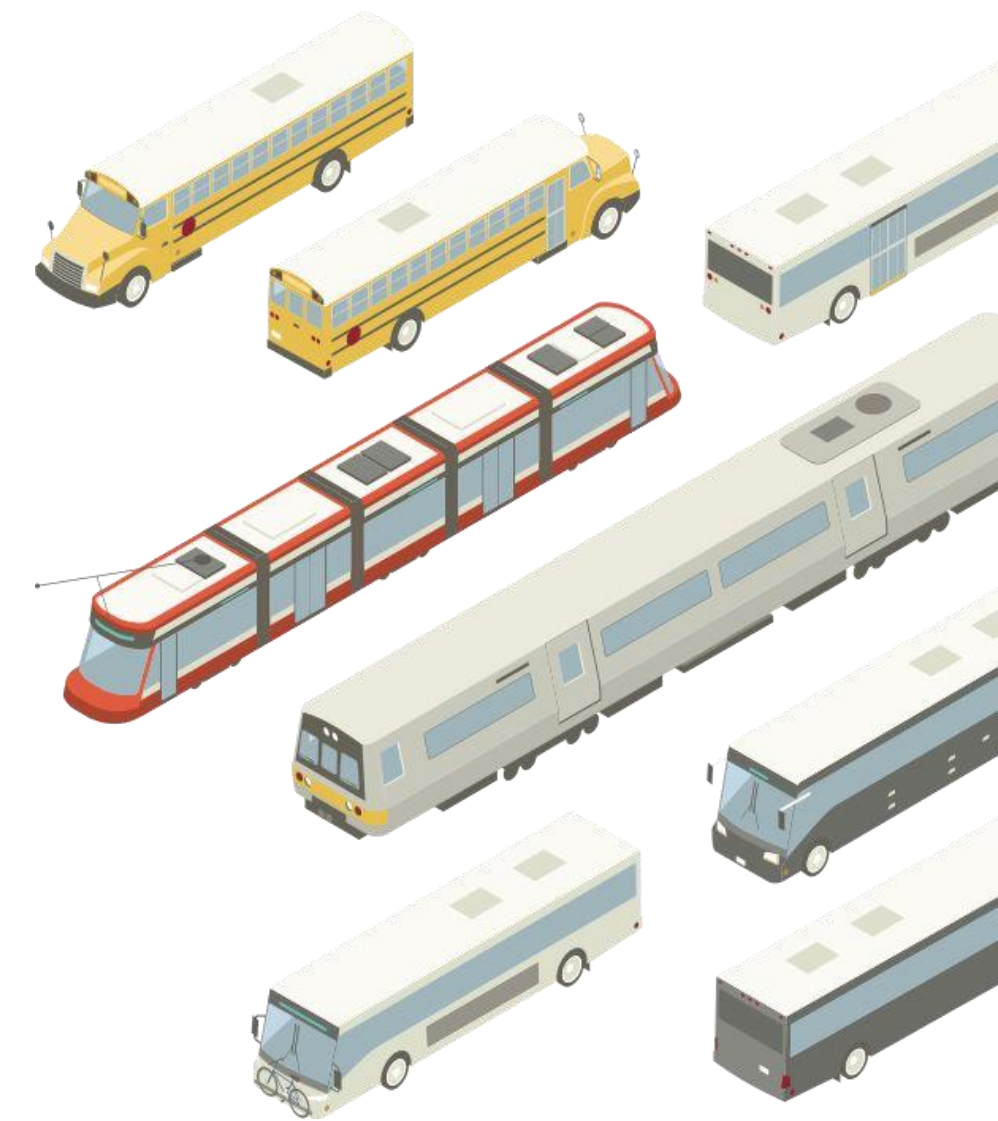


305

Billion USD



EcoJourney

A complete Public Transit Solution

“A developed country is not a place where the poor have cars. It's where the rich use public transportation.”

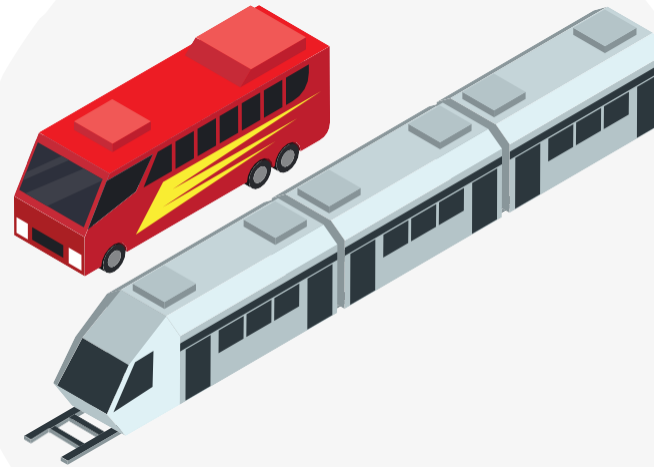
- Gustav Petro, the world's most transit-friendly mayor

→ Problem



Daily Commuter

- *Lack of predictability in Public Transportation*
- *Broken payment experience*
- *Need on-demand experience like Uber & Ola*



Public Transit Agencies

- *Decrease in ridership due to lack of convenience*
- *No data-driven approach towards route planning*
- *Little or no insight into fleet performance*



Micro-mobility Services

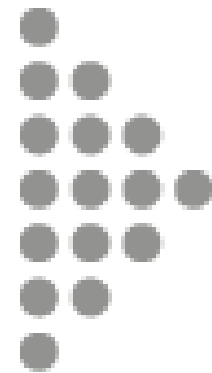
- *Low vehicle utilisation rate*
- *Need more predictable trips to/ from metro station*

→ Solution

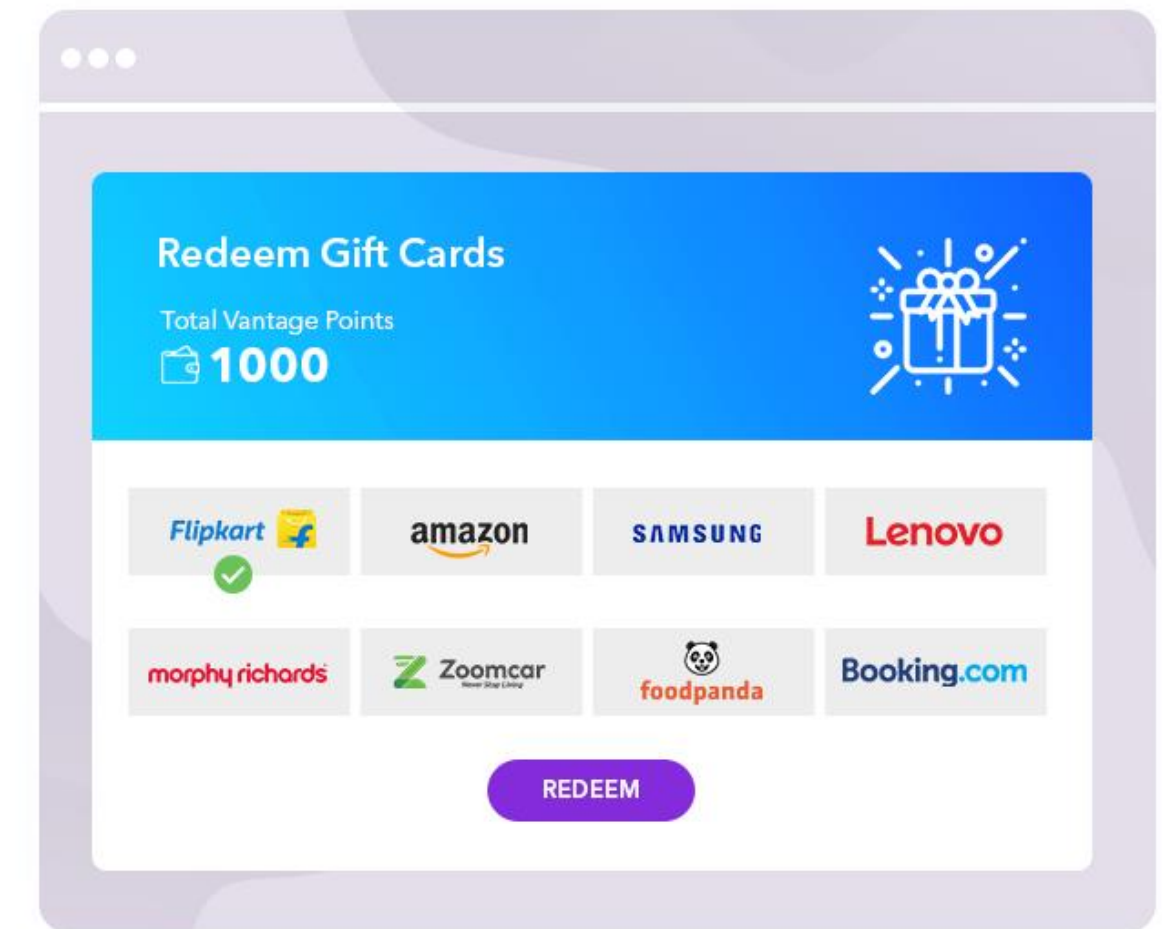
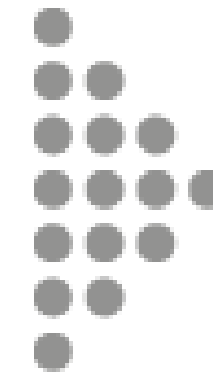


Travel

Using public
transport



Reward Points

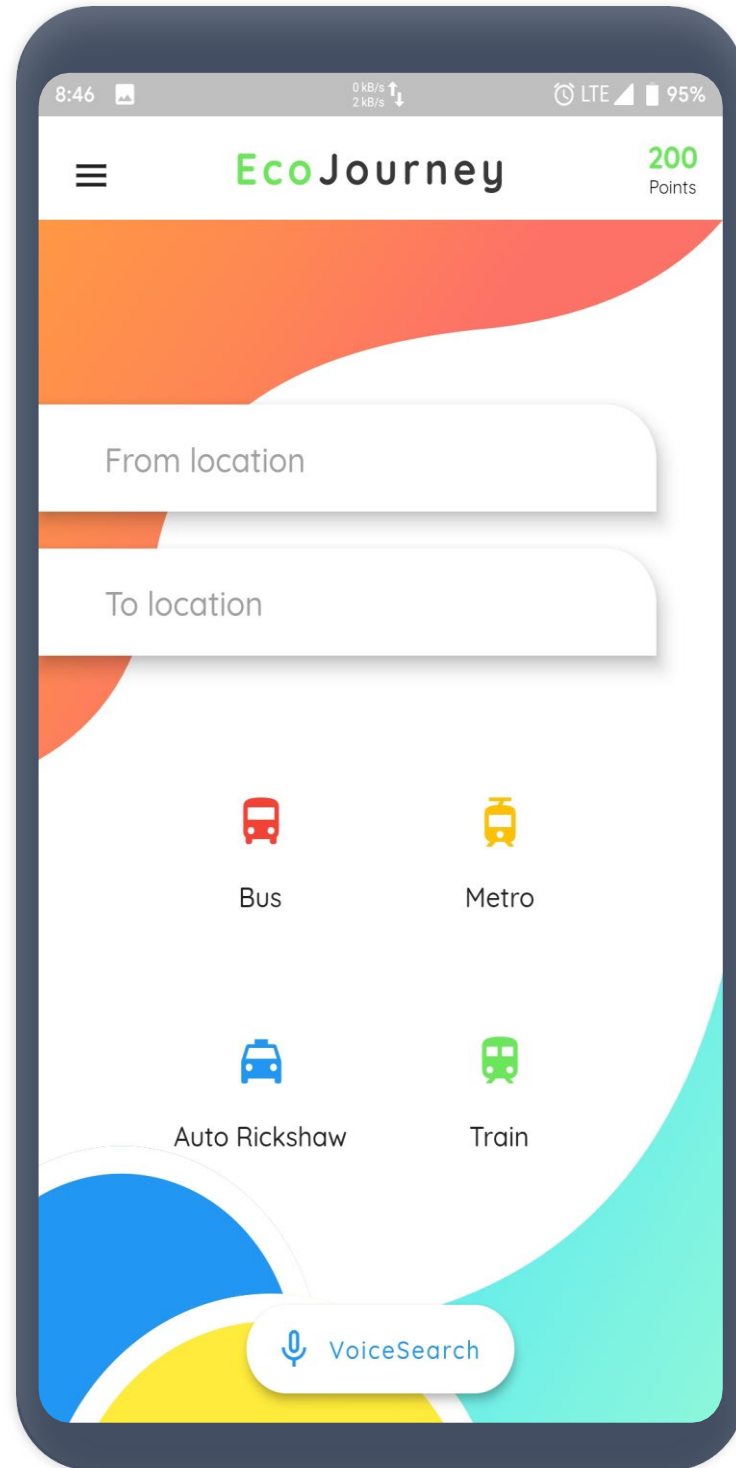


Redeem

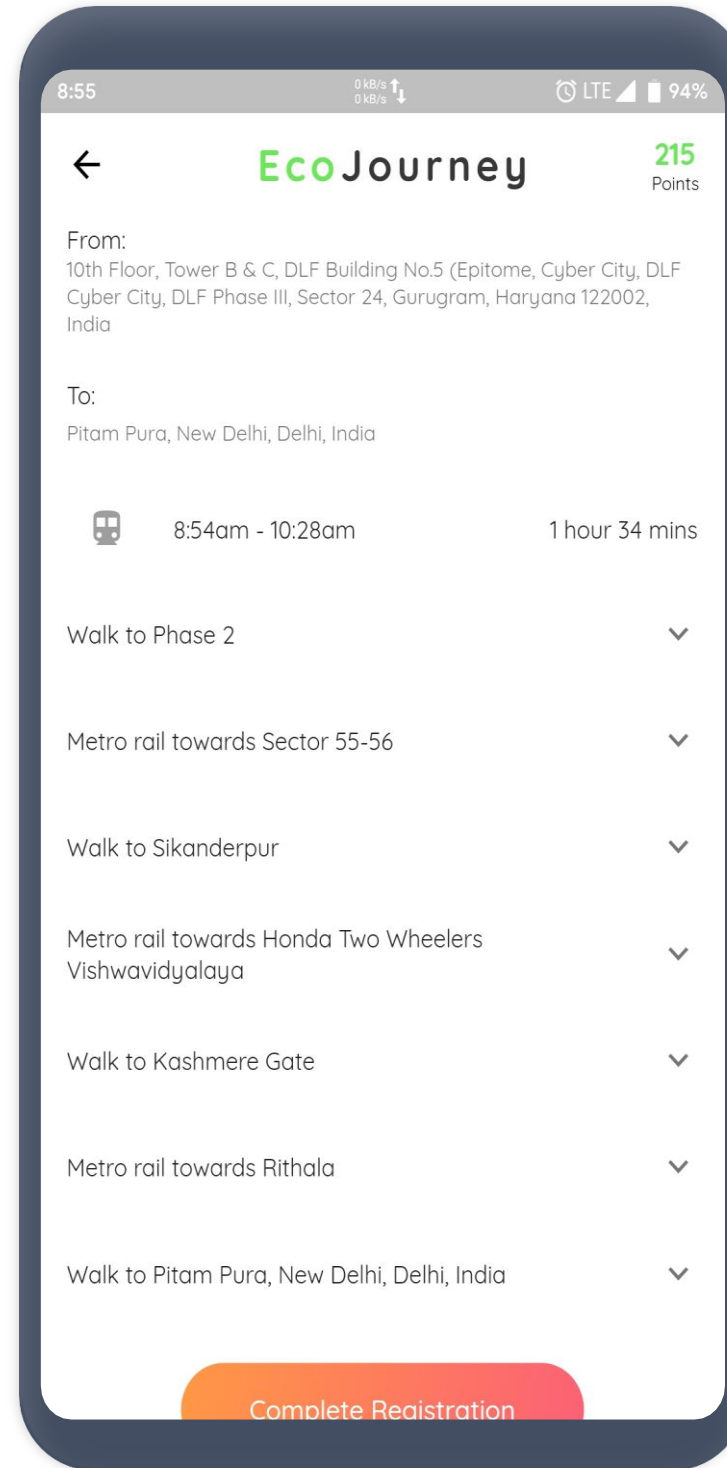
Green points on
partner sites

Reward Points

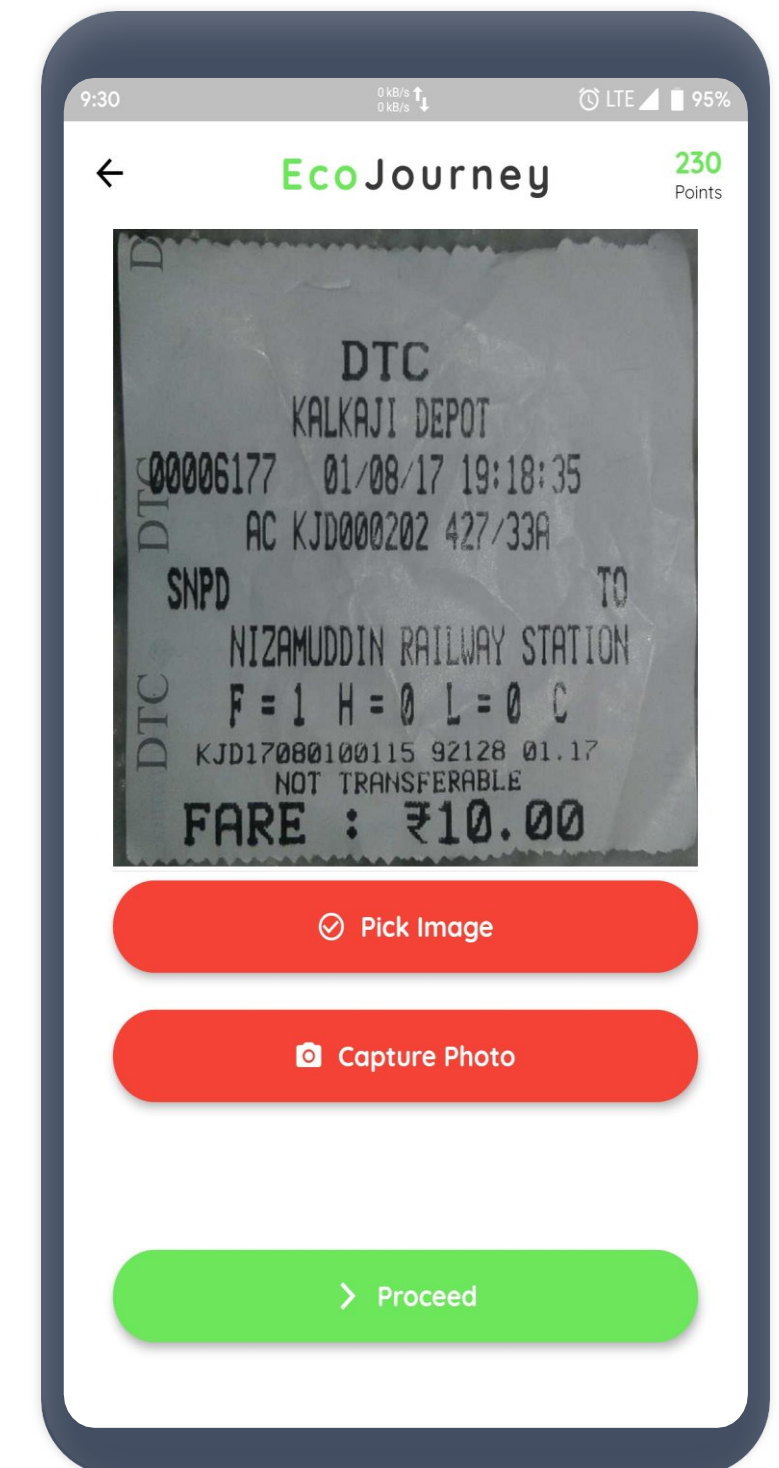
→ Mobile App



Step 1: User selects his from and to destination



Step 2: App Selects and suggests the best route possible



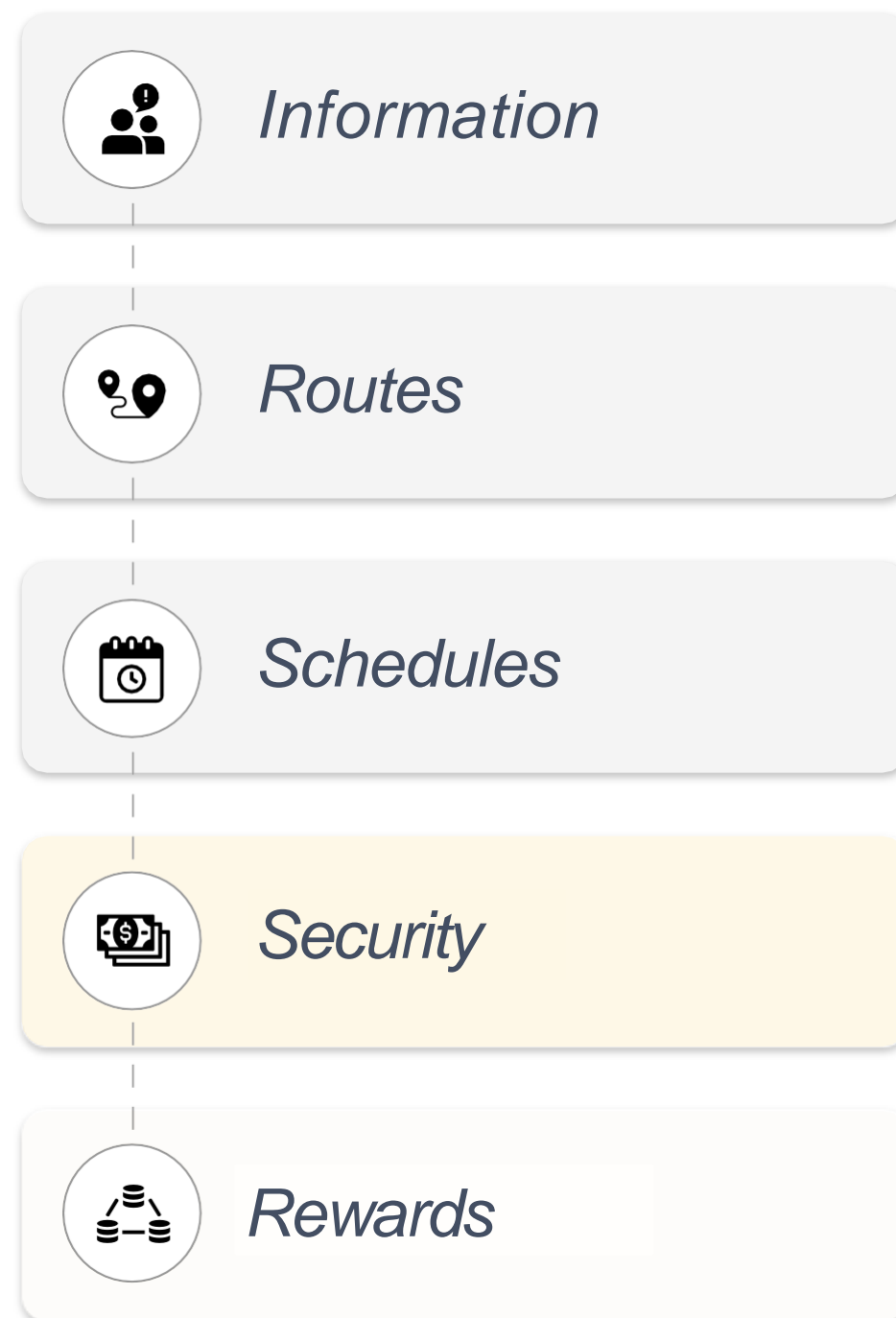
Step 2: Calculates and awards reward points based on the journey

→ Key Features

- *Intuitive user interface*
- *Choose amongst a list of options according to your own needs*
- **Sixth Sense** - *for women and senior citizens safety*
- *Map based navigation and live tracking*



→ Value Proposition



1 Cost Effective: Providing user with the options of different travel routes among which he can select any acc. To his preferred mode of transport

2 Voice Based Search: Our app provides user with the facility of operating hands-free



3 Rewards: According to the users travel history the app automatically calculates and credit rewards into the user's account

4 Security: With the advanced drop detection system deployed in the form of **Sixth Sense**, the app ensures the safety of women and senior citizens safety

Team MicrosoftHack3rs



Shivam Goyal



Mohan Arora



Sidhant Goyal

Thank You