



U meet U  
Donating carpool in University

## 2021 Winter SV Software Technology and Innovation Program

6EST   Daehwan Kim   Daeho Kim   Minjeong Park   Jaewoo Jeong   Jeongwon Hong

# Problem



# Problem

## Harsh Condition

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Stuffy Shuttle Bus



Bloody Hot



Freezing Cold



# Problem

## Terrible Location

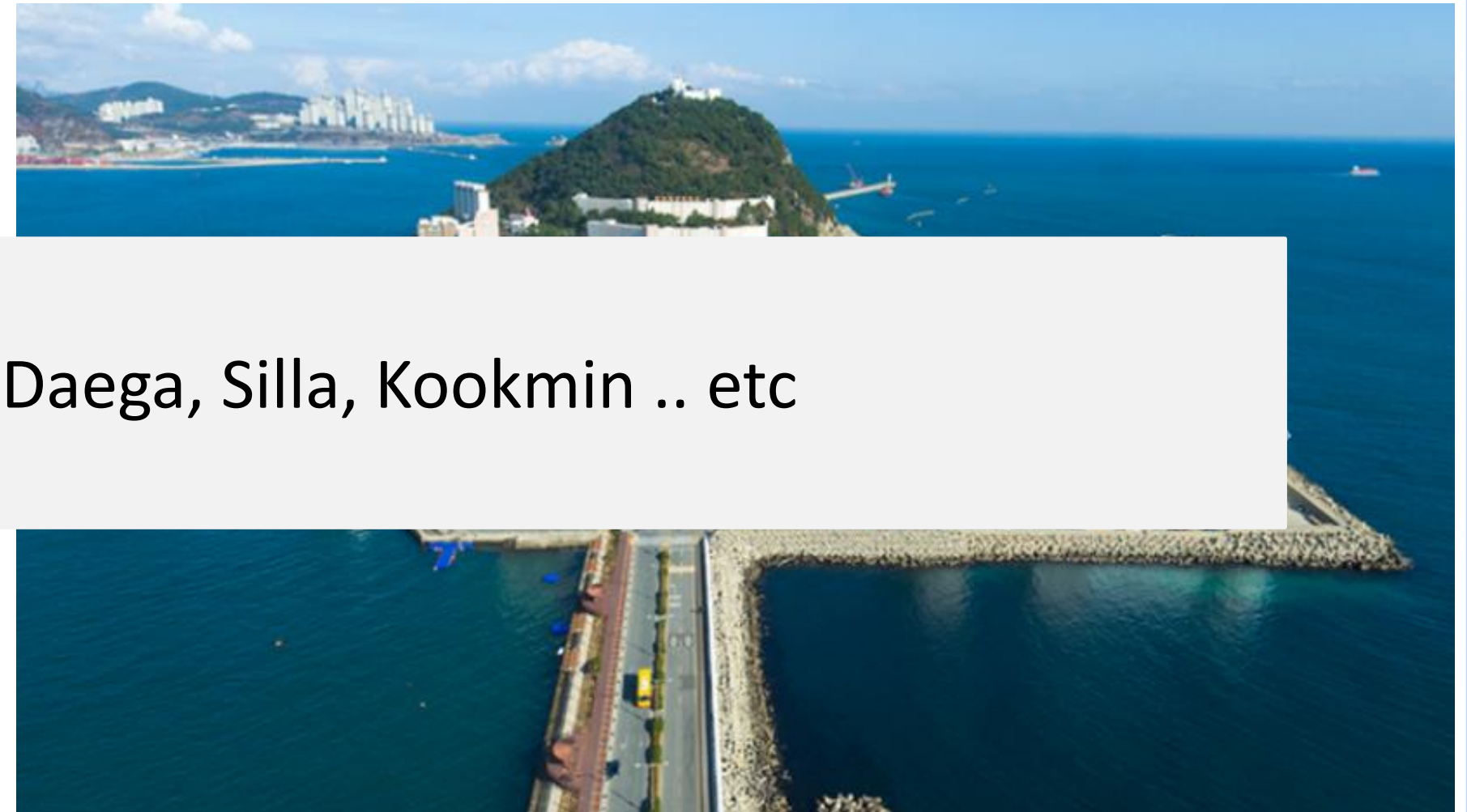
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Dongseo, Sangmyung, Daegu, Daega, Silla, Kookmin .. etc



Mountainous Area

Dong-eui Univ.



Faraway from Land Area

Maritime and Ocean Univ



# Problem

## Uphill

Kyunggi, Sungkyungwan, Dongeui, Dongguk, Donga, Daejeon, Anyang, Kyunghee Global, HUFS Global, Hanyang ERICA, Busan Univ .. etc



Dankook Univ.



Samyook Univ.

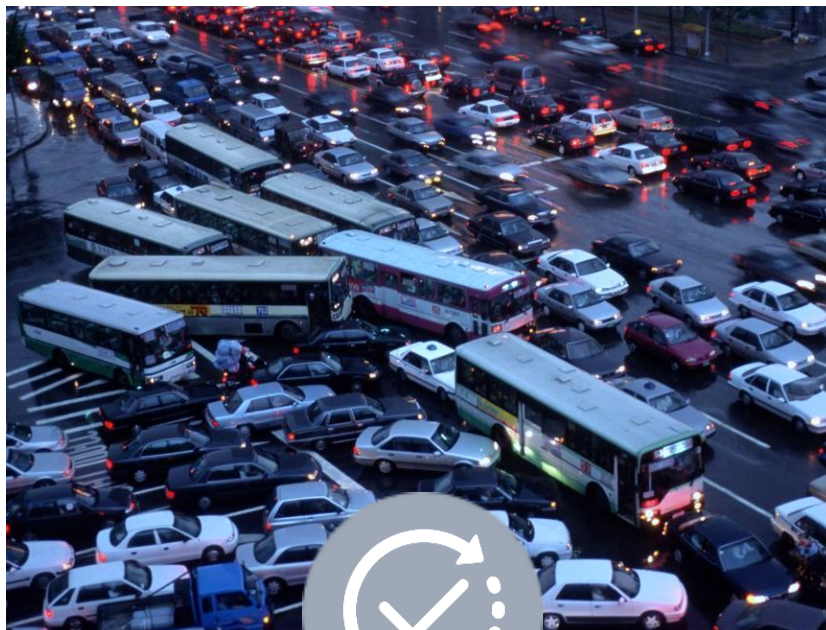


Sangmyung Univ.



# Solution

**Target: Less than 2km away from University**



## Time efficient

Driven by university member  
who has same destination or stopover.



## Affordable cost

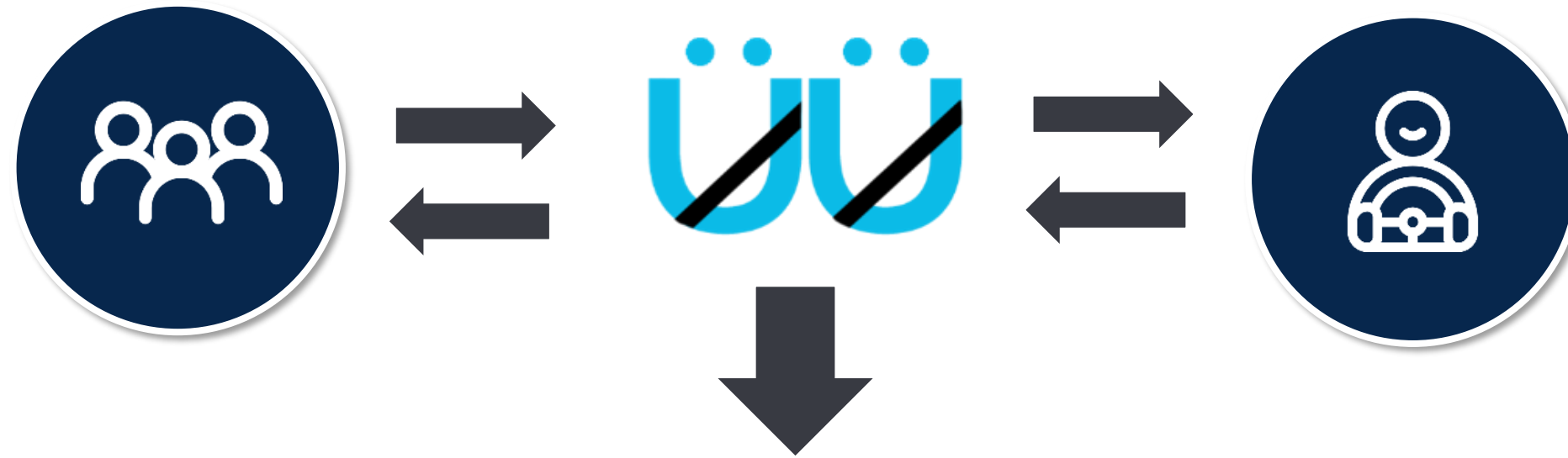
Just a dollar for a ride.  
Starbucks for only 3 drives.



## University certified only

Certified people can only use the service.  
The people are the same school member.

# What's More!



Social Goodwill



Sustainability



Fun and Attractive



For Univ by Univ



UU makes Culture

# Market Size

Total Addressable Market



Total Number of  
University People

2.9M

Service Available Market



Poor Public  
Transportation  
University People

1.6M

Service Obtainable Market



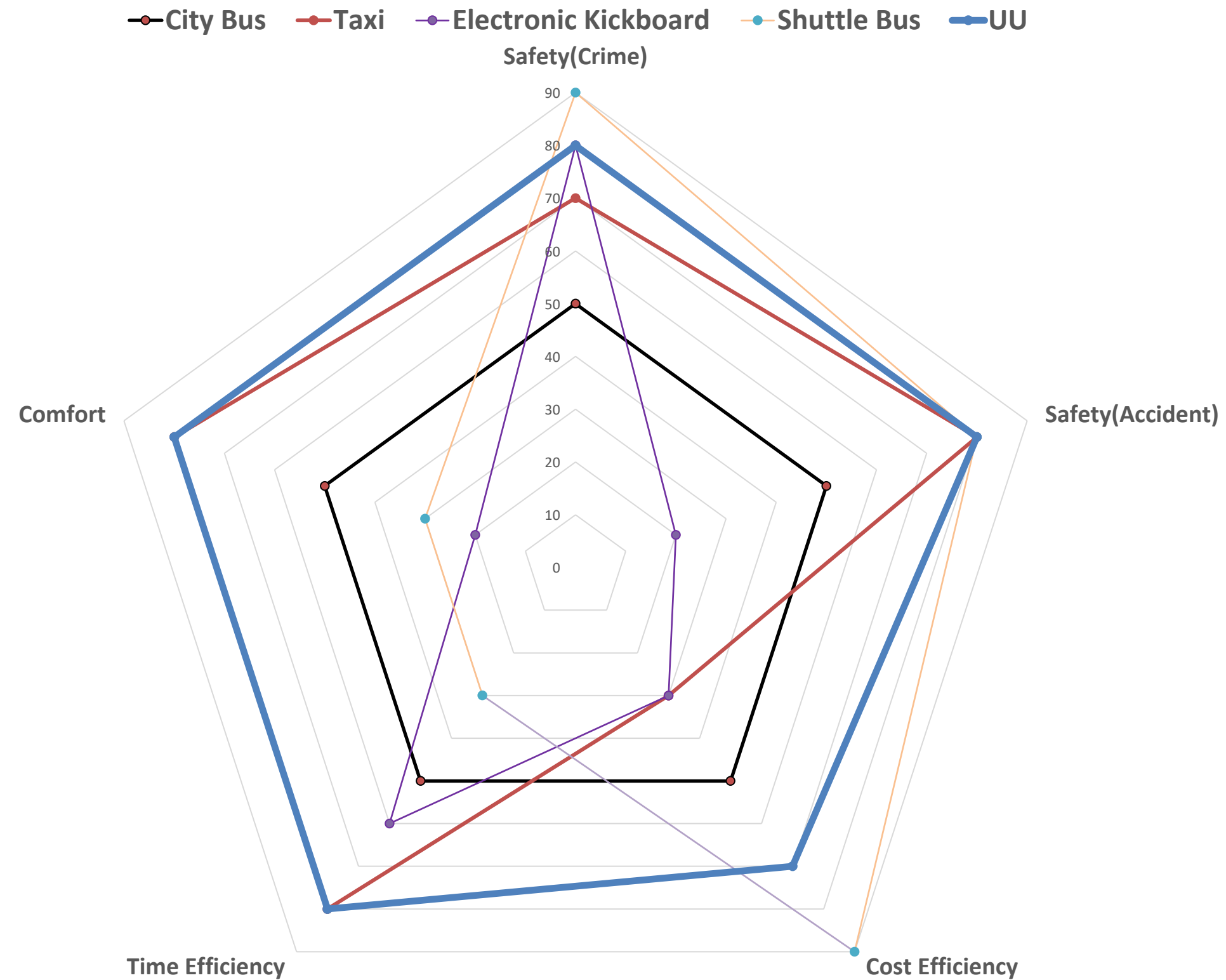
50 Targeted  
University People

0.8M

|  |     |
|--|-----|
| Percentage of Using Public Transportation        | 82% |
| Estimated Number of Times People use UU in a day | 2.5 |
| School Days                                      | 160 |
| Cost   | \$1 |



# Competitive – advantage



# Demo

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 TechSmith®

MADE WITH CAMTASIA FREE TRIAL



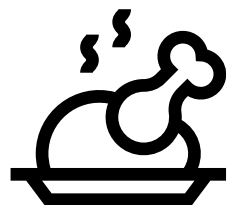
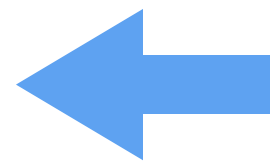
# Business Model

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We take a 10% commission on each transaction.

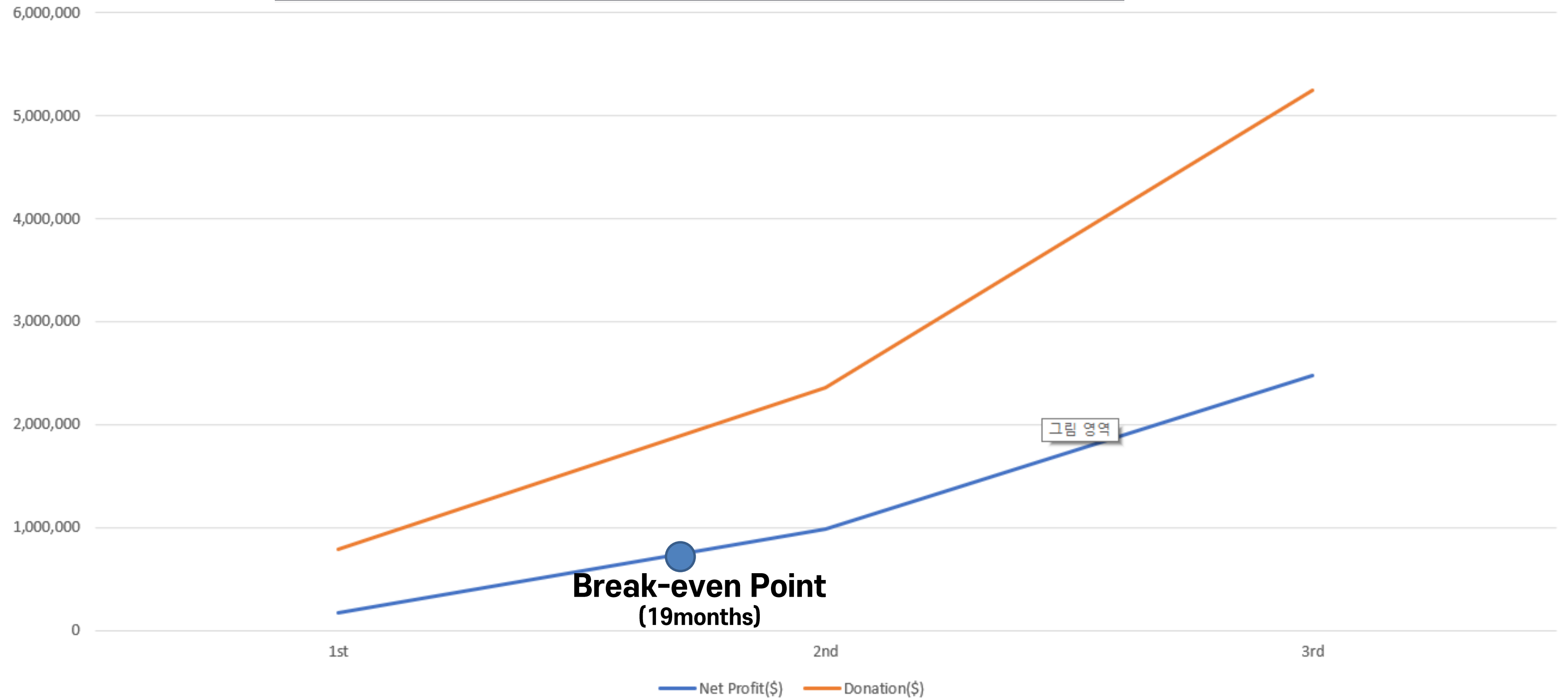
10%

800,000 people waiting for UU



Donate Scholarship

# 3-year Financial Plan





# 3-year Financial Plan

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| Year                           | 1st (after COVID19) | 2nd       | 3rd      |
|--------------------------------|---------------------|-----------|----------|
| Target Universities            | 15                  | 30        | 50       |
| Percentage of using UU         | 10%                 | 15%       | 20%      |
| UU users                       | 24,000              | 72,000    | 160,000  |
| Transaction                    | \$7.872M            | \$23.616M | \$52.48M |
| Revenue                        | \$0.803M            | \$2.409M  | \$5.354M |
| Social Contribution            | \$0.787M            | \$2.361M  | \$5.248M |
| Cost                           | \$0.629M            | \$1.424M  | \$2.878M |
| Net Profit(Revenue - Cost)     | \$0.174M            | \$0.985M  | \$2.476M |
|                                |                     |           |          |
|                                |                     |           |          |
| Initial Investment Cost(1year) | \$0.78M             |           |          |
| Break-even Point               | 19.4 month          |           |          |

# Go to Market – Univ target

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KOREA MARITIME & OCEAN UNIVERSITY

Yeongdo to Nampo

UU



Sangmyung, Kukmin, Dongseo, Dongeui Univ

Carried  
On you  
My back

UU



Kyunghee, Hufs, Dankook, Hangyang erica Univ

its only one step

UU





# Go to Market - challenge

## UU Clean Etiquette

Your bright heart makes the world green.



### No Smoking

Smoking is prohibited while using the UU service. The same applies to both passengers and drivers. If smoking is caught, 200,000 won will be charged for the service's own penalty fee and the service is permanently unavailable.



### No Garbage

Please check your seat and get off for the driver after a pleasant ride. If you have to take food with you, ask the driver for his understanding



### No Crime

Both passengers and drivers are subject to UU service and legal punishment and are not allowed to use the service permanently.



### No Drinking / Drugs

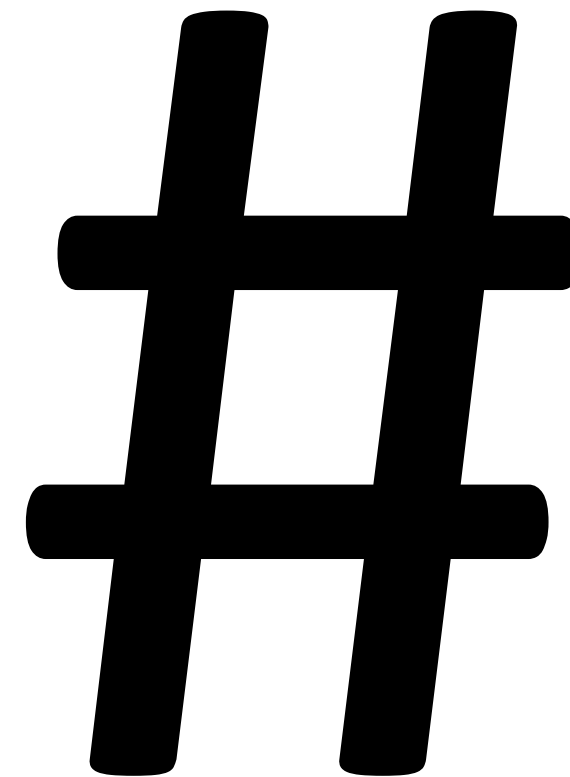
Passengers and drivers are subject to legal punishment. UU service is not permanently available.



### Compliance with appointment times

Reservations can be canceled 30 minutes before the appointment time. If the passenger is late, the driver's car will not wait. The coin you paid for will not come back. If the driver is more than 15 minutes late, he cannot get coins.

※ If any violation of the above provisions is found during service use, boarding and use can be denied. This coin will be automatically refunded





# Future Plan

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Expand to Company Workers and Small Communities





# Team

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Team 6 - 6est



**Finance**



**Tech**



**Design**



**Operation**



**Marketing**

# Inspiration

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**Donate and Carpool with your University Member**

Q n A

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