# Uber for Trucks — Costa Rica

MVP Board Briefing & Strategic Risk Summary

## 1️⃣ Executive Summary

This MVP tests whether independent truck drivers and small-business shippers in Costa Rica will adopt a digital booking platform that connects them for small- and medium-cargo jobs.  
  
The project seeks to replace a fragmented ecosystem of WhatsApp chats, Facebook 'fletes' groups, and informal brokers, which remain the main ways independent drivers find work.  
  
While local competitors such as Alltruck exist, adoption is inconsistent, and most drivers still rely on informal, trust-based systems that lack reliability and accountability.  
  
The MVP will:  
• Be a Flutter native app for Android and iOS.  
• Operate entirely on free-tier infrastructure.  
• Exclude in-app payments to avoid AML/KYC obligations.  
• Focus on matching and reliability, not monetization.  
• Target small/medium cargo for simplicity and faster validation.  
• Conduct all marketing remotely via volunteers.

## 2️⃣ Core Use Case & Design Rationale

### a) Why No In-App Payments in the MVP

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| --- | --- |
| Rationale | Explanation |
| Validate adoption before monetization | Confirm whether shippers and drivers will use the app before adding payment complexity. |
| Avoid AML/KYC regulatory burden | Payment handling triggers AML/KYC compliance under Banco Central de Costa Rica and SUGEF, requiring identity verification. |
| Limit liability | Keeping the platform as a facilitator avoids refund, fraud, and chargeback risks until scale justifies regulation. |
| Match local payment habits | Costa Ricans use cash or SINPE Móvil for small logistics jobs, which are convenient and familiar. |
| Minimize cost | Deferring payment infrastructure prevents premature expenses for gateways like Stripe or BAC Credomatic. |

→ Takeaway: We are testing whether users will adopt and stay before handling money or compliance overhead.

## 3️⃣ MVP Functional Scope

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| --- | --- | --- |
| Category | In Scope (MVP v1) | Out of Scope (Future Phase) |
| App Type | Flutter Android + iOS apps | Web/PWA version |
| Auth & Accounts | Email/phone login via Auth0 or Supabase Auth | Enterprise SSO, MFA |
| Driver Profiles | Self-declared licence + vehicle info | Automated KYC |
| Job Posting / Acceptance | Post → Accept → Cancel → Complete | Smart matching / bidding |
| Maps | Static pickup/drop markers via Google Maps API | Real-time tracking |
| Notifications | Email + push via Firebase | SMS gateway |
| Payments | Offline (cash / SINPE Móvil) | Wallet / gateway (AML/KYC) |

## 11️⃣ Board Actions Requested

1. Approve MVP Scope and Flutter Build  
Confirm the MVP will launch as a Flutter-based app focusing solely on driver–shipper matching and reliability without in-app payments or KYC.

2. Authorize USD 124 Developer Account Budget  
Approve the required developer account registrations for Google Play ($25 one-time) and Apple App Store ($99 annual).

3. Endorse Clear MVP Pilot Guardrails  
Operate only within GAM region; small/medium cargo loads only; self-declared licence verification; offline payments only; volunteer-led remote marketing.

4. Recruit One to Two Remote Marketing Volunteers  
Volunteers will co-develop a grassroots marketing plan, identify online driver communities and co-ops, and produce Costa Rican–style Facebook and TikTok posts. They must speak Costa Rican Spanish and understand local cultural context.

5. Begin Saving Toward a Dedicated Marketing Fund  
Target USD 250–300 for the first paid awareness campaign (Meta or Google Ads + creative production) to be deployed after early adoption is confirmed.

6. Start Building a Paid-Tier Upgrade Reserve  
Begin reserving USD 500–650 per month for future infrastructure upgrades once usage exceeds free-tier limits.

7. Review MVP KPIs After 3 Months  
Assess user adoption, retention, and switching metrics to decide whether to proceed to Phase 2 or pivot.

## 12️⃣ Summary

Purpose: Validate adoption and switching from WhatsApp/Facebook to our platform.  
Scope: Free-tier Flutter MVP with manual operations and offline payments.  
Marketing: Remote, volunteer-led using free tools.  
Risks: Fee sensitivity, off-platform leakage, and network fragility.  
Mitigation: Monetize ecosystem services, reinforce social identity, accept limited leakage.  
Budget Trajectory: Immediate $124 developer fee, short-term $250 marketing fund, mid-term $500–650 upgrade reserve.  
Decision Point: 3-month pilot → scale or pivot.