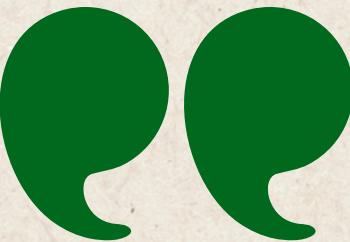




UberUni Product



What's the
problem

- Students face high transportation costs and inconsistent pricing.
- No student-friendly subscription in Uber.
- Limited transportation access to non-university destinations like workspaces or trainings.



Vision & Goal

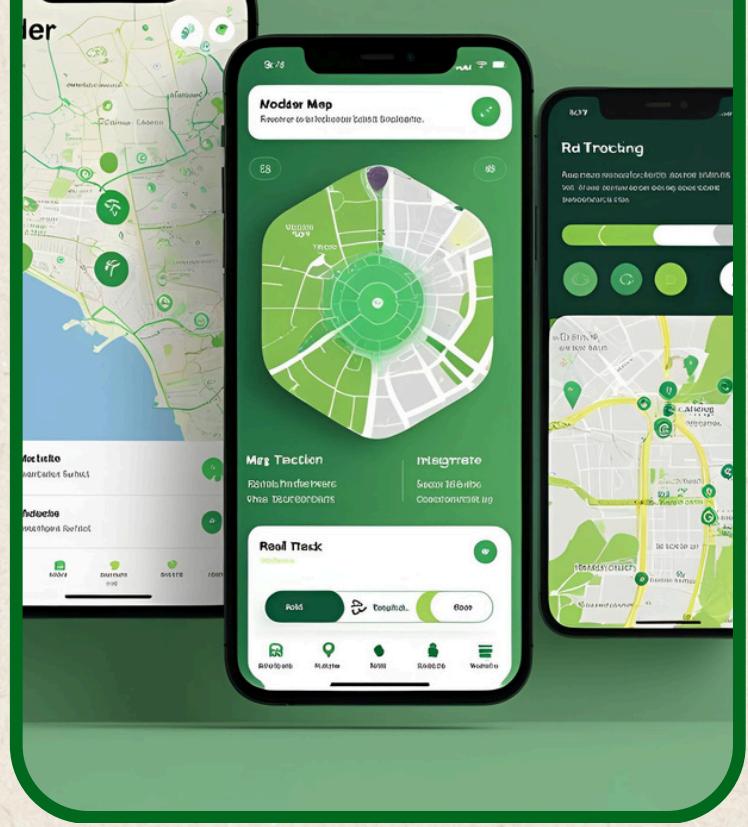
Vision

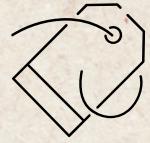
Empower students with a reliable, budget-friendly, and flexible mobility solution through Uber.

Goal

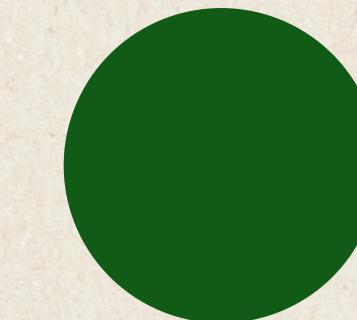
Launch a 2-phase mobility plan tailored for students:

- Digital Student Subscriptions (In-app)
- Uber UniCard (Physical Smart Card)

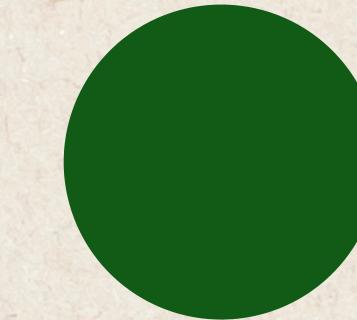




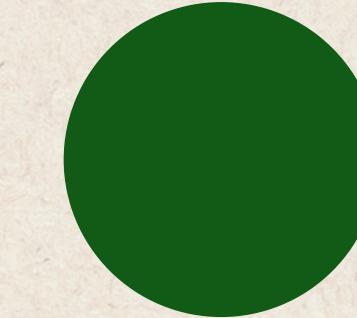
TimeLine Plan



Digital Subscription



Uber UniCard (Physical)



Expansion with Workspaces



Digital Subscription

Features:

- Monthly plans (Basic – Plus – Premium)
- Ride limits based on distance
- Optional parental controls
- In-app balance & usage tracking

Plan	Price	Rides	Max Distance/Ride
Basic	150 EGP	10	8 km
Plus	250 EGP	15	10 km
Premium	400 EGP	20	12 km





Uber UniCard

A rechargeable student card connected to Uber account, usable without the app.

Use Cases:

- Tap-to-Ride for shuttles
- Pay-per-use from kiosks or bank ATMs
- Ideal for students with limited smartphone access
- Safer for young riders

Card Features:

- NFC / QR
- Secure ID
- Recharge online or offline





Expansion with Workspaces

Beyond University

- Partnership with co-working spaces and student hubs

Why?

Students don't just go to university ,they also:

- Attend trainings
- Join hackathons
- Work freelance





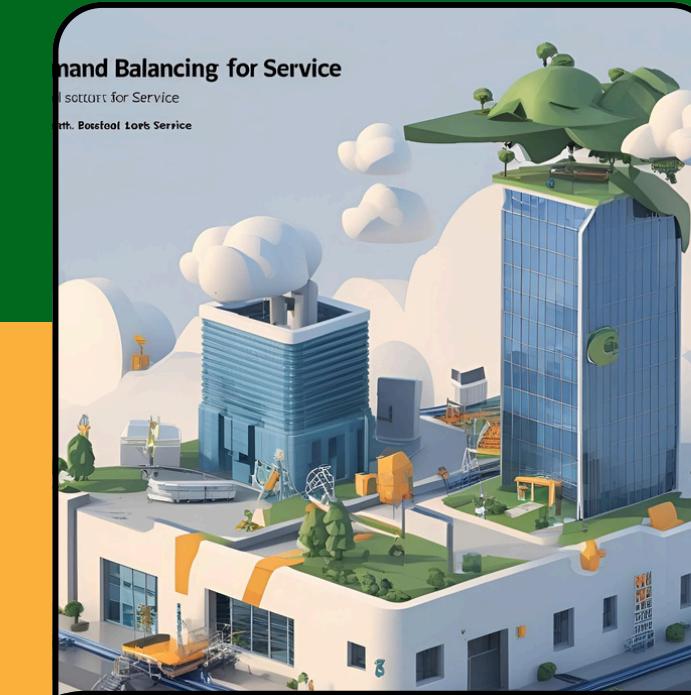
Uber Business Impact



Ride volume



Predictable income



Demand balancing



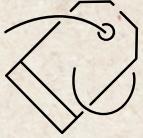
Brand trust

More trips per user/month

Subscriptions = stable revenue

Direct demand to quieter zones

Loyalty from student & parent segment



Implementation Roadmap

In-app subscriptions

Month 1–3

Uber UniCard

Month 4–8

**Workspace
partnerships**

Month 6+ (pilot)



What the next?

Pilot in one university or city



Collect feedback



Partner with a local bank/
workspace



Scale across student hubs

