



# Business Pitch

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# Climate change challenges

The travel industry is one of the sectors most heavily affected by environmental challenges.

## Problems



### Under utilisation of vehicles

The use of vehicles without full capacity is consuming a huge amount of petrol/diesel.

### High prices's of travelling

Solo travel has become increasingly popular in recent years, but it can also be expensive due to higher accommodation costs.

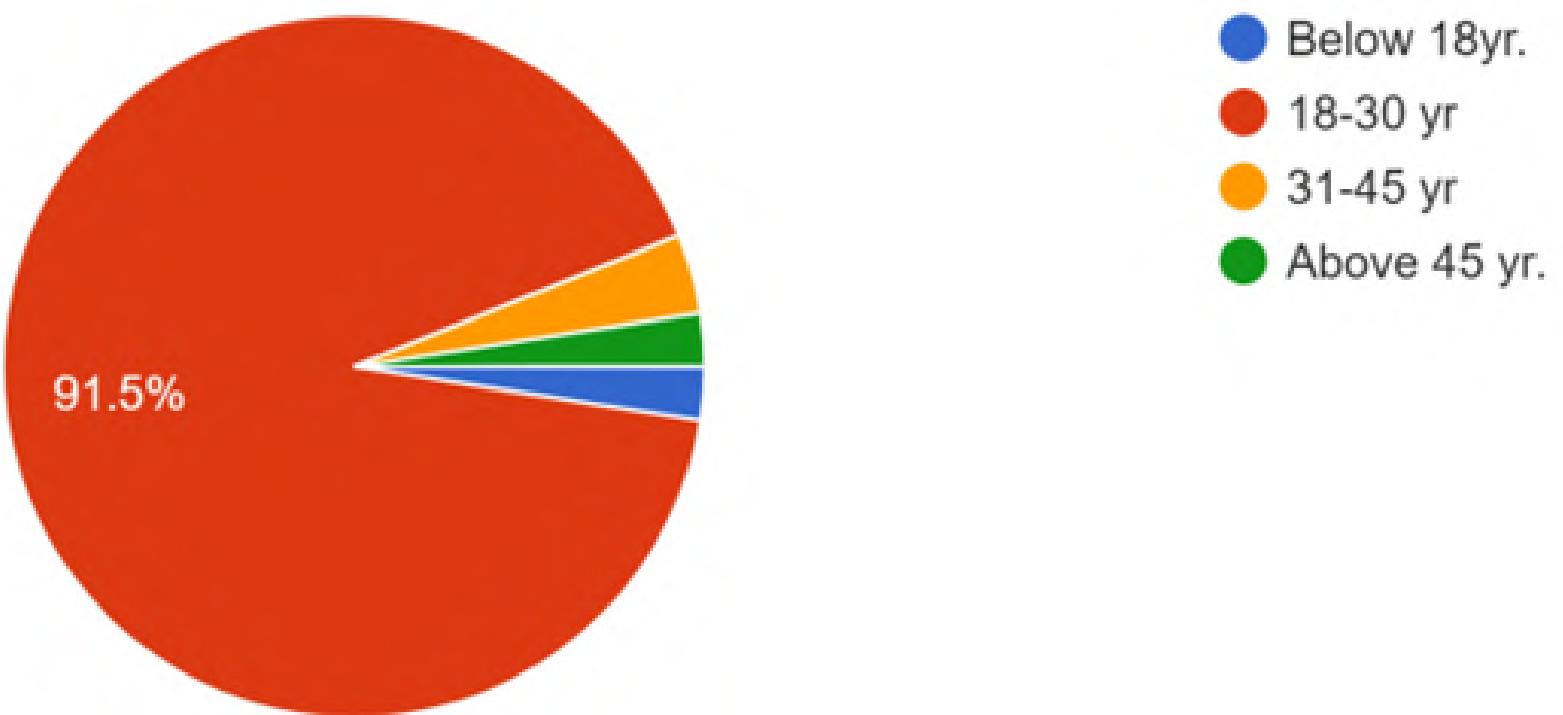
### "Other platforms connect travelers with limited services."

There are some platforms in the city that connect travelers, but they provide fewer services.

# survey related to problem

2.Which age group you belong to ?

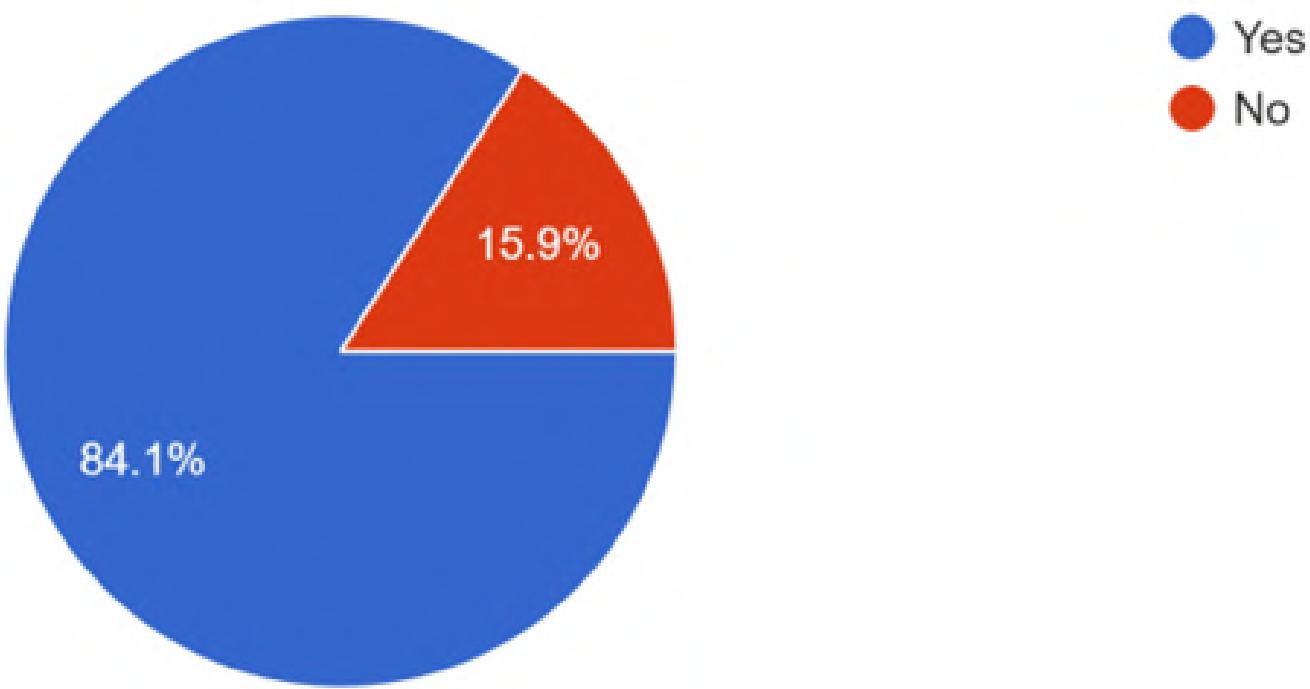
82 responses



- Below 18yr.
- 18-30 yr
- 31-45 yr
- Above 45 yr.

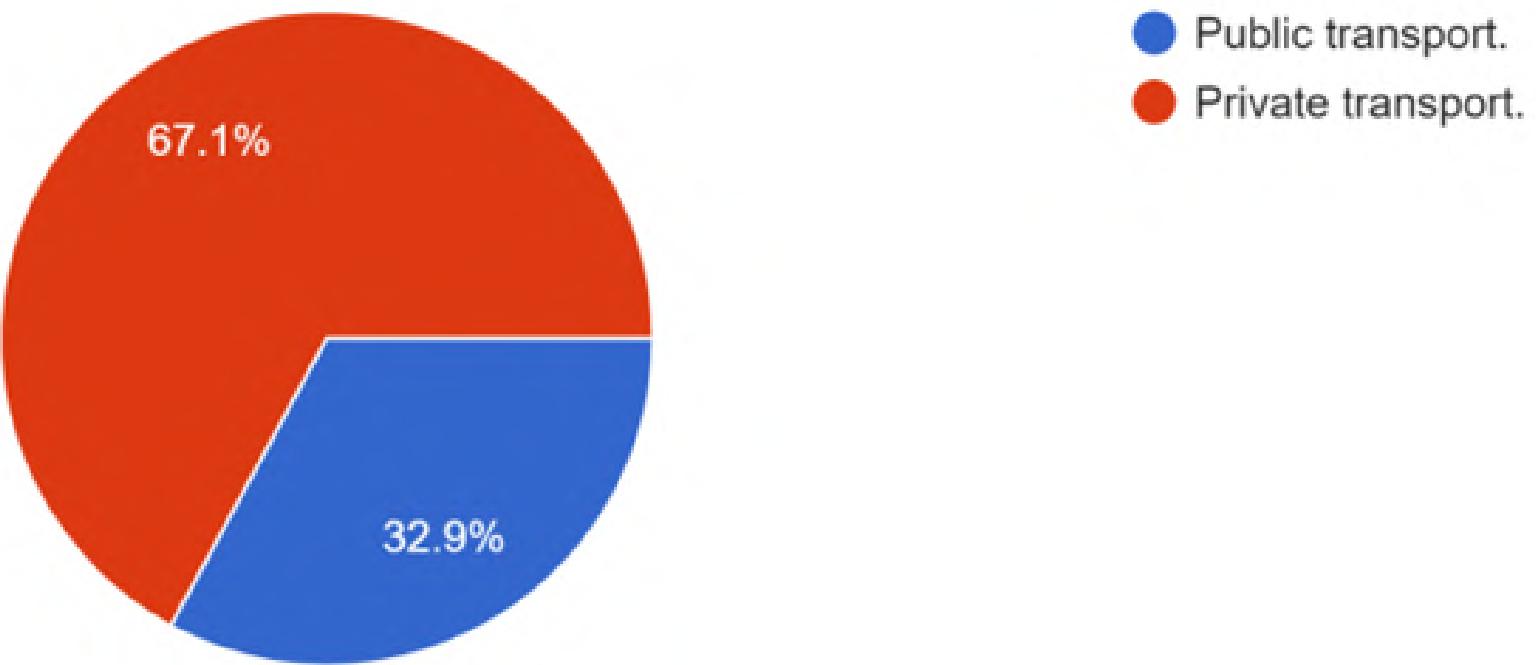
4. Are you facing issues with hike in petrol/diesel prices?

82 responses



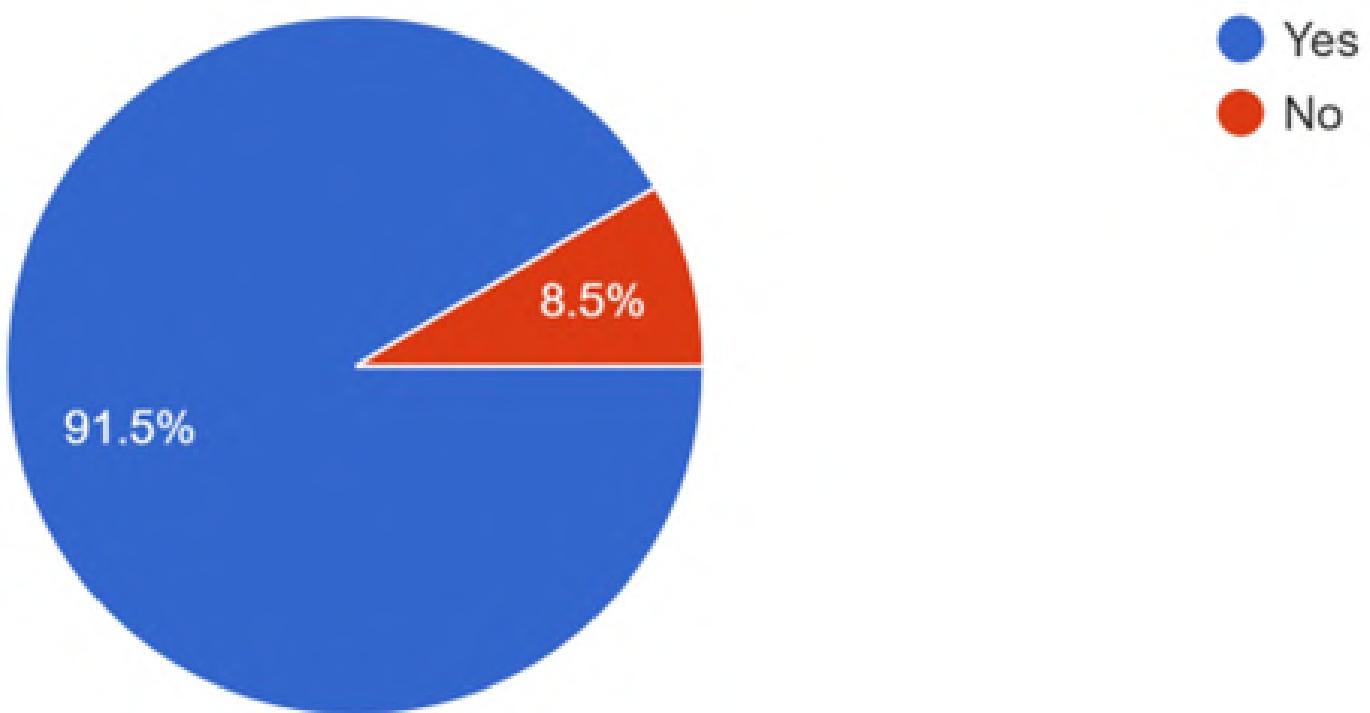
### 5. How do you prefer to travel ?

82 responses



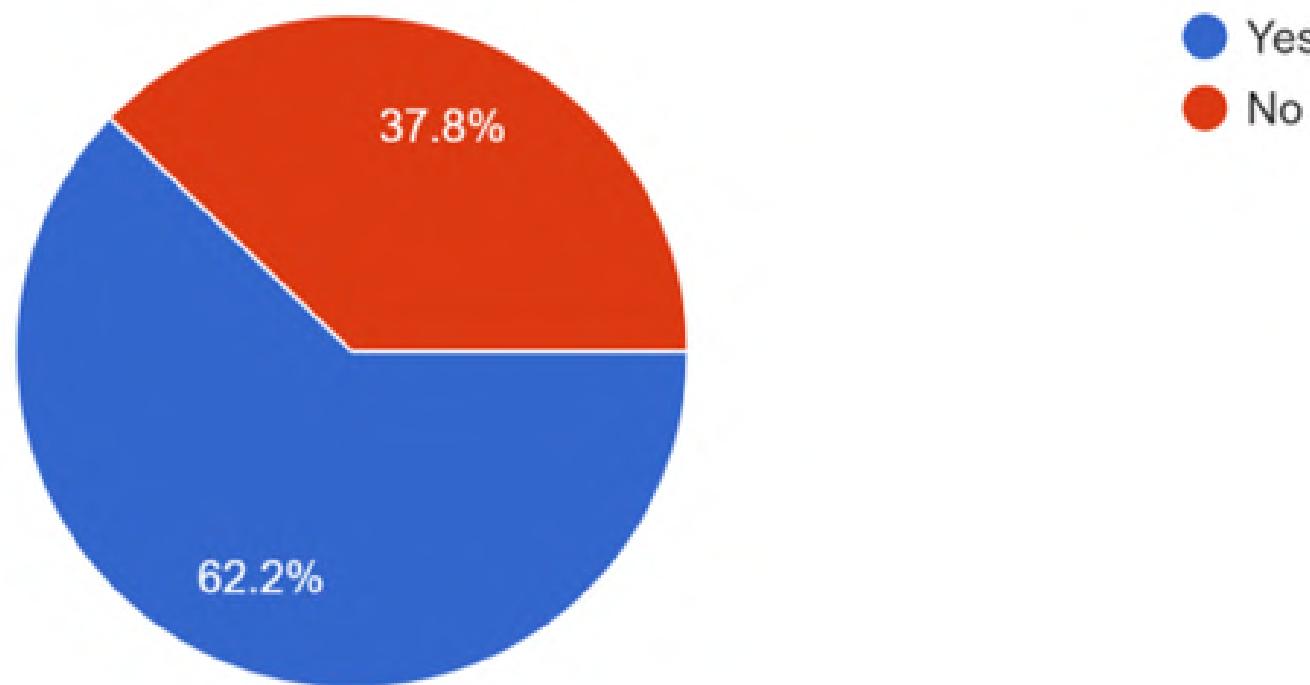
7. Do you feel that your every day transport charges are costly ?

82 responses



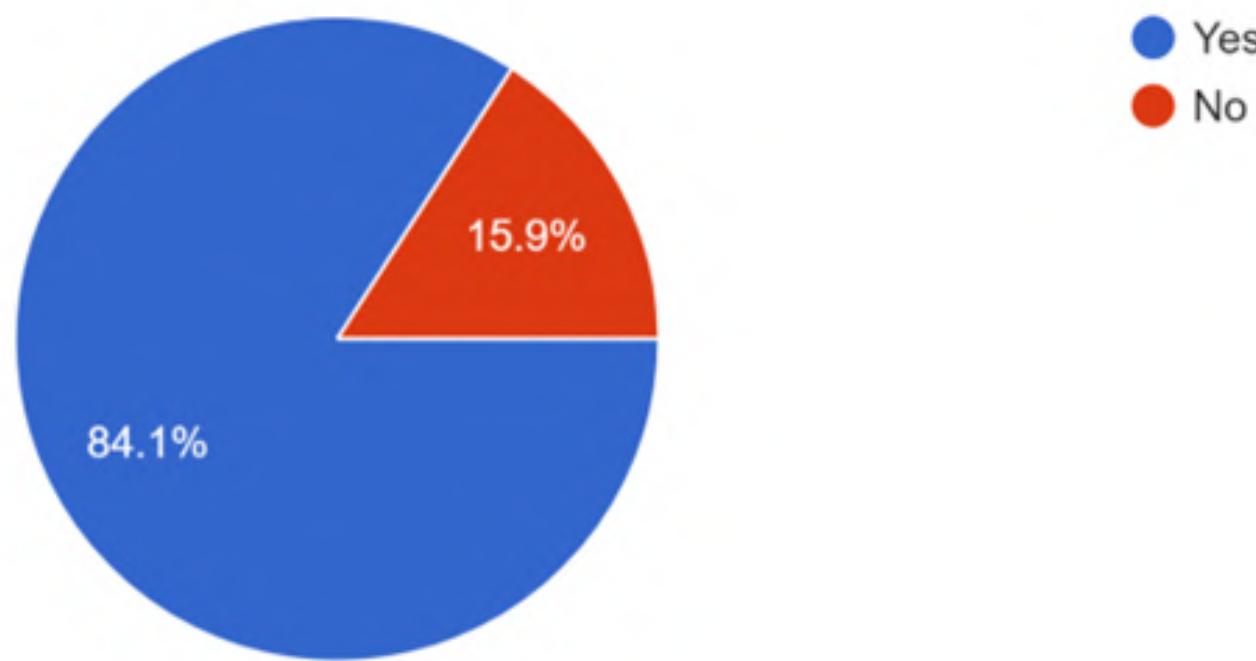
8.Are you ready to share your personal vehicle with some one else who is also going to the same destination to cut your cost ?

82 responses



10. Do you face difficulty in finding the right vehicle at right time. will you use an app which will helps you to resolve this problem ?

82 responses



# About product

## "POOL IT"

Tag line:- "*Your ride to a greener future*"

POOL IT IS A CUTTING-EDGE APP THAT OFFERS BOTH VEHICLE SHARING AND GOODS TRANSPORT SHARING SERVICES. THIS INNOVATIVE PLATFORM CONNECTS USERS WITH NEARBY CAR OWNERS AND TRANSPORTERS WHO ARE WILLING TO SHARE THEIR RESOURCES FOR A FEE. WITH POOL IT, USERS CAN EASILY FIND AVAILABLE VEHICLES AND TRANSPORTERS IN THEIR AREA AND BOOK THEM FOR PERSONAL OR COMMERCIAL USE. THIS NOT ONLY PROVIDES USERS WITH A CONVENIENT AND COST-EFFECTIVE WAY TO GET AROUND AND TRANSPORT GOODS, BUT IT ALSO HELPS TO REDUCE TRAFFIC CONGESTION AND CARBON EMISSIONS

"Our app resolves the problem in the following ways:"

Cost sharing

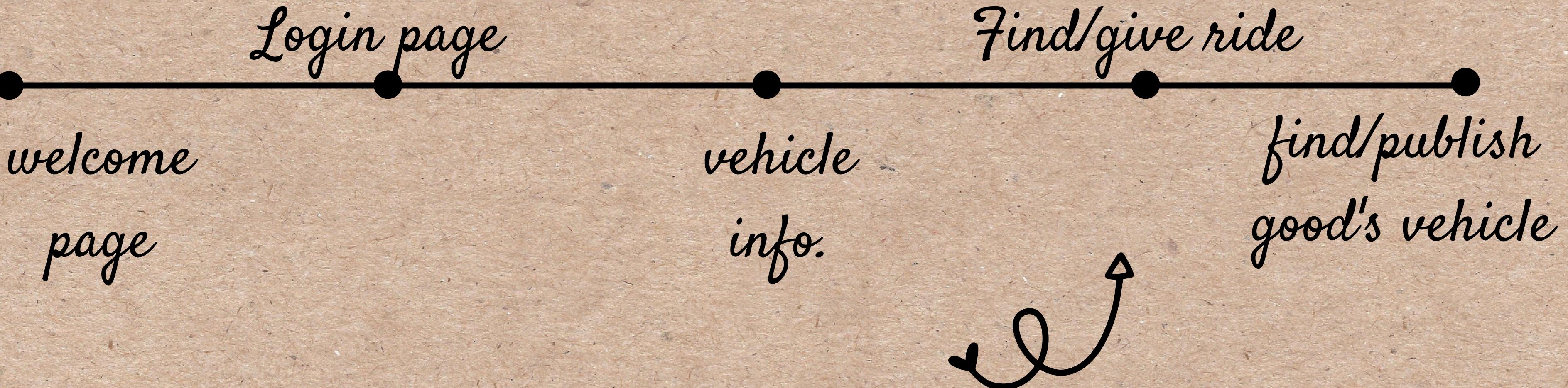
Time saving

Reduce emission

improved productivity

Better utilisation  
of resources

Improve social  
connection

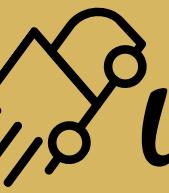
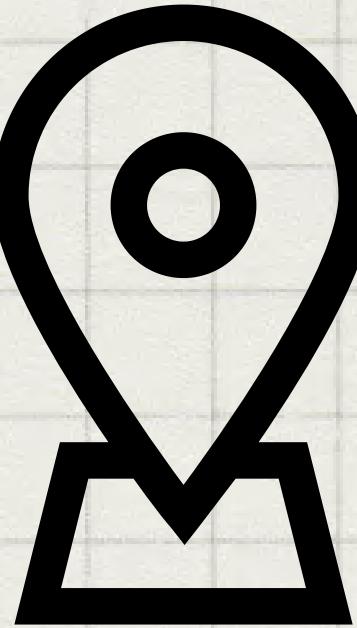


# WELCOME

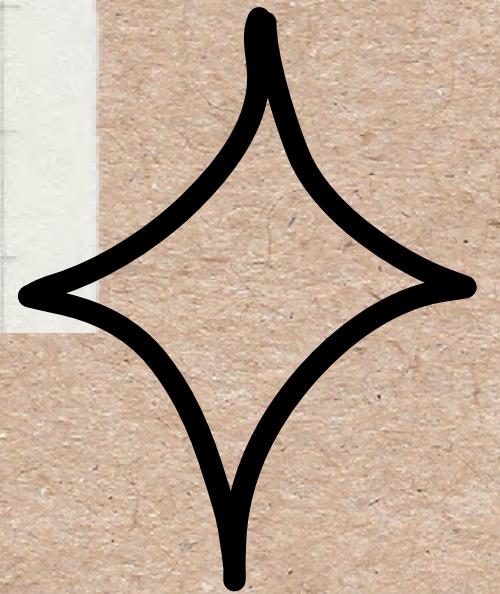
How can i help you ?



want to travel



want to send goods



wellcome to poolit

Login

Name

id card

gender

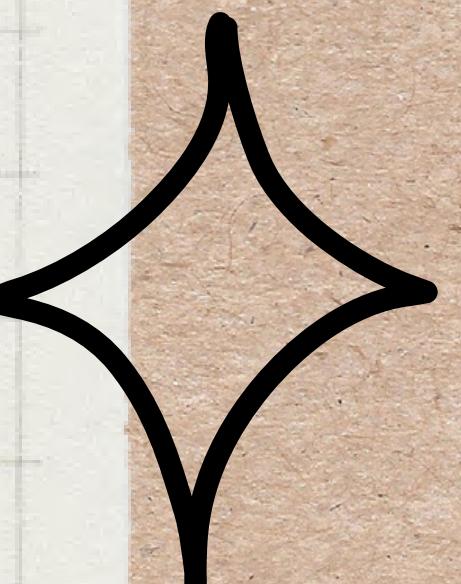
mail address

date of birth

phone no.

payment mode

vechile info.



vehicle detail.

vehicle info.

Type

model name

Reg. no.

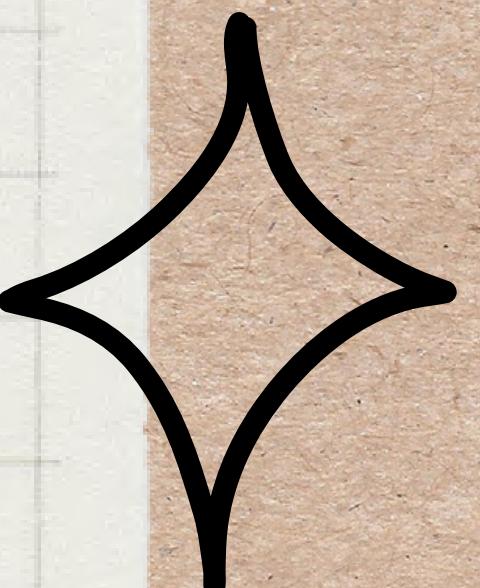
company

available seat

category of ve.

type(ev/petrol)

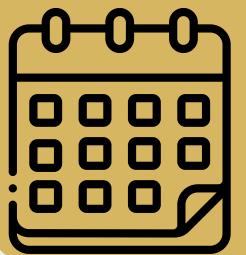
 proceed



# Find a ride



departure time



date of travel



pick up point

ad preferences



droping time



no. of person



destination point



Proceed

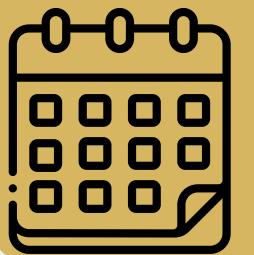
# AVAILABLE OPTION



# Give a ride



departure time



date of travel



pick up point

ad preferences



droping time



no. of seats



destination point

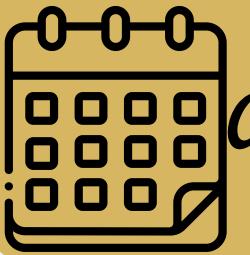


Proceed

# Find vehicle to send goods



departure time



date of pickup



pick up point

ad filter



droping time



goods detail



destination point



Proceed

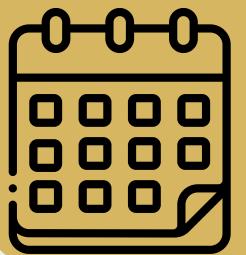
# publish your vehicle



departure time



droping time



date of travel



no. of seats



pick up point



destination point

ad preferences



Proceed

fund us to enhance your experience

payment option.

app wallet

paytm

phonepay



paynow

amazon pay

googlepay.



claim reward



# My account

Rating

Notification

change password

bank details

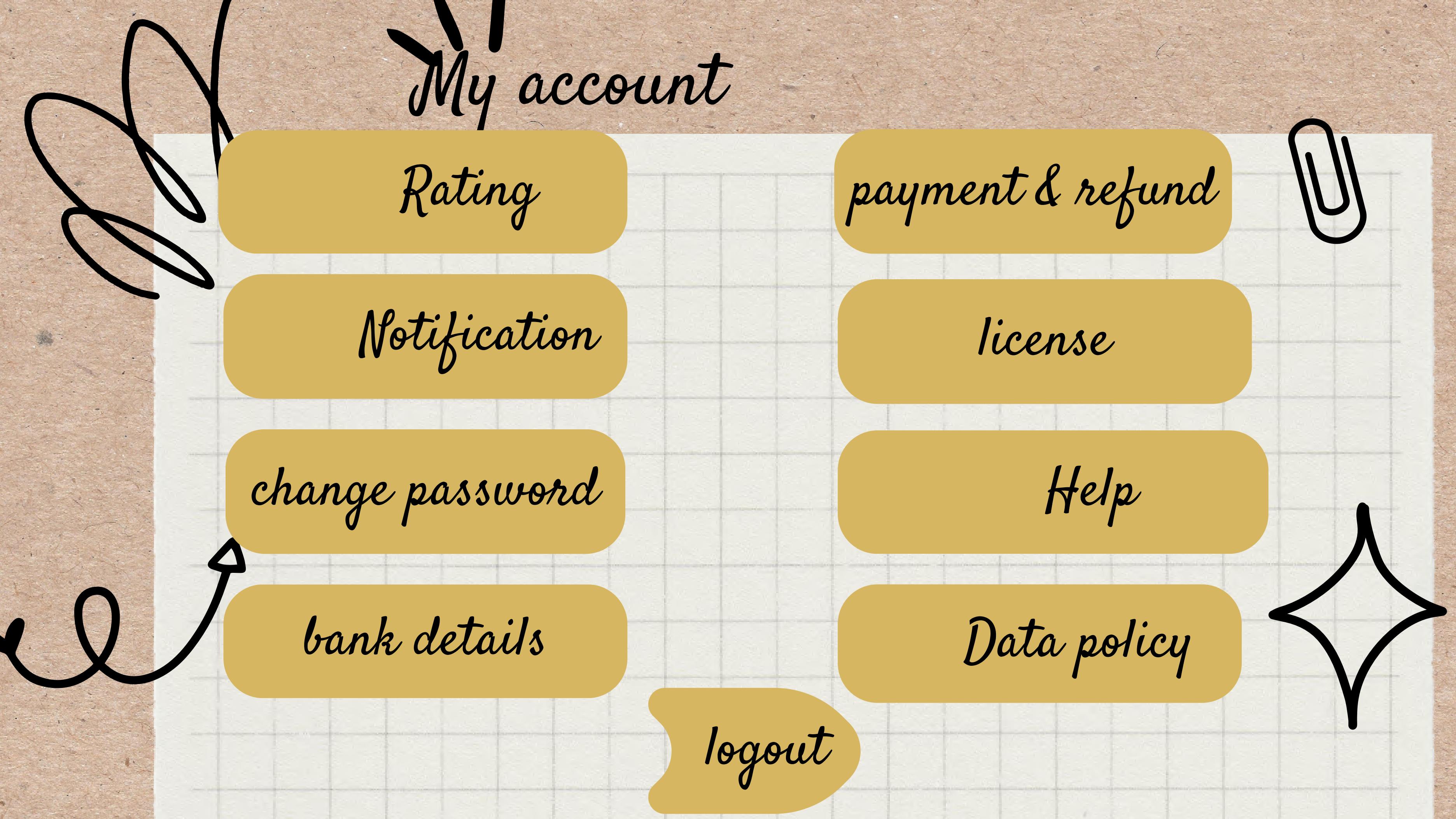
logout

payment & refund

license

Help

Data policy



# Sales

How we increase sales for our product



1. Referral Programs

5. User Reviews

2. Social Media Marketing

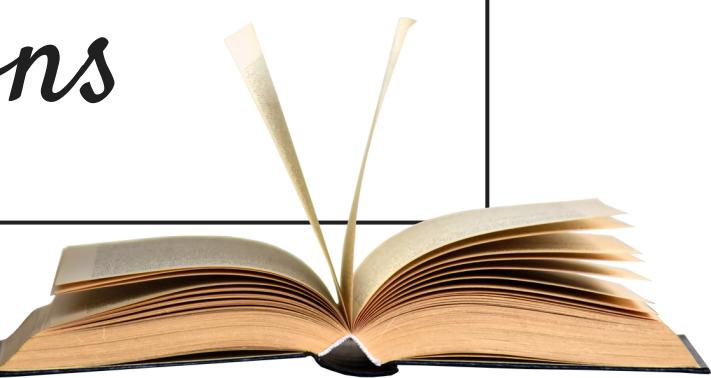
6. Enhance User Experience

3. Partnerships

7. Word-of-Mouth Marketing

4. Discounts and Offers

8. Offer Promotions



# POWER BUSINESS IDEA



## EXECUTIVE SUMMARY

Pool It is a mobile application that connects vehicle owners with people who need to share a car or transport goods. The app is designed to offer a convenient, affordable, and eco-friendly alternative to traditional transportation and logistics services. With Pool It, users can easily find nearby car owners or transporters who are willing to share their resources for a fee. Our app offers a wide range of vehicles, real-time tracking, transparent pricing, and excellent customer service, making it a hassle-free experience for users.



## TEAM

Our team consists of two experienced professionals with a strong passion for sustainable transportation and logistics. Our CEO has a background in commerce, while our CFO has a degree in commerce and expertise in logistics and supply chain management. Together, we have a deep understanding of the transportation and logistics industry, as well as the latest trends and technologies in the sharing economy.

# POWER BUSINESS IDEA



## BUSINESS MODEL

Pool It is a mobile application that connects vehicle owners with people who need to rent a car or transport goods. The app is designed to offer a convenient, affordable, and eco-friendly alternative to traditional transportation and logistics services. With Pool It, users can easily find nearby car owners or transporters who are willing to share their resources for a fee. Our app offers a wide range of vehicles, real-time tracking, transparent pricing, and excellent customer service, making it a hassle-free experience for users.



## MARKETING STRATEGY

Our marketing strategy is centered around social media marketing, content marketing, and referral marketing. We will use platforms like Facebook, Instagram, Twitter, and LinkedIn to promote our app and engage with our target audience. We will also create a blog on our website and start creating valuable content that provides solutions to the problems our target audience is facing. In addition, we will incentivize our existing users to refer their friends and family to our app by offering them discounts or rewards.



## FINANCIAL PROJECTIONS

We anticipate generating revenue of \$ 1 million in our first year of operations, with a net profit of \$50,000. Our revenue projections are based on a conservative estimate of 5,000 transactions per month, with an average commission rate of 12%. We plan to reinvest a portion of our profits into expanding our services and improving our app. We also anticipate additional revenue streams from advertisements, partnerships with other businesses, and strategic alliances.

# POWER BUSINESS IDEA



## MARKET OPPORTUNITY

The transportation and logistics industry is one of the largest and fastest-growing markets globally.

1. According to a report by KPMG, the car-sharing market in India is expected to grow at a CAGR (compound annual growth rate) of 20% between 2019 and 2024.
2. The Indian car rental market is expected to reach \$24 billion by 2026, according to a report by ResearchAndMarkets.com.
3. As of 2021, India has over 1.3 billion people, and the country's middle class is expected to reach 475 million by 2030, according to the Brookings Institution. This growing middle class is expected to drive demand for car-sharing and other transportation services.
4. In a survey conducted by Nielsen in 2018, 66% of Indian respondents said they were willing to use a car-sharing service if it was available in their area.
5. The Indian government has been promoting sustainable transportation solutions, including car-sharing, through initiatives such as the National Electric Mobility Mission Plan (NEMMP) and the Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles in India (FAME India) scheme.



## CONCLUSION

Pool It is an innovative and sustainable solution for the transportation and logistics industry. With its user-friendly interface, wide range of vehicles, and eco-friendly approach, our app is well-positioned to capture a significant share of the market. With a strong team and a solid business plan, we are confident in our ability to succeed and make a positive impact on the world. We are excited to launch our app and disrupt the traditional transportation and logistics industry.

# OUR TEAM



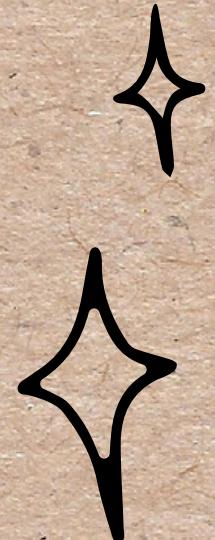
**PANKAJ CHOUBEY**

Founder/CEO



**KIRTI SAHU**

Finance director/CFO





# SOURCES OF COLLECTING FUNDS



## GOVT. SCHEME

Startup India, Stand-Up India, Atal Innovation Mission, Pradhan Mantri Mudra Yojana



## ANGEL INVESTORS

Wealthy individuals invest in startups for equity, innovation support



## BOOTSTRAPPING

using personal savings or borrowing money from family and friends to fund the business



## CROWD FUNDING

Crowdfunding platforms like Kickstarter, Indiegogo, and Ketto



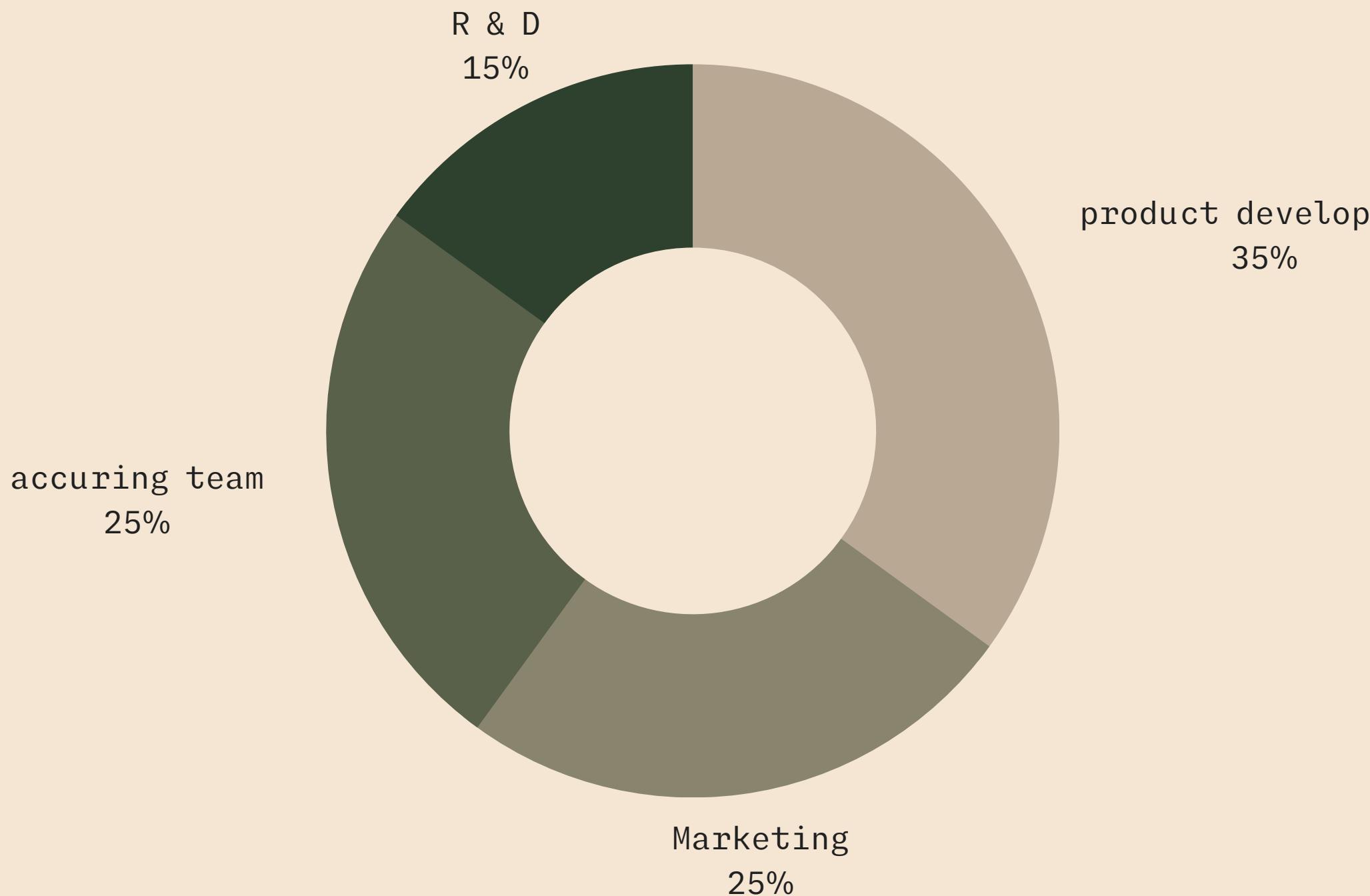
## BANK LOAN

loan provided by bank.

# Use of Funds

We will be allocating the funds from investors on the following key spending areas:

- 35% on Product Development.
- 25% on Accuring team.
- 25% on Marketing.
- 15% on R & D.



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# OUR MARKETING STRATEGIES



Social Media  
Marketing



• Influencer Marketing



• Content Marketing



• Email Marketing



• Local Marketing



• Referral Marketing



• App Store  
Optimization (ASO)



• SEO



# Size of the Market

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Available Market (TAM) : according to

**Zion Market Research**

Total Available Market (TAM) :

In year 2027

**\$16.5Billion**

Total Available Market (TAM) :

In year 2019

**\$5.24 Billion**

AND MANY MORE

\$16.5 Billion  
in 2027

\$5.24 Billion  
in 2019

# **Direct Competitors**

- 1.Bla Bla Car**
- 2.ZIFY**
- 3.S Ride**
- 4.TwoGo**
- 5.Quick Ride**
- 6.Ridley**

# **Indirect Competitors**

- 1.uber pool**
- 2.ola share**



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# Competitive Advantages

Here are some potential competitor advantages



1. Wide Range of Vehicles

5. Safety and Security

2. Transparent Pricing

6. Eco-Friendly

3. Real-Time Tracking

7. Excellent Customer Service

4. User-Friendly Interface

8. Community Building



# Revenue Model

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Transaction fees

Subscription

Commission fees

Advertising

Data monetization



**THANK YOU  
FOR LISTENING!**