

# *A Modern Innovation for Rural Isolation*



**FIACRE**

Move North Strong and Free

# Meet the Team



**Benjamin Fedoruk**

Team Lead/Data Scientist  
BSc Int. Math. & Comp. Sci.  
Ontario Tech University

**Harrison Nelson**

Health Scientist  
BSc Health Science  
Queen's University

**Kai Fucile Ladouceur**

Mechanical Engineer  
Mechanical Engineering  
Confederation College

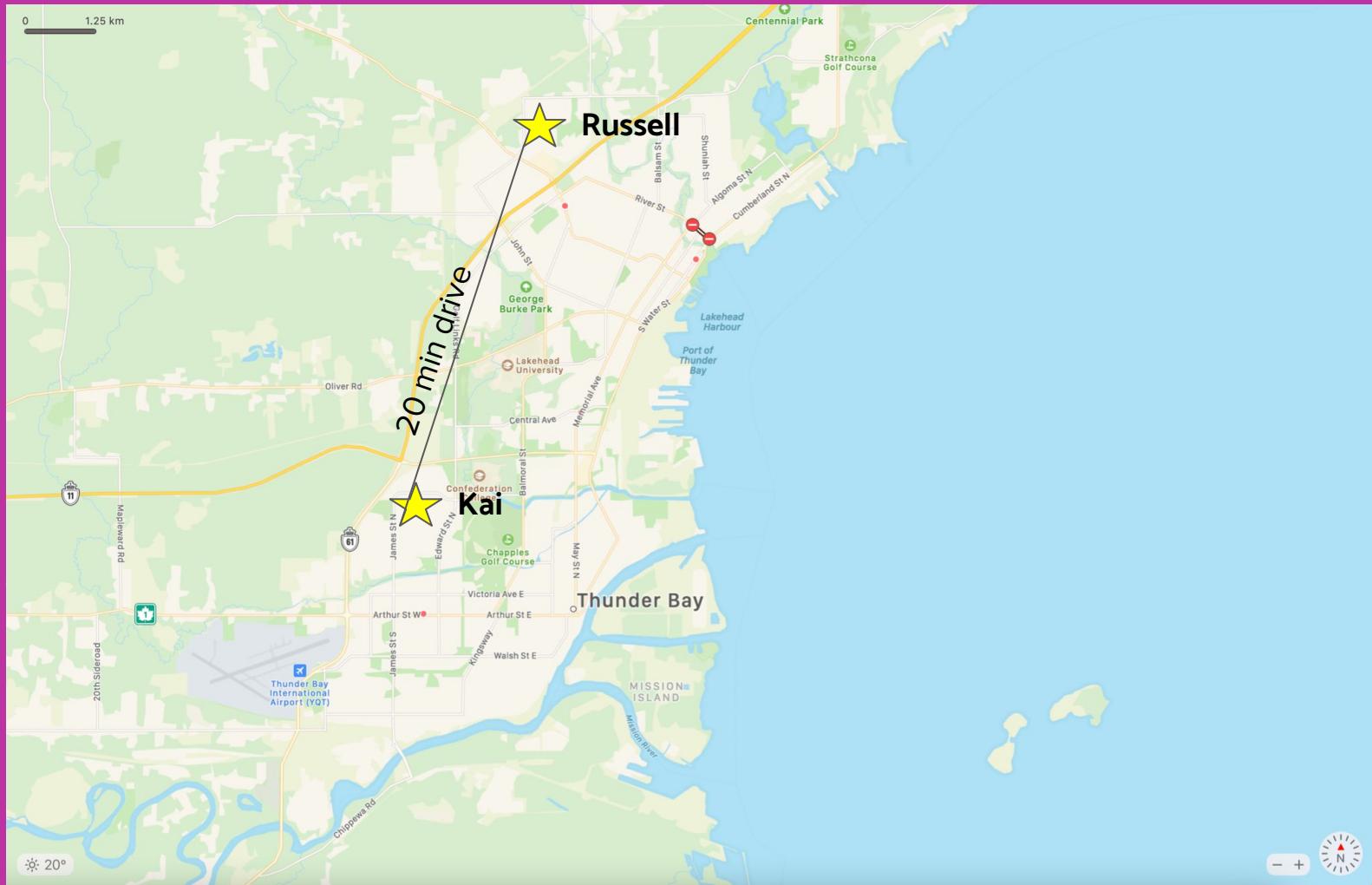
**Russell Frost**

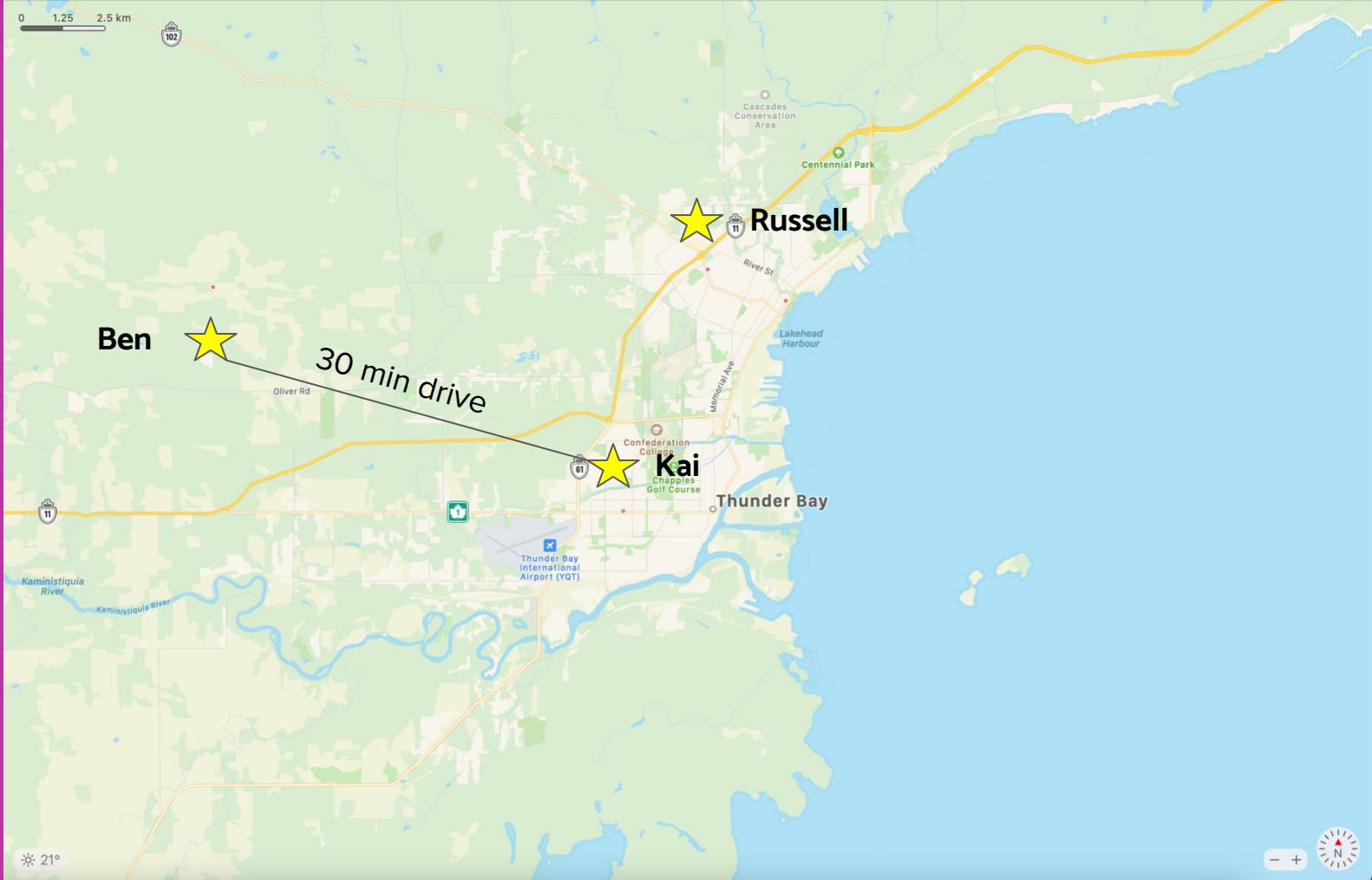
Software Engineer  
BEng Software  
Lakehead University

# *Problem Statement*

56% of Northern and rural Ontarians surveyed rely upon a personal automobile, with 82% owning their own vehicle. In these communities, there is a need for personal automobiles due to poor public transit infrastructure. The cost of owning a car is a barrier for most youth in the north with estimates being around \$11,000 - \$15,000 each year.

**This has led to mass talent migration of youth out of these communities.**





0 12.5 25 37.5 km



**Harrison**  
Red Lake



6 hr drive



# Solution

Self-driving cars  
need for driving.

Electric-powered  
vehicles save fuel costs.

# FIACRE

Transit systems move  
people for low fees.

Government provides  
service to all citizens.

# Services



## Pod

### Public Transit

munal travel.  
, autonomous vehicle.  
powered.

ONLY  
\$3.00 TO  
GET  
ACROSS  
THUNDER  
BAY!!!!

- move to rural communities without the need to purchase a car.
- Wifi-enabled, surround sound system included.



## FIACRE

### Line

#### Mass Public Transit

- Inter-communal travel.
- Light rail, using existing infrastructure.
- Electric powered.
- Promotes travel between communities
- Wifi-enabled, surround sound jukebox system included.

GO FROM  
RED LAKE  
TO  
THUNDER  
BAY IN HALF  
THE TIME  
AND COST!!!!

# Business Model

## Key Partners



Existing Transit Systems  
E.g. VIA Rail



Governments (All Levels)  
E.g. Nishinawbe Aski Nation

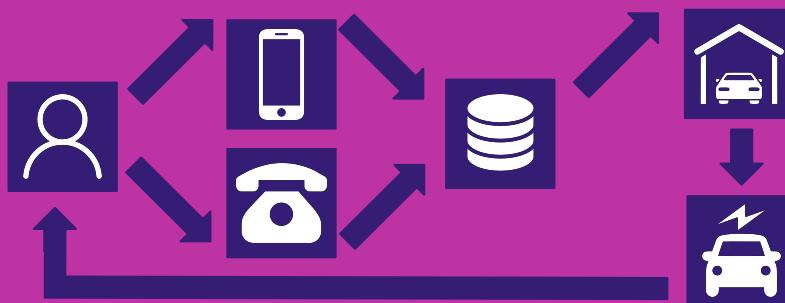


Vehicle Manufactories  
E.g. Bombardier, Nuro

## Key Resources



## Network Structure



## Channels

### Awareness

Visibility, Fliers,  
Social Media

### Evaluation

Lower Costs  
and Fees

### Purchase

Landline,  
App, or Web

### Delivery

Autonomous  
Pick-Up

### After-Sales

Collect Post-Ride  
Feedback

## Referral Program



Did you know that you can  
get across Thunder Bay  
with Fiacre Pod for only  
\$3.00\*?



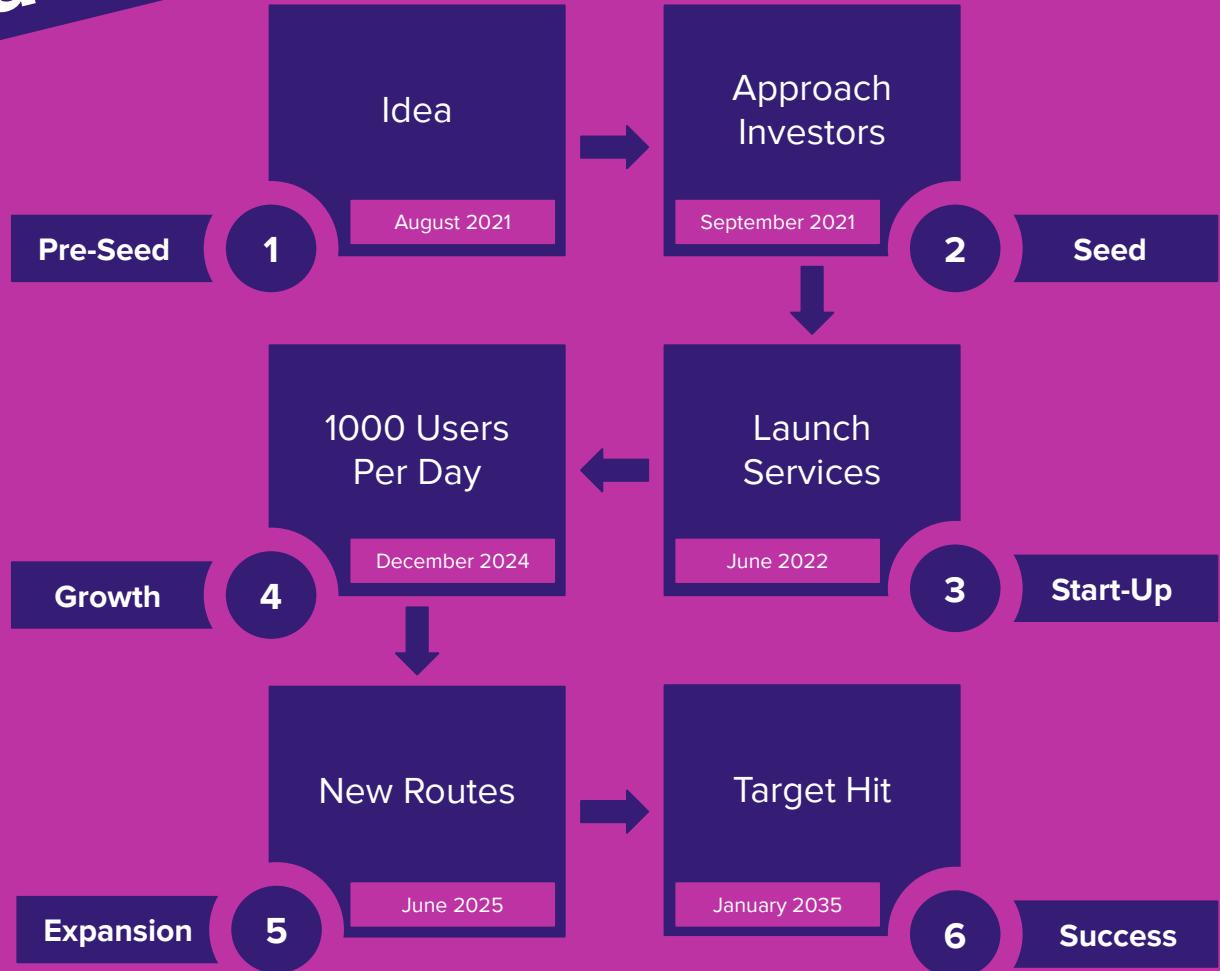
Really? I will sign up right  
now! Send me a referral  
code.

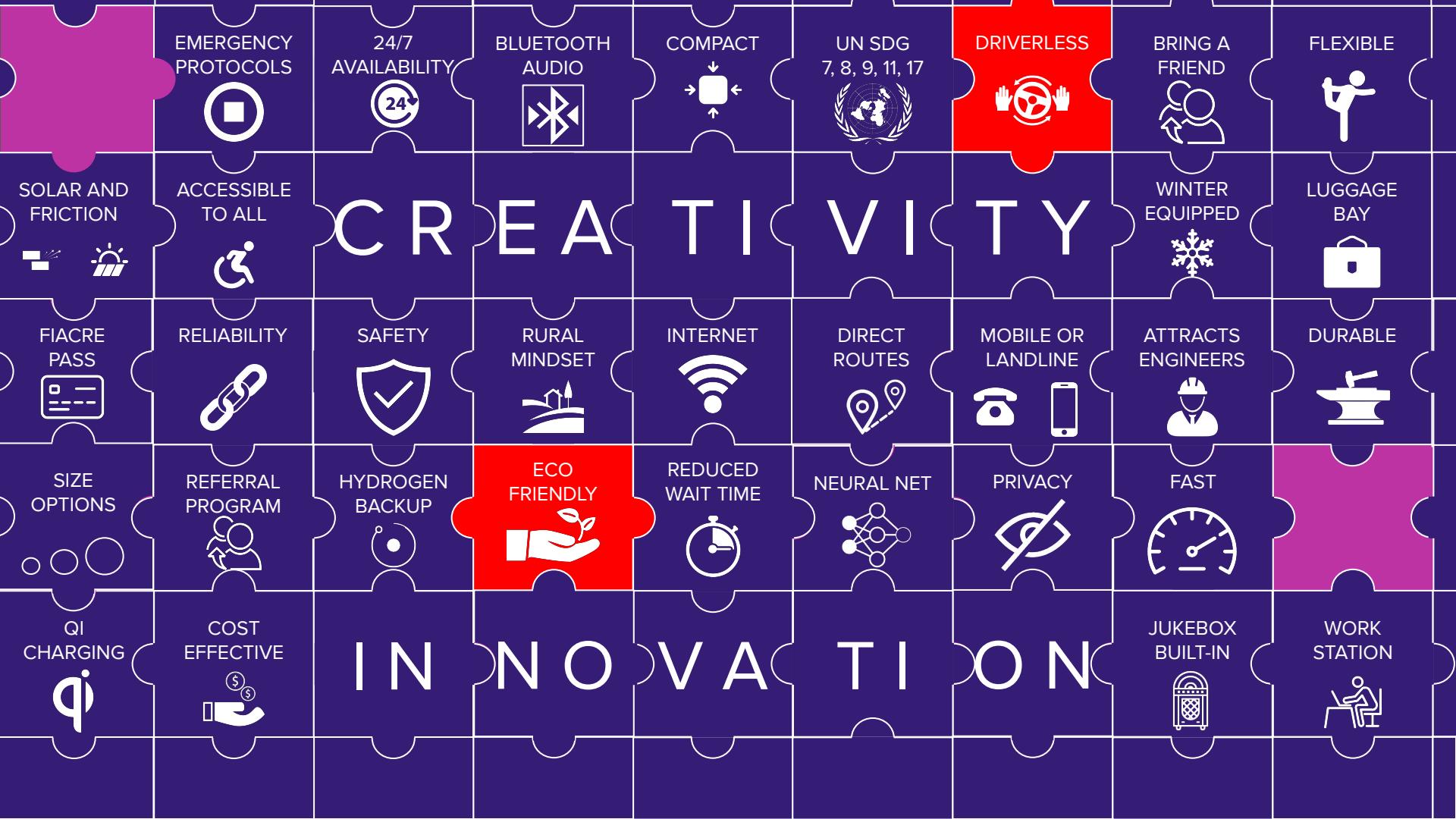


# Growth-to-date

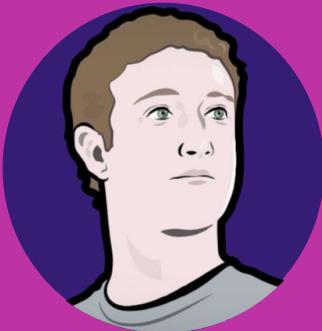


Increase rural talent retention rate by 10%.





# Customer Profile



Markus  
Truckerberg



18-30

Student  
or  
Recent Grad.

New  
Immigrants



TECH SAVVY

SOCIAL COMMITMENT

FORWARD-THINKING

TIME MANAGEMENT

RELIABILITY

FINANCIAL SECURITY

Hey, I'm Markus Truckerberg! I'm a recent engineering graduate of Lakehead University in Thunder Bay, ON. I want to stay in Thunder Bay, but I'd need to buy a car, which is too expensive. I think I may need to move to Toronto, to make use of affordable public transit systems.



Rural Canada  
Northwestern Ontario



\$0 - \$50 000

# Competitor Analysis

	Inter-Communal Options			Intra-Communal Options		
	FIACRE	GO	kasper	Thunder Bay TRANSIT Climb on Board	Roach's Yellow-Taxi	Uber
Rural Operation	✓			✓	✓	✓
Eco-Friendly	✓	✓				
Reliability	✓	✓	✓	✓	✓	✓
Wi-Fi	✓	✓	✓	✓		
Convenience	✓				✓	✓
Safety	✓	✓	✓	✓	✓	✓
Accessibility	✓	✓	✓	✓	✓	✓
Affordability	✓	✓	✓	✓	✓	✓
Student Options	✓	✓	✓	✓	✓	

IN

OUT

## FIACRE Pod

General: 19.9 ¢/mi

Student: 9.9 ¢/mi

## FIACRE Line

General: ?? ¢/mi

Student: ?? ¢/mi

## FIACRE Pass

General: ?? ¢/mi

Student: ?? ¢/mi

# Financials



~ 4 ¢/mi



~ \$40 000 /pod



~ \$12 000



~ \$5 000 /year



~ \$200 000 /line

# Financials

Service

FIACRE

Line

FIACRE

Pod

## Costs:

- Power	5 ¢ / mi·person	4 ¢ / mi·person
- Storage	\$12,000.00	\$10,000.00
- Advertising		\$5,000.00
- Manufacturing	\$200,000.00/unit	\$10,000.00/unit

Total Costs

**PROFIT OF 20¢/mi PER TICKET**

**PROFIT OF 16¢/mi PER TICKET**

## Revenue:

- Ticket Price	General: 24.99 ¢/mi Student: 14.99 ¢/mi	General: 19.99 ¢/mi Student: 9.99 ¢/mi
- Investors		\$5,000,000.00
Total Revenue		\$9,000,000.00

# Next Steps



Nishnawbe Aski Nation  
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**BOMBARDIER**



# Summary

## What we went over:

1. Problem
2. Solution
3. Service
4. Business model
5. Growth-to-date
6. Creativity
7. Customer Profile
8. Competition
9. Finances



Next Steps



# FIACRE

## A Modern Innovation for Rural Isolation

### Email

Benjamin Fedoruk:  
[benjamin.fedoruk@ontariotec  
hu.net](mailto:benjamin.fedoruk@ontariotec.hu.net)

Harrison Nelson:  
[harrisonsam2002@gmail.co  
m](mailto:harrisonsam2002@gmail.co<br/>m)

Kai Fucile Ladouceur:  
[kladouceur06@gmail.com](mailto:kladouceur06@gmail.com)

Russell Frost:  
[russaz09@gmail.com](mailto:russaz09@gmail.com)

Resources

