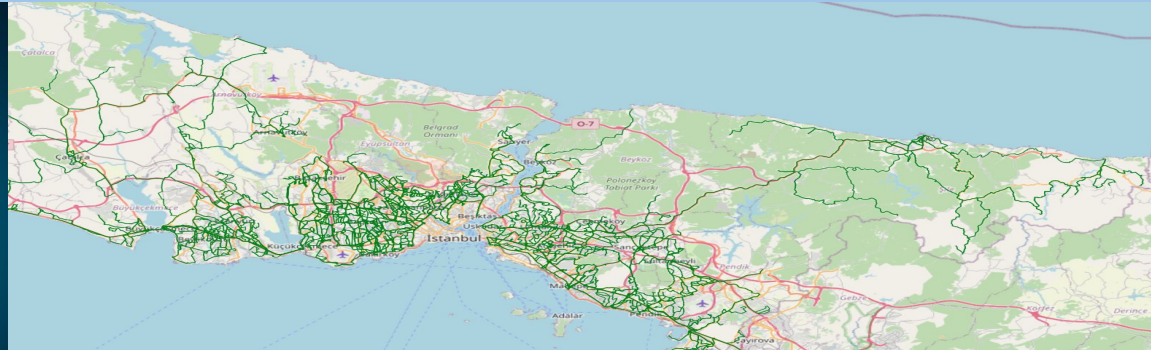
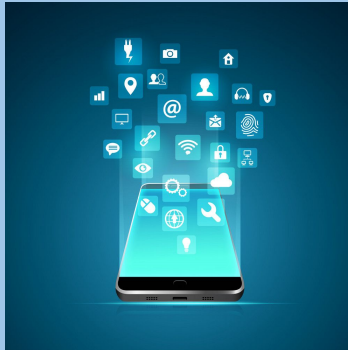


Commute Wiser

Plan and Pay with your Phone

Know, Catch and Verify in Real-time

PUBLIC MINIBUS ROUTES IN ISTANBUL



GALAXIA ISE

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PROBLEM 1



Transportation payments for public minibuses in Istanbul is time consuming, under utilized and requires technological improvements.



Minibus commuters and operators in Istanbul struggle with ease of payments; majority of minibus accepts payments only on the bus and with cash. On some routes (< 2) it is possible to pay with Istanbul card or bank card.



Although this seems to be a solution in fact it does not solve the fact that for each payment the commuter has to say the destination and the driver adjusts the fare then the contactless payment can be finalized.

PROBLEM₂

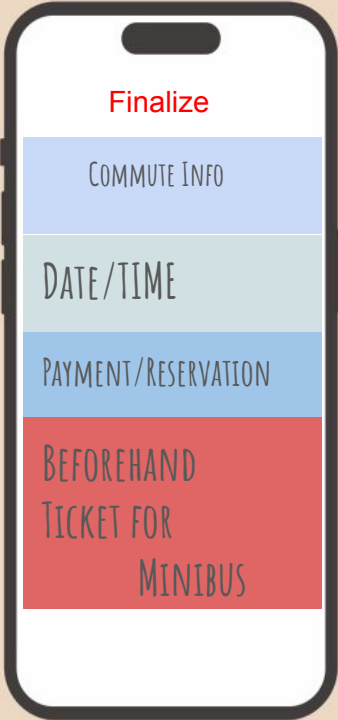
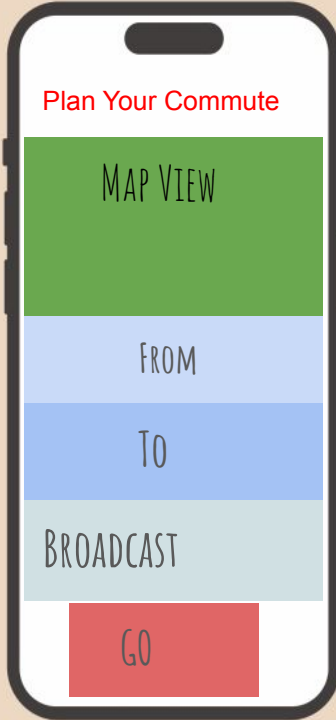
Uncertainties in
Practice

- Real time information about minibus arrival time and availability info (for the commuters)
- Waiting Commuter Info (for bus drivers)
- Route planning (for commuters)





A Mobile beforehand ticketing application with real-time info, featuring digital verification on the bus with your phone or city card, for Minibuses in istanbul public transportation.



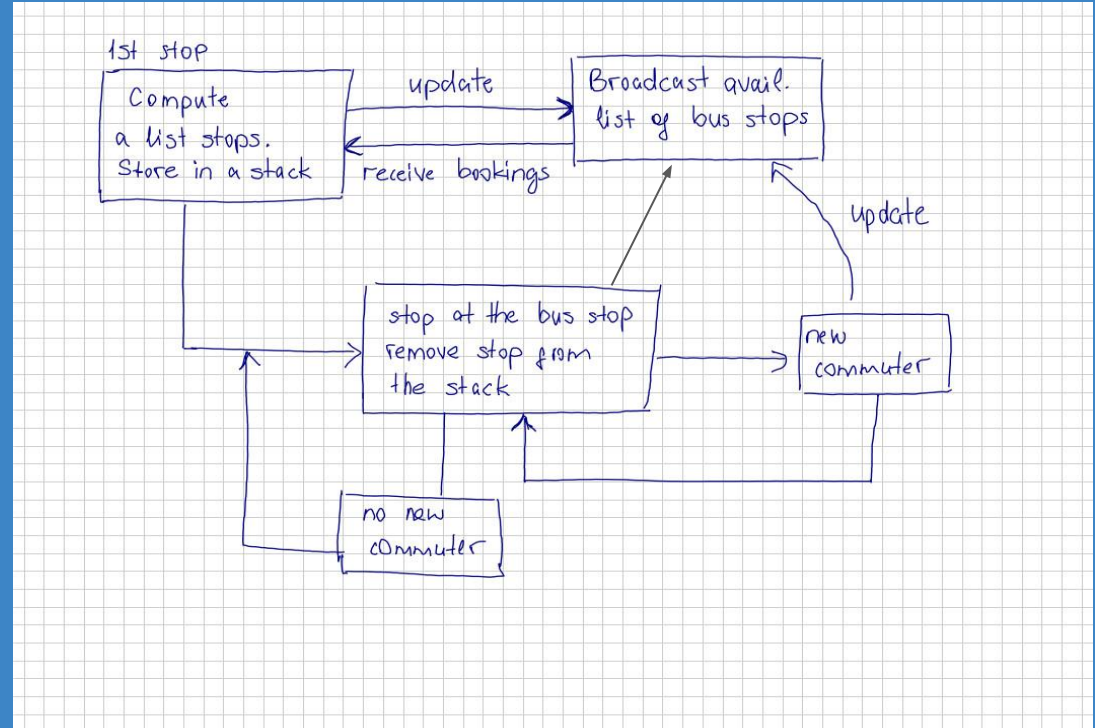
PROBLEM 3

Utilize algorithms
and commuters
data to improve
efficiency and
reliability.

- Minibuses operates on fixed routes with fixed schedules however in practice they operate similar to on demand units this opens the way for optimized scheduling algorithms.
- Automatic calculation of hop off bus stops and availability for hop on commuters; increased usability and security, improved process for the drivers.
- Commuter Data impacts the connected transportation units.

SOLUTION

Real Time Info For
Drivers



SOLUTION

(For Governors)

Algorithms and

Data Analysis

- Heuristic algorithms to improve efficiency of scheduling,
- Utilize commuting data to optimize mobility and reliability,
- Secure and privacy friendly process within the data regulations.

The Solution

Mobile payment and verification, real-time tracking, demand-driven scheduling

Smooth Integration

Real time tracking and availability-info.

Uptodate minibus transport routes and schedules.

Information about connected transport units.

Utilizing third party applications.

Digital and Private

Payments and verification with mobile phone.

Verification with city card.

Refill city card.

Secure and privacy friendly process within the data regulations.

Algorithms and Data Analysis

Heuristic algorithms to improve efficiency of scheduling,

Utilize commuting data to optimize mobility.

Revenue Models

Subscription	Search/Ads	Big Data	Licensing
<p>Payments and verification with Mobile phone,</p> <p>Unlimited use; reserve + info + pay; yearly, monthly, daily subscription fee.</p> <p>More usage free credits.</p> <p>One-time use: booking and payment; negligible fee for each use.</p>	<p>Real time tracking of the minibus,</p> <p>Real time availability info, Waiting customer info for bus drivers.</p> <p>Minibus routes.</p> <p>Local minibus transport advices.</p> <p>Info connected units.</p>	<p>Privacy preserving Big Data analysis for B2B customers.</p>	<p>Mobile App license to produce your own App.</p>

≈ 1 million customers, ≈ \$3 million revenue per year from subs fees, search/ads

MARKET for Minibus in public transport in Türkiye

B2C & B2B

(Daily
commuters in
istanbul \approx
3 million
)

Minibuses in populated towns;
Antalya, İzmir, Ankara

> 1000 minibuses

Minibuses used for
public transport in all
towns:

**> 10.000 minibuses
(2018)**

Initial buyer persona

Regular Commuter



Works for a middle sized company, uses connected transport units, utilizes mobile phone effectively, Often tired and stressed of long hours commuting.

Any purpose, hop on-off commuters



Students, part-time workers, housewives, retired, tourists, weekend commuters,

Utilizes mobile phone effectively,

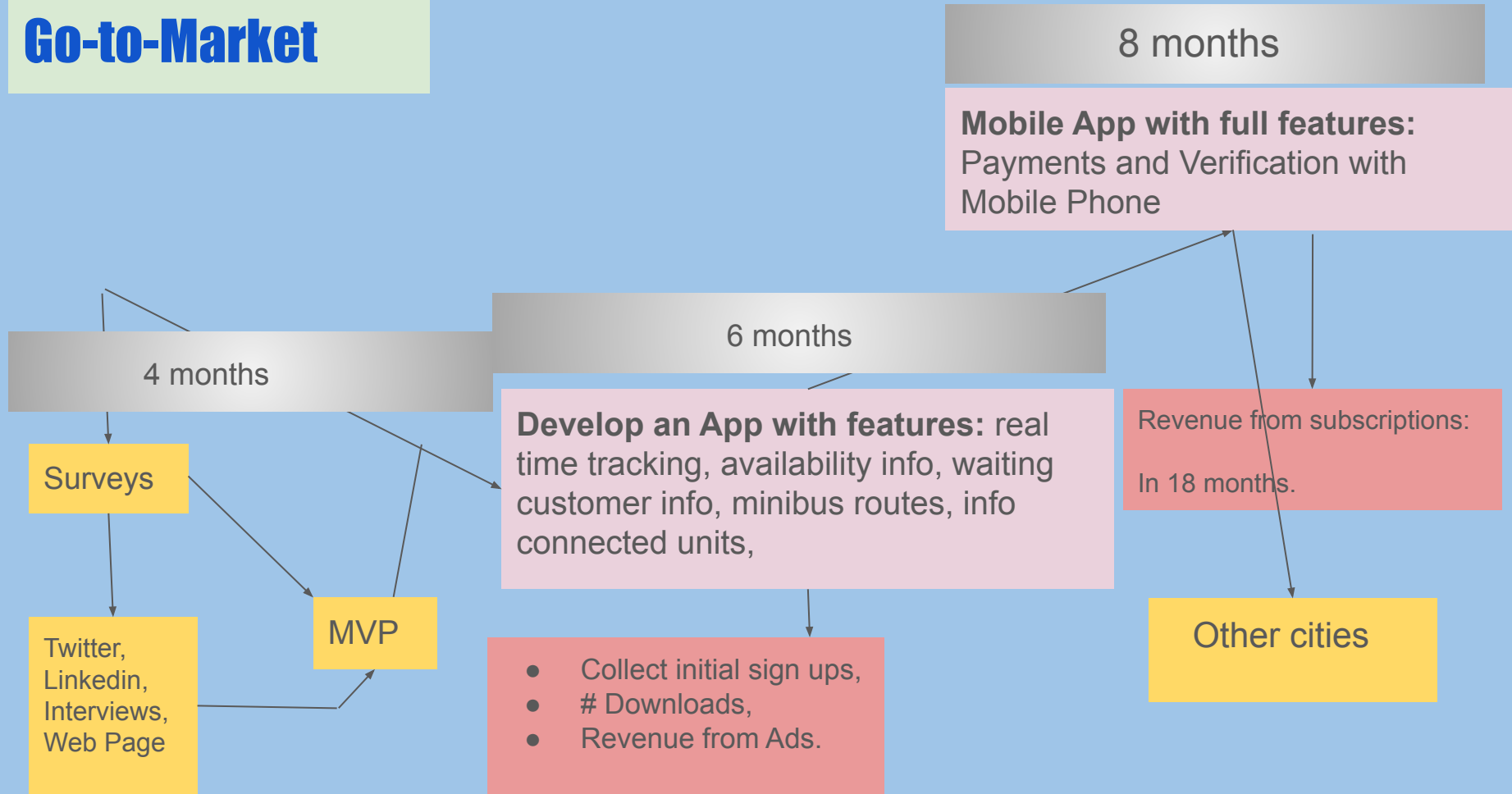
Prefers digital payments, instant bookings for reliable and smooth commuting.

Operators



- Improve efficiency,
- Ease of payments and verification,
- Increase in profits.

Go-to-Market



Competition

Others/Minibus	Istanbulkart Mobil	IETT Nasil Giderim	Otobusum Nerde	Moovit	CityMapper	CommuteWiser
Routes Info	○ ○	✓ ✓	?	✓ ✓	✓ ✓	✓ ✓
How to Go	○ ○	✓ ✓	?	✓ ✓	✓ ✓	✓ ✓
Real Time Tracking	○ ○	○ ○	✓	?	?	✓ ✓
istanbulKart Refill	✓ ○	○ ○	○ ○	○ ○	○ ○	✓ ✓
QR code Payments	✓ ○	○ ○	○ ○	○ ○	○ ○	✓ ✓
	istanbul	istanbul	istanbul	Istanbul + others	istanbul	Istanbul + others

Financials

ASK

\$XXXXK for 18 Months

- Mobile Payment App Costs (Team Costs 3 or 4) %54
 - Develop
 - Maintain
 - Update
- Marketing Costs (ads, videos, surveys) %12.5
- Hardware costs (hosting, web services, hw for verification) %12.5
- Advisor, legal, company maintenance costs (HR, office etc) %21

The Team in Construction

Özgül Küçük

Founder, CEO, Developer.

PHD in Engineering, Applied Cryptographer.

Experience on research, project development,
software, technology, algorithms.

Co-founder(CTO, Developer),

Developers,

Marketing Specialists,

Advisors.

Backup Slides

Problem

Commuters and Operators struggle with ease of payments:

- Time consuming,
- Not possible to pay or verify digitally on the bus or beforehand.

Uncertainties in practice:

- Which minibus goes to my destination?
- Are there available seats?
- When the bus will be at the bus stop?





Problem

- What is the destination of commuters?
- There are available seats, are there any waiting commuters in the bus stops?
- Wait 10 minutes more in this stop?



MARKET FOR ISTANBUL

B2C

6.6 million

Daily Commutings \approx

All hours

All routes

Any purpose

3 million
commuters

Adjustable hours
Non-peak hours,
Seasonal commuters

Peak
Regular
hours

(\approx 850
thousand)

of regular commuters = # of any purpose commuters

B2B

- \approx 6460 minibuses, on 450 routes
- Long routes diverge to short routes to inner neighbourhoods

Steps To Revenue

- More detailed and extensive customer surveys commuters and operators.
- Promote the solution and the company through landing pages and MVP.
- Develop Mobile App for Search And Ads. Revenue from ads.
- Promote a simulation of our beforehand ticketing and digital payment solution through our marketing channels.
- Launch a test on chosen routes, advertise.
- Product with full features in 12 months. Revenue from subs.
- Maintain, update, improve.
- Marketing Big Data and Licensing.
- Marketing for other cities.

INTERVIEW OUTREACH PLAN

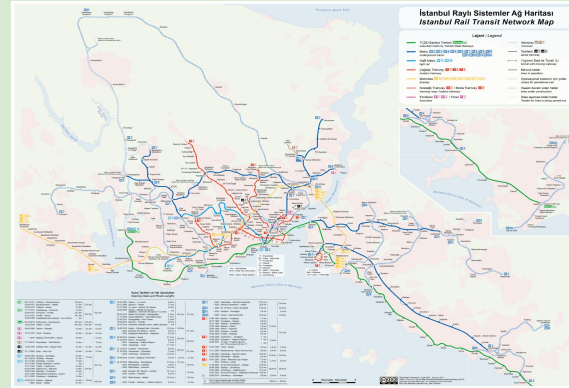
- Conducted an initial survey, ≈ 20 contact info.
- Disseminate a new survey and the landing page on social media; twitter, instagram, facebook, LinkedIn.
- Survey on chosen minibus routes.
- Get in touch with Minibus operators, promote the mobile app with an MVP.
- Promote the MVP in social media.

FORECASTING ISTANBUL PUBLIC TRANSPORTATION

(4 WHEELS 74% ↘ 49% BY 2040)

Transportation % by 2040 (Population 16 million to 18.8 million)

- Rail System 24% ↗ 47%
- City Buses 42% ↘ 25%
- Metrobus 10% ↘ 7%
- Minibus 22% ↘ 17%
- Ferry 2% ↗ 4%



#Daily Commutings: 30.3 million ↗ 38 million

#Daily Commutings with MINIBUS ➡ 6.6 million (2023) ↘ 6.4 million (2040)