Ride Connect

Venture Viability Analysis

National Institute of Technology, Calicut, University in Kozhikode, Kerala

WADHWANI FOUNDATION

Ride Connect

Real-time matching, student verification, in-app chat, scheduling, fare-split, feedback.

National Institute of Technology, Calicut, University in Kozhikode, Kerala

Context

Sharing a typical ₹600 auto ride with just one other person saves each student 50% (₹300) per trip.

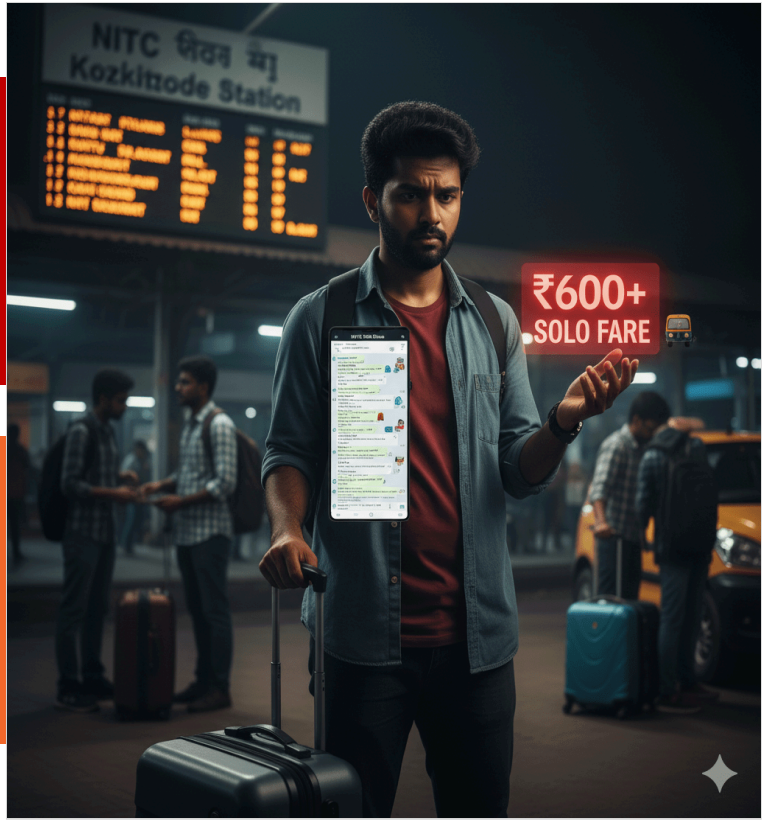
Problem Statement

Problem

NITC students endure ₹600+ solo fares for airport/railway. Sharing fails. RideConnect offers real-time P2P matching.

Impact

Students: ₹600+ wasted, frustration, safety risks. Drivers: Unstable income. Parents: Financial burden & anxiety. NITC: Undermined student welfare.



Problem Statement/Industry

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Problem Being Solved

NITC students endure high costs & inefficiency for railway/airport travel, especially early mornings/late nights or with luggage. Solo auto/cab rides average ₹600+, Ola/Uber ₹500-₹700. Ineffective P2P coordination means no sharing, forcing expensive, inconvenient solo trips. RideConnect solves this.

Supporting Data

Sharing a typical ₹600 auto ride with just one other person saves each student 50% (₹300) per trip.

Source: Based on local auto fares (₹600) by auto unions and average Ola/Uber rates(₹500-700).

Area
Logistics & Transportation

Industry
Information Technology & Services

Domain
Transportation

Problem Analysis

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Affected Stakeholders

NIT Calicut Students Face high costs (₹600+ solo fares), wasted time in coordinating rides , and inconvenience/safety worries, especially with luggage or off-hours. Local Auto/Cab Drivers Suffer irregular income from unpredictable student demand. Parents Bear financial strain & safety concerns for their children's travel.

Impact on Stakeholders

Students face financial drain from ₹600+ solo fares, wasted time/frustration coordinating, and safety/inconvenience risks (luggage/off-hours). Drivers: Suffer unstable income from unpredictable demand & empty seats. Parents: Bear high financial burden (₹600+) & anxiety over child safety/solitary travel.

Root Causes

1. Information Asymmetry: Students lack real-time visibility on who's traveling where/when. 2. Ineffective Coordination Tools: WhatsApp groups are chaotic, spammy, and unsearchable. 3. "Last Mile"/Outskirt Location: Campus distance deters Ola/Uber, making local autos the only reliable (but costly) option.

Personal/Team Connect

As NITC M.Tech CS students, this problem is our daily reality. We personally face ₹600+ solo fares & frustrating failed WhatsApp ride-shares (early/late travel, luggage). Our CS skills drive us to build a tech solution, making campus travel seamless, shared, and cost-effective for our peers and us.

Target Customer Segments

Primary

NIT Calicut students traveling to railway station or airport, especially with luggage or during odd

Secondary

Campus Transportation Authorities seeking organized, safe, and affordable shared transport solutions

Customer Segment & Persona

Primary Segment

NIT Calicut students traveling to railway station or airport, especially with luggage or during odd

Secondary Segment

Campus Transportation Authorities seeking organized, safe, and affordable shared transport solutions

Persona

Aditya Gupta
Age in years: 25
Location: Rural
Organizational Role: {Persona's primary role}
(if applicable)

Customer Profile

Education: Post-graduate

Gender: Male

Occupation: Student

Interests/Hobbies: Travel

Primary Source of Information: News Apps

Shopping Preference: Mostly Offline

Comfort with Technology: High

Favourite Social Media: Instagram

Favourite Offline Gathering Spots: Malls, restaurants, lib & conferences

Jobs-to-be-Done

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Functional JTBD

As NIT Calicut students, they want to travel to the railway station or airport affordably, safely, and on time, especially during early mornings or late nights. They aim to find co-travelers easily, share costs, avoid waiting or unreliable options, and manage travel plans efficiently without coordination hassles.

Emotional JTBD

Students want to feel relaxed and stress-free while traveling, knowing they are saving money and not alone during late-night or early-morning trips. They want a sense of safety, belonging, and convenience, feeling confident that their travel is planned, reliable, and socially connected with peers.

Social JTBD

Students want to be seen as smart, responsible, and resourceful by their peers for using cost-effective and eco-friendly travel options. They wish to build connections with fellow travelers, gain social trust, and promote a collaborative, sustainable culture within the NIT Calicut community.

Current Alternatives

Current Alternatives

Students currently depend on hostel or batch WhatsApp groups, word of mouth, or asking friends to find co-travelers. When that fails, they often travel alone and pay the full fare. Some try unreliable cab apps like Ola/Uber, which are costly or unavailable near campus, especially during odd hours.

Gaps in Current Alternatives

Existing methods like WhatsApp groups are cluttered, unorganized, and time-consuming, making it hard to find reliable co-travelers quickly. Ola/Uber rides are costly and often unavailable near campus, especially during early or late hours. This leaves students frustrated, overpaying, and feeling unsafe traveling alone.

Problem Validation (GOOTB)

Partial List of Potential Customers/Users Interviewed

Name: Shivam Kumar

Occupation: Student

Name: Shubham Kumar

Occupation: Student

Name: Abhinav Kumar

Occupation: Student

Problem Validation

Total customers/users interviewed:

- In-person: 10
- Virtually: 100

Total customers/users for whom this problem is important to solve: 105

Total customers/users who are dissatisfied with the current alternatives: 1

Solution Design

Our Solution

Our chosen solution is the RideConnect P2P Matcher mobile app. It provides real-time matching of students with identical destinations and times, and features a secure, automatic fare split.

Key Features

RideConnect is a platform that connects NIT Calicut students to share rides, save costs, and travel safely together.

Uniqueness

RideConnect is unique as a hyper-local, student-focused ride-sharing platform built for campus needs. It enables real-time peer matching, ensures affordability, enhances safety.

Solution Format:
Digital Service (Mobile App/Web Platform).

Core Technologies/ Methodologies:
Frontend: React Native/Flutter (cross-platform). Backend: Node.js. Database: MongoDB. Cloud: AWS/Firebase.

Solution Benefits

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Functional Benefits

Up to 70% Cost Reduction per trip. Guaranteed Real-time Match for quick travel. Zero Coordination Effort (no WhatsApp chats). Automated Fare Split for easy payment. Verified, Safe community riders

Emotional Benefits

Peace of Mind and Safety during late-night or early-morning travel. Reduced Stress from avoiding manual coordination failures. Feeling Smarter/Frugal by saving money and not getting ripped off.

Social Benefits

Social benefits include gaining Admiration from Peers for being the one who solved the shared travel problem and Appreciation from the Community for making campus-wide travel cheaper and safer.

Macro Benefits

Economy: It cuts student travel costs, injecting savings back into the local economy. Society/Ecology: By consolidating 3-4 students into one ride, it reduces the total number of vehicles on the road.

Competitors

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Direct Competitors

Uber / Ola (Major Ride-sharing Aggregators),Local Taxi & Auto Services/Unions,WhatsApp groups etc

Indirect Competitors

KSRTC & Private Buses,College/Institute Shuttle Buses,Long-Distance Bus/Train Services etc

Direct Competitors Globally

Uber (specifically Uber Pool/Share) , Ola (specifically Ola Share) , BlaBlaCar ,Liftshare .

Indirect Competitors Globally

Google Maps / Waze,Rental Car Services (Zoomcar, Self-Drive Rentals),MakeMyTrip, Booking.com etc

Macro Analysis

Favourable Trends

AREA	DESCRIPTION
Technology	Rise of Digital/Campus Communities and Hyper-Local Services:
Economy	Increased Focus on Sustainability and Cost-Conscious Mobility (Shared Economy)

Unfavourable Trends

AREA	DESCRIPTION
Social	Increased Campus-Provided Transportation/Subsidies
Social	Regulatory Challenges to Peer-to-Peer (P2P) Logistics

Data Sources:

Search Engine Results (Google): For local context, including reliability of Uber/Ola in Kozhikode and the existence of KSRTC/Private Bus routes. General Industry Knowledge. Academic Frameworks etc

Back-of-the-Envelope Financial Projections

Currency: Indian Rupee (INR)

Chosen Business Model: Service Provider

AREA	YEAR 1	YEAR 2	YEAR 3
Revenues	74000	185000	407000
Total Expenses	14000	50000	140000
Profit	60000	135000	267000