

## **Pullover: Membership**

### **Introduction**

Pullover is a tech company revolutionizing transportation and fostering a vibrant community ecosystem. Our core service is a **ride-pairing platform**, seamlessly connecting drivers and passengers through our user-friendly app. However, Pullover goes beyond just rides. We offer a closed ecosystem where members can access a diverse range of goods and services, fostering a sense of belonging and personalized value through our membership programmes.

### **Pullover's Service Offerings**

At the heart of Pullover lies our on-demand transportation service, catering to diverse needs with a variety of ride options:

- **Standard Ride Options:** Pullover Boda (motorcycles), Pullover Mini (compact cars), Pullover Plus (sedans), Pullover Family (minivans), Pullover Luxxe (luxury vehicles), Pullover Carpool (shared rides), She Ride (female-only drivers for female only riders).
- **PC Repair Services:** Expert technicians address your computer woes, ensuring smooth operation (available through the marketplace).
- **Marketplace:** A one-stop shop for members to buy and sell goods and services within the Pullover community, from home maintenance solutions to fitness programs.
- **Self-Defense and Wellness Classes:** Empowering members with safety skills and promoting healthy lifestyles.
- **Delivery Options:** Get your essentials delivered directly to your doorstep through partnerships with local vendors (accessible through the app).

- **Networking and Marketing Support:** Connecting members for business opportunities. Businesses can promote themselves within the marketplace, fostering collaboration and growth.(In app adverts)
- **Home Beauty Services:** Enjoy professional beauty treatments delivered to your doorstep (available through the marketplace).
- **Tour and Travel:** Airport transfers, safari transport, city tours, family-friendly packages and marketing, discounted home beauty

**Membership Tiers: Unlocking Personalized Value**

Pullover's tiered membership structure caters to diverse needs and budgets, offering a range of benefits. Each tier unlocks a combination of rides, exclusive perks, and access to the vibrant Pullover ecosystem.

**Membership Comparison**

Membership	Key Benefits
Student	Discounts, She Ride, group rides, self-defense classes, networking, discounted home beauty PC repair and supply
Ladies	She Ride, VIP access, home beauty, self-defense, networking PC repair and supply
Corporate	Employee transportation, airport transfers, PC repair and supply, executive rides, scheduling, tracking, deals, networking and marketing and marketplace access
General	Ride options, priority booking, ride customization, marketplace access, community events, discounted home beauty PC repair and supply

## 2.1. Student Membership (Focus: Affordability, Safety, Community)

- **Target Audience:** University students and young adults.

Age limit : TBD

- **Benefits:**
  - **Silver:** Discounts on Pullova Boda and Mini rides, basic safety features in the app (emergency contact sharing). Access to She Ride for added safety, group ride discounts for student organizations and activities.
  - **Gold:** Additional discounts on marketplace services like PC repairs, priority booking for rides during peak hours, discounted self-defense classes,
  - **Platinum:** Free self-defense classes, mental health workshops, priority bookings for Pullova Luxxe during university events, and access to discounted home beauty services.

## 2.2. Ladies Membership (Focus: Safety, Empowerment, Convenience)

- **Target Audience:** Professional women, mothers, solo travelers.

- **Benefits:**
  - **Silver:** Basic access to Pullova Boda and Mini rides **She Ride** and standard booking features. Priority booking during peak hours, real-time GPS tracking for enhanced safety, and discounted home beauty services.
  - **Gold:** VIP access to Pullova Luxxe for business travel and events, expanded range of home beauty services (e.g., hair styling, facials).
  - **Platinum:** Unlimited discounts on home beauty services, personalized beauty consultations, and : Free self-defense classes, mental health workshops invitations to exclusive wellness events.

### 2.3. Corporate Mobility Membership (Focus: Efficiency, Scalability, Employee Wellbeing)

- **Target Audience:** Corporate clients, HR managers, business executives.
- **Benefits:**
  - **Silver:** Basic employee transportation with Pullova Mini and Pullova Plus options. Access to Pullova Family and Pullova Luxxe for executives.
  - **Gold:** Custom corporate ride scheduling, real-time tracking dashboards for efficient fleet management.
  - **Platinum:** VIP executive transport, Discount airport transfers, event shuttle services for corporate events. Integrate with HR platforms for expense management (Platinum only).
  - **(Integrated Ecosystem Benefit):** Access to the Pullova Marketplace for corporate deals especially PC and vehicle service & repair, bulk purchasing of services for employees, and networking opportunities (available in all Corporate tiers).

### 2.4. General Membership (Focus: Flexibility, Value, Community)

- **Target Audience:** Families, professionals, general users.
- **Benefits:**
  - **Silver:** Access to Pullova Mini and Pullova Boda, with basic ride options. Access to Pullova Plus and Family with discounts on family rides.
  - **Gold:** Priority booking and ride customization for regular use.
  - **Platinum:** VIP access to Pullova Luxxe, family van rentals, and Pullova Carpool for eco-friendly travel.

## Ecosystem Integration: Enhancing Member Value

Beyond transportation, Pullova's ecosystem offers a wealth of benefits:

- **RidePairing:** Convenient Safe and affordable Ride-pairing services in all membership categories
- **Marketplace:** Discover and purchase a wide range of goods and services from local vendors including inhouse pc repair services, vehicle parts supply & home beauty services. You can register your business as a vendor as well.
- **Self-Defense and Wellness Classes:** Empower yourself with safety skills and promote a healthy lifestyle.
- **Networking and Marketing Support:** Connect with like-minded individuals and businesses within the Pullova community. And make the most of our advertising for VIP clients
- **Home Beauty Services:** Enjoy professional beauty treatments delivered to your doorstep
- **Tour and Travel Target Audience:** Target - Hotels, travel operators, tourists, and families. Enjoy access to airport transfers and discounted rides. Access to safari transport, city tours, and Pullova Family rides. Bundled packages with luxury transport via Pullova Luxxe, ideal for VIP tours. Access to child-friendly amenities like car seats. Group discounts and customized safari itineraries.

## Additional Benefits of Pullova's Ecosystem

- **Convenience and Time-Saving:** Pullova's integrated platform simplifies daily tasks, from booking rides to purchasing essential goods.
- **Community Building:** Connect with like-minded individuals, participate in community events, and contribute to local initiatives.

- **Personalized Experiences:** Tailor your Pullova experience to your specific needs and preferences, from ride options to membership tiers.
- **Sustainability:** Embrace eco-friendly transportation options like Pullova Carpool and support local businesses through the marketplace.
- **Safety and Security:** Benefit from Pullova's commitment to safety features, real-time tracking, and emergency assistance and trained staff.
- **24/7 CX Support**