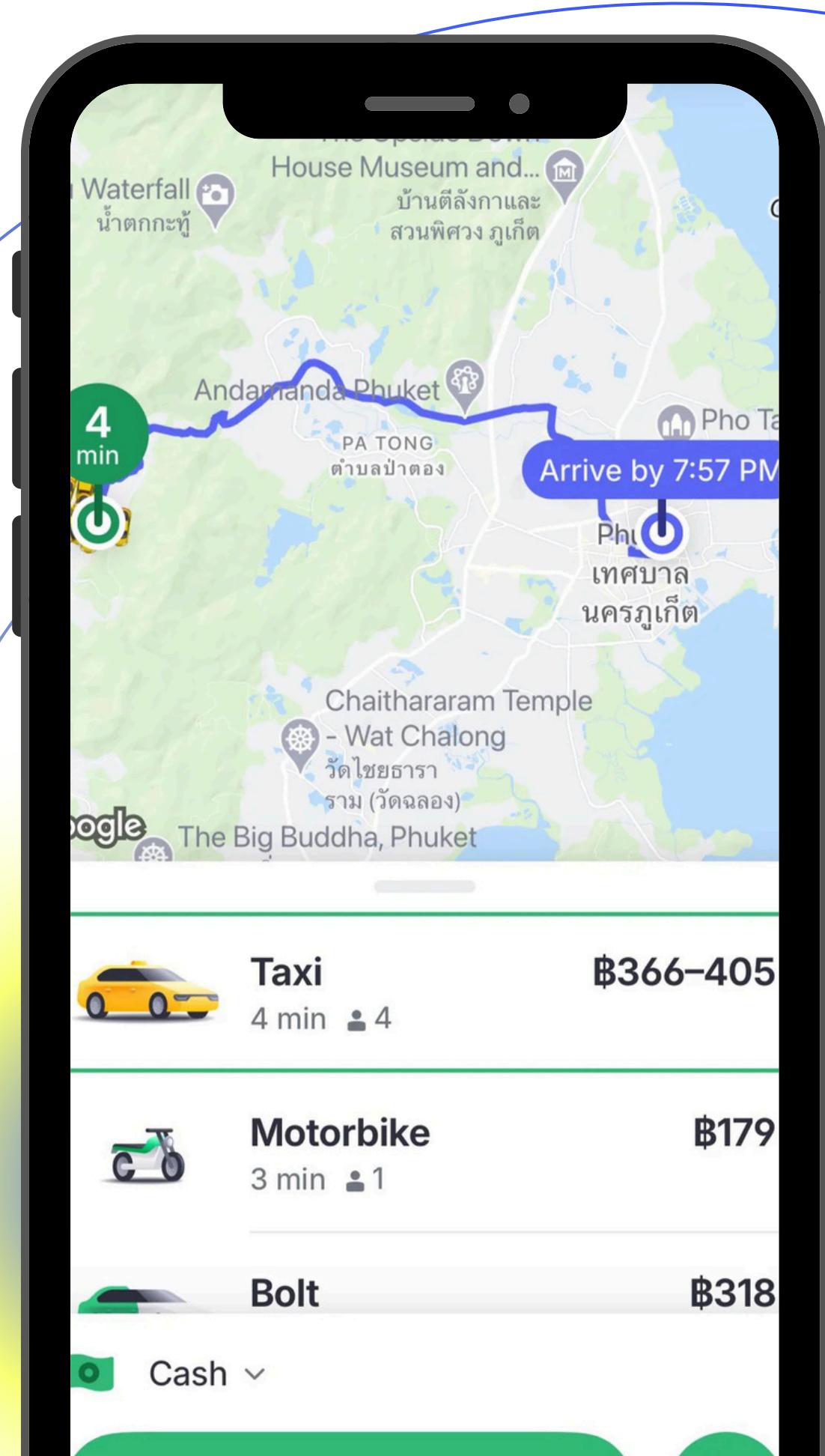


# Bolt

# DIGITAL TRANSPORTATION

## PRESENTATION

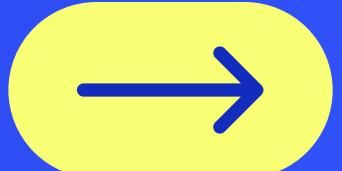
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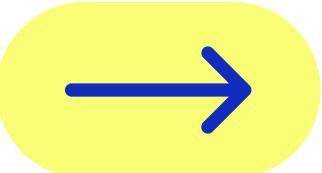
# Overview of **Bolt**

Bolt is a digital transportation platform offering ride-hailing, micromobility (e-scooters and bikes), car rentals, and food delivery services. Founded in 2013 in Estonia by Markus Villig, it has expanded to over 45 countries and more than 500 cities, primarily in Europe and Africa. Bolt targets urban residents seeking affordable, fast, and sustainable transportation solutions. Its mobile-based platform connects riders with drivers or rentable vehicles, streamlining urban mobility while reducing environmental impact through green initiatives.



# | What Sets Bolt Apart

Bolt delivers value through affordability, user-friendly design, and a strong focus on sustainability. Its standout innovation is its carbon-neutral commitment, offering greener transport options like electric scooters and offsetting emissions from ride-hailing services. Bolt's commission model takes lower fees from drivers compared to competitors like Uber, making it more attractive to partners and supporting local economic ecosystems. Additionally, its multi-service app offers seamless access to various mobility solutions, improving user convenience and loyalty.



# BMC Analysis

**Customer Segments:** Bolt serves a diverse customer base, including daily commuters, tourists, students, and gig economy workers. Its services are also tailored to urban dwellers with limited access to personal vehicles.

**Value Proposition:** Bolt offers cost-effective, safe, and accessible transportation services with a commitment to sustainability. It combines speed, simplicity, and environmental consciousness in one platform.

**Revenue Streams:** Bolt earns through commissions from ride-hailing and food delivery, rental fees from scooters and bikes, and corporate mobility partnerships. Its dynamic pricing model helps optimize profitability while maintaining affordability.





# Success Factors

## Adaptation and Growth of Bolt

Bolt's success stems from its agility, localized strategies, and ethical branding. It quickly adapted to market needs by expanding services from ride-hailing to micromobility and delivery. Unlike many competitors, Bolt entered underserved markets in Eastern Europe and Africa, securing a strong user base. Its low-fee structure and carbon-neutral goals boosted brand loyalty among both drivers and eco-conscious customers. Continuous app improvement and user support have also been key in maintaining high satisfaction and retention.

# Opportunities & Challenges



## What Lies Ahead

Bolt faces opportunities in expanding electric vehicle infrastructure and deepening partnerships with cities for smart mobility planning. There is growth potential in Africa and Asia, where demand for affordable transport is rising. However, the business must navigate regulatory challenges, intense competition from global players like Uber and Lyft, and ensure safety across services. Additionally, balancing profitability with its sustainability mission requires careful investment and innovation in fleet management and urban integration.

# Thank you

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