

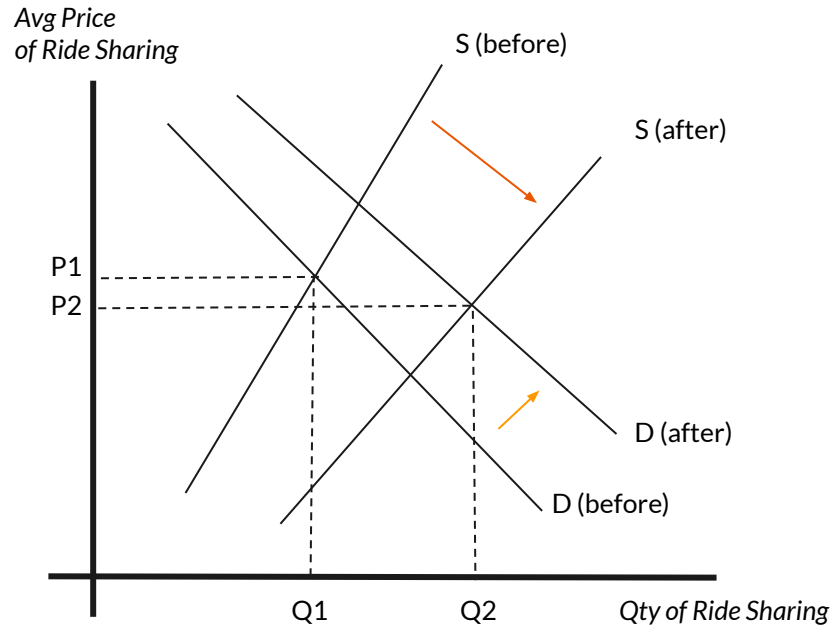


Innovation and Thinking

A rapid growing ride-sharing platform

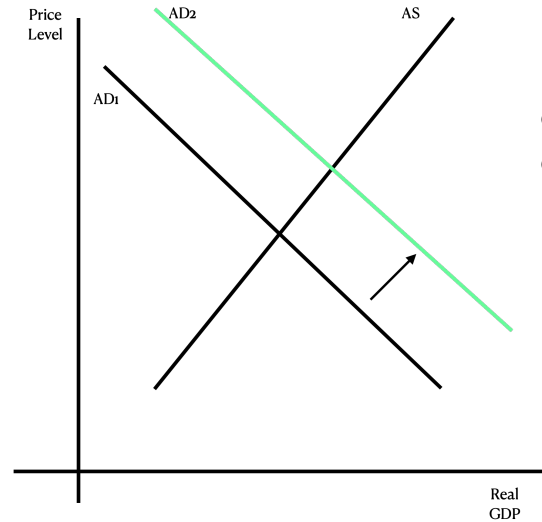
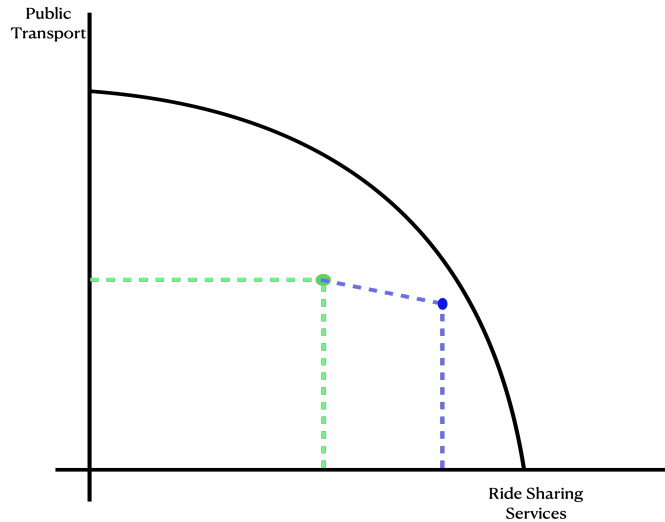


Helping Local Economy



- Increased job opportunities
- Provides commute and other services
- Bargaining power to consumers
- Helps to solve the problem of asymmetric information
- Maximize total surplus

Effects of Rapid Growth in the Economy



- Reduced inefficiency
- Increased employment and productivity

Effects of Rapid Growth in the Economy

2) Multiplier effect stimulates the economy

- Income of individuals who provide ride services rises
- Demand and consumer spending rises
- Say the Marginal Propensity to Consume is 0.8

Multiplier effect (k) = $1 / 1 - \text{Marginal Propensity to Consume}$

$$= 1 / 1 - 0.8$$

$$= 5$$

Injection = \$500
Change in Real GDP = \$2,500

Effects of Rapid Growth in the Ride-Sharing Segment

As the CAGR of the ride sharing industry is 16.3%, there is not cut throat competition between the ride sharing companies, but rather they are trying to capture the newly forming consumer base.

- It also plays a part in the rapid growth of the industry itself
- Concentration ratio in the market is increasing
- Market structure seems to shift from monopolistic competition to oligopoly

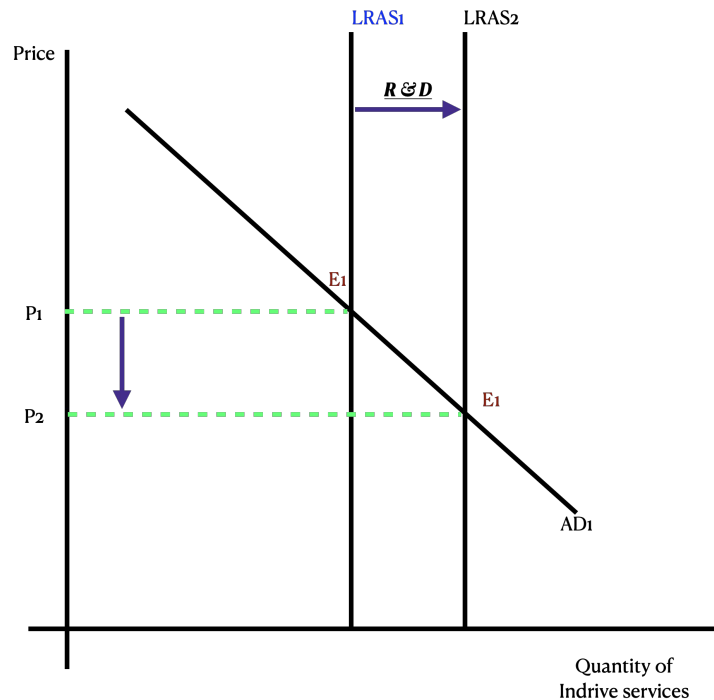
Threats to Future Growth

1. **Negative feedbacks on inDrive services on social media**
 - Chances of casualties and insurance uncertainty can influence consumer behavior
2. **Drivers are not loyal as many operate and give services on various platforms**
3. **Slow process of legalizing inDrive application**
4. **Source of funding**
 - 237M\$ funding gathered so far

Proposed Solutions

1. Hiring Ambassadors to advocate for the brand
2. Introducing its own insurance policy rather than relying on third party liability insurance of the vehicle owner
3. Collaborating taxi drivers in inDrive so as to ensure better opportunities such as the freedom to choose driving hours, providing wages during holidays and guarantee of earning the national living wage

Research and Development





inDrive



*people
driven*