

## ***Group Members***

Muhammad Saad (28011)

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## **Submitted to: Sir Muhammad Saud**

## **SE 5-1 Entrepreneurship**

## **Founding Team**

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| **Name** | **How do we know each other?** | **Knowledge** | **Skills** | **Passions/Interests** | **Founding Team**  **Potential** |
| Muheeb Ur Rehman | We all met each other in university. | Design & Development Knowledge | Excellent UI/UX designer & Front-end Developer | Designing User friendly designs | Our team of four, including a designer and all are skilled developers and engineers, proposes to create a cutting-edge product that blends creativity with technical expertise. We believe our diverse skillset will enable us to build a product that is both visually appealing and highly functional, meeting the needs of our customers in a way that no one else can. With our collaborative spirit and passion for innovation, we are excited to bring this project to life and make a real impact in our industry. |
| Muhammad Huzaifa | Development Knowledge | Great Full Stack Developer | Development of Projects |
| Hanan Mustafa Awan | Development Knowledge | Great Backend Developer | Development of Projects |
| Muhammad Saad | Software Engineering Knowledge and Developer | Good concept of Software engineering & Development | Developing Front-end and managing projects. |

## **Market Pull Mini-Canvas**

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| **1** | **WHAT:**  **What is the general problem we are trying to solve or the opportunity we are looking to capitalize on?** | We are trying to fill a gap in market. In our travelling experience we always felt a gap in market. Whenever we have visited new cities and towns, we always felt of need of having to rent someone’s cars near us. Rent car companies are not available in many areas and even if they are available, they are expensive. |
| **2** | **URGENCY:** | * Game changer (i.e., opens new market   opportunities) |
| **3** | **WHY US:** | By combining our team's diverse skillset, we aim to create a product that is both visually appealing and highly functional, offering a solution that meets the needs of customers in a new and exciting way. |
| **4** | **PASSION:**  Summarize why our team cares so much about this idea that we are willing to embark on this arduous & humbling journey: | our team is passionate about creating something truly unique and innovative that combines creativity with technical expertise. We believe that our diverse skillset and collaborative spirit will enable us to create a product that can make a real impact in your industry and meet the needs of customers. |

## **Why our idea is of IDE and not SME.**

Our project/idea is an enterprise that leverages the power of the sharing economy to revolutionize the way people rent cars while travelling.

This platform addresses several gaps in the traditional car rental market. Firstly, traditional car rental companies often charge high fees and have rigid rental policies, making it difficult for travelers to find affordable and flexible rental options. By connecting car owners with renters directly, this platform offers more affordable and flexible options.

Secondly, traditional car rental companies may have limited availability and a limited selection of cars, especially in smaller cities or rural areas. By leveraging the power of the sharing economy, this platform can provide a wider variety of cars available in different locations.

Finally, this platform is also addressing the growing demand for sustainable travel options. As more travelers prioritize eco-friendly and sustainable travel, traditional car rental companies may struggle to meet this demand.

Our platform is built on the principles of community, sustainability, and convenience. We will connect car owners with travelers, enabling them to rent cars from locals in different cities. This not only provides travelers with affordable and flexible rental options, but also allows car owners to earn extra income by renting out their cars when they're not using them.

What sets us apart from traditional car rental companies is our focus on innovation. Our cutting-edge technology ensures a seamless and secure rental experience for both car owners and renters. We will use advanced algorithms to match renters with the perfect car based on their needs, preferences, and budget. Our platform also includes features like real-time GPS tracking, in-app communication, and 24/7 customer support to ensure a hassle-free rental experience.

In summary, our project is not just another car rental company. It's an innovation-driven enterprise that's transforming the way people rent cars while traveling.

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