GreenRoute AI: Product Brief - Version 1.1 **Date:** June 21, 2025 **Author:** [Your Name/PM Team] **Status:** Draft for Pitch Deck Generation --- ## 1. Product Name & Tagline: * **Name:** GreenRoute AI * **Tagline:** Your City, Your Green Path. --- ## 2. Executive Summary: GreenRoute AI is an innovative mobile application designed to transform urban commuting by prioritizing environmental sustainability and personal well-being. Leveraging real-time data and AI, it guides users through the most eco-friendly routes, minimizing exposure to pollution and encouraging greener transport choices. --- ## 3. Problem Statement (The Urban Commuting Crisis in Bengaluru): * **Traffic Congestion:** Bengaluru consistently ranks among the slowest cities globally for traffic. Commutes often average 30-60 minutes for just 10km, leading to significant time loss and frustration. (Reference: TomTom Traffic Index 2024; local news reports, Jan 2025). * **Air Pollution Epidemic:** PM2.5 and PM10 levels frequently exceed safe limits as per CPCB standards across various city monitoring stations (e.g., Silk Board, City Railway Station often show 'Moderate' to 'Poor' AQI). Vehicular emissions are a primary contributor. * **Health & Well-being Impact:** Chronic exposure to pollutants leads to respiratory illnesses. Daily commuting stress reduces quality of life. * **Limited Informed Choices:** Current navigation apps prioritize speed, neglecting environmental and health considerations. Commuters lack accessible, real-time data to make greener choices. --- ## 4. Solution Overview: GreenRoute AI's Intelligent Approach GreenRoute AI offers dynamic, personalized route optimization based on: * **Real-time Environmental Data:** Integrates live Air Quality Index (AQI) from CPCB sources and other monitoring stations, identifying cleaner routes. * **Green Infrastructure Mapping:** Leverages satellite and civic data to find paths with higher green cover (parks, tree-lined streets) which can offer slightly better air and a more pleasant experience. * **Multi-modal Integration:** Seamlessly combines routes for BMTC buses (c. 40 lakh daily ridership), Namma Metro (c. 9.6 lakh daily ridership, peak on June 4, 2025), walking, and cycling, suggesting the most eco-efficient combinations. * **Personalized Eco-Score:** Provides users with an "Environmental Impact Score" for their chosen route, along with estimated carbon savings. * **Predictive Routing (AI-driven):** Learns from historical data and real-time inputs to predict pollution hotspots and congestion to suggest proactive diversions. --- ## 5. Target Audience: * **Eco-Conscious Urban Professionals (25-50):** Individuals actively seeking ways to reduce their environmental footprint. * **Health-Aware Commuters:** Those concerned about pollution exposure and looking for healthier travel options. * **Public Transport Advocates:** Users who prefer metro/bus/cycling but need better last-mile or optimized route guidance. * **Early Adopters of Tech Solutions:** People open to new mobile applications that solve real-world problems. * **Bengaluru Residents (Initial Focus):** High-density urban population experiencing acute traffic and pollution issues. --- ## 6. Key Features: * **Live AQI Overlays on Map:** Visual representation of air quality along routes. * **"Least Pollution" Route Option:** Primary routing algorithm prioritizing cleaner air and green spaces. * **Smart Multi-Modal Suggestions:** Optimal combinations of bus, metro, cycle, walk. * **Carbon Footprint Tracking:** Individualized report on CO2 savings. * **Health Impact Estimates:** Alerts and information on pollution exposure. * **Gamification & Rewards:** Incentives for choosing greener paths (e.g., virtual badges, partner discounts for eco-friendly businesses). --- ## 7. Unique Selling Proposition (USP): GreenRoute AI differentiates itself from conventional navigation apps by making **environmental health and sustainability the core of commute planning.** While others focus purely on speed or distance, we integrate real-time environmental data and green infrastructure, offering a unique value proposition for personal well-being and collective climate action. We're not just about getting you there, but getting

you there *healthier and greener*. --- ## 8. Market Opportunity (Bengaluru & Beyond): * **Large Addressable Market:** Over 13 million people in Bengaluru alone, with daily commuting needs. India's urban population is rapidly growing, facing similar challenges. * **Increasing Awareness:** Rising public and governmental concern over air pollution and climate change creates a receptive market. * **Policy Tailwinds:** Governments are encouraging public transport and active mobility, creating a supportive ecosystem. * **Untapped Niche:** Limited direct competition focusing on AI-driven *eco-friendly* routing. --- ## 9. High-Level Roadmap: * **Q3 2025 (MVP Launch - Bengaluru):** Core "Least Pollution" routing, real-time AQI, basic multi-modal integration (BMTC, Namma Metro). * **Q4 2025:** Personalized dashboards, Carbon Footprint tracking, gamification features. * **Q1 2026:** Advanced predictive routing (traffic & pollution), community reporting of local environmental factors. * **Q2 2026+:** Expansion to other Indian mega-cities (e.g., Delhi, Mumbai), partnerships with local eco-initiatives and smart city projects.