

My most frustrating moments on my way to work are those when I try to book a ride at the peak hours through different apps. And so, one fine day during my most comatose-like moments (read sleepy) I imagine how I would start my entrepreneur journey. This is what I came up with. Read on.

App Name: **CABMIX**

Why **CABMIX**?

It is a peak hour and cab availability is limited, and you try booking a cab/auto/bike through different aggregators such as OLA, UBER, RAPIDO, NAMMA YATRI, BLUSMART. You switch between different apps, and it frustrates you. Fret Not. **CABMIX** is here.

**CABMIX** is a one-stop integrated cab-aggregator search-engine app that scours and pulls the data from various cab aggregators.

It does not help you book the cab directly; instead, it works as a cab-booking interface, suggests the best available option. The app has access to the listed cab aggregator's data, and it pulls all the data real time. Based on your search query, it compares the prices and availability of each cab aggregator and suggests the best option for your commute needs. Once you select the preferred option, it directs you to the cab aggregator app. You can search for the bookings in three languages: English, Hindi, and Kannada.

**Business Model:**

- Is an interface between user and cab aggregators in the city.
- Is a search engine to reveal the best prices and availability.

**Profit Earning Model:**

- Earns commission for every completed booking.
- Displays advertising on the app.
- Maintains the tourist packages and earns using pay-per-click model.