



UBER

PRESENTS

THE UBER CHALLENGE

POWERED BY

stumagz[®]
Student Discovery Platform

Round 1 Brief (to be filled by Fredy)

Top 3 Team's :

- Team1 TUCH1246
- Team2 TUCH2276
- Team3 TUCH1019

Most Trips by a team : 671 (TUCH1046 - Akshay Sharma)

Most number of social posts : TUCH1233 - 573 Points

Best presentation : TUCH2444- Rachana & Parishi Gujarathi

Most Creative idea : TUCH1046 - Akshay Sharma; Ameerpet Idea.

Best Ideas

He have generated more rides through offline promotion compared to online promotion.



1400cards 2x2 size UBER Coupon cards were printed and distributed in all public places. The places I choose for promotions were Multiplexes (GVK ONE, PVR, SUJANA FORUM),

RAJIV GANDHI INTERNATIONAL AIRPORT(I have helped passengers to book their cabs with UBER in place of MIRU & SKY Cabs

A day was spent in AMEERPET to distributed COUPONS to the students those who were coming in cabs

On 30th September, 1st and 2nd October due to FESTIVAL time people were visiting malls for shopping and I offer them with UBER rides

In the 1st week of October I could make more rides as it was raining in the evening and people prefer going in cabs during rain

Everything You Need To... x

www.techieminds.in

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OCTOBER 3, 2017

UBER Promo Code : TUCH1233

Use promo code:TUCH1233
To get 50% off on next two Uber rides upto 50 rupees.
Offer valid in HYDERABAD only till October 7th 2017.
Hurry up!!!!

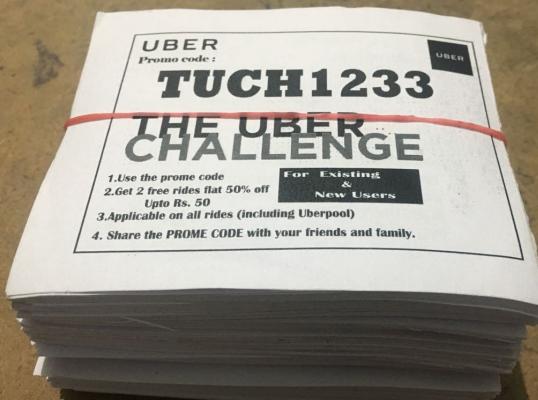
Share your experience (in pic) teaching an elder how to book a Uber ride, on Facebook

#UberHYD #LearnToUberChallenge #TUCH1233#TheUberChallenge

UBER Promo link



Type here to search



Santhosh Addagatla > Hyderabad Connect at The Hindu
October 3 at 10:11am · 3

Use the promo code: TUCH1233 and avail the offer.
Offer valid in hyd only till October 7.
Share the promo code so everyone can save little money.
Share your experience teaching an elder how to book a uber ride, on Facebook
#UberHYD #LearnToUberChallenge #TUCH1233 #TheUberChallenge



Awesome life with love
September 23 at 7:42pm

Promo code : TUCH1233
Share it to your friends and family enjoy the rides



Boost This Post Again
This post is no longer boosted. You can view the results and add budget to continue showing it to more people.

3,072 people reached

Like Comment Share

Roshanreddy Thirumala, Sai Patel Saaho and 222 others

Santhosh Addagatla > V6 Prateeka show - Pakka Hyderabad
October 2 at 12:09pm · 3

Use the promo code: TUCH 1233 to get 50% off on next two uber rides upto 50 rupees.
Offer valid till 7th October 2017.
Share your experience (in pic) teaching an elder how to book a uber ride, on Facebook
#UberHYD #LearnToUberChallenge #TUCH1233 #TheUberChallenge

Like Comment Share

Write a comment...

More Posts

Santhosh Addagatla > V6 Bittiri Satti
October 2 at 12:06pm · 3

Use the promo code: TUCH1233 and avail the offer.



Liked by rajender_chintu, bhargavpavan and 23 others

kanna_photography Use the promo code and free uber rides valid till 7th October 2017 use it and share it to your friends. @chaibisket @vdphotography @nilesh_kumar @vishnu_1991 @official_dps_n_dubs @dubsmashhyderabad @hyderabadaddict @hyderabad_pictures #hyderabad #photriyavenny @hyderabadkings @hyderabad_girls03 @hyderabadfoodie #hyderabaddiaries #hyderabad

5 DAYS AGO

LIVE 442

Munagale Chandu V6 wonder
Waiting for sattanna....
Bikshapathi Hi
Varra Trs Super nice all the best
Shaik Hussain Basha Hai V6 savitri gaaru
Santhosh Addagatla Its raining use uber cabs Uber promo code TUCH1233 two free rides flat 50% off upto 50rs hurry up offer limited upto 7th Oct . Get into cab and enjoy the ride
Chiranjeevi G I love you akka

Share Write a comment...

1:21 AM Photo

kanna_photography Hyderabad


Round 2 (4 tasks)

- DriverLOVE (Mandatory Task)
- Build Supply for UberMOTO
- Drive Demand for UberMOTO
- Submit PPT (uber@stumagz.com)



DriverLOVE | #ThankYourUberPartner

Create a special moment for an Uber driver to make his day, capture and share it.

What needs to be accomplished?

- Request an Uber.
- After the trip is completed,
 - Thank the driver for their service in your own way. Who doesn't like Hugs ;)
 - Gift something to the driver.
 - Click a picture/ video / boomerang.
- Push it on FB & Twitter

Specifics about Social Sharing

STEP 1 :

Like & share this post on fb : theuberchallenge.com/FBpost

Favourite & Tweet this post on twitter : theuberchallenge.com/Tpost

STEP 2 :

Create a nice caption and share it on FB & Twitter with hashtags :

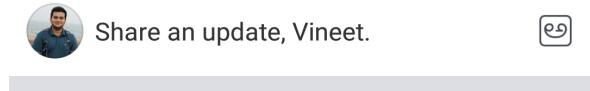
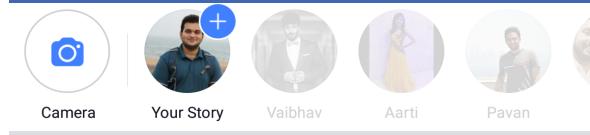
#ThankYourUberPartner #UberHyd

STEP 3 :

Repeat Step 1 again for more points ;)

PRO TIP : You can absolutely ask your friends to do the same for more points.

PS : If you don't have twitter account, please create one.



Vineet Ganti
Just now • 2 photos

There are so many unsung heroes in our daily life who become an integral part of our day to day activities. Today, I want to thank one such hero, my uber driver partner who helped me reach my office in time safely. Life is so easy when you have convenience like this in your hands.

#ThankYourUberPartner #UberHyd



Like

Comment

Share



What could you gift them?

Do something that will delight them and will take them by surprise

Few examples:

- Giving a hand written greeting card thanking him for moving people across the city.
- Giving a coke bottle.
- Giving him chocolates/sweets.
- Diyas since it's Diwali :)

Show your creativity. The cost of the gift doesn't matter, all it matters is the LOVE :)

Points Breakup for DriverLOVE - #ThankYourUberPartner

The maximum number of points a team can make in this task is 150 points i.e. 10 posts/team. All the post links and screenshots have to be shared in the presentation.

Task	Points
Capturing the moment	50
FB & Twitter Post	50
For 100 Likes	20
5 Retweets or Favorites	30
Total Maximum Points / Post	150

Build Supply For UberMOTO

Generate Leads and walkins for UberMOTO supply/ UberMOTO partners

What's UberMOTO & Conditions to be a moto partner

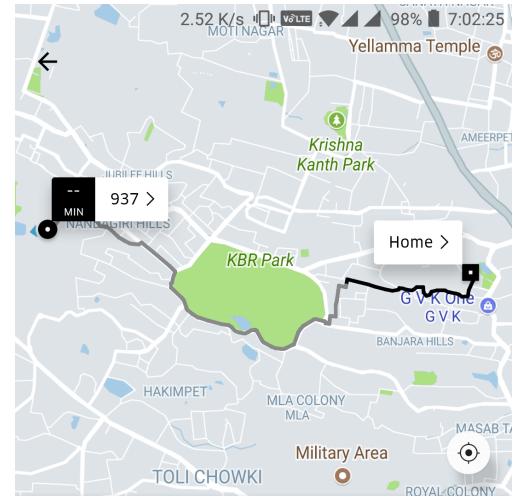
What's ?

- Uber's bike taxi service - Just like UberGO but with bikes instead of cars
- Mostly targeted at last mile connectivity - Short pick-ups and short trips

Conditions :

- Must be 21 years or older
- Have a two wheeler license for at least 1 year (Preferably issued in Telangana)
- Have a 2011 or newer model bike (Not compulsory as Bike rentals available if ol
- 10th class marks memo (Pass/Fail doesn't matter)

Note : Uber will facilitate entire process + pay all official fees of Rs. 6,000



Benefits of UberMOTO for students

- Drive part time, around 20 hours a week and make upto Rs 10,000/- per month

Split of 20 hours per week :

- Weekdays (Monday to Friday) : 2 hours per day, after college
- Weekends (Saturday & Sunday) : 5 hours per day

- Uber will facilitate the entire conversion process and pay all official fees
- Special bike rental schemes available.
- One time Deposit of Rs. 2,000 + Monthly rent of Rs. 3,700 (Unlimited Kms)
- Rent covers Insurance, Maintenance & RTA charges. Driver only needs to pay for fee

Other Sourcing channels for UberMOTO partners

- Swiggy/Food panda delivery executive hotspots (Chilling/resting spots)
- Courier companies & E Commerce warehouses
- Computer coaching centers outside Ameerpet & colleges in evening times
- Call centers during smoke breaks, Mall/Supermarkets in the morning hours
- Ads on Olx, Quikr and other job sites

Typical partner profiles :

- Students who are looking for part time income.
- Delivery executives - Swiggy, Food Panda, Courier companies, E Commerce companies
- Working professionals for extra income - Call center employees, Data entry workers, Office admin staff, Supermarket/Mall staff
- Unemployed looking for jobs - Preparing for bank PO exams, Group 2 exams, low end software jobs

Points Breakup - Build Supply For UberMOTO

Your will be scored based on the number of leads which do the following with your code - team id
(EG : TUCH0001)

- Walk into UberMOTO office, Gate No. 5A, HITEX Convention Center, Izzatnagar, Kondapur and give your team code
- Meet all the conditions for joining UberMOTO
- Must confirm interest and initiate the process for Transport licence & vehicle conversion (if applicable)

100 points for every successful UberMOTO referral that walks into the office and initiates the process.

Drive UberMOTO trips using the promo code

You know what it means. ;)

What's my promo code?

Your new promo code is your teamID with 'M' in the end.

If you team id is : TUCH0001
Moto Promo code is : TUCH0001M

Promo code value :

50% off on 2 rides.
Maximum discount of Rs 25/
trip.



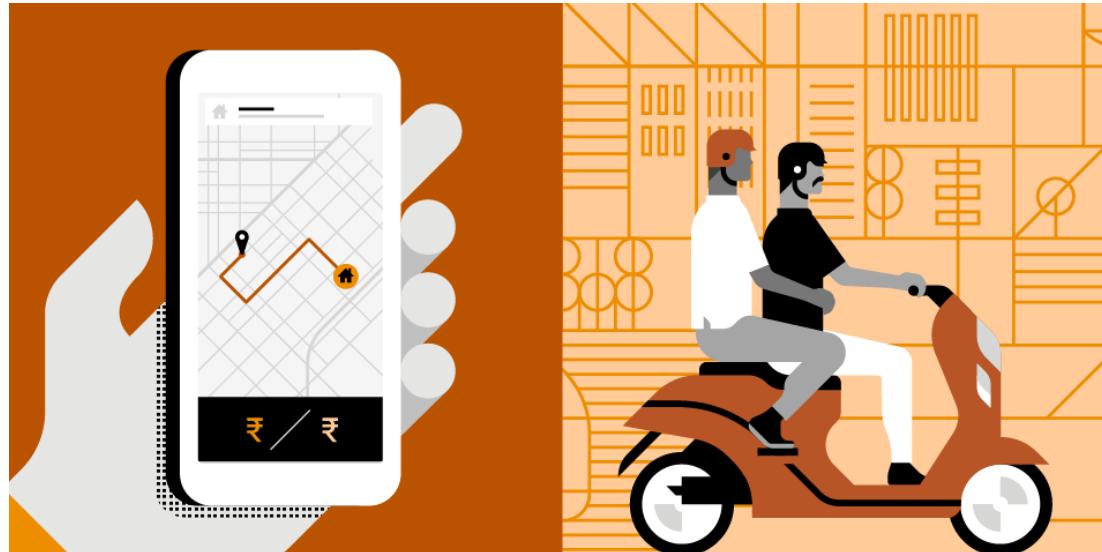
Why only UberMOTO trips and why again?

- This is not round 1
- UberMOTO is new to Hyderabad
- UberMOTO is not available everywhere, so you will have to do targeted marketing
- All your messaging should be around MOTO only.

Challenging enough? :D

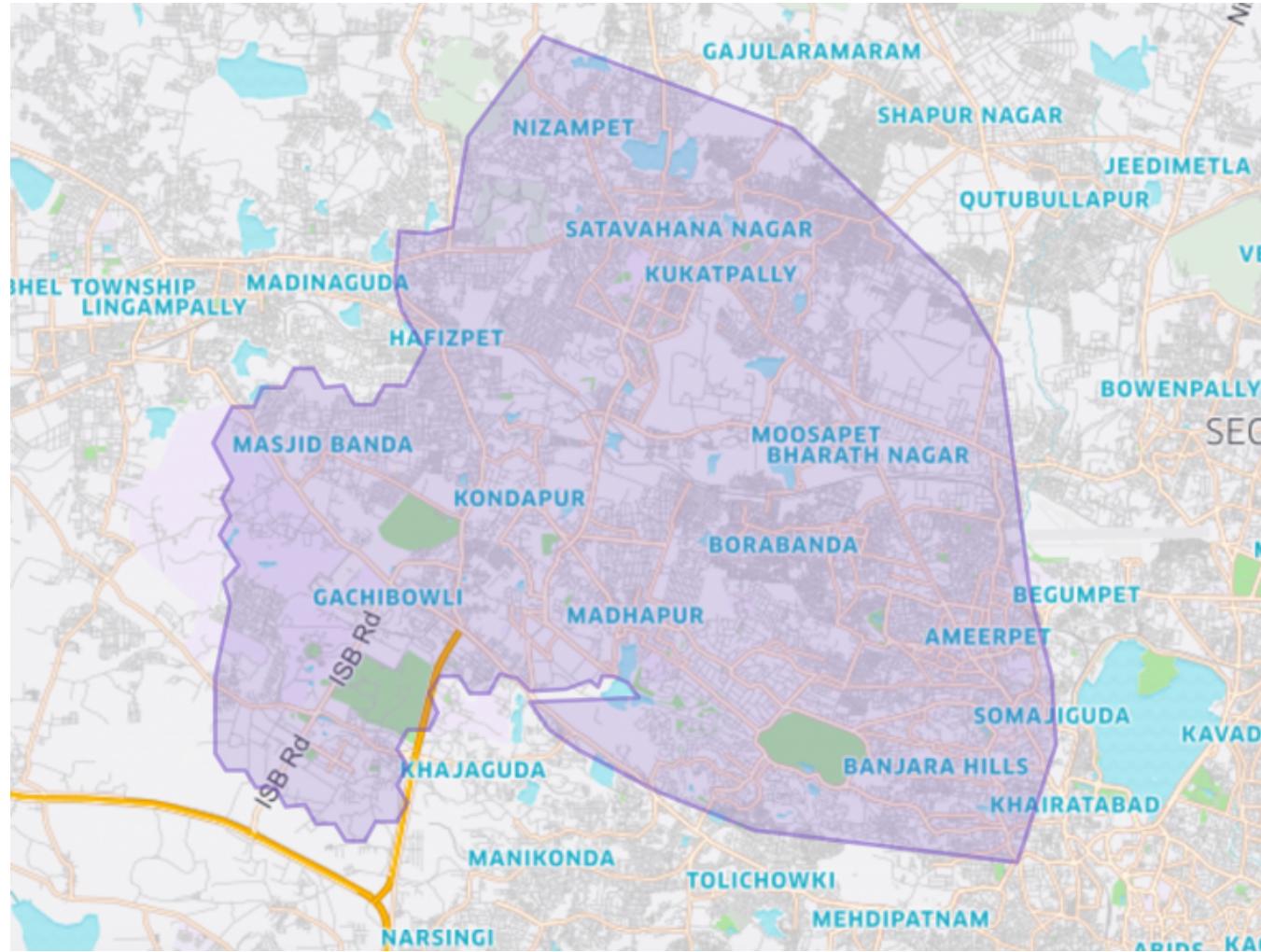
Why UberMOTO ?

- Its cheap, very very cheap. Eg: A ride from Inorbit to Forum mall would cost Rs 25-30. Cheaper than share auto.
- Its fast, super fast. Best product to use when there is a lot of traffic.
- Last mile support - People use it for short and fast rides.



How to drive trips?

UBER MOTO MAP



Marketing Plan PPT

Points will be based on ideas that you generate and execute.

Just make sure you include everything relevant to the work that you did.

Email to : uber@stumagz.com
with your team name as Subject.

Things to include :

- Ideas
- Impact
- Pictures
- Videos
- Screenshots & links of social media posts

How to Qualify for Final round ?

Task	Points
DriverLove	150
UberMOTO Supply	200
UberMOTO Trips	10/trip
Marketing Plan	50



Qualifying Criteria : 1000 points per team

-
- 2) verLOVE Posts/team -
 - 1) UberMOTO Partners
 - 20) UberMOTO Trips/ Team

PS : For every female partner conversion either for Uber MOTO/ UberGO/X/SUV, bonus points of 500 will be given to the team

Any questions?

Thank you

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