

Commuter

Making your public commute easy and reliable.

Public Transport.Reimagined.

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Problem

- **NFC Cards**

Card top ups has become a problem for people and if the card is lost people have to buy again and recharge it with a top up in some centre.

- **Passes Issue Dates**

People often forget the amount of top-up and the expiry dates while travelling with NFC cards

- **Live Tracking**

Real-time Bus tracking is not available, because of this the commuters face a problem while planning their journey.

- **Needs of People new to the state**

Often people travelling to a new location face difficulties using public transport for commute.

Solution

A mobile platform to book tickets for public transportation, track their bus/metro and renew their passes right from their mobile.

Removing NFC cards.

A Mobile application is enough to travel anywhere in the world

Locating

People no longer need to worry about the location of their bus/train.

Top Ups!!

People don't need to worry about their top-ups.
They will be carrying a digital card in the app..

Solution

Hardware Elimination

We will be eliminating entire hardware for bus ticketing thereby digitizing the entire process.

Reducing the cost

Through this application the hardware costs will be eliminated in-return driving down the expenses.

Customer Centric Application

We aim to deliver a great experience to the Users via mobile app to make their commute easy and reliable...

Market

Total Available Market

55B trips

(per year)

Service Available Market

3.7B
trips

(per year)

Serviceable Obtainable
Market

60%

After one
year

Business Model

We charge 12% commission on each ticket booked.



Competition

- As we did our market research there is one company which can be considered as our competitor known as “Masabi”
- Masabi being an online ticketing platform for intercity reservation of bus tickets.
- It is predominantly present in the United states and United Kingdom.

Competitive Advantages

Intra-City

We will be providing intra-city mobile bus ticketing system around the world.

Multimodal

We will be providing users to book for multiple modes of public transport.

Real-time Tracking & Bus Scheduling

We will be providing the location of the public commute to users.

Product Demo



Go-To Market Strategy

- We are planning to target Canada, Latin America, Middle East & North Africa, Asia Pacific.
- As transportation sector is undergoing a new wave of digitization in the developing countries, innovating in this market as early as possible will reap huge benefits at the same time promoting public transport.
- First we are planning to launch in popular cities, which can be scaled later to other cities.

Team

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