We have a DREAM!

Offer reliable last minute commute options using Location Intelligence

Dreamers

CEO
Mukesh Jha

COO
Janardan Prasad
Customers’ Pain Points

- 79% Good
- 18% Satisfactory
- 3% Bad
- 1% No Comments

Experience with Auto Rickshaws in Pune

Major Complaints with Auto Rickshaws & Drivers:

- Vehicle not maintained properly: 94
- Unsafe during odd hours: 72
- Driver’s bad behavior: 161
- Rash driving: 96
- Refusal of Service: 208
- Meter Tampering: 187
- Charging Half-return: 224
- Asking for Rs 10-20 extra: 216

Experience with Auto Rickshaws in Pune

Founders Forum India, Mumbai, 23-Feb 2012
Clueless Drivers

- Unpredictable Revenue
- Empty Running
- Poor Customer visibility
- Idle Time
Pain Killer Idea

- **eBooking:** Connect customer-driver
- **Channels:** Call center, Website, Mobile App

- Customer pays rate approved by govt.
- Drivers get assured income
- Optimization algo bridges demand-supply gap => $$$
How It Works

Traditional call center

Customer

Driver
Market Size

* 50,000

10 = 0.5 Million

10 = 5.0 Million

10 ₹ = 50 Million

USD 350 Million (ANNUAL, Just in PUNE)
Business Model

• Customer books trips at Rs 10/km
  – No bargain, no hassle
  – Easy booking

• We lease driver miles in bulk at Rs 5/km

• Driver gets
  – Guaranteed salary higher than avg.
  – Comfortable working hours
  – Can pick up customer while running empty

• Revenue – 50%
Costs

• **Empty running** for pick-up

• Operations
  – call center (ongoing)
  – Software development (one time)
  – Hardware (GPS etc.)

• Insurance for drivers and vehicles

• Marketing
Pricing & Revenue

 Lease auto at Rs 5/km for max 200km/day

 **Driver Revenue**

 \[ 200 \times 5 = \text{Rs 1000/day} \]

 \[ \sim \text{Rs 30k/month} \]

 **Autowale Revenue**

 Rs 30k/month per auto
 At 20% empty running for 100 autos

 \[ \text{Income} = 0.8 \times 30K \times 100 \]

 Rs 2.4 M /month

 (includes other ongoing costs)

 * Fictional Figures
Projected Revenue (Million Rs.)

- 2014: 7.2
- 2015: 25
- 2016: 60
- 2017: 300

* Fictional Figures
Increasing Profits

- Optimization algorithms to reduce empty running
- Accept only green fuel (LPG) autos – low cost for drivers
- Move to online booking channels
What’s Different

Use Existing Vehicles → Low Liability (Low Cap-Ex) → Highly Scalable Model

Better Governance
Lesser Issues

Customer gets convenience

Driver gets Assured Revenue
Marketing Channels

• Radio Ads
• City hoardings
• Newspaper articles
• Mobile App advertisements
Additional Features

• Low priced package deals for regular customer

• Package options for drivers who want to work harder

• Location based Ads in Autos
Questions?