

BUSINESS

## Business Objectives



What needs to be achieved for the bizz?

### Objectives:

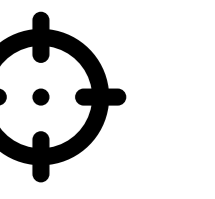
We need more parents to book yearly rides for their kids

### Monetization model:

We make money by getting commission out of the fees paid to the driver in return of his daily school rides.

Activities:

## Brand values



Why do we exist?

### Message: (How do you want to be known?)

As education is the first building block of kids future, we're aiming to make it more comfortable for kids, and less hassle for parents.

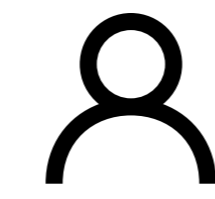
### Values: (What you stand for what you believe in?)

Friendly, Trustworthy, Caring

Activities:

USER

## User Needs



What your users need the most?

Egyptian parents **needs** to secure a daily reliable, cheap and safe school ride to their kids **in order to** not have to worry about driving their kids to school every day.

Activities:

User Need Statement (POV)

<https://www.nngroup.com/articles/user-need-statements/>

## Competitive Edge (UVP)



Why will the users leave competitors and come to you?

- **Easier** to book than *uber* (one time only)
- **Safer** than *uber* (interview captain before booking)
- Mostly **cheaper** than *school bus*
- **Tracking** available unlike *school bus or private cars*

Activities:

Value over *competitor* (why/solution)