

INVESTOR PITCH SUMMARY — RIDE HAILING APP (“DAILY ACCESS MODEL”)

1. THE PROBLEM

Traditional ride-hailing platforms (Bolt, Uber) take 15–25% commission per ride, which reduces driver income and causes:

- High driver dissatisfaction
- High driver churn
- More drivers switching between apps
- Poor ride availability during peak hours

In Ghana, this is becoming worse due to rising fuel costs and low fare adjustments.

2. OUR SOLUTION: A DAILY ACCESS MODEL

Instead of taking a percentage from each trip, we charge drivers a flat fee of 20 GHS for 24 hours of unlimited access.

How It Works

- Driver pays 20 GHS → account activated for 24 hours
- Driver receives unlimited ride requests
- Driver keeps 100% of all fares
- After 24 hours, the driver renews again if they want

This model increases driver earnings, reduces platform conflict, and encourages more drivers to stay active.

3. WHY THIS MODEL WORKS

- Predictable revenue for the company

If 1,000 drivers subscribe daily:

$1,000 \times 20 \text{ GHS} = 20,000 \text{ GHS per day} \rightarrow 600,000 \text{ GHS monthly}$

- Drivers earn more

A driver who makes 300 GHS per day:

On Bolt/Uber (25% commission): takes home 225 GHS

On our app: pays 20 GHS and keeps the rest → 280 GHS take-home

- Strong driver retention

Drivers love platforms where they keep more money. This becomes our competitive advantage.

- Less cost to the company

No complex fare-splitting systems, lower financial disputes.

4. MARKET OPPORTUNITY

The Ghana ride-hailing market is growing with tens of thousands of active drivers.

But driver dissatisfaction with commission models is very high, creating a perfect gap for a new, driver-friendly platform.

We target:

- Existing Bolt/Uber drivers
- Local taxi drivers
- Pragia Riders
- New entrants seeking better profits

With proper onboarding and marketing, gaining 2,000–5,000 drivers in the first year is realistic.

5. REVENUE PROJECTION

Drivers Paying Daily	Daily Revenue	Monthly Revenue
500 drivers	10,000 GHS	300,000 GHS
1,000 drivers	20,000 GHS	600,000 GHS
3,000 drivers	60,000 GHS	1.8M GHS

The company becomes profitable even at low adoption.

6. WHAT WE NEED FROM INVESTORS

We are seeking funding for:

- App development (rider + driver app, backend, payment system)
- Server & cloud infrastructure
- Marketing and driver acquisition
- Legal and regulatory compliance

Investment Needed: (\$20,000).

7. WHY INVESTORS SHOULD JOIN

- Simple, scalable revenue model
- High driver appeal → fast adoption
- Low operational cost
- Large market with clear pain points
- Opportunity to grow into other African countries
- Potential to add future services (delivery, rentals, fleet management)