

STARTUP PITCH DECK

OUTDOOR

Child Mobility & Activity Transport Platform

Safe Rides. Active Kids. Peace of Mind.

Founder

Shruti

Location

Gwalior, Madhya Pradesh

Presented to

IdeaPad Unit

PROBLEM STATEMENT

Urban Parents Face Critical Child Mobility Challenges

01

No Safe Transport

Parents lack reliable options for children's daily transport to activities, coaching, and classes. Existing services are not designed with child safety as priority.

02

Time Constraints

Working parents struggle to manage daily pick-up and drop schedules alongside professional commitments, creating persistent logistical stress.

03

Safety Concerns

Autos, local cabs, and informal drivers lack verification, tracking, and child-specific safety protocols. Parents have no visibility during transit.



The Core Issue

Child mobility in urban India is treated as an afterthought. The market offers convenience for adults, but responsibility for children remains unaddressed.

Critical Gap: No service exists that puts child safety, verification, and parent visibility at the center of the value proposition.



Working Parents

Age 28-45



Children

Age 4-16



Location

Urban Gwalior

Why This Problem Matters

Understanding the stakes and market dynamics

Target Demographic

Children aged 4–16 years represent a vulnerable population requiring specialized mobility solutions. This age group has unique safety, supervision, and communication needs that adult-focused services fail to address.

4-10

Primary Age

11-16

Secondary Age

Core Insight

Child mobility is not just transport — it is responsibility.

Parents are not buying a ride; they are buying accountability, verification, and peace of mind. This fundamental shift in value proposition creates a defensible market position.

Key Market Insights

- 1 Non-Negotiable Requirements**
Safety, trust, and accountability are baseline expectations, not premium features. Parents will not compromise on these dimensions.
- 2 Willingness to Pay Premium**
Parents demonstrate clear willingness to pay 2-3x standard ride-hailing rates for verified, child-focused services with visibility.
- 3 Existing Solutions Fall Short**
General ride-hailing, autos, and informal drivers are not designed for children. They lack verification, tracking, and safety protocols.

OUR SOLUTION

OUTDOOR: Child-First Mobility Platform

Designed for safe pick-up and drop, built from the ground up for children's safety

Safe Transport

Dedicated transport service to activity centers, coaching classes, and after-school programs. Every route is pre-planned and optimized for child safety.

- ✓ Activity Centers
- ✓ Coaching Classes

Verified Drivers

Rigorous background verification including police clearance, reference checks, and driving history review. Only 15-20% of applicants qualify.

- ✓ Police Verification
- ✓ Reference Checks

Live GPS Tracking

Real-time location sharing with parents through the mobile app. Track every journey from pick-up to drop-off with precise ETA updates.

- ✓ Real-time Updates
- ✓ Precise ETA

Check-in & Check-out

Automated notifications at every stage: driver arrival, child pick-up, transit updates, and safe drop-off confirmation.

Emergency Support

24/7 emergency contact line with direct escalation to management. Immediate response protocols for any safety concerns.

Built for Responsibility

OUTDOOR is not adapted from adult ride-hailing. Every feature, protocol, and design decision prioritizes child safety and parent peace of mind.

TARGET MARKET

Who We Serve



Primary Users

Working Parents

28-45

Age Range

Urban

Families

Dual-income households in Gwalior with children enrolled in extracurricular activities. These parents value time, safety, and reliability over cost savings.



Children Segment

Age 4-16 Years

4-10

11-16

Key Use Cases



Activity Classes

Dance, sports, music, art classes requiring regular transport



Tuition & Coaching

Academic coaching, test preparation centers



Weekend Activities

Weekend programs, workshops, competitions



After-School Programs

Structured programs post-school hours



Geographic Focus

Gwalior, Madhya Pradesh

Single-city pilot with defined zones and routes for controlled validation

Market Validation

🔍 Validation Methodology

Conducted direct, in-person discussions with parents across Gwalior's residential areas, activity centers, and coaching institutes. Focused on qualitative insights over quantitative surveys.

Approach:

- ✓ Face-to-face conversations at activity centers
- ✓ Residential society visits and parent meetings
- ✓ Coaching center partnership discussions

⚠️ Survey Limitation

- Online survey response rates were lower than expected. This was attributed to:
- Parents' extremely busy schedules with work and child management
- Preference for in-person discussions on sensitive child safety topics
- Limited digital engagement from target demographic in Gwalior



Key Finding

100%

Positive Feedback Rate

Every parent engaged in direct conversation expressed strong interest in a safety-focused child transport solution.

★ Validation Outcomes

Strong Interest

Parents demonstrated clear enthusiasm for safety-focused transport with verification and tracking

🛡️ Safety Priority

Safety concerns consistently ranked higher than cost considerations in parent discussions

Competitor Analysis

Direct & Indirect Competitors

Kid-Focused Transport Services


Limited presence in India. Fragmented market with no dominant player. Most services are local and lack technology integration.

Traditional Autos & Cabs

Not child-safe. No driver verification, no tracking, no safety protocols. Parents have zero visibility or accountability.

Personal Drivers

Expensive and unstructured. No backup if driver is unavailable. High management overhead for parents.

 **Market Gap:** No existing solution combines child-specific design, verified drivers, real-time tracking, and parent-controlled experience in a structured platform.

OUTDOOR Differentiation

Child-Only Focus

Purpose-built for children, not adapted from adult services

Safety-First Design

Verification protocols and safety measures as core features

Parent Control

Real-time visibility and notifications throughout journey

Integrated Solution

Activity + transport combined in single platform

First-Mover

In Gwalior's child mobility space

Why OUTDOOR Stands Out



Designed Exclusively for Children

Not adapted from adult ride-hailing services. Every feature, interface element, and operational protocol is purpose-built for children's unique safety and communication needs.



Trust & Safety as Core Value

Safety is not a feature—it's the foundation. Verification, tracking, and emergency protocols are non-negotiable baseline requirements, not premium add-ons.



Real-Time Parent Visibility

Complete transparency through live GPS tracking, automated notifications, and direct communication channels. Parents never lose sight of their child's journey.



Structured Onboarding & Verification

Rigorous driver qualification process including police verification, reference checks, driving history review, and ongoing performance monitoring.



Not a General Ride-Hailing App

Fundamentally different business model focused on responsibility, not just convenience. Built for accountability and parent peace of mind.

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"OUTDOOR is built for responsibility, not convenience alone."

Every decision prioritizes child safety and parent trust over growth metrics.

Revenue Streams & Pricing

Revenue Streams

Monthly Subscription

Recurring revenue model per child with fixed monthly fee for unlimited rides within defined zones. Provides predictable cash flow and parent commitment.

Pay-Per-Ride Option

Flexible pricing for occasional users. Per-ride fee structure for parents who need transport on ad-hoc basis without monthly commitment.

B2B Partnerships

Revenue-sharing agreements with activity centers and coaching institutes. Centers offer transport as value-added service to enrolled students.

Indicative Pricing

₹2,000–4,000





per month (pilot stage)

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-
-

Pricing positioned at 2-3x standard ride-hailing rates to reflect verification, tracking, and child-specific safety protocols.

Gwalior Pilot Program

Pilot Parameters

-  **One City Focus**
Gwalior, Madhya Pradesh for deep validation and controlled operations
-  **Limited Zones & Routes**
Defined coverage area with high-density residential and activity center clusters
-  **15–20 Verified Drivers**
Controlled driver pool for quality assurance and manageable oversight
-  **3–4 Month Validation**
Focused timeline for data collection and operational refinement

Pilot Investment

₹10 Lakh

Duration

3-4 Months

Pilot Goals

1

2







3

INVESTMENT

Use of ₹10 Lakh (Pilot Budget)

Investment treated as validation capital, not expansion capital

Budget Breakdown

	App Development Android MVP + GPS tracking + parent app	₹3.6L
	Legal, Safety & Insurance Compliance, insurance coverage, safety audits	₹1.6L
	Operations & Logistics Route planning, coordination, support systems	₹1.8L
	Driver Onboarding & Mgmt Verification, training, quality assurance	₹1.2L
	Marketing (Hyper-local) Society outreach, center partnerships, referrals	₹1.0L
	Contingency Buffer Unexpected costs and operational flexibility	₹0.8L

Rs

Total Investment

₹10.0L

Every rupee allocated to validation metrics. No expansion, no premature scaling—pure focus on proving the model works.

Investment Philosophy

- ✓ Validation-first approach
- ✓ Data-driven decision making
- ✓ Proof before scale
- ✓ Controlled risk exposure

Go-to-Market Strategy



Activity Center Partnerships

Tie-ups with local dance academies, sports centers, music schools, and coaching institutes. Centers become distribution channels with embedded transport offering.



Society & School Outreach

Hyper-local penetration through residential society visits, school-area presence, and direct parent engagement at pick-up/drop-off points.



Parent WhatsApp Groups

Community-based trust building through existing parent networks. Word-of-mouth validation from trusted sources within residential societies and school communities.



Referral Incentives

Organic growth through parent-to-parent recommendations. Discount structures for referring families to encourage community-driven adoption.



Trust-Building Over Mass Marketing

OUTDOOR's GTM prioritizes **direct relationships and community validation** over broad advertising. Parents trust other parents, not billboards.

Risk & Mitigation

Key Risks Identified

Safety Concerns

Any safety incident involving a child would be catastrophic for brand trust and business viability. Highest priority risk requiring proactive measures.

Parent Trust Barriers

Overcoming initial hesitation to entrust children to new service. Building credibility in a market with low trust in transport providers.

Operational Challenges

Managing driver availability, route optimization, and real-time coordination at scale. Quality control as operations expand.



Future Roadmap

01 Expand Gwalior Coverage

Based on pilot learnings, expand to additional zones and routes within Gwalior. Increase driver pool and service capacity while maintaining quality standards.

03 App Feature Enhancement

Improve app features based on parent feedback. Add scheduling flexibility, multi-child management, payment integration, and enhanced notification preferences.

02 School Transport Partnerships

Add school transport as extended service offering. Partner with schools for structured pick-up and drop programs, increasing daily ride volume and predictability.

04 Seed Funding Preparation

Prepare for seed funding round with validated metrics from pilot. Demonstrate product-market fit, operational efficiency, and growth potential to investors.



Long-Term Vision

Build replicable operational model for **tier-2 city expansion**. Prove the model in Gwalior, then scale to similar cities across Madhya Pradesh and beyond.



Our Vision

To become a trusted child mobility platform built on **safety, responsibility,** and **transparency.**

“ OUTDOOR exists because every child deserves safe passage,
and every parent deserves peace of mind.

”



Thank You

Questions & Feedback Welcome

Founder

Shruti

Startup

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