

# LiftBuddy

*Moving People. Not Pollution.*

Hyperlocal ride-sharing for students and daily commuters

🌿 GREEN MOBILITY

📍 GWALIOR, INDIA



# The Daily Commute Problem

## THE CHALLENGE

## The Daily Commute Problem



### Cost

#### Expensive Rides

₹80–₹150 for just 3–5 km  
Students can't afford daily travel

### Traffic

#### Too Many Vehicles

- Single riders everywhere
- Roads always congested

### Wasted Seats

- Empty Seats = Waste
- Bikes & cars running half empty
- Fuel and money wasted

### Pollution

- Rising Pollution
- High CO<sub>2</sub> emissions
- Bad air quality & health risks

*More vehicles → More fuel → More pollution → Bigger problem for our planet*

# Transportation is Hurting Our Planet

## Dirty Air

- **30%+** Air Pollution
- Breathing Problems



## High CO<sub>2</sub> Emissions

- More fuel burned
- Global warming



## Fuel Waste

- Empty seats waste petrol daily



## Health Risk

- Asthma & breathing problems for students



➔ This is not just transport. It's an environmental crisis.

💡 OUR SOLUTION

# LiftBuddy: Smart Shared Mobility

A hyperlocal ride-sharing platform connecting students and daily commuters with nearby bike and car owners who have empty seats. We make short-distance travel affordable whilst reducing environmental impact.



## Affordable Rides

60–70% cheaper than traditional services for distances under 10 km



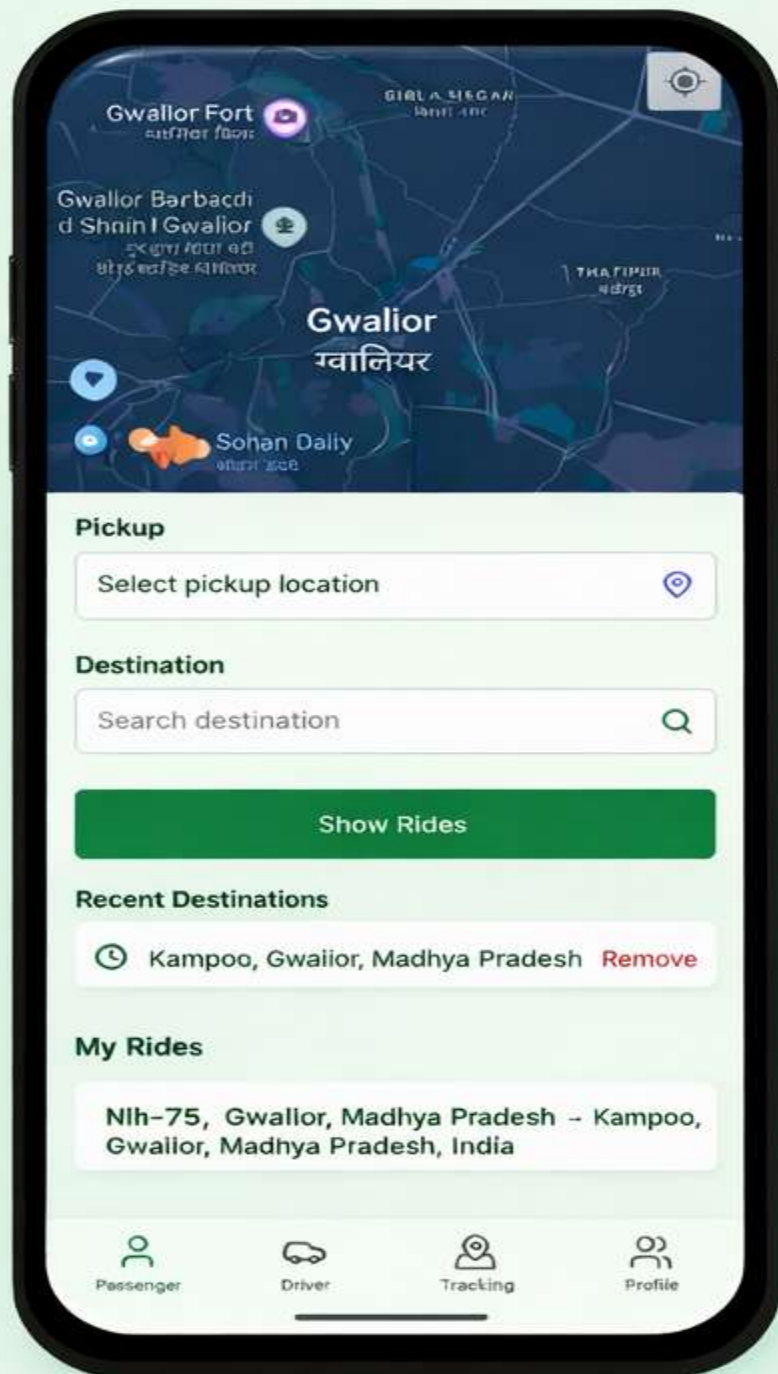
## Eco-Friendly

Maximise vehicle capacity, reduce emissions, save fuel



## Community Driven

Connect students and commuters within their own neighbourhoods



*LiftBuddy = Profit + People + Planet*

# How LiftBuddy Works

Simple • Fast • Affordable



➔ **1 shared ride = 50% less cost + 50% less pollution**

# Market Opportunity

How Big is LiftBuddy's Prize?



1 Initial Focus

**₹200 Crore**

Revenue in 1 Year

(India Only)



2 Long Term Target

**₹5,000 Crore+**

Annual Revenue

(Pan India)



**Huge user base. High spend. Growing revenue potential.**

# Business Model

## How LiftBuddy Makes Money



**More rides = More revenue = More profit**

2,000 rides/day × ₹8 commission = ₹16,000/day = ₹4.8 Lakhs/month

→ 10 cities = ₹5–6 Crores+ (1 city)

# Target Market

Huge Untapped Potential in India



**Students**

**350 Million**

School & College Customers



**Work Commuters**

**150 Million**

Office Goers & Employees



**Daily Travelers**

**250 Million**

Shopping, Errands, Leisure

**750 Million+**  
Potential Customers

# Competitive Advantage

## Why LiftBuddy Wins

### Lowest Cost



- Lowest Cost

### Campus Focus



- Campus Focus

### Trust & Safety



- Trust & Safety

### Eco-Friendly Model



- Eco-Friendly Model

### Asset-Light Business



- Asset-Light Business

**LiftBuddy = Cheaper + Safer + Greener + Local**

# Go-To-Market Strategy

Campus First → Then City → Then Scale

## 1 Campus Launch (Campus First)



### 1 Campus Launch

- Student ambassadors
- Pamphlets & posters
- WhatsApp groups
- Referral rewards

## 2 City Expansion (Then City)



### 2 City Expansion

- Driver onboarding
- Local ads
- Nearby areas
- Office commuters

## 3 Multi-City Scale (Then Scale)



### 3 Multi-City Scale

- Repeat campus model
- New cities
- Low marketing cost
- Fast expansion

Start Local → Win Campus → Dominate City → Scale Nationwide

# Funding Ask

Seeking ₹10 Lakhs Seed Funding

## Why We Are Raising This Fund

We are raising **₹10 Lakhs** to launch, validate, and scale LiftBuddy using a campus-first, capital-efficient model.

This funding will help us:

### Product & App Development – 40% (₹4 Lakhs)

- Android app development
- Backend & database
- Safety features (verification, ratings)
- Performance & scalability

➔ To build a reliable, real-world usable product

### Marketing & User Acquisition – 30% (₹3 Lakhs)

- Campus promotions
- Pamphlets & posters
- Student ambassadors
- Referral rewards

➔ To acquire first 5,000–10,000 users

### Driver Onboarding & Operations – 15% (₹1.5 Lakhs)

- Driver onboarding incentives
  - Verification & support
- ➔ To ensure supply-demand balance

### Operations, Legal & Admin – 15% (₹1.5 Lakhs)

- Legal setup
- Basic compliance
- Tools, hosting & maintenance

## Expected Outcomes (12 Months)

- ✓ 10,000+ users
- ✓ 2,000+ rides/day
- ✓ ₹4-5 Lakhs monthly revenue (1 city)
- ✓ Expansion to 2-3 cities
- ✓ Break-even in 12-15 months



**₹10 Lakhs today → Scalable, profitable & eco-friendly mobility tomorrow**

# Vision

## Sustainable transportation for every student in India

- Affordable and eco-friendly rides for students everywhere
- Cleaner campus environments, reduced traffic and pollution
- Nationwide coverage, starting with college campuses and expanding city by city



₹10 Lakhs today → Scalable, profitable & eco-friendly mobility tomorrow