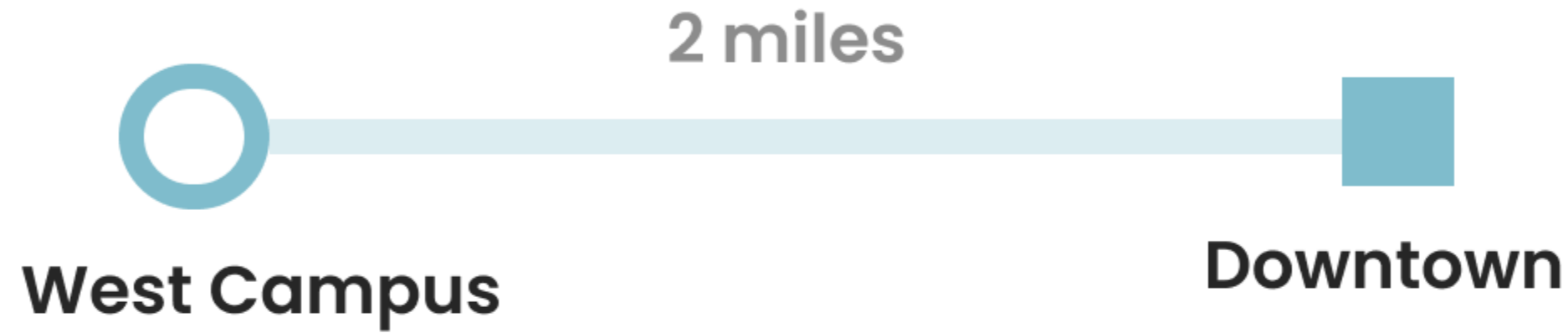




Tuktuk

Carpooling Remagined

Problem



 Expensive



 Inconvenient



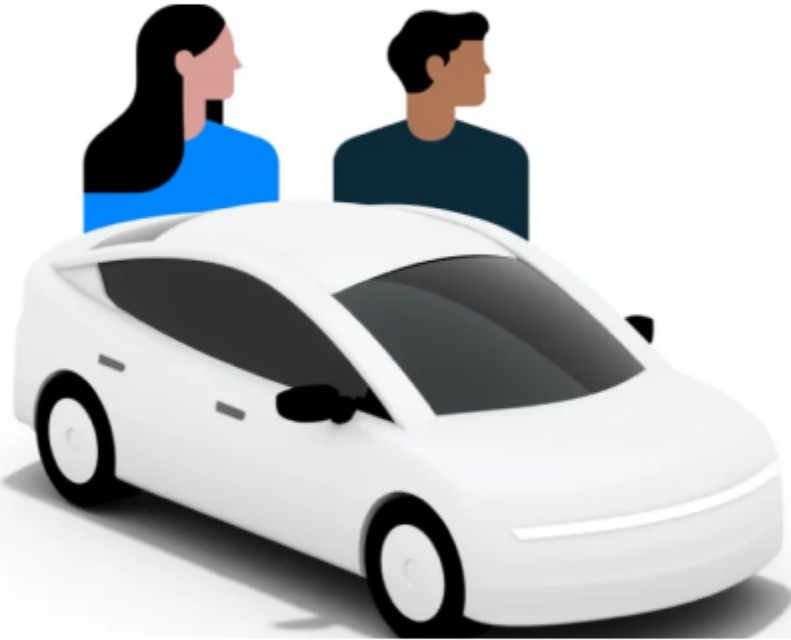
 Unsafe



 Parking...

Why not UberPool?

Learning from past mistakes



Defunct

- COVID-19 Pandemic
- Financially Unstable
- Disliked by riders/drivers

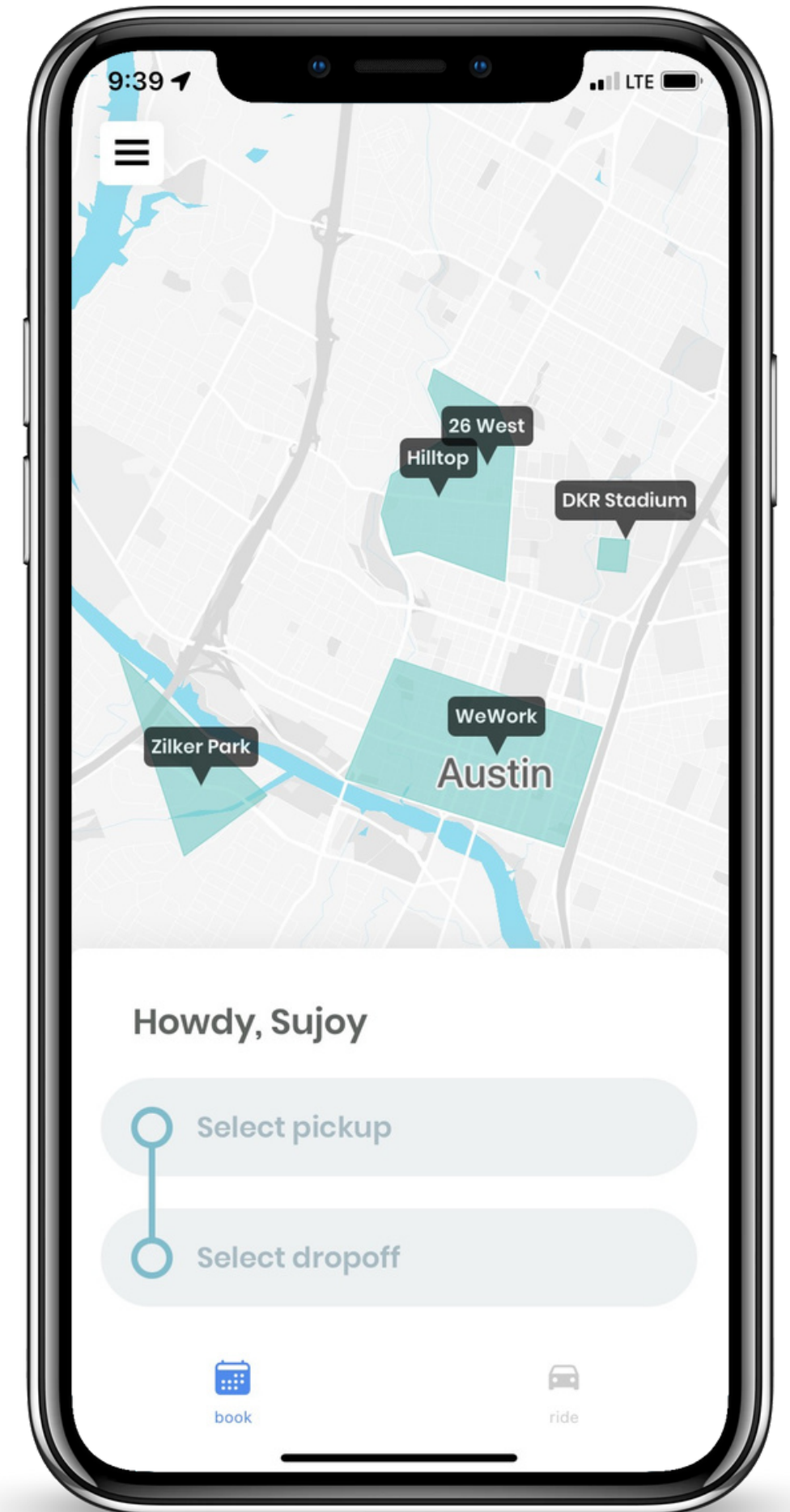
Returned as UberX Shared

Effective ONLY on heavy traffic routes



Tuktuk

Efficient & Affordable
Metropolitan Travel



**Professional carpools
between city hotspots at the
busiest times**



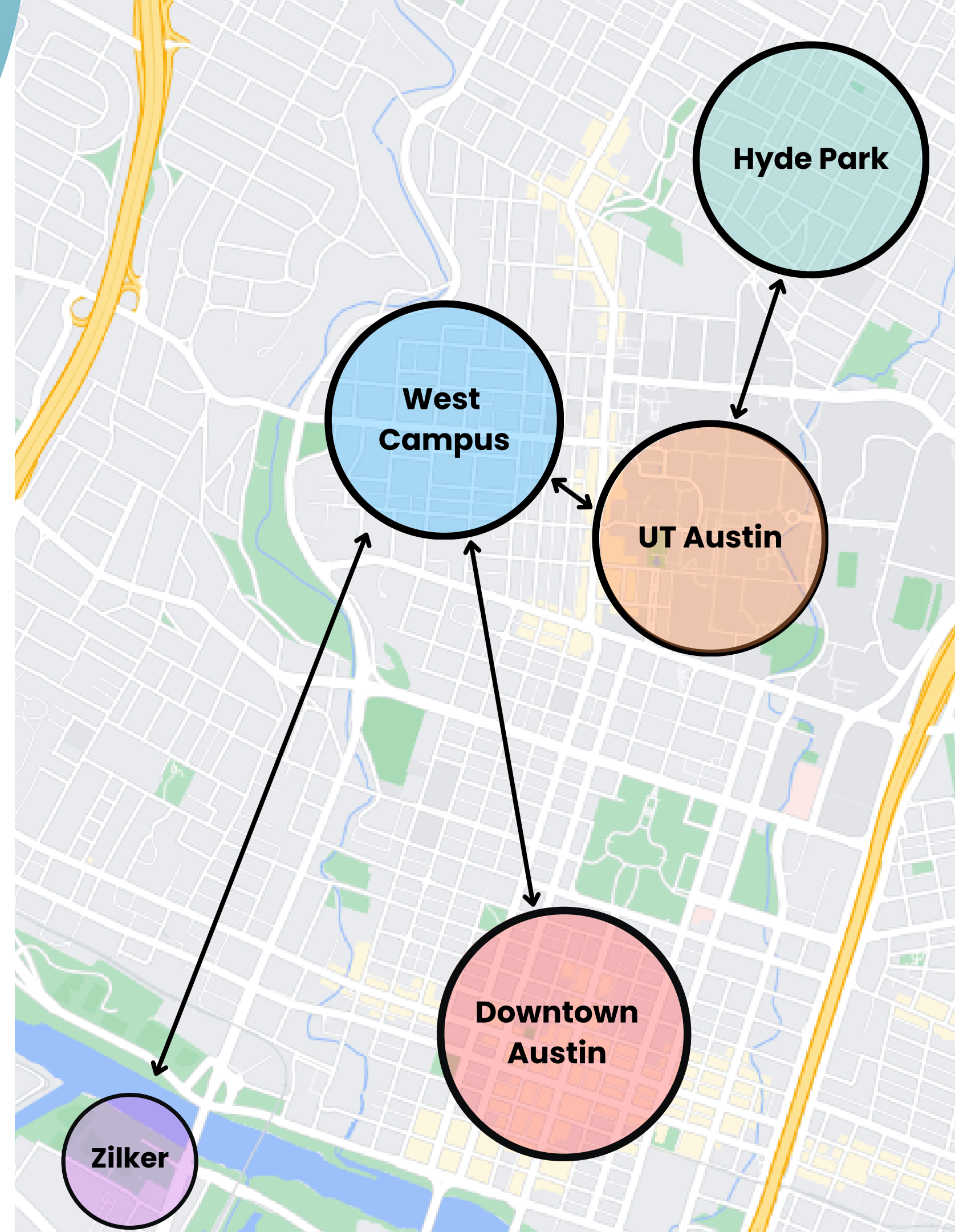
The Hub Model

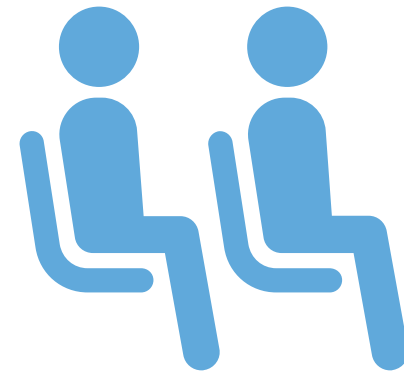
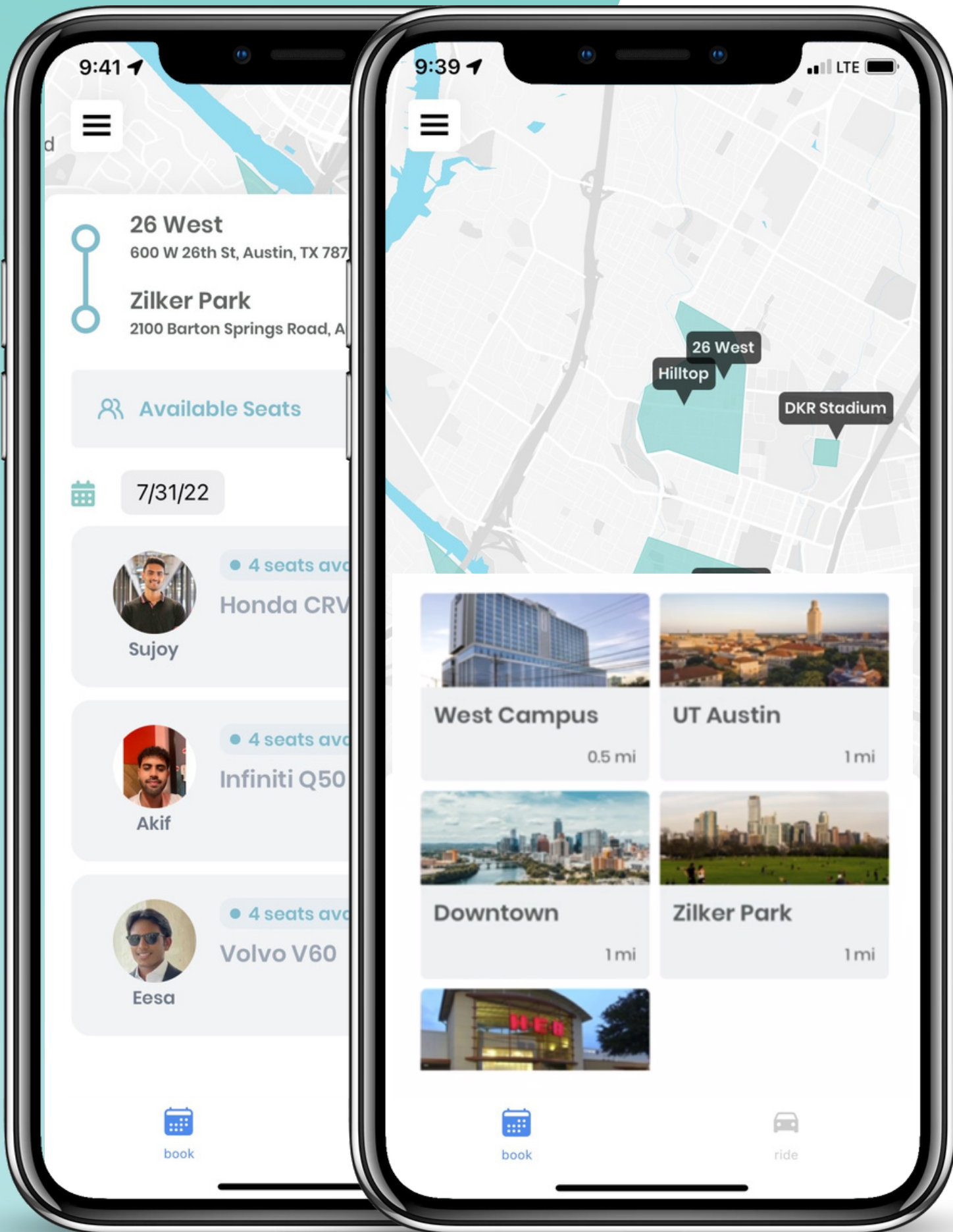
Direct carpools between Hubs

- Mile wide regions w/Multiple pickup spots

Built for city travel

- Captures heaviest traffic routes
- Eco-friendly
- Scalable





Riders

Convenient

- Comfort and safety of a car
- 3-5 minutes longer than Uber

Affordable

- 25%-50% of the cost of Uber



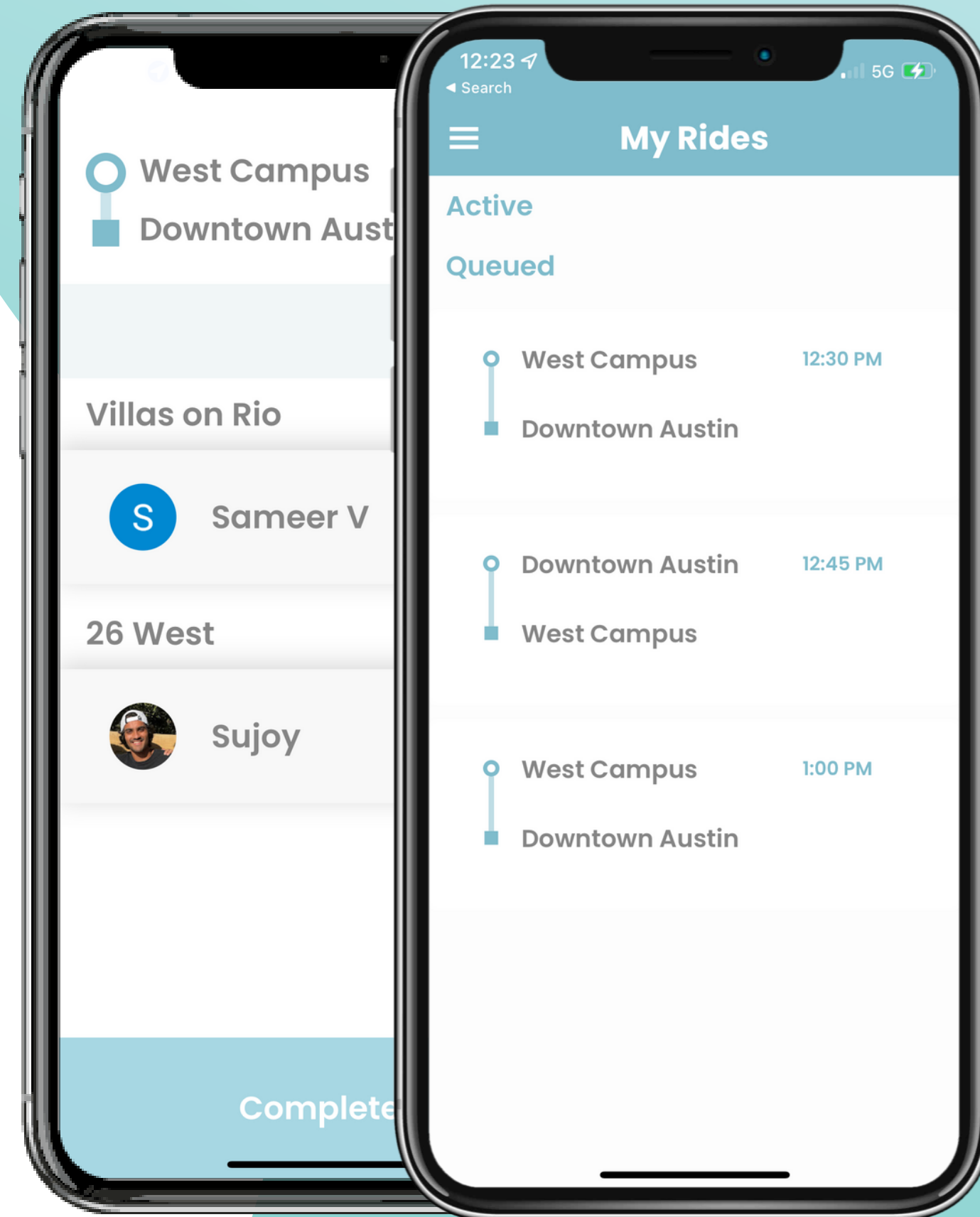
Drivers

Consistent

- High traffic routes = High pay
- Shift-based: \$20/hour guaranteed

Scheduled Rides

- Know exactly how the day will look

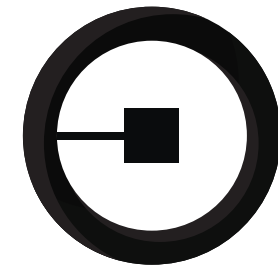


Cost Comparison



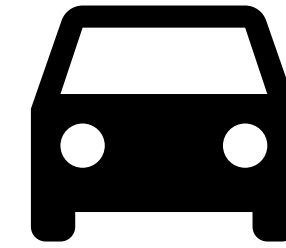
4 weeks / month
2 trips / week
x \$5 / trip

\$40 / month



4 weeks / month
2 trips / week
x \$13 / trip

\$104 / month



\$120 / month parking
+ \$250 / month insurance

> \$300 / month

The image features a white background with four teal-colored circular graphic elements in the corners. Each corner contains two overlapping circles of different shades of teal, creating a modern, abstract design.

Demo

Traction



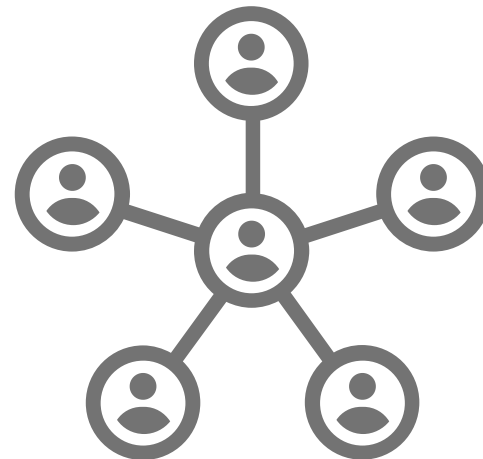
100+ paid rides

Fully hosted our beta rider and driver app



250+ app waitlist signups

With rider data and route preferences



13 LOIs signed

Access to 2000 students across Greek life, Social, and Cultural orgs

Programs



Team Tuktuk

For Students by
Students



Sujoy Purkayastha
CEO



Akif Abidi
COO



Jack Boucek
Ride Operations



Noah Kester
CTO

Advisors



Lam Vo

Ridesharing Startup Exit
Serial Entrepreneur



Kush Singh

Hitch Founder & CEO
Series B City-to-City Carpool



Jim Pappas

LPAlpha CEO
UT Austin MBA

Conquering UT

*Guerilla Marketing + Social Clout are the name of the game.
And we know it inside out*

NICHE GROUPS

Monopoly in a small markets. Perfect the playbook

EXPAND TO PUBLIC ROUTES

Grocery, Park, Downtown

UT ORG COLLAB

Grow through org memberships

LARGE EVENTS

Service sport games, ACL, etc. Go big

2 mile ride with 2.2* pax =
\$16.06



Tuktuk

Revenue	\$4.83
Profit (Post Operational Costs)	\$2.59



Drivers

Revenue	\$11.23
Profit (Post Operational Costs)	\$9.95

30 / 70
Split

**2.2 is average fill rate*

Unit of Economics

MAKE

Total Revenue					
Fill Rate	Miles	1.5	2	2.5	3
1		\$5.73	\$7.30	\$8.88	\$10.45
2		\$11.45	\$14.60	\$17.75	\$20.90
3		\$17.18	\$21.90	\$26.63	\$31.35
Average Fill Rate		\$12.60	\$16.06	\$19.53	\$22.99

Tuktuk Profits					
Fill Rate	Miles	1.5	2	2.5	3
1		-\$0.35	-\$0.05	\$0.25	\$0.55
2		\$1.55	\$2.15	\$2.75	\$5.29
3		\$3.45	\$4.35	\$5.24	\$6.14
Average Fill Rate		\$1.93	\$2.59	\$3.25	\$3.91

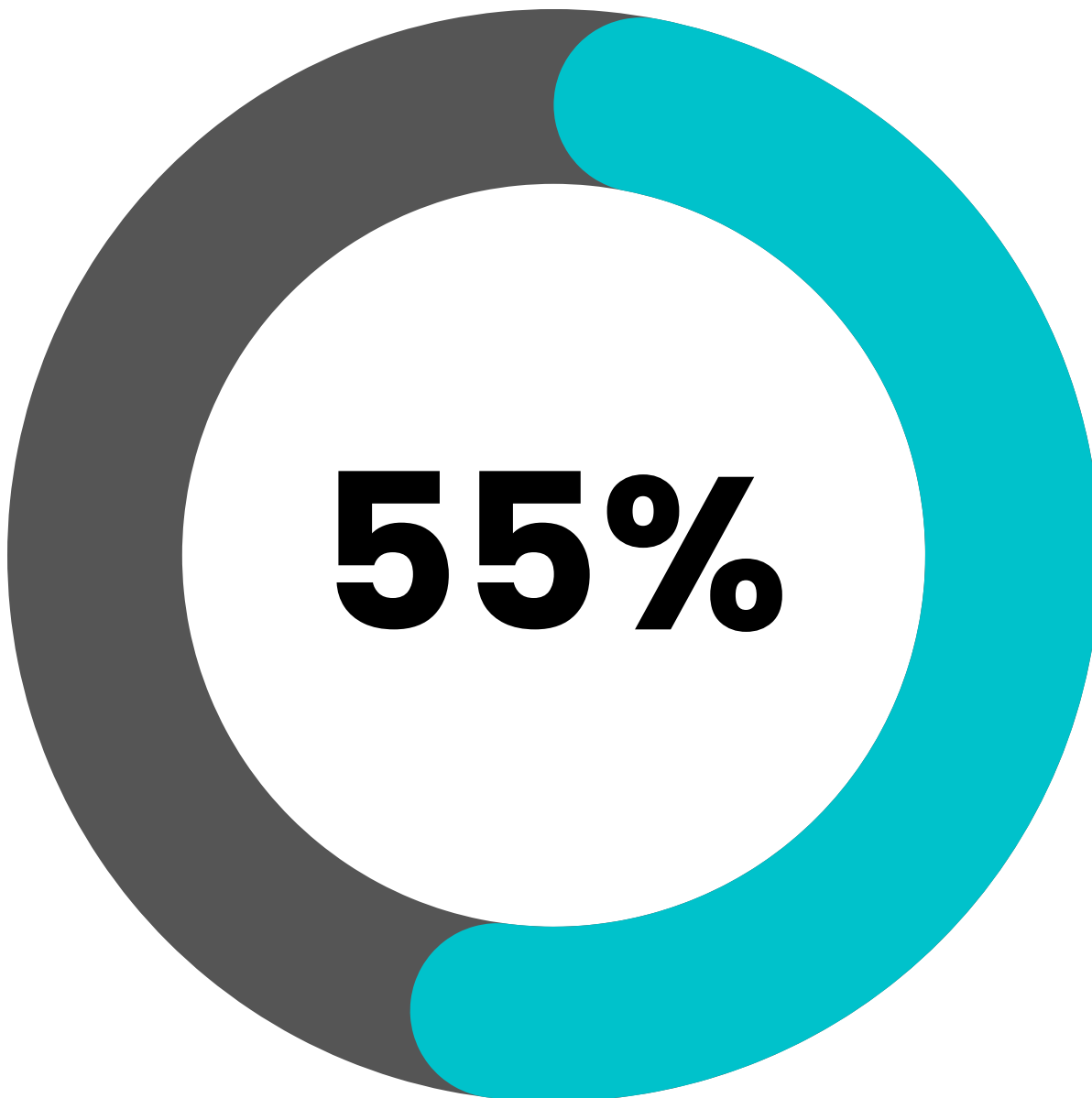
Join the Tuktuk Waitlist!



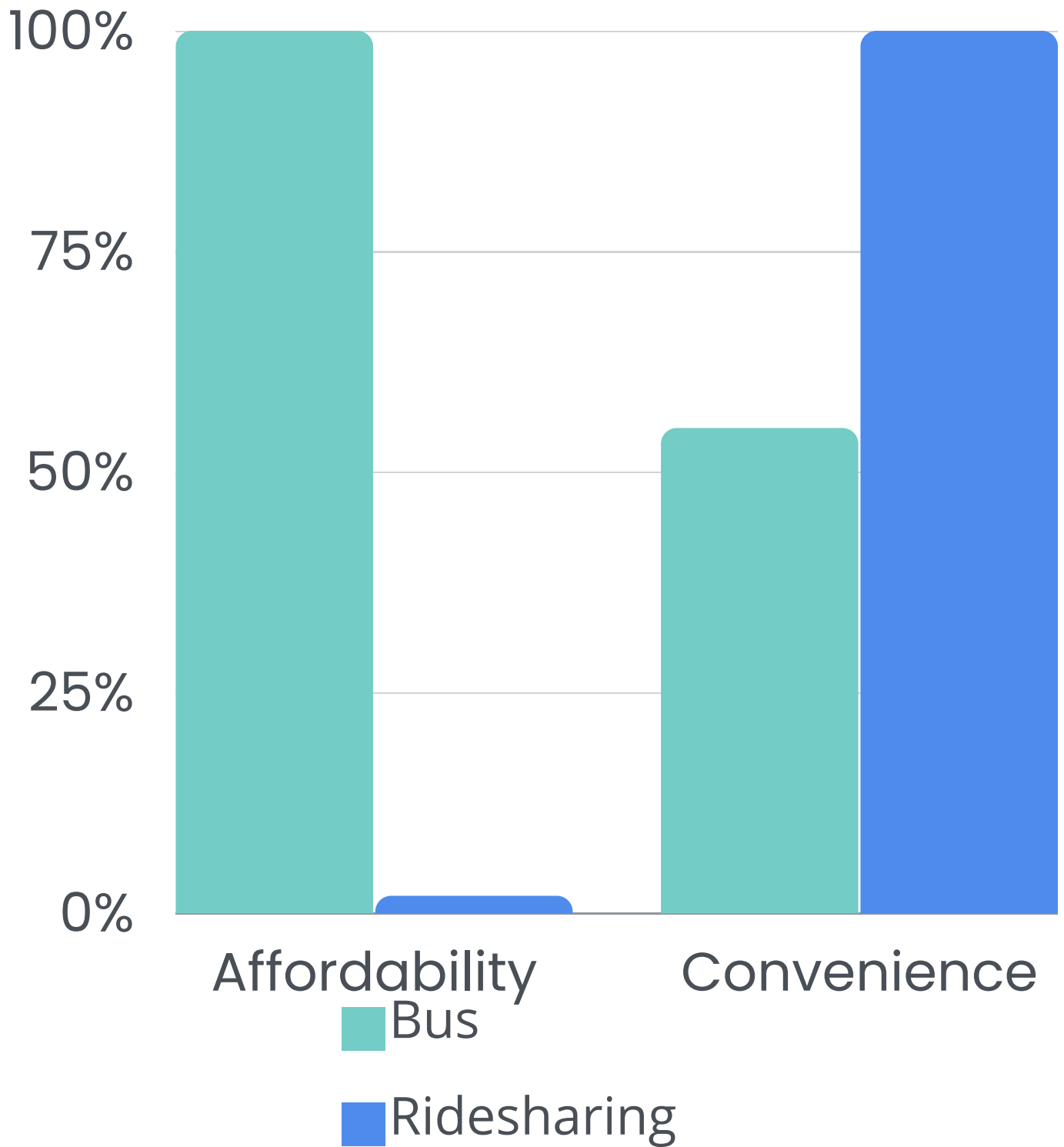
Launching Spring 2023

Appendix

Polarization in Current Options



Students don't own cars



Online Surveys

99 UT Student Respondents

Cap Metro

Affordability (4.07)



Convenience (3.33)



Safety (3.40)



Ridesharing

Affordability (2.72)



Convenience (4.05)



Safety (3.96)



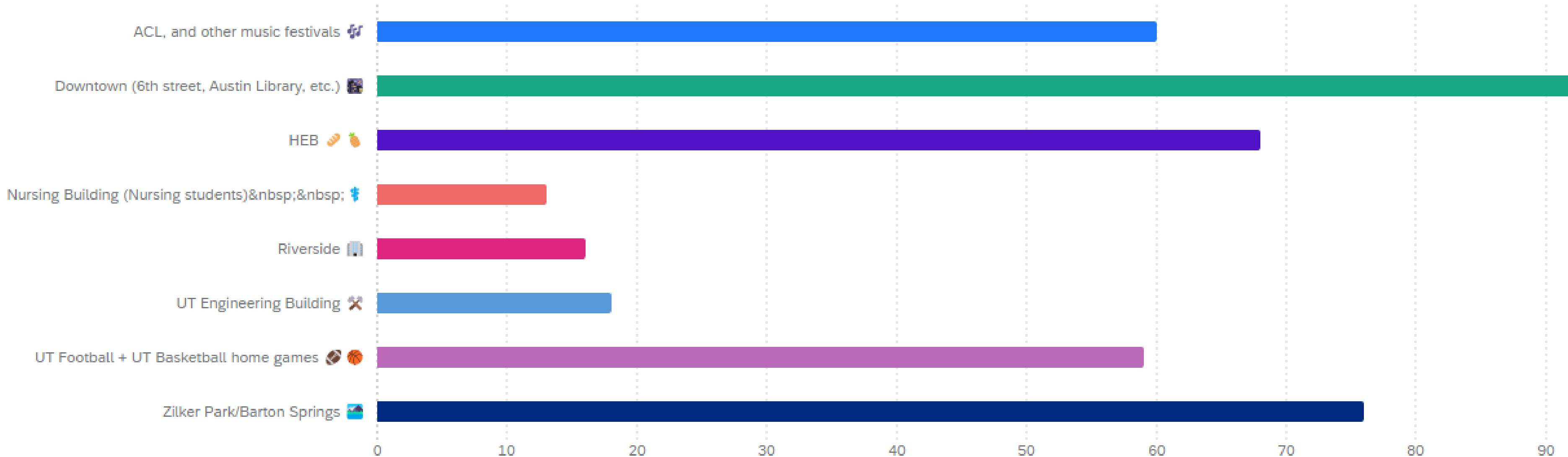
Waitlist Data Q1

~135 Responses

(Each answer is it's own "waitlist")

I'd take a Tuktuk at 40% of a Uber ride to or from West Campus to these places: (Ex. A Uber from West Campus to HEB costs \$13, a Tuktuk would cost \$5)

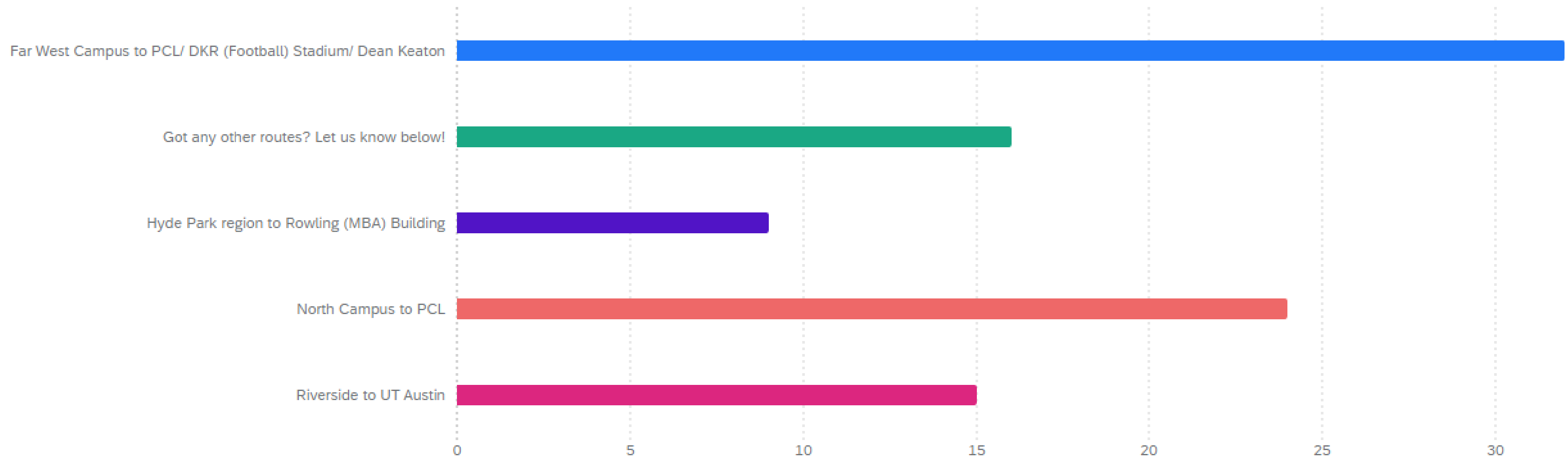
116



Waitlist Data Q2

~135 Responses

More options: 62 ⓘ



Oppurtunity

TAM: \$85.8B (USA ridesharing market)

SAM: \$19.11M (Total UT Austin market) *

SOM: \$735,000 (First year of operations) *

*See appendix

SOM Calculation*

(UT Austin)

7,000	(Student Marketing Outreach)
x 60%	(students not owning cars in Austin)
x 60%	(students willing to use carpooling for travel)
x 2	(average # of student rides per week)
x \$5	(average price per ride)
x 35	(Weeks in a year)

\$882,000

*Considering 1st year of operation

SAM Calculation

50,000	(target population)
x 50%	(students not owning cars in Austin)
x 60%	(students willing to use carpooling for travel)
x 3.5	(average # of student rides per week)
x \$7	(average price per ride)
x 52	(Weeks in a year)

\$19.11M

**w/ 15% additional annual market capture
every year**



Cost



Convenience



Solo Booking



Intra City

