



**Software that runs our nation's largest  
mass transit system, school buses.**





# Selling to schools suck, but we sell to Transportation Directors.

	Selling to Schools	Selling to Transportation Directors
Sales cycle	12-18 months	2.5 months
Decision makers	5+	1-2
G2M	Outbound	Inbound



# Meet our customer, Derek.

Transportation Director at Community School District



Former school bus driver for **15** years.



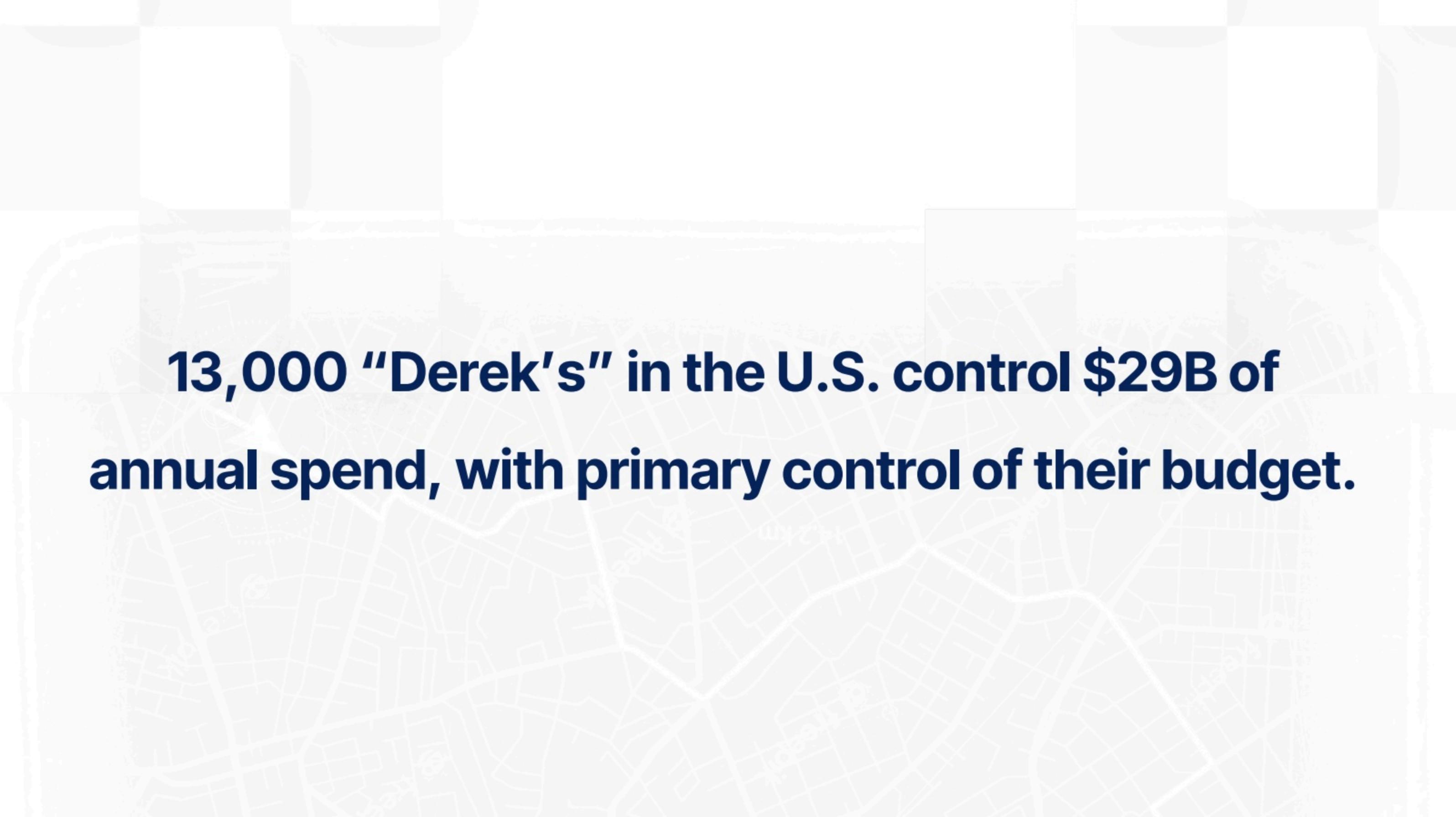
Manages **\$5.7M/yr** (~10% of the district's budget).



Transports **2.7k** students with **40** drivers.



communicates with **5k+** parents daily.



**13,000 "Derek's" in the U.S. control \$29B of annual spend, with primary control of their budget.**



# Problem: This system is buckling.

## Problems...



**Driver shortage**



**Demanding parents**



**Route complexity**

## Which result in...



**Skyrocketing costs**

- Boston Schools \$600k/yr transp. call center
- \$400k per electric bus (4x regular bus)
- Parents paid to drive their kids to school

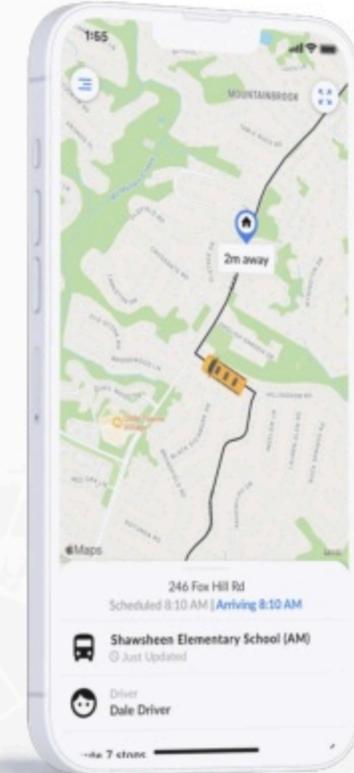
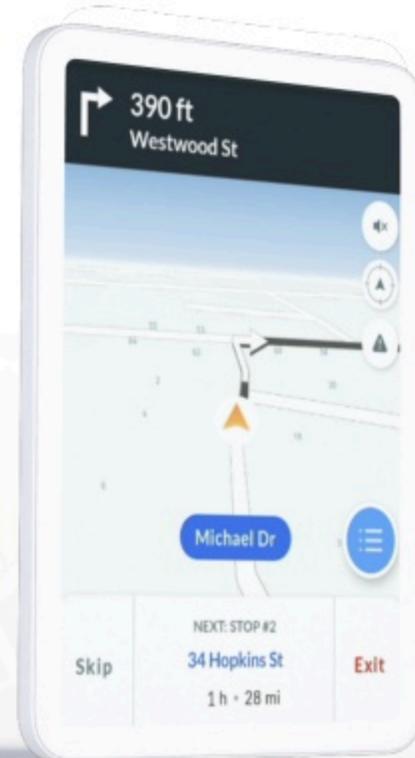
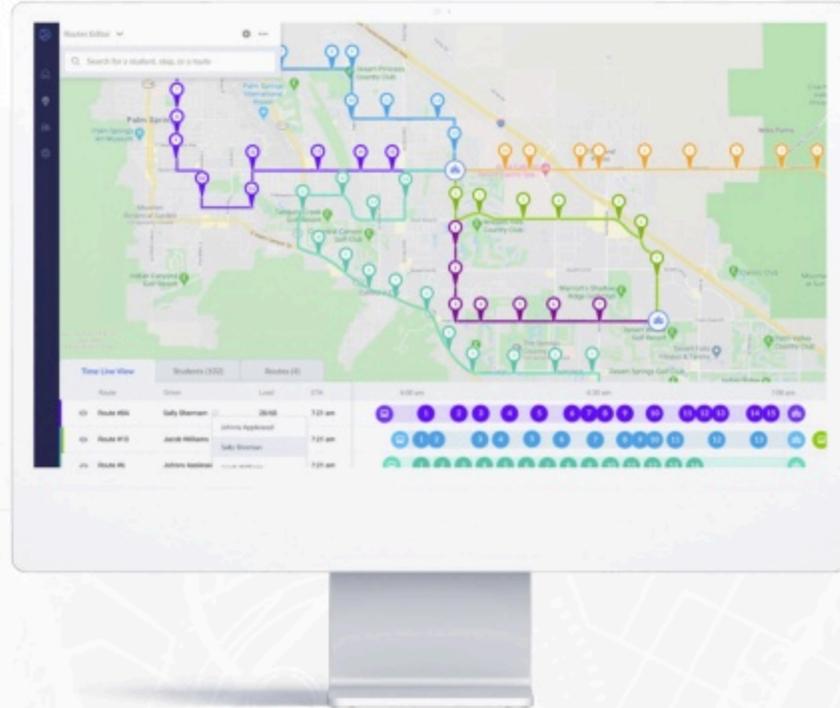


**Operational meltdown**

- 50%+ of school bus seats empty
- Staff hired to operate on-prem software
- Directors, teachers are driving now



# Solution: Modernizing student transportation with BusRight.



## Transportation Director

Converting months of routing into days



“Our district is shocked at how amazing BusRight is, we don’t know how we functioned without it.” - **Keri**, Parma School District

## Driver

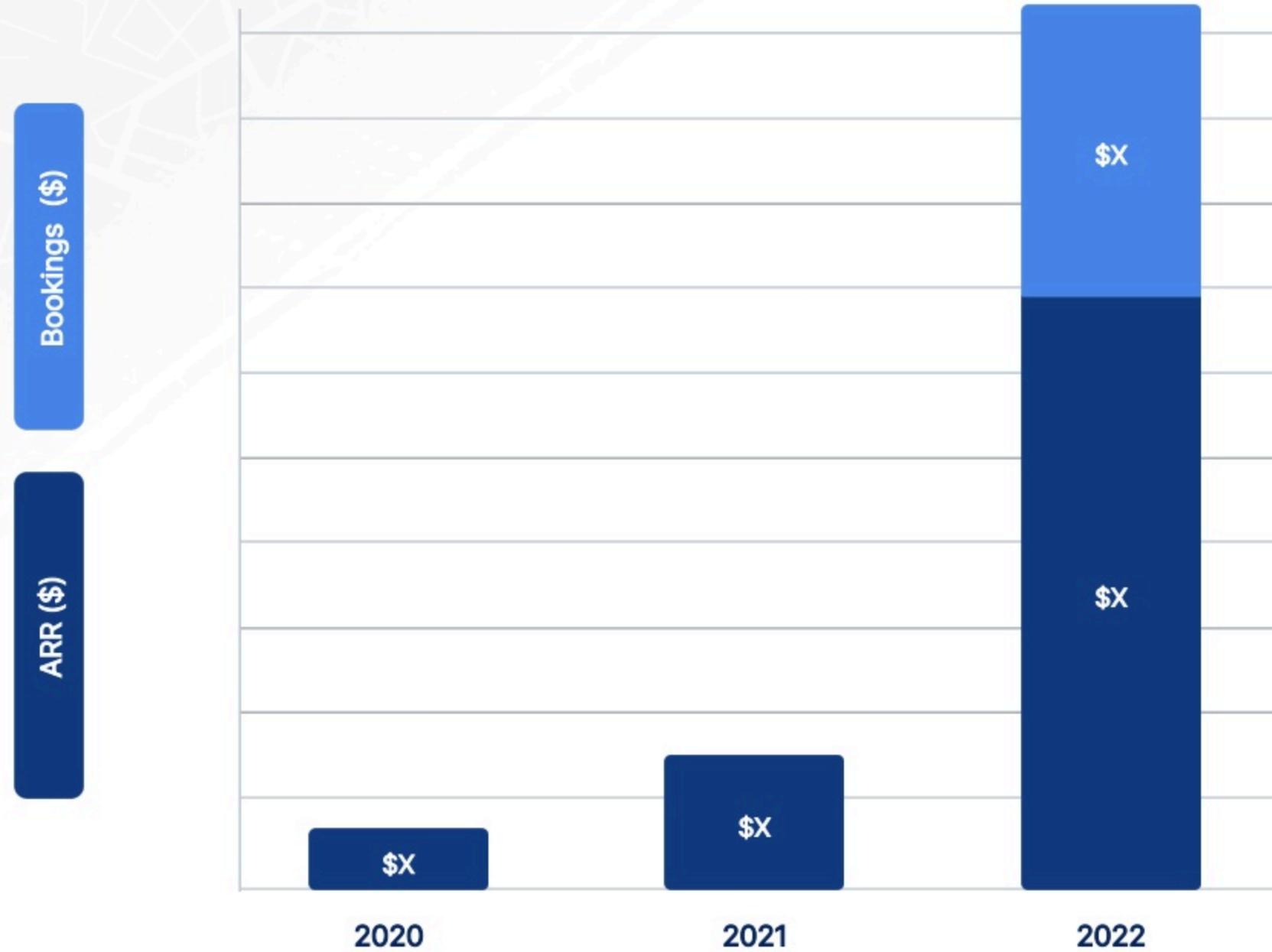
Ensuring a student is never missed & always arriving on time

## Parent

Eliminating calls & increasing peace of mind



# Traction: Growing 7.6x YoY.



**100%**

of bookings convert to ARR

**111%**

Net Revenue Retention

**1.3%**

ARR churn since company inception

We serve **X** customers across **20** states.



# Short sales cycles, no RFPs, high ROI.

**70%**

**Inbound**

70% ARR from referrals & website

**4x**

**Sales Efficiency**

\$X ARR booked / mo / AE

**7x**

**Conferences**

\$1 → \$7 ARR from conferences

**2.5 month**

**Sales Cycle**

From 1st demo to signed contract

**2.7 year**

**Contract Length**

Customers prefer 3 yr contracts



# We've increased pricing 3x since 2020

Subscription per bus per year, with X% gross margins.





# Transportation Directors, Drivers, and Parents all love BusRight.



“

“BusRight is a best practice that all districts should aspire to. Calls and complaints are down 50% this year.”

Mike, Assistant Superintendent for North Reading Schools



“

“My terribly anxious son with Autism is soothed and relieved being able to see where the bus is. So helpful!”

Carol, Parent in Katchoo, ME



“

“Like I said the first time I ran the tablet, this is better than a margarita on the beach on a hot day. Best thing since I started driving 38 years ago.”

Shonia, Transportation Director for Kimberly Schools & President of the Idaho Association of Pupil Transportation



**Our customers get reimbursed to purchase BusRight.**

**\$190B**

of ESSER funds



**50-90%**

of BusRight's cost is reimbursed by several states



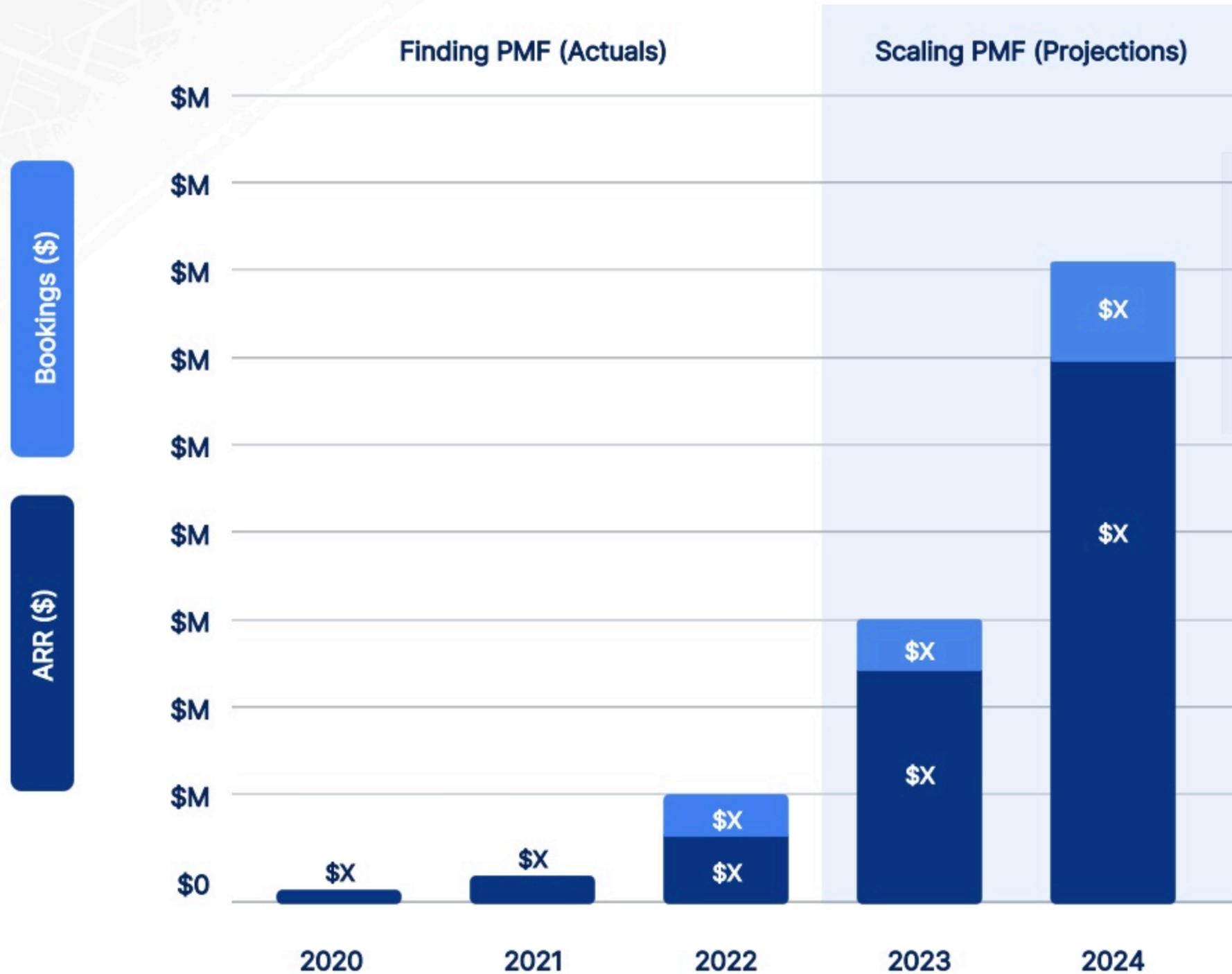
**\$1.8B**

of annual transportation state aid in New York alone





# Projections: \$X of CARR by 2024.



## Growth

\$X → \$X CARR

X → X customers



## Product

Advanced routing

Dynamic navigation



## Team

2 Account Executives

7 others across engineering, design, & customer success



# Founding Team



**Keith Corso** *Co-Founder & CEO*

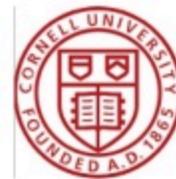
- Met with 500+ Transportation Directors in the past 5 yrs
- Presented to 750+ Transportation Directors at school bus conferences in the U.S.
- Fmr. investor at MassMutual Ventures



**Phil Dunn** *Co-Founder & CPO*

- Fmr. Tech Dir. for Broward Schools, 6th largest U.S. district
- Allocated \$100M+ of K12 technology spend annually
- Applied Math at Cornell, Quantitative Methodology at Columbia, and Law at Seton Hall University.

BusRight's team members consist of both talented technologists and experienced industry practitioners.





# BusRight

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