

Team



Nishith Rastogi

CEO

Economics + Electronics @BITS-Pilani,
Fraud + ML @Amazon
[LinkedIn](#)



Geet Garg

CTO

Computer Science @IIT KGP,
Fraud + ML @Amazon
[LinkedIn](#)

Worked for 2 years together at Amazon as engineers, and then built PinChat, a location based chat app. Together, as team we have strong expertise in algorithms and engineering, with past experience in building scalable, externalized, public APIs for Amazon.

Expensive pain point in a Massive Market

Fast growing need of better tools in delivery dispatch, resource assignment, tracking & route optimization.

Solution needed by e-commerce players, Uber for X companies, and any operation with a mobile work force.

Inelegant & un-optimized existing solutions. All require massive amounts of manual intervention. Poor end-customer experience

Tool for Automated dispatch, tracking & route optimization

- Eliminate 90% of human intervention in order dispatch, using intelligent algorithms
- 75% reduction in effort, when scaling operations to a new city
- Exceptional experience to end users with live on-road tracking of order and minute by minute ETA updates

You can't build this in-house while making financial sense

- We invest in R&D to create high end algorithms and technology stack to create a robust common Platform
- Platform is available as a service to customer at a very affordable pricing, with no operational and maintenance overheads.
- Clean APIs allow the solution to be integrated with existing stack, with ease

Illustrative Use Cases



Market Size Indicators

Logistics fulfillment is a **\$231 billion** industry



- In US alone, **\$1.5 billion** investment in the 'Uber for X' economy in 2014 & growing. [Source](#)



- In India, **\$400 million** investment in Food/Grocery delivery startups in Q1 2015. [Source](#)
- The number of Deliveries/Pick-Ups just by - HealthKart, FabFurnish, YepMe and LensKart: about **10 million a year**; [Source for Estimates and Market Research](#)

Business Model

Input

- Delivery locations
- Delivery times
- Delivery boys available

Benefits

- Dispatch assignment of order to a particular delivery boy
- Optimum routes
- Split of route between delivery boys
- Pushing task/route to their phones (our app)
- Tracking event completion
- Live & Aggregated reporting

Demonstration of B2B APIs via a Reference B2C App - RideSafe

Our custom built, in-house developed, proprietary Realtime Route Deviation Detection (R2D2) engine is demonstrated via our B2C app "RideSafe", which has received rave reviews from end users



Built on our B2B APIs:

- ✓ RideSafe makes daily commute safer by providing Realtime Route Deviation Detection.
- ✓ Works in real world conditions like alternate routes, shortcuts, soft roads, driver preferences, lost network signal, tunnels and several others edge cases.
- ✓ Provides a live tracking of each trip. Example <http://bit.ly/goo.gl/MPMZKa>

In first 4 weeks, 12000+ KM of usage data, 2500 users, 220000+ location points. On Women's day, trended as Rank 1 on Play Store in transport category. No marketing spend.

Sample Media Coverage – RideSafe App



MARA Labs
MARA Ain't a Routing Algorithm



Platform as a Service for Logistics Fulfillment.

April 2015 || Nishith Rastogi

Team



Nishith Rastogi

CEO,
Economics + Electronics @BITS-Pilani,
Fraud + ML@Amazon
[.LinkedIn](#)



Geet Garg

CTO
Computer Science @IIT KGP,
Fraud + AWS@Amazon
[.LinkedIn](#)

Worked for 2 years together at Amazon as engineers, and then built PinChat, a location based chat app. Together, as team we have strong expertise in algorithms and engineering, with past experience in building scalable, externalized, public APIs for Amazon.

Expensive pain point in a Massive Market

Fast growing need of better tools in delivery dispatch, resource assignment, tracking & route optimization.



Solution needed by e-commerce players, Uber for X companies, and any operation with a mobile work force.



Inelegant & un-optimized existing solutions. All require massive amounts of manual intervention. Poor end-customer experience

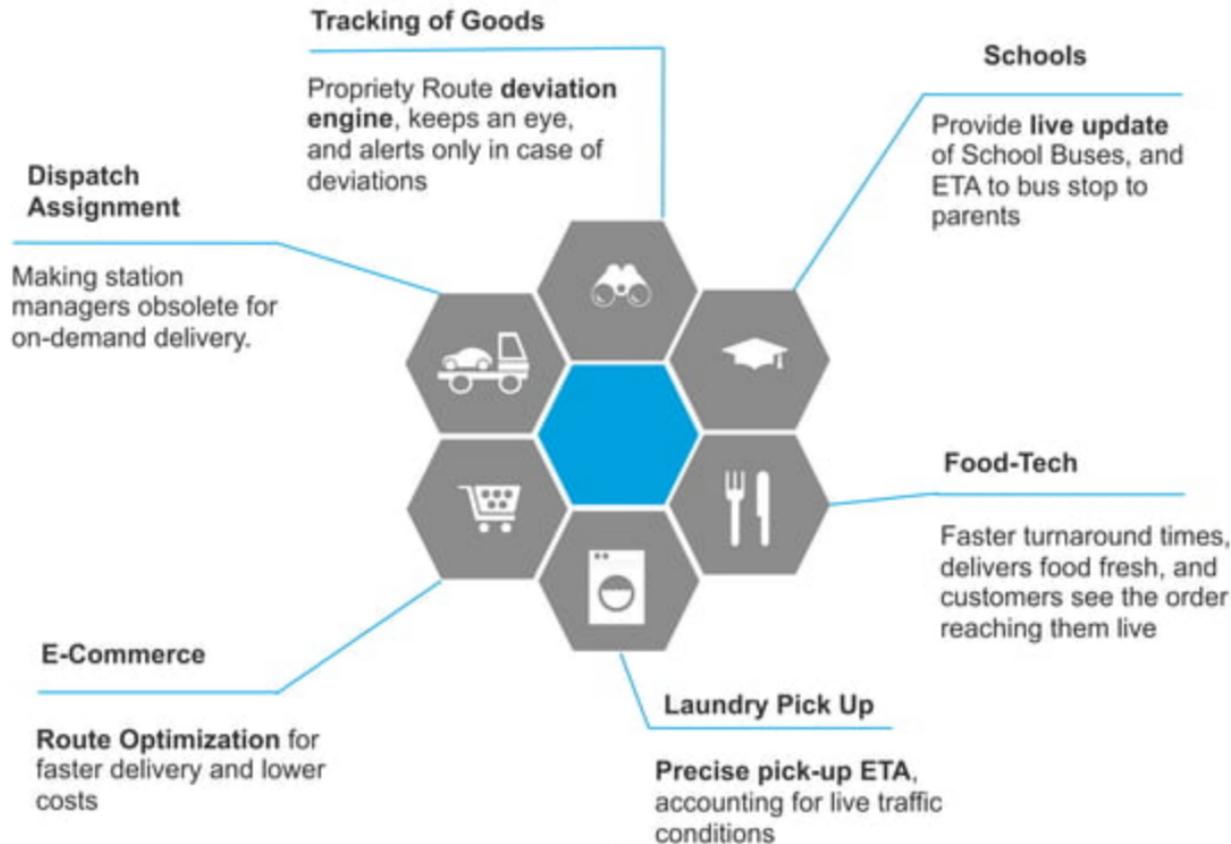
Tool for Automated dispatch, tracking & route optimization

- Eliminate 90% of human intervention in order dispatch, using intelligent algorithms
- 75% reduction in effort, when scaling operations to a new city
- Exceptional experience to end users with live on-road tracking of order and minute by minute ETA updates

You can't build this in-house while making financial sense

- We invest in R&D to create high end algorithms and technology stack to create a robust common Platform
- Platform is available as a service to customer at a very affordable pricing, with no operational and maintenance overheads.
- Clean APIs allow the solution to be integrated with existing stack, with ease

Illustrative Use Cases



Market Size Indicators

Logistics fulfillment is a **\$231 billion** industry



- In US alone, **\$1.5 billion** investment in the 'Uber for X' economy in 2014 & growing. [Source](#)



- In India, **\$400 million** investment in Food/Grocery delivery startups in Q1 2015. [Source](#)
- The number of Deliveries/Pick-Ups just by - HealthKart, FabFurnish, YepMe and LensKart: about **10 million a year**; [Source for Estimates and Market Research](#)

Business Model

Input

- Delivery locations
- Delivery times
- Delivery boys available

Benefits

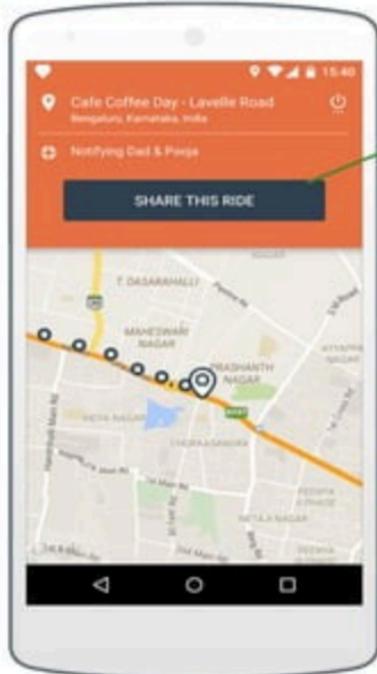
- Dispatch assignment of order to a particular delivery boy
- Optimum routes
- Split of route between delivery boys
- Pushing task/route to their phones (our app)
- Tracking event completion
- Live & Aggregated reporting

Revenue Model

- Our B2B product is a Platform as a Service, under the brand name "Locus"
- Subscription Model, Card on File
- Each API call is charged at a few (single digit) cents per call, depending on API
- All tooling, SDKs delivery apps, dashboards, provided free of cost.

Demonstration of B2B APIs via a Reference B2C App - RideSafe

Our custom built, in-house developed, proprietary Realtime Route Deviation Detection (R2D2) engine is demonstrated via our B2C app 'RideSafe', which has received rave reviews from end users



Built on our B2B APIs:

- ✓ RideSafe makes daily commute safer by providing Realtime Route Deviation Detection.
- ✓ Works in real world conditions like alternate routes, shortcuts, soft roads, driver preferences, lost network signal, tunnels and several others edge cases
- ✓ Provides a live tracking of each trip. Example <http://goo.gl/MPMZKa>

In first 4 weeks, 12000+ KM of usage data, 2000 users, 220000+ location points. On Women's day, trended as Rank 1 on Play Store in transport category. No marketing spend.

Sample Media Coverage – RideSafe App

lifehacker LIFE WORK JUGAAD

8 Apps That Every Woman Must Have

Reader's Choice

May 3, 2015, 10:04 PM IST

Although we believe that technology is something that helps both men and women, it does play a far more important role for women out there, who like to keep themselves updated about technology on the occasion of International Women's Day, we list 8 apps that are a must-have for any modern woman.

1) Safety

As an issue which has become major in the past few years in the Indian society, women safety is first and foremost thing we should be considering. The app we recommend is RideSafe. It is currently the best women safety app. It is not an incremental improvement over existing apps, but takes a new & innovative approach to women safety. The big difference from other Women Safety Apps) at the core of RideSafe, sits a state-of-the-art Realtime Route Deviation Detection (R2D2) engine, developed by a team of IIT & IITM graduates. You just have to enter where you are headed to, while taking any call or audio, and rest is taken care of by the app. If the driver deviates from the intended route, the algorithm detects this in real-time and alerts you & your family and friends. Available at www.RideSafeApp.com.

NTV न्यूटिव

महिलाओं की सुरक्षा के लिए नया मोबाइल ऐप, जो स्वेज सफर पर नज़र

NTV Newsdesk.com News Desk Updated: 04:00 PM, 03/05/2015 11:00:34 PM



CITY EXPRESS

एक नया ऐप, जो स्वेज सफर पर नज़र



हिन्दुस्तान .com

हिन्दुस्तान न्यूज़, हिन्दुस्तान टेलीविज़न, हिन्दुस्तान रेडियो, हिन्दुस्तान म्यूजिक, हिन्दुस्तान फोटो, हिन्दुस्तान वीडियो, हिन्दुस्तान ऑडियो, हिन्दुस्तान गैलरी, हिन्दुस्तान ब्लॉग, हिन्दुस्तान वेबसाइट

महिलाओं की सुरक्षा के लिए नया मोबाइल ऐप राइड सेफ

First Published: 03/05/2015 11:00:34 PM | Last Updated: 03/05/2015 11:00:34 PM

Share Tweet Share

RideSafe: सुरक्षित सफर और सही राह पर रहेगी नज़र

वेब इंडियन

एक उद्योग, नई दिग्गो

YOUR STORY INSPIRE INNOVATE IGHTE.

Click here to follow us on Twitter @YourStoryCo

[App Fridays] RideSafe aims to improve travel safety standards for both public and private transport

BY 1