# Team

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Economics + Electronics @BITS-Pilani,
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**Geet Garg**

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**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

A staggering 78% of e-commerce customers feel the need for better tracking. Source

## Tool for Automated dispatch, tracking & route optimiztion

- 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

**Tracking of Goods**

Propriety Route **deviation engine**, keeps an eye, and alerts only in case of deviations

**Schools**

Provide **live update** of School Buses, and ETA to bus stop to parents

**Dispatch Assignment**

Making station managers obsolete for on-demand delivery

**Food-Tech**

Faster turnaround times, delivers food fresh, and customers see the order reaching them live

**E-Commerce**

**Route Optimization** for faster delivery and lower costs

**Laundry Pick Up**

**Precise pick-up ETA**, accounting for live traffic conditions

## 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

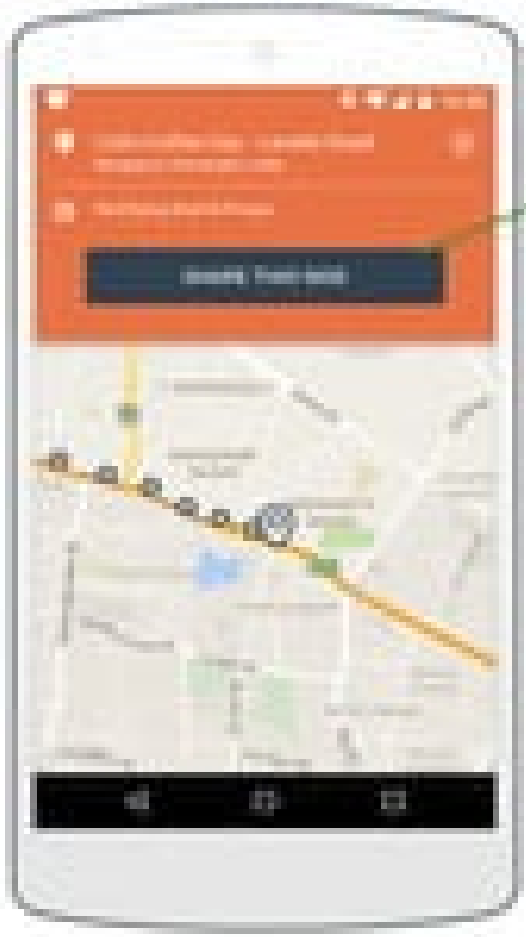
- The number of Deliveries/Pick-Ups just by - HealthKart, FabFurnish, YepMe and LensKart: about 10 million a year; Source for Estimates and Market Research

# Business Model

| Input | Benefits |
| --- | --- |
| • Delivery locations<br>• Delivery times<br>• Delivery boys available | • Dispatch assignment of order to a particular delivery boy<br>• Optimum routes<br>• Split of route between delivery boys<br>• Pushing task/route to their phones (our app)<br>• Tracking event completion<br>• 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 https://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

MARA Labs

MARA Ain't a Routing Algorithm

# Platform as a Service for Logistics Fulfillment.

April 2015 || Nishith Rastogi

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# 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.

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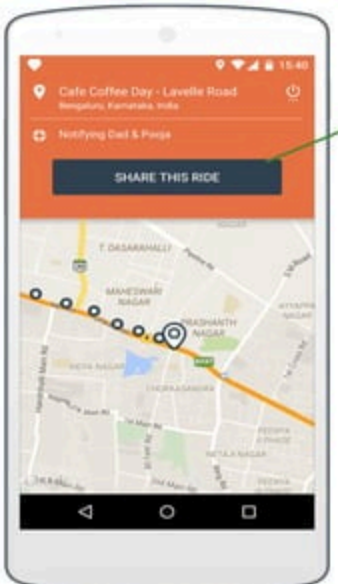


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