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Party Bounce For Efficient Group Transportation

Our new app Party Bounce will serve large and party groups with on demand transportation. Users will request a vehicle by using their smartphone receiving real time updates on when it will arrive. Our firm will generate revenue by collecting a percentage of the fare.

Party Bounce is similar to Uber and Lyft in that we are an intermediary connecting consumers with vehicles. However, we will connect large and party groups with unused party buses and limousines. Users will request either a party bus or limousine and receive real time updates on vehicle location and estimated time of arrival. With these vehicles being larger they are attractive to these target groups since it will be more efficient than taking multiple Ubers or Lyfts to go from location to location. Furthermore, it will be a more enjoyable experience than a standard vehicle. Party bus and limousine owning companies will want to join our app, because we are enabling them to generate revenue from an asset that otherwise would not be utilized.

Our firm can generate revenues from party bounce by collecting a percentage of each fare. Like Uber and Lyft, we will upcharge based on prime hours such as Thursday-Saturday nights. Additionally, we can utilize advertisement on the app to generate more revenue. The risks to party bounce are party buses or limousines being unavailable or having long wait times. Finally, patrons may damage the vehicle if they are too inebriated, which they will be responsible for covering any damage.

Table 1.1

Revenues
Percentage of fare
Advertising revenue
Risks
Party bus or limousine having a long wait time or not available
Patrons causing damage