rDoor

Josh Danehower | Anthony Ferro | Cody Goldstein | Zack Logan

The Problem
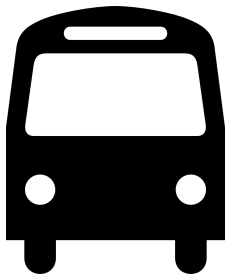
Convenience

Bus ETA is unknown - most students don't want to wait

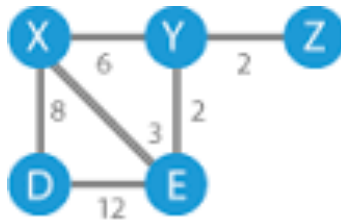Longer trip times deterring students from using the service

Safety

More students living off campus

Student living area around campus is expanding

Crime in North Philadelphia still a threat to student safety

rDoor

TUrDoor | Shuttle Service + Mapping Algorithm + Smartphone

= Increasing rider safety & student use

Decreasing travel time & travel cost

Market & Growth Potential

Saucon Technology

Firstgroup America Inc.

Transit App, Inc.

Tapone Technology

Only app for University based shuttle service

Market lacks integration for both user and service use
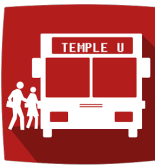
University Shuttle Services
- University of Pennsylvania, Drexel…
- 17,500+

Corporations
- URBN, SAP, Google, Yahoo, Apple…
- 1,200+

Bus Services
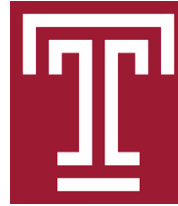- MegaBus, Bolt, Greyhound…
- 50,0000+

Name: **Rebecca Walters**
Age: 19 | Sophomore
Major: HRM Major | Psychology Minor
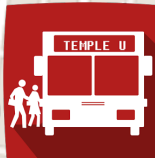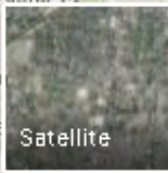Residency: 1824 Master St. Philadelphia PA

Algorithm

API Calls
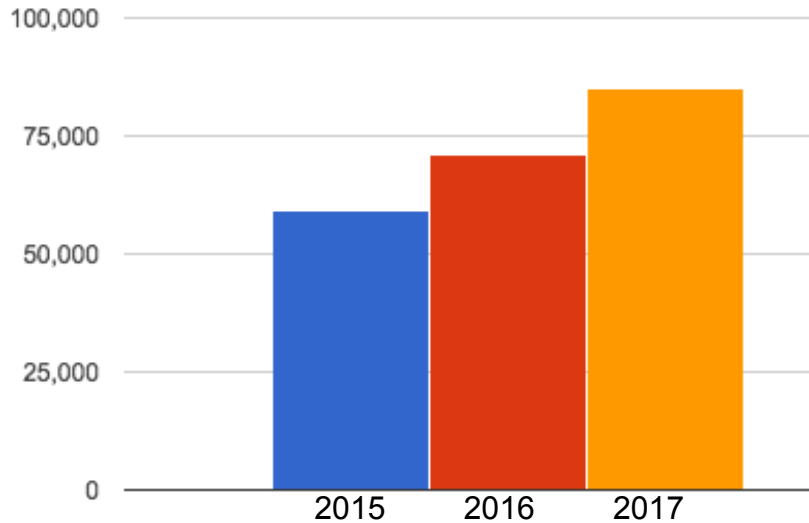
Temple University: student information

Google Maps: address, road direction, distance, and speed limit

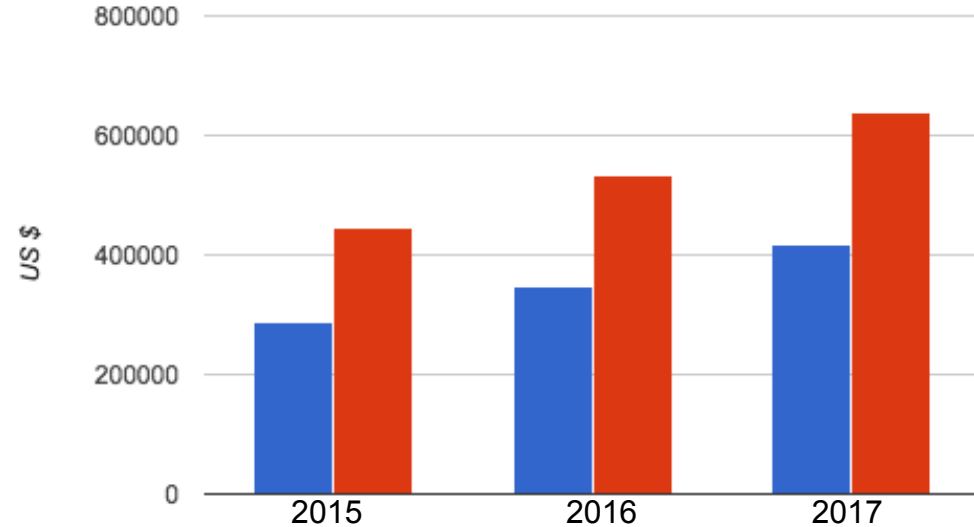Google Maps & Waze: construction & traffic
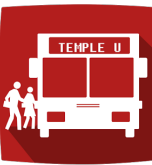
Service Benefits

TUrDoor Ridership

100,000		
75,000		
50,000		
25,000		
0		
	2015 2016 2017	

Shuttles Savings

US $

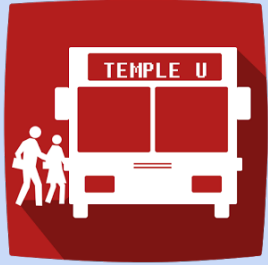|		
800000		
600000		
400000		
200000		
0		
	2015 2016 2017	

Reduces Travel time by an average of **5 minutes**

Reducing cost per a rider by 35% → Yearly Savings of **$155,400**

Cost

Initial App Development	$50,000
Additional Development	$10,000
Maintenance	$2,000

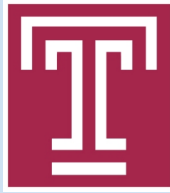|	
Equipment	$1200
Installation	$150

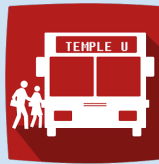|	
Cloud Server	$485
Increase Usage	$150 - $175

Initial Investment: $53,685

Revenue

Weekly Pricing: $175

	University	Corporation	Bus Service
Weeks of Operation	32	45 - 48	50

Number of Shuttles

	2015	2016	2017
University	3	12	50
Corporation	0	2	15
Bus Services	0	0	5

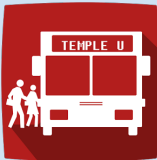| Revenue	2015	2016	2017
University	$16,800	$67,200	$280,000
Corporation	$0	$15,750	$118,125
Bus Service	$0	$0	$43,750

Financial Projections

	2015	2016	2017
Investment	$50,000	$10,000	$0
SaaS	$16,800	$89,409	$441,875
Revenues	$66,800	$89,409	$477,673
Expenses	$70,341	$49,294	$212,294
Profit	**($3,541)**	**$35,798**	**$163,406**

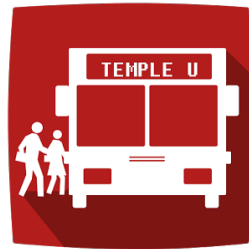|	2015	2016	2017
ROI	(0.92)	(0.28)	2.27

Increasing rider safety & student use

Decreasing travel time & travel cost
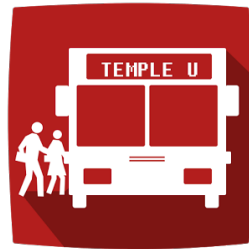
Strong Market Potential

Lucrative Financial Projections
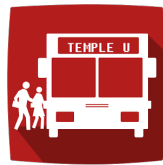
Achievable Steps Forward

Q&A

rD∞r

Appendix

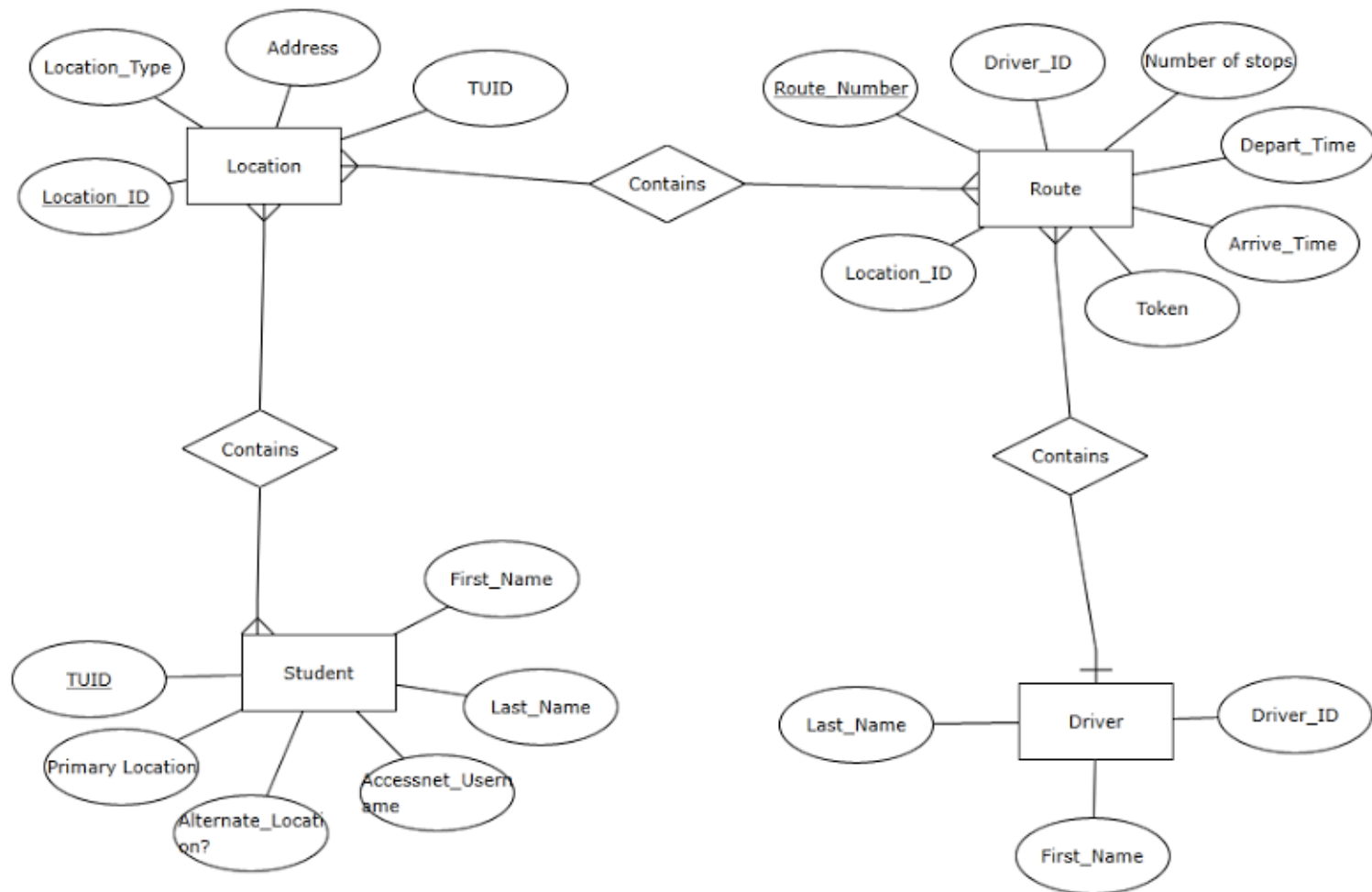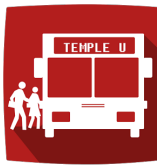# Project Charter

Business Model
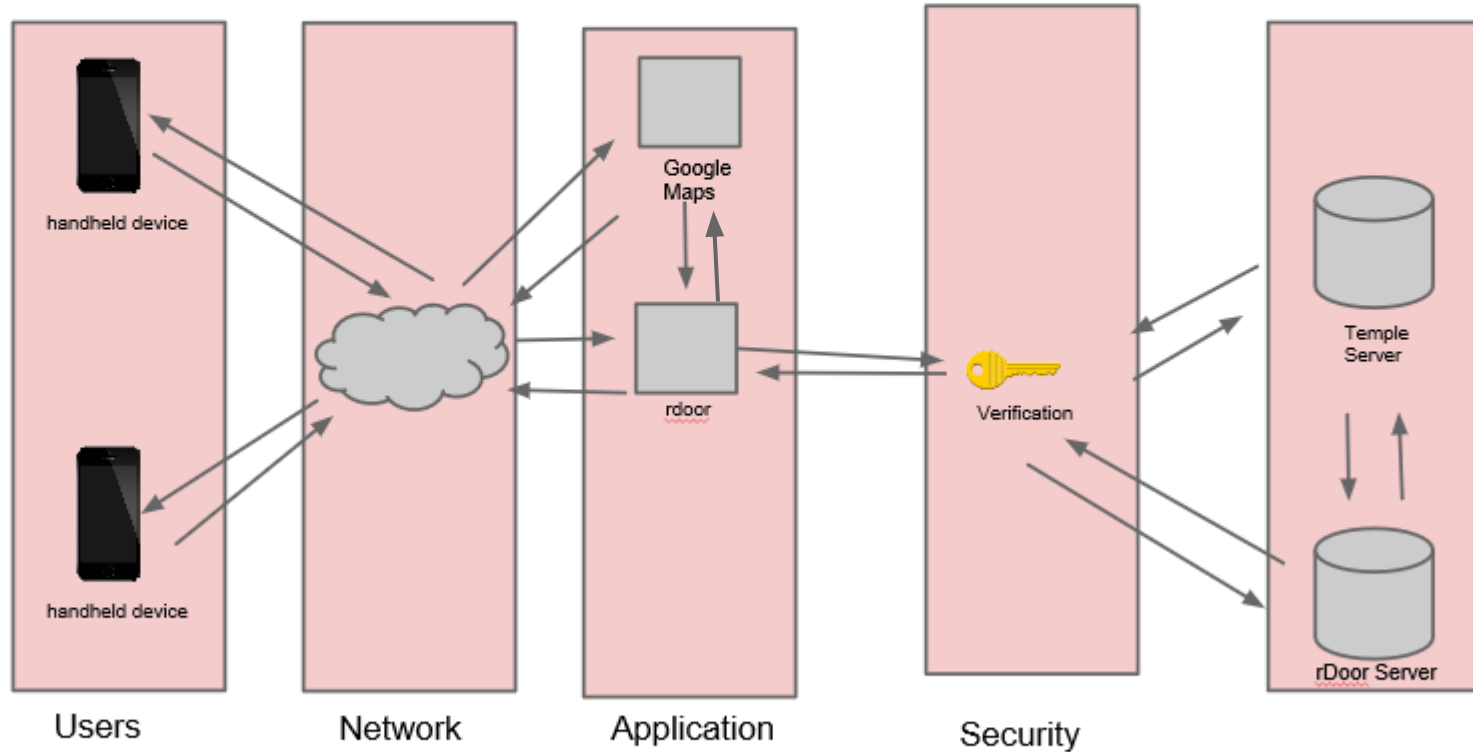
PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
TUr Door, is a transportation service offered to Temple University students. Currently, this system uses pen and paper. Students don't know when the shuttles come and there are also major inefficiencies in route management.	Offering a system that notifies students on when the shuttle is near and map the most efficient route of all the destinations entered into the departing shuttle	Providing a service to Temple University students that improves transparency between shuttle arrival and destination times, while increasing route effiencies and safety, and reducing transporation cost through algorithmic route management	The only service for the TUr Door removing the possibility of competition for offering this service.	Temple University Students
	KEY METRICS		**CHANNELS**	
	Number of riders per ride and day.		Smartphone Application	
	Miles driven and gas used			
EXISTING ALTERNATIVES	Drivers linked to shuttles	**HIGH-LEVEL CONCEPT**		**EARLY ADOPTERS**
On-Road Integrated Optimization and Navigation (ORION)	Peak times	Students will know when a shuttle will arrive and the ETA of when they will get home.		Students that use the shuttle on a regular bases that live off campus and use the Tech and Library late at night.
	Popular destinations			

| COST STRUCTURE	REVENUE STREAMS
Fixed: GPS equipment, Server space	Cost savings
Variable: Employee development,	Advertments
	Student activites fee

Data Schema

Systems Architecture

Financial Assumptions

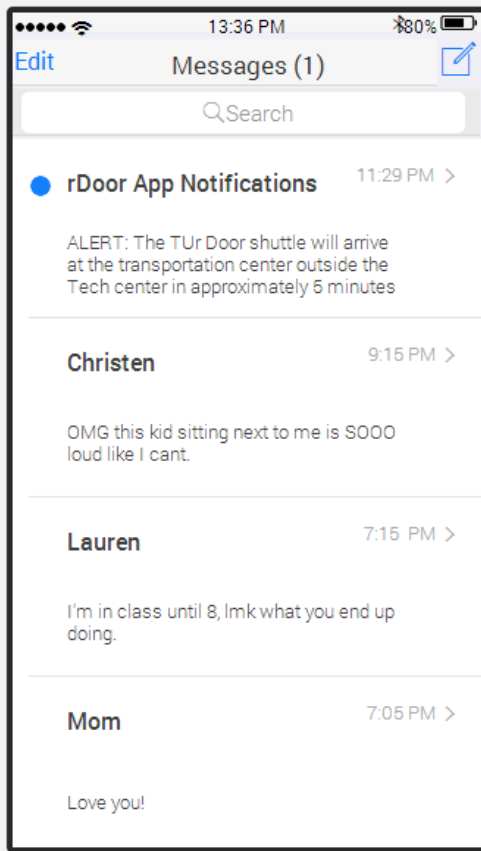| Revenue (Per Shuttle)				
Weekly Price	$175			
	University	Corporation		Services (Bolt, Mega Bus)
Weeks of Op.	32	45		50
Cost (Per Shuttle)				
Equipment	$400			
Installation	$50			
IT Development (new App)	$10,000			
IT Maintenance (new App)	$2,000			

Revenue Stream	2015	2016	2017		Shuttle	2015	2016	2017
Shuttle					-University	3	12	50
-University	$16,800	$67,200	$280,000		-Corporation	0	2	15
-Corporation	$0	$15,750	$118,125		-Services	0	0	5
-Bus Service (Bolt, Mega	$0	$0	$43,750					
Total Revenue	$16,800	$82,950	$441,875					

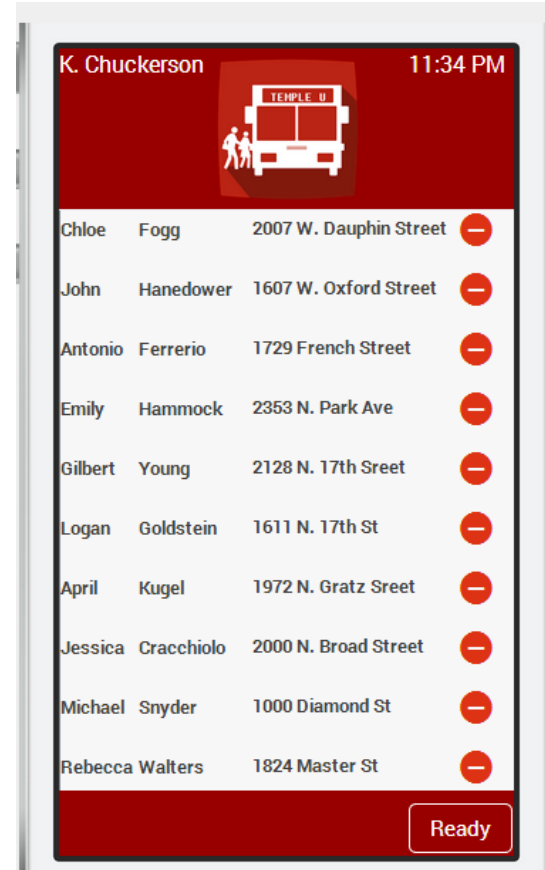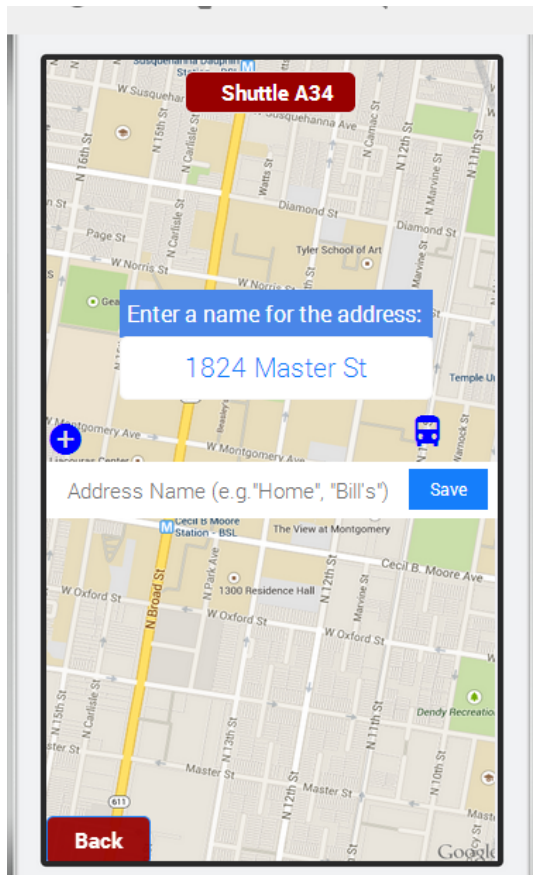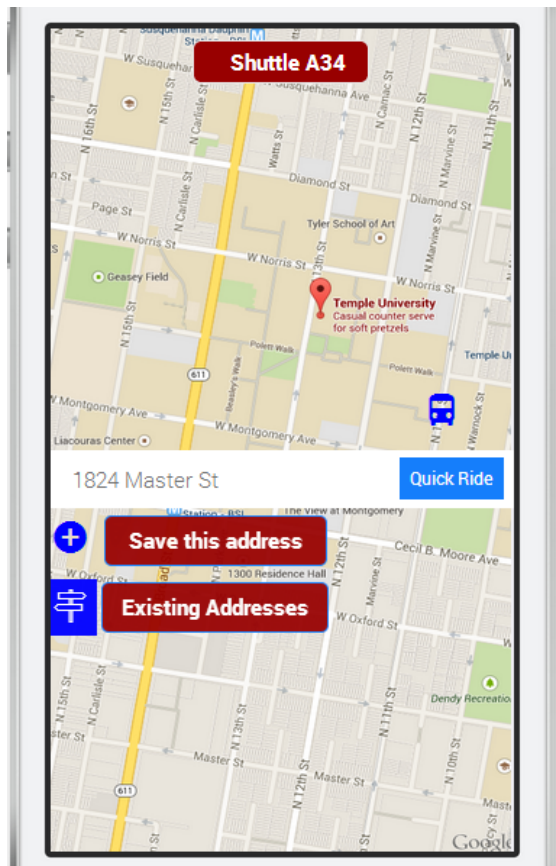| Cost			
Equipment	$1,200	$5,600	$28,000
Installation	$150	$700	$3,500
IT Development	52,000	$20,000	$50,000
IT Maintenance	$2,000	$6,000	$18,000
Total Cost	$55,350	$32,300	$99,500
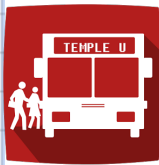
FY	2015	2016	2017
Captial Contributions	$50,000	$10,000	$0
Retain Earnings	$0	-$3,541	$35,798
SaaS	$16,800	$82,950	$441,875
Total Revenue	$66,800	$89,409	$477,673
Direct Cost			
Equipment	$1,200	$5,600	$28,000
Wireless Plan	$0	$0	$0
Installation	$150	$700	$3,500
App Store Fees	$297	$0	$0
Selling			
IT Development	$52,000	$20,000	$50,000
IT Maintenance	$2,000	$6,000	$18,000
Server Space	$100	$300	$550
Marketing	$0	$250	$300
G&A			
Insurance	$700	$700	$700
Legal & Professional Fee	$10,000	$3,000	$3,000
Permits & Certification	$3,000	$0	$0
Software Packages	$150	$0	$0
Domain	URL	$144	$144	$144
Internet	$600	$600	$600
Rent (office space)	$0	$10,000	$25,000
Employees	$0	$0	$80,000
Admistrative	$0	$2,000	$2,500
EBITDA	-$3,541	$42,115	$267,879
Taxes	$0	$6,317	$104,473
Profit	-$3,541	$35,798	$163,406

Prototype Screenshots

Prototype Screenshots

Prototype Screenshots