CAR-SHARING SCHEME BY STUDENTS FOR STUDENTS.

Paul Hayat
Elena Odier
Robin Fourcade
Sacha Ayoun
Auguste Kakneviucute

www.unidriveapp.co.uk
What’s the problem?

Transportation from cities to Warwick campus

Waste of time
Jam-packed
Not reliable
Expensive

65%
Not satisfied

56%
Regularly missed lectures or meetings

* SU market research, UniDrive market research
What’s our solution?

Connecting drivers with empty seats on their car with passengers looking for a ride.

MORE

Reliable
Comfortable
Independent
Social
Affordable
Environmental friendly
How does it work?

1. Passenger/drivers meet
2. Drivers get paid in cash at destination

Security: Building a trusted community of students

UniDrive Limited
What's up next?

4 new features

Passengers can now make requests

Drivers can accept these requests

Find a mate to go to your event with

Rate your ride & leave a comment
What are our customer acquisition strategies?

- **Social Media campaigns**
  Keep engaging with our community, customer loyalty

- **Partnerships**
  Societies, newspapers, environmental sustainability organizations

- **Promotional campaign**

- **Bringing awareness**
  Videos, flyers, events

- **CRM**
  Emailing to community of users
Our Dream Team

Paul Hayat  
Director  
(Graduate from Warwick)

Robin Fourcade  
Co-head of IT (Centrale Supelec engineering school)

Sacha Ayoun  
Co-head of IT (Centrale Supelec engineering school)

Elena Odier  
Business Development  
(Warwick Business School)

Auguste Kakneviciute  
Marketing (Warwick Business School)
What’s our vision?

**Short-Term:**
6 months – 1 year
Focus on product & and customer acquisition

**Medium-Term:**
2 years
Expand the service to other UK Universities and France

**Long-Term:**
3 - 4 years
Becoming the first student car-sharing in Europe.