Splittrip

A safe and convenient **multi-day** road trip sharing app, for university students (initially).

Sharing the **journey** and **living space** by equally sharing the total trip cost.

(SEIS Assured)

Snapshot

Problem — No secure platform for travellers to find, compare and book multiple days road trips going from their area or University. Sharing total trip cost including accommodation.

Solution — A marketplace to browse, compare and share road trips with travellers in your area. Save upto 75% of the car fuel cost.

Market Size & TAM — 2.6m university students in the UK with additional 300k international students. An average trip to Scotland costs ≈£1700. UK TAM = £123.25m
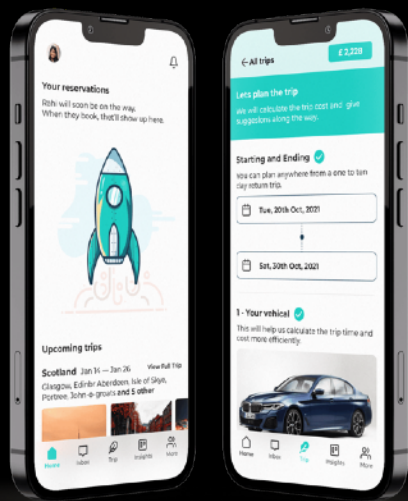
Raising £150,000 SEIS seed round.

User Problems

1- **Fuel Price and Reliable Ride sharing** is an important concern for people who love to travel.

2- **50% don't have a licence or car**, especially if the individual is from a foreign country.

3- **No easy way of finding verified travellers** within same area, detailed description of the trip.

Ok, What is the Solution?

An app where travellers can find **verified** travellers and in their area to share a long-distance road trip with.

Drivers Save 75% fuel cost by hosting travellers.

Riders Save money when joining.

Splitting overall cost equally.

Travel Better and **safer.**

Sharing vehicles reduces carbon emissions by efficient use of resources.

Initial Target Customer

Market segmentation.

- Students + International Students.
- Age 18-35

Niche student market.

- **300,000** International students move to The UK every year.
- **2,600,000** Students in The UK currently in universities.

Business Problems

Why us, why now?

We focus on 3 major business problems:

1- Revenue: SplitTrip gives complete tour cost sharing, including accommodation, rising average trip revenue to up to **10x** of competitors.

2- Fuel Prices: A train from London to Manchester costs £44. Car journey cost £40 and fuel prices are extremely high to pay individually too!
Sharing the car means travellers can **save up to 75%** of the fuel cost and pay as low as £9.9 for the same journey.

3- Business model: Splittrip is a Revenue-Sharing business plan of becoming a platform for all the tours going from a city, creating multiple streams of revenue, expansion and growth opportunities.
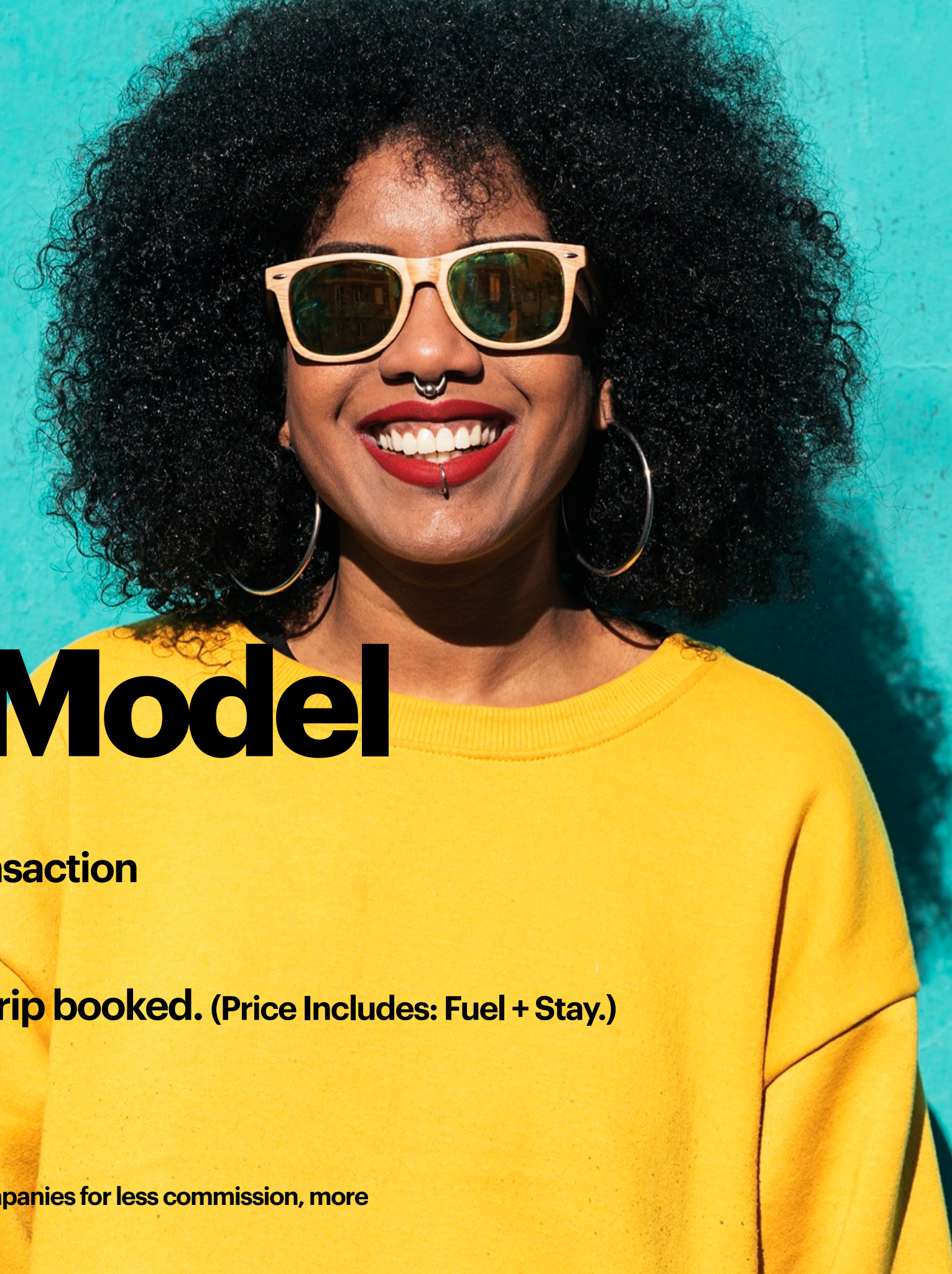
Business Model

10% commission on every transaction

£42.5 Average fee for £425 trip booked. (Price Includes: Fuel + Stay.)

Splittrip Pro App Subscription for pro drivers and tour companies for less commission, more insights, and customs pricing (Second phase MRR plan)

Unit Economics

LTV = 6.38x CAC

LTV = £127.5 (Estimated 18 month with 2x road trip per annum)

A trip to Scotland cost estimated £1,700. 4 Person sharing leads to £425 per person.

CAC = £20 (Estimated for 2 users, driver and rider)

Monthly Churn = 5.5%

Commission per transection = 10%

***Average CAC — https://www.demandjump.com/blog/customer-acquisition-cost-by-industry

**Trip cost for a 10 day round road-trip on a small hatch from London to John o' Groats.

*Drivers Alone vs with passengers — https://www.nimblefins.co.uk/largest-car-insurance-companies/average-car-journey-uk

TAM

(UK UNI STUDENTS)

Number of Customer x Price

SplitTrip's primary target customers are 2,600,000 Students in the UK with 300,000 International students joining every year.

Assuming half of the total students are drivers and half are travellers, that is 1,450,000 paying customers.

Assuming £425 per trip for two trips a year = £850.
10% of £850 = £85

1,450,000 x £85 = **£123,250,000**

COMPETITORS ANALYSIS.

	Splittrip	liftshare	Blablacars	Poparide	GAFFL	Trip Giraffe	Tripnos
Speciality	Verified User for single or multi-day road trips sharing.	People travel together (Closest to the idea)	Carpooling for specific time and location.	Canadian, Cloud Trip planning + Viewing Others trips & Plans	Connect with travellers going from your city.	Webbased, Connect with travellers going from your city.	Plant trips with friends and manage todos and funds
Verified University Students	✓			✓			
Multiday or Single day - Tour Planning	✓	✓			✓	✓	✓
Trip Comparison/ Ratings	✓	✓	✓	✓	✓	✓	
Security and Online Payment & Hold.	✓	✓	✓	✓			
Equal Payment distributer	✓	✓		✓		✓	✓
Journey cost Calculator	✓			✓			
Accommodation integration	✓						
Message/Call	✓	✓	✓	✓	✓	✓	✓
Live GPS Tracking	✓	✓	✓	✓	✓		
Verification & Background Checks	✓		✓				

Market Adoption

Partnerships:

Universities, Student Unions, Tourist companies, Facebook groups.

(Coventry University Official Endorsement, Enterprise hub and student union access)

Social media and events:

Events and campaigns to promote trip sharing.

Team

CEO, Founder
Abdul Moiz Janjua

Double masters graduate in business. Product designer with 8 years design experience. First website at 16.

CTO, Co-Founder
Zeeshan Shafiq

Full Stack developer graduate from engineering university in Australia. First website at 14.

Developer
Hassan Khawar

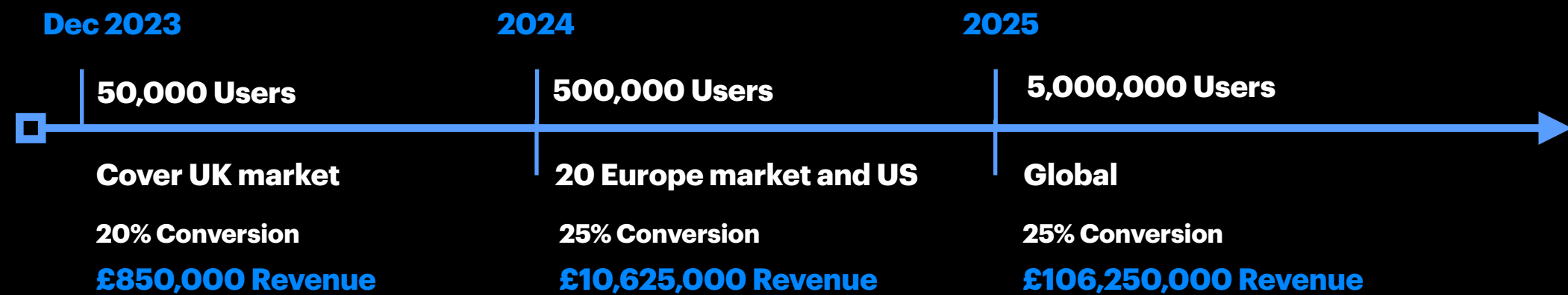Front-end developer from top engineering university in the country. (NUST)

Investor
Kevin Hollinrake

Founding partner and MD of Hunters. Founder of Sortit.com Co-founder of Vizzihome.

10% to 20% Employee Option Pool

Option for advisory shares.

Milestones —

January 2022

Prototype Design ✅

April 2022

Pre-Seed Investment

Feb 023

Full iOS/Android App ✅

June 2023

1,000 Users

1% Conversion

February 2022

**SEIS Assured.
MVP Tested** ✅

August 2022

Beta iOS/Android ✅

Dec 2023

50,000 Users

Cover UK market

20% Conversion
£850,000 Revenue

2024

500,000 Users

20 Europe market and US

25% Conversion
£10,625,000 Revenue

2025

5,000,000 Users

Global

25% Conversion
£106,250,000 Revenue

Raising (SEIS)

£200,000 SEIS, Seed round via ASA.

To find product market fit.

£50K Pre-seed Raised form 2 investors.

Endorsed by Coventry University.

THANK YOU

Question?