

VAMOS

Cab transportation platform for Latin America

Problem Statement

In Chile, the current transportation industry contributes significantly to environmental pollution and carbon emissions. Additionally, many drivers struggle to afford electric vehicles (EVs) for their cab services, while investors lack accessible opportunities to invest in carbon bonds.

Objective

The objective of the EV cab app is to provide a sustainable solution to the transportation industry by facilitating the rental of electric vehicles for cab services and offering opportunities for investors to invest in carbon bonds. This will ultimately contribute to the reduction of carbon emissions and environmental pollution, while also promoting the adoption of electric vehicles in the transportation sector.

Pain Points

Drivers

- **Affordability issue** from driver to own the car.
- **Government new regulations** will make the car redundant for some drivers.
- Inconsistency of earnings.
- For Electric Vehicles there is lack of Charging Infrastructure

Riders

- **Expensive charge** for the trip
- **Lack of comfort** in car
- Pollution from Gasoline cars

Government

- **Resistance from citizens and Riders for policy** to ban cars having a life value more than 10 years and as per engine size .
- For the environmental cause by 2035 the government will be banning all Gasoline based cars.
- **Need to be carbon neutral by 2050** being a member of paris agreement.

Investors

- **Lack of fixed investment opportunity**
- Lack of Green Investment opportunity. Limited opportunity for environmentally friendly investments.
- Less opportunities to **invest towards climate change & reducing carbon footprint.**

Vehicle Manufactures

- **Growth of Sales of Electric Vehicles is stagnant.**
- Charging infrastructure is not there

User Stories

Driver

- As a **Vamos cab driver struggling with affordability issues to own a car**, I want the cab riding app to introduce a financing program that helps drivers own their vehicles, making it more accessible for drivers with financial constraints.
- As a Vamos cab driver, I am concerned about the new government regulations that might render my car redundant. I wish the cab riding app would provide timely updates and guidance on compliance, ensuring a smooth transition and minimizing disruptions to my earnings.
- As a Vamos cab driver using an Electric Vehicle, I am troubled by the lack of charging infrastructure. I hope the app collaborates with charging station networks to expand the infrastructure, ensuring seamless operations for electric vehicles.

Rider

- As a Vamos rider, I often find the charges for EV trips to be expensive. **I wish the app would introduce more transparent pricing structures to make rides more affordable.**
- As a Vamos rider, comfort during the ride is essential to me. I would appreciate if the app introduces a feature to choose between different vehicle types based on comfort preferences.
- As a Vamos rider concerned about pollution from gasoline cars, I would like the app to prioritize electric vehicles in the fleet, promoting a more sustainable and eco-friendly transportation option.

Government

- As a government representative facing resistance from citizens and riders regarding the policy to ban cars older than 10 years, I wish the app would educate users on the environmental benefits of such policies and highlight the positive impact on air quality.
- **As a government representative, I am working towards the goal of banning all gasoline-based cars by 2035.** I would like the app to support and actively contribute to this initiative by gradually phasing out gasoline cars from its fleet.
- As a government representative aiming for carbon neutrality by 2050, I hope the app aligns its operations with this goal, adopting eco-friendly practices and encouraging the use of electric and hybrid vehicles.

Investor

- As an investor interested in green and environmentally friendly investments, I would appreciate it if the app creates opportunities for investments in sustainable transportation solutions, such as electric vehicles and charging infrastructure.
- As an investor focusing on climate change and reducing carbon footprint, I hope the app introduces initiatives like carbon offset programs, making it an attractive investment option for those dedicated to environmental causes.

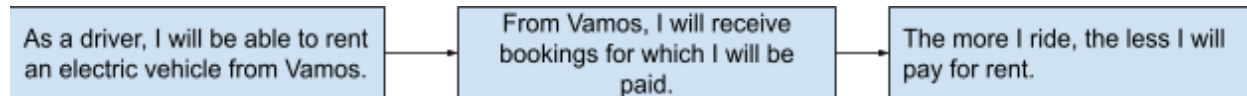
Manufacturer

- As a vehicle manufacturer experiencing stagnant sales of electric vehicles, I wish the cab riding app would collaborate to promote and incentivize the use of electric vehicles among its drivers.

- As a vehicle manufacturer, I am concerned about the lack of charging infrastructure. I hope the app works in partnership with charging station providers to establish a robust infrastructure, promoting the adoption of electric vehicles.

High-Level Solution

Driver



Rider

As a rider, I will be **able to book** an **electric cab** from Vamos at an affordable fare. Electric vehicles are low in noise, making my ride comfortable and also giving me the reassurance that they cause less harm to the environment.

Investor

As an investor, I will be **able to invest in green bonds** to benefit from yields of **up to 10%**.

Features & Functionalities

Fixed Investment option for investors through Green Bonds

This part is dedicatedly to an Investor who is willing to invest in Green Bonds. Investors will be getting a yield of **10%** per annum.

- **Total Green Bonds Units Issued**

Investors can view the overall quantity of green bonds units that have been introduced.

- **Available Bond Units**

Insight is provided into the current availability of bond units.

- **Unit Price**

Investors can access information regarding the cost per bond unit.

- **Minimum Purchase Quantity**

Details on the minimum quantity that investors are required to purchase for participation.

- **Maximum Purchase Limit**

Investors will find information about the upper limit on the number of bonds they can acquire.

- **User Inputs**

- 1) Number of Bonds Units to Purchase

Upon entering the desired quantity, the system will dynamically validate and provide feedback to the investor.

- 2) Inactive State (Below Minimum)

If the input falls below the minimum required quantity, an alert in red will prompt the user: "Input quantity is below the minimum. Please purchase at least X units."

- 3) Inactive State (Above Maximum)

If the input exceeds the maximum allowed quantity, an alert in red will appear: "Input quantity is above the maximum. Please purchase less than Y units."

- 4) Total Amount to be Paid

Upon entering the bond units, the system will calculate and display the total amount required to purchase the specified quantity of green bonds.

- 5) Modes of Payment

Investors will be presented with various payment options, allowing them to select their preferred method. Each option will be a clickable link redirecting them to the respective payment page.

- 6) After Payment Scenario

Payment Successful

If the payment is successful, investors will receive an email confirmation, and a pop-up will appear indicating the number of units purchased.

Payment Rejected

In case of payment rejection, a pop-up message will notify the investor: "Due to unforeseen reasons, your payment was rejected. If the amount has been debited from your account, it will be credited within 7 working days."

- **Rent EV cars**

Due to recent Regulations over minimum engine size and the maximum age of cars will prevent many drivers from working in the cab industry ,this will also reduce the number of cabs available in the market which will create difficulty for Riders.

Drivers Will be able to rent an Electric Vehicle on daily Rent From the Vamos. Rent will be Decided as per their driven Distance .

Benefit for Chile

- Chile is the leading producer of Lithium which is a major component of Electric vehicles.
- Creating an all Electric Vehicle : This is not only environment friendly by cutting car emissions as well as to capture the lucrative battery supply chains domestically.

Steps to rent an EV vehicle from vamos

1. Driver registration and verification

For working as a driver with Vamos, user signs up on the app, shares his details like ID, DL, etc . After verification and background check, his account his confirmed.

2. Driver logins into his account

After confirmation he can start working as driver with Vamos.

3. Driver requests to rent an EV vehicle

Driver selects the type of vehicle from the available options based on his/her location

4. He agrees to pay a daily rent to the company based on “ More distance less Rent “ model: Driver’s daily rent will be based on the driving target achieved by him in a day. More Distance covered by the driver will result in less rent paid and vice versa.Driver’s Target will be decided as per geographical area, type of vehicle etc

5. **Driver picks up the vehicle from designated Vamos outlet** : App shows the nearby outlets where he can retrieve the vehicle based on driver’s location. After physical ID verification there, he can fetch the vehicle from there after vehicle inspection.

Drivers Targets to achieve to lessen his daily rent

We can show the dashboard to the driver where he will get all these mentioned below information:-

1. Rent Status.

This part will come on top where he could see how much rent he will be paying at the EOD.

2. Total Kilometers Driven.

Total Number of kilometers that a driver has driven will be shown in this section.

Point to Note:- Number of Kilometer driven will be shown on daily basis.

3. How Far away he is from his target.

In this section, the driver will be getting insight on how many kilometers he is far away from his target.

Information Like:- You are 25 kms away from reducing your daily EV rent from 16000 to 12000 Chileans Pesos.

4. Target which he needs to be achieving.

We will be showing the targets of driving an EV which he can achieve and reduce his daily rent. Currently he will get 3 targets which are:-

- a. More than 250Kms he will be paying 7000 Chilean Pesos.
- b. Driver who drives in the range of 150-249 Kms will be paying 12000 Chilean Pesos.
- c. Driver who drives less than 150Kms will be paying 16000 Chileans Pesos

Drivers in challenging terrains have reduced targets for the equality.

Booking a ride with Vamos :

1. **Setting Availability for a ride :**

Driver logs in to his account and sets up his availability for the ride. He can choose when and where he wants to accept rides.

2. **Accepting Rides:**

Driver Receives ride requests through the app. He can Accept or decline based on availability and location.

3. **Navigation:**

Once a ride is accepted, driver uses in-app navigation to reach the pick-up location.

4. **Picking Up the Passenger:**

Driver confirms the passenger's identity using the app and picks them up at the designated location.

5. Starting the Ride:

The ride begins in the app once the passenger SHARES THE otp. The app will start tracking the trip thereon.

6. Navigation to Destination:

Driver Follows the in-app navigation to reach the passenger's destination.

7. Ending the ride:

driver ends the trip in the app on reaching the destination. Fare details are automatically calculated.

8. Payment:

Passengers can either pay in cash or pay through the app, and earnings are deposited into driver's linked bank account weekly.

9. Rider review:

After completing a ride, driver can provide a rider review, sharing feedback and rating their passengers based on their experience during the trip.

● Finding nearest charging points

When the driver wants to charge his vehicle he can use the Vamos app to locate the available charging stations based on his location. The steps involved are as follows :

1. Selecting Charging Point Feature

Driver looks for the **"Find Charging Points"** option in the app.

2. Map Display:

App displays a map with nearby charging points marked, based on driver's location.

3. Filtering Options:

Driver uses available filters to narrow down the search based on charging station types, availability, and compatibility with the EV.

4. Selecting Nearest Charging Point:

Driver chooses the closest charging point on the map and selects it. He is given details such as charging speed, availability status, and any associated costs.

5. Navigating to Charging Point:

Driver uses the in-app navigation to reach the selected charging point.

6. Confirming Arrival :

Driver confirms arrival at the charging point through the app.

7. Charging Process:

Driver follows the instructions provided by the app for initiating and completing the charging process at the station.

8. Monitoring Charging:

Driver keep track of the charging progress through the app.

9. Completion and Payment:

Once the charging is complete, driver uses the app to mark the end of the charging session.

10. Payment for charging:

The associated costs are paid through the app.

11. Returning to Service:

After charging, driver sets availability for rides again and continues offering cab services.

● **Payout for Driver :**

Driver's earnings are based upon the distance traveled based on the " More distance less rent model " explained above. These earnings are credited to his account involving following steps:

1. Weekly Earnings Accumulation:

Driver Completes rides and accumulates earnings through the app. Rent is adjusted based on distance covered per day.

2. Checking Earnings Summary:

Driver reviews earnings summary in the app, which includes details of each trip, rent, incentives, and any additional earnings.

3. Bank Deposit Information:

Driver provides accurate and up-to-date direct deposit information, including your bank account details, in the app.

4. Payment Processing:

Vamos initiates the payment process, transferring earnings to the linked bank account.

5. Weekly Summary Email:

Driver receive a weekly summary email from Vamos, detailing the earnings , rent and other relevant information.

6. In-App Support:

If there are any discrepancies or issues with the earnings, driver can use the in-app support feature to contact Vamos support team

- **Book EV Cab For Rider**

In Vamos for the riders we will be having a different app which will allow them to ride EV cabs. Here are the core functionalities which needs to build:-

User Registration

Users sign up with mobile numbers & email for seamless access. Secure, one-time verification ensures a smooth onboarding process, enabling account creation and personalized services.

Booking Process

Select pick-up and destination locations effortlessly. Streamlined UI allows users to rent EV vehicles from Vamos, promoting a user-friendly experience in booking rides.

EV Cab Options and Fare

Choose from various EV cab types with transparent fare details displayed. Empowering users with informed choices for cost-effective and eco-friendly transportation.

Waiting Time Information

Real-time waiting time updates keep users informed. Enhance user satisfaction by providing accurate estimations, optimizing travel planning and overall ride experience.

OTP Ride Activation

Ensure security with OTP-based ride activation. Users receive a one-time password for initiating the ride, safeguarding against unauthorized usage and enhancing overall ride safety.

SOS Feature

Prioritize safety with an SOS button. In case of emergencies, users can swiftly contact authorities, ensuring a robust safety net for both passengers and drivers.

In-App Payment Options

Facilitate hassle-free transactions with in-app payment options. Diverse payment methods empower users to settle fares seamlessly, enhancing the convenience of the overall experience.

Driver Rating System

Allow users to rate drivers for a constructive feedback loop. Enhance service quality and accountability by providing users with the opportunity to share their ride experience through a simple rating system.

User Journey -

https://miro.com/app/board/uXjVN8tGCE=

Impact Vs Satisfaction Matrix

1. Rider Feature:

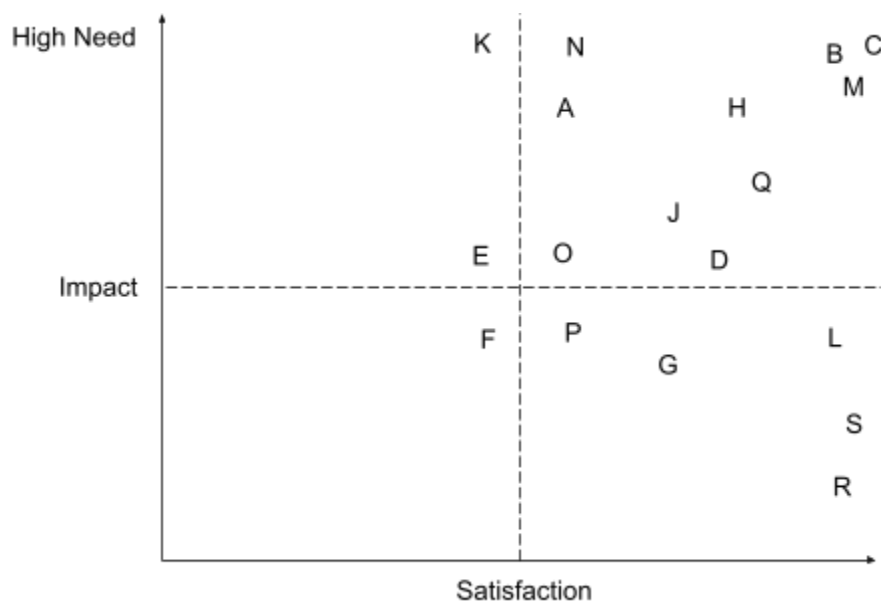
Features	Impact (High, Medium, Low)	Effort (High, Medium, Low)	Priority
A. Login	High	Medium	High
B. Location picker	High	Low	High
C. Book EV Rides	Medium	Medium	High
D. Make payments	High	Medium	High
E. Apply Coupons	Medium	Low	Medium
F. Rider OTP generator	Medium	Low	Medium
G. Rating For Driver	Medium	Low	Medium

2. Driver Feature:

Initiatives	Impact (High, Medium, Low)	Effort (High, Medium, Low)	Priority
A. Sign Up For Driver	High	Low	High
H. Documents Submission, Verification & onboarding	High	High	High
B. Location picker	High	Low	High
I. Go Online Feature For Rider	High	Low	High
J. Accept/Decline Ride	High	High	High
F. Rider OTP Verification	High	Low	High
K. Google Maps API Integration	High	Low	Medium
L. Collect Online payment	High	Medium	Medium
M. End Of Day Payment to Driver after Deducting Rent	High	Medium	High
G. Rating For Rider	High	Medium	Medium

3. Investor Future:

Initiatives	Impact (High, Medium, Low)	Effort (High, Medium, Low)	Priority
N. Display Green Bonds	High	Low	High
O. Submit documents for KYC	High	High	High
P. Select UNITS of bonds	Medium	Low	Medium
Q. Make payments for Bond	High	Medium	High
R. Easily track returns on investment	High	Low	Medium
S.Bonds Redemption	High	High	Low



MVP

https://docs.google.com/spreadsheets/d/18_ljZr6fBCqwp3avpkmti8jAaG5jCh8Z-Lp2QHNA2A/edit#gid=2130318679

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Idea and Business Model: Revolutionizing Chile's Electric Vehicle Taxi Sector with Vamos

Expanding our cab app, Vamos, in **Chile** taps into the country's **global lithium hub** prominence. The 'My Electric Taxi Program' by the Chilean government fuels an **immense opportunity for an EV cab industry**.

Due to recent **Regulations in December 2023 over minimum engine size and the maximum age of cars limit** will prevent many drivers from working in the cab industry ,this will also **reduce the number of cabs available** in the market which will **create difficulty for both Drivers & Riders**.

To create a **win-win for riders, drivers, government, investors**, we introduce **'Senator- A special purpose vehicle**.

Green bonds and public investments fund this special purpose vehicle, promoting Chile's green future. Leveraging government subsidies, the **Senator procures EVs**, providing jobs for Vamos drivers.

Drivers pay a daily rent based on rides in 24 hrs. Drivers Driving more enjoy lower rent: 7000 Chilean Peso for above 150 kms, 12000 for 100 km, and 16000 for less than 50 km, incentivizing increased driving. (1 Rs = 10.73 Chilean Peso)

Drivers in **challenging terrains have reduced targets** for equality: 5000 Chilean Peso for above 250 km, 10000 for 150-250 km, and 12000 for less than 150 km.

Vamos charges a 30% commission, with drivers free from car liabilities. If drivers make fewer trips, higher rent covers Vamos costs via Senator, ensuring sustainability. Vamos shares 10% of profits with Senator, fostering a mutually beneficial partnership.

Business Model

Introduction:

- Vamos, an established cab transportation app, is expanding into Chile, capitalizing on the country's significant lithium reserves and the government's initiative to promote electric mobility in taxi services.

Strategic Focus:

- **Electric Vehicle (EV) Cab Industry:** Positioned to **leverage** Chile's global leadership in lithium production, Vamos aims to establish an **EV cab industry** in alignment with the '***My Electric Taxi Program***' **introduced by the Chilean government.**

Revenue Streams:

- **Rider Fees:** Vamos charges riders for each trip, ensuring a consistent revenue stream.
- **Driver Daily Rent:** Drivers pay a daily rent based on the number of rides they complete, creating a financial incentive for increased activity.
- **Per Ride Commission:** The platform retains 30% commission on each trip, contributing to overall revenue.

Special Purpose Vehicle (Senator):

- **Objective:** Creation of a dedicated entity, Senator, to facilitate the transition to an EV fleet by raising funds through green bonds and public investments.
- **Procurement:** Senator utilizes **raised funds, government subsidies, and public contributions** to **procure EVs**, offering them to **drivers at subsidized rates.**

Driver Engagement Model:

- **Financial Incentives:** Drivers are motivated to drive sustainably with EVs through charged daily rents. Driver's Rent will be reduced as per Driving target achieved by him , more Distance covered by driver will result in less rent paid,fostering a win-win situation for both drivers and Vamos.
- **Liability-Free Driving:** Vamos assumes responsibility for **vehicle-related costs**, such as **insurance,maintenance** creating a stress-free environment for drivers.

Profit Distribution:

- **Vamos:** Retains 30% commission from each ride, ensuring profitability.
- **Senator:** Receives 10% of the profit from every ride, creating a symbiotic relationship with Vamos.
- **Driver:** Drivers benefit from reduced daily rents based on high ride volumes, further encouraging active participation.

Environmental Impact:

- **Green Future of Chile:** By actively **promoting EVs and reducing carbon footprint**, Vamos contributes to Chile's environmental goals, aligning with global energy transition initiatives.

Scaling Opportunities:

- **International Expansion:** Vamos can replicate this model in other regions of Chile and potentially **expand to Other countries** with similar environmental agendas and government incentives.

Key Performance Indicators (KPIs):

- **Number of EVs Procured by Senator:** Reflects the success of fundraising efforts and the expansion of the EV fleet.
- **Driver Trip Completion Rates:** Measures driver engagement and satisfaction with the incentive model.

This business model integrates environmental sustainability, government initiatives, and driver incentives, creating a holistic approach for Vamos to thrive in Chile's EV cab industry while providing benefits to riders, drivers, the government, investors, and the environment.

Key Metrics

North Star Metric - No. of rides per week

Driver:

1. Average rides per day
2. Average earning per day
3. Average trip acceptance rate
4. Average driver rating
5. Total distance traveled per week
6. Retention rate of driver

Rider:

1. Average rides booked per week

2. Average price per ride
3. Total money spent per week
4. Average waiting time
5. Average trip duration
6. NPS
7. CSAT

Investor:

1. No. of subscribers of bond
2. Amount of investment received
3. Credit Rating
4. Volatility of bond

UI/UX

[Click Here](#)

Conclusion

- In summary, the PRD outlines a strategic plan for Vamos, a cab transportation platform in Chile, aiming to address environmental concerns, driver affordability, and government initiatives for sustainable transportation.
- The proposal includes integrating electric vehicles, introducing Green Bonds, and establishing the special purpose vehicle, Senator, aligning with Chile's electromobility strategy.
- The business model fosters collaboration between drivers, the government, investors, and the platform, paving the way for a successful and eco-friendly EV cab industry.
- The outlined features, metrics, and scaling opportunities provide a clear roadmap for implementation, positioning Vamos as a key player in Chile's evolving transportation sector.

References

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