Scoobee Drip Campaign (first email option)

Style 1 — The Classic Drip

Subject Line Options

1. *One question every school owner is scared to answer*
2. *What happens to your school if the bus is 20 minutes late tomorrow?*
3. *The 3 calls every Principal dreads at 8 AM*
4. *Karnataka RTO just made this mandatory. Most schools don't know yet.*
5. *A parent posted in the WhatsApp group. The school had no reply.*

Dear Sir/Madam,

I want to ask you something before I tell you who I am.

When the school bus is late, who gets the first phone call? The driver? The transport in-charge? Or you?

Most school owners we speak to say the same thing. "The parent calls me directly. And I don't have an answer."

You don't know where the bus is. You don't know why it is late. You don't know if the children are safe. For 10 minutes, you are blind.

This happens in almost every school in Karnataka. Even good schools. Even old, trusted schools.

We have built something that solves this exact problem. I will share the full details in my next email.

For now, just one question — how many such calls did you take last month?

Looking forward to hearing your thoughts.

Warm regards,

[Your Name]

Style 2 — The Deep Thread (Bagalkot Anchor)

Subject Line Options

1. *29 January 2024. The day 4 school buses left and only 3 came back.*
2. *Sir, I want to talk to you about Bagalkot.*
3. *A school in Karnataka lost 4 students in one afternoon. Then it lost everything else.*
4. *What no one tells you about a school bus accident*
5. *The 90 seconds that ended a school*

Dear Sir/Madam,

I am writing this email knowing you may not read till the end. Most marketing emails are skipped. I understand.

So let me start with something that is not marketing.

On 29 January 2024, in Alagur village of Bagalkot district, a school bus was returning from Kavatagi. Around 4 in the afternoon. Normal school day. The children were between 13 and 17 years old. Some were probably planning their evening. One girl may have been thinking about a test the next day. A boy may have been arguing with his friend about cricket.

The bus collided with a tractor.

Four students did not go home that day. Eight were rushed to the hospital. The Chief Minister announced two lakh rupees for each family.

Sir, I want you to pause here for a moment. Not because I am trying to be dramatic. But because I want you to think about something most school owners never let themselves think about.

That school in Alagur was running normally on 28 January. Just like yours is running today.

The driver had a licence. The bus had insurance. The school had RTO papers. Everything was in order. By the rules of our country, nothing was missing.

And yet, four families have an empty chair at the dining table tonight.

That 18-month story of what happened to the school after the accident is what I want to share with you in my next email.

If you want me to continue this thread, you do not have to reply. Just leave this email in your inbox. I will write again on Friday.

With regards,

[Your Name]

Style 3 — The Light Touch (Thanisandra 2026 Anchor)

Subject Line Options

1. *Sir, did you see the school bus news from Thanisandra last week?*
2. *One school bus. Two minutes. Front page across Karnataka.*
3. *A quick note about something that happened in Bengaluru in February.*
4. *Before your transport meeting this week, please read this.*
5. *The Thanisandra school bus story most Principals missed.*

Dear Sir/Madam,

In February this year, a school bus near Thanisandra police station in Bengaluru took a turn and collided with a scooter. Two toddlers, aged 2 and 4, lost their lives. The driver was arrested by evening.

I want to share something that struck me about this case. The children who died were not students of that school. They were on a scooter going to buy milk. And yet, the school's name was in every news channel and WhatsApp group in Bengaluru within hours.

That is the part most school owners do not realise. A school bus incident does not need to involve your own students to damage your school's reputation. The bus carries your name. That is enough.

I am not writing this to scare you, Sir. I am writing because I work in school transport safety, and I have started noticing a pattern. Most schools in Karnataka are running their buses the same way they did 10 years ago. The world around them has changed — parents, RTO rules, expectations. But the buses have not.

Over the next two weeks, I would like to share a few short emails with you about this — what is actually changing in Karnataka, what other schools are doing, and what you may want to consider. No sales pitch in any of them, I promise.

If this is not relevant to you, just reply "Not interested" and I will stop.

With regards,

[Your Name]

Style 4 — The Question-Led Opener

Subject Line Options

1. *Sir, a simple question about your school buses this morning*
2. *If a parent calls you right now, can you answer this one question?*
3. *May I ask you something about Monday morning at your school?*
4. *Three questions every school owner should be able to answer in 30 seconds*
5. *Sir, please answer this one question before reading further*

Dear Sir/Madam,

I will keep this email short. Just one question.

Right now, as you are reading this, do you know exactly where each of your school buses is, who is driving it, what speed it is going at, and which children are inside?

If yes, you can stop reading. Your school is already among the top 5% in Karnataka.

If no, please give me 2 more minutes of your time.

Most school owners I speak to say the same thing. "My transport in-charge handles it." That answer was acceptable 10 years ago. Today, when one parent's WhatsApp post can reach 5,000 people in an hour, it is no longer acceptable.

Parents today expect to see the bus on their phone. The RTO expects AIS-140 compliance. Insurance companies are asking for driver behaviour data. The standard for "school transport" has quietly moved up. Most schools are still running on the old standard.

I run a company called OpsPod. We have built a school bus management system called Scoobee, approved by the Karnataka RTO. It answers all four questions in the first line of this email in real-time, on your phone.

I would like to send you 3 more short emails over the next 10 days — what other schools are doing, a real case study, and a small demo offer at the end. No sales calls in between.

If you want me to stop, just reply with "Stop".

With regards,

[Your Name]

Style 5 — The Compliance-Led

Subject Line Options

1. *Karnataka RTO update most schools have missed this year*
2. *Important note on AIS-140 compliance for school buses*
3. *What the new RTO checks mean for your school's transport*
4. *Sir, a short note on the Karnataka school transport rules*
5. *Has your transport in-charge briefed you on AIS-140 yet?*

Dear Sir/Madam,

I am writing to share a quiet update from the Karnataka Transport Department that many school owners have not heard about yet.

AIS-140 compliance for school buses is now being actively enforced. This is the central government rule that requires school buses to have GPS tracking, panic buttons, emergency alert systems, and proper data logging. Until last year, it was largely on paper. This year, RTO inspections have started checking it seriously.

Three quick points you may want to share with your transport in-charge:

First. A basic ₹2,000 GPS device does not meet AIS-140 standards. It tracks location, but it does not have the alert system, the panic button integration, or the certified data format required by the rule.

Second. Non-compliant buses can be challaned. In some cases, route permits for the next year may be affected.

Third. Schools that are already compliant are using this as a parent-facing advantage. Many are showing parents the live bus tracking app during admission tours.

I run a company called OpsPod. We make Scoobee — a complete school bus management system that is AIS-140 approved by the Karnataka RTO. It covers compliance, but it also adds AI driver alerts, route optimisation, and a parent app.

Over the next 10 days, I will send you 3 more short emails — one on what changes when you upgrade, one with a real school's experience, and one with a short demo offer. No phone calls.

If you would prefer I stop, just reply "Stop".

With regards,

[Your Name]

Style 6 — The Peer Comparison

Subject Line Options

1. *Sir, here is what 3 schools near you have quietly changed this year*
2. *Other schools in your area are doing this. You may want to know.*
3. *What changed in 6 schools across Bengaluru last academic year*
4. *Sir, a quick note about what your neighbouring schools are doing*
5. *The school transport upgrade happening across Karnataka*

Dear Sir/Madam,

I will not waste your time with a long introduction. Let me come straight to the point.

In the last 12 months, schools across Karnataka have quietly started upgrading their bus transport. Not because of any one big incident, but because the standard has changed. Parents now expect what only a few schools used to offer — live tracking, app-based attendance, ETA alerts, and driver safety monitoring.

Three examples from in and around Bengaluru:

A CBSE school in north Bengaluru replaced their old GPS with a complete bus management system. Parent complaint calls during morning hours dropped sharply. They now mention this in admission tours.

An ICSE school in south Bengaluru added AI driver alerts after one near-miss incident. In the first 90 days, the system caught two drowsy-driving alerts. Both drivers were counselled before anything serious happened.

A state board school in Mysuru moved to AI-based route optimisation. Fuel costs dropped, and average pickup time came down by around 15 minutes per route.

These schools are not bigger than yours, Sir. They are not richer than yours. They have just realised that school transport is one of the easier things to upgrade today — and that it directly affects reputation and admissions.

I run OpsPod. We make Scoobee, the system most of these schools use. AIS-140 approved by the Karnataka RTO.

I will send you 3 more short emails over the next 10 days. If you want me to stop, just reply "Stop".

With regards,

[Your Name]

Style 7 — The Short and Direct

Subject Line Options

1. *30 seconds of your time, Sir*
2. *Sir, one short email about your school buses*
3. *A 30-second read for school owners*
4. *Sir, a direct question about your transport*
5. *No story, no pitch. Just one short note for you.*

Dear Sir/Madam,

I will be honest. This is a cold email. You have not heard of us. We have not met.

I am writing because I run a company that makes a school bus management system called Scoobee. It is approved by the Karnataka RTO under AIS-140. It is used by schools across Karnataka.

It does four things:

One. Live bus tracking for parents on their phone.

Two. AI-based driver alerts for drowsiness, distraction, and over-speeding.

Three. Route optimisation that saves time and fuel.

Four. Full AIS-140 compliance with the RTO.

If any of these four things would be useful for your school, I would like to send you 3 more short emails over the next 10 days. One with a real school's experience, one with a clear price idea, and one with a demo offer.

If none of these are useful, please reply "Stop" and I will not write again.

Thank you for your time, Sir.

With regards,

[Your Name]

Style 8 — The Testimonial-Led

Subject Line Options

1. *What a school Director told me last month that I cannot forget*
2. *Sir, one line from a Principal that stayed with me*
3. *A 58-year-old school Director said this to me. I want to share it.*
4. *The sentence that explains why I do this work*
5. *What one Director told me about Sunday nights*

Dear Sir/Madam,

Last month, I sat in the office of a school Director in Bengaluru. He is 58 years old. He has been running schools for 26 years. CBSE, around 1,800 students, 22 buses.

I asked him a simple question. What is the most stressful part of running a school?

His answer surprised me. He said it was not the academics. It was not the staff. It was not even the parents in general.

He said, "Every morning between 7:30 and 8:30, I cannot focus on anything. I keep checking my phone. Not for messages — for the absence of messages. As long as no parent has called, no driver has called, no police number is showing on my screen, I know my children are safe. That one hour every day is the worst hour of my life. And it has been the worst hour of my life for 26 years."

Sir, I want to ask you — does that sentence sound familiar to you?

If yes, please give me a few minutes of your time over the next two weeks. I am not asking for a meeting or a call. Just for permission to send you 3 more short emails.

Because what that Director described is not a permanent condition. It is a solvable problem. There is a system today that removes that one hour from a school owner's life — by giving you, your parents, and your drivers full visibility over every bus, every route, every minute.

We built it. It is called Scoobee. AIS-140 approved by the Karnataka RTO.

If you would like me to continue this thread, do nothing. I will write again on Friday.

If not, just reply "Stop".

With respect,

[Your Name]

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