



A **multi-day** road trip sharing app.

Sharing the **journey** and equally sharing the trip costs.

(SEIS Assured)

Snapshot

Problem — No secure platform for travellers to find, compare and book multiple day road trips going from their area. Sharing total trip cost covering fuel, accommodation and additional costs.

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 train trip from London to Manchester costs upto £71. Splittrip can bring that cost down to £10.

Raising £200,000 SEIS seed round.

August, 2023 update

1500+ downloads. £860 in transactions. 36 bookings.

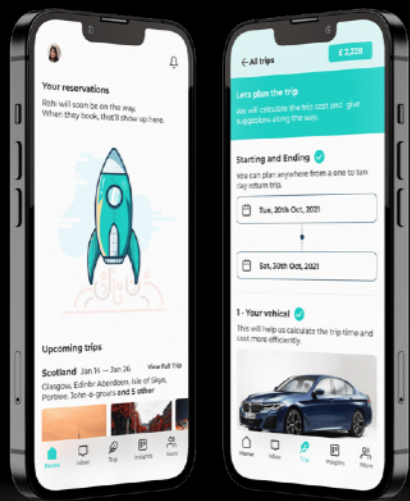


User Problems

- 1- **Fuel price and reliable ride sharing** are important concerns for people who love to travel.
- 2- **50% people don't have a driving licence or a car,** and this percentage increases if the individual is from a foreign country.
- 3- **No easy way of finding verified travellers** within same area.



Okay, What is the Solution?



An app where travellers can find other **verified** travellers in their area to share road trips with.



Drivers **save up to 75% fuel** cost by hosting travellers.

Riders save money by sharing costs with travellers.

Splitting overall cost equally.



Travel better and safer.

Sharing vehicles reduces carbon emissions by efficient use of resources.

Transport is the largest emitting sector of domestic greenhouse gases.



Initial Target Customer

Market segmentation.

- Travellers + University Students.
- Age range 18–45 years.

Niche young travellers market.

- **2,600,000** students in the UK currently in universities.
- **300,000** international students move to the UK every year.

2,900,000 Students in the UK x12.5 = 36,250,000 + 1% premium users £9.99/m = 3,476,520

UK student TAM= **£39,726,520**



Business Problems

Why us, why now?

We focus on 3 major business problems:

1- Revenue: SplitTrip enables complete trip cost sharing, including accommodation, increasing average trip revenue **10x** that of competitors.

2- Fuel Prices: A train from London to Manchester costs £44 while a similar car journey cost £40!

Sharing the car means travellers can **save up to 75%** of the fuel cost and pay as low as £10 for the same journey.

3- Business model: Splittrip has a Revenue-Sharing business plan with Splittrip Premium subscription service to give extra perks to pro drivers, creating multiple streams of revenue and growth opportunities.



Unit Economics

LTV = 12x CAC

LTV = £12.5 (Estimated £20.8 avg trip spend (10% revenue), 6x per annum)

We monitored **£853** in transactions for 32 trips for the month of 1st March - 7th June, 2023.

CPI = £0.8

Ave advertising spend to get a customer = £25 (Advertising £800 to get 32 trips booked)

Monthly Churn = 5.5% (Not sufficient data to calculate accurately)

Commission per transaction = 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>



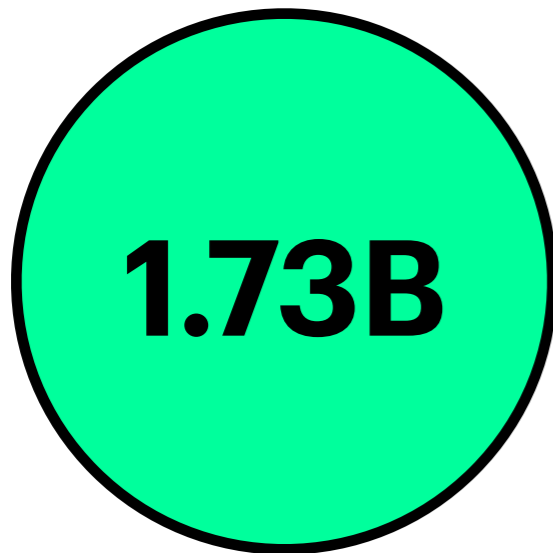
TAM

(UK)

Number of Customers x Price

Assuming £20.8 per trip for six trips a year = £124.8.

Splittrip Revenue = 12.5/user



To/From

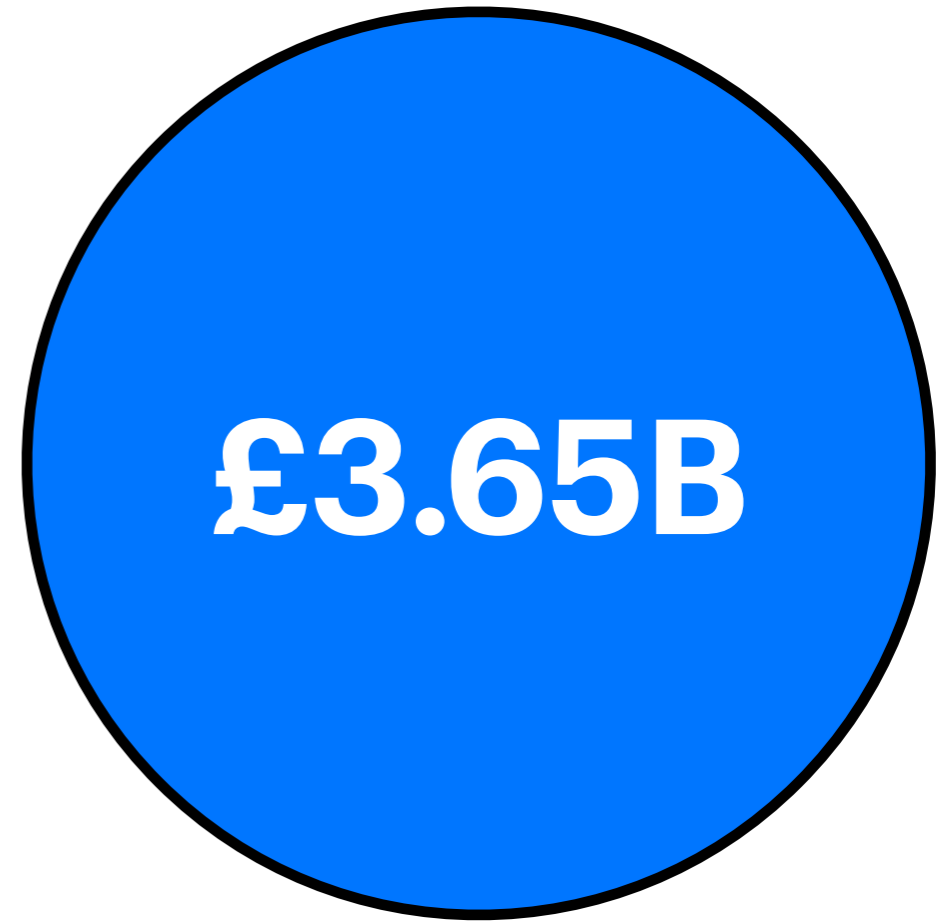
Rail Passenger Journey

2019-2020



Revenue/Trip

20.8 x 10% = £2.1



TAM

1.72 Billion x £2.1

<https://www.statista.com/topics/6938/higher-education-in-the-uk/#dossierKeyfigures>

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/870647/tsqb-2019.pdf

<https://dataportal.orr.gov.uk/statistics/usage/passenger-rail-usage/>

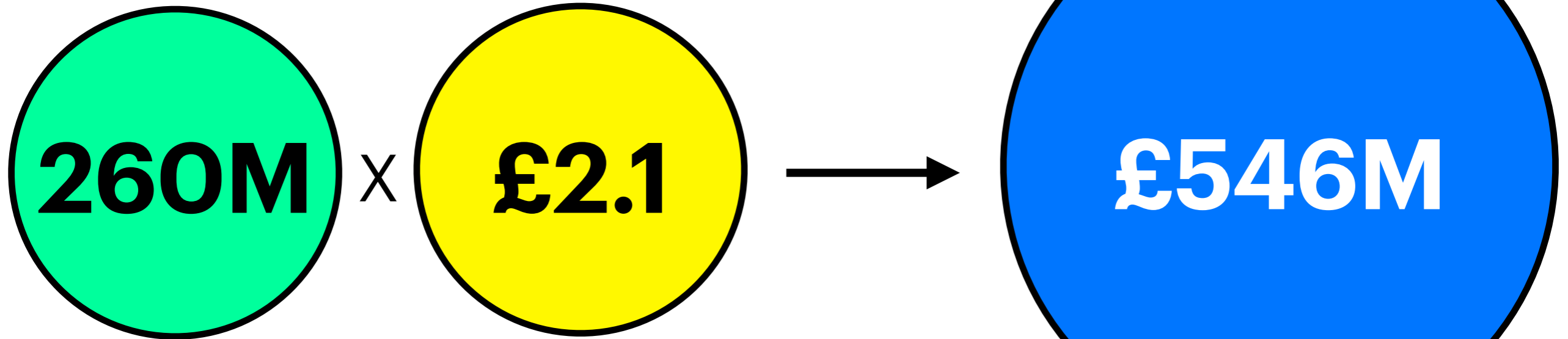
<https://dataportal.orr.gov.uk/media/2036/rail-industry-finance-uk-statistical-release-2020-21.pdf>



Business Model

10% commission on every transaction

+ £10/m Splittrip Premium subscription to create MRR



Trips w/ Splittrip


15% of regional trips 2019-2020

Splittrip Commission

20.8 x 10% = £2.1/trip

Revenue

United Kingdom Projected by 2026

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
ID Verified Users	✓			✓			
Multiday or Single day - Tour Planning	✓	✓			✓	✓	✓
Trip Comparison/ Ratings	✓	✓	✓	✓	✓	✓	
Security and Online Payment & Hold.	✓	✓	✓	✓			
Equal payment distributer	✓	✓		✓		✓	✓
Journey cost calculator	✓			✓			
Accommodation integration	✓	✓	✓	✓	✓	✓	✓
Message/Call	✓	✓	✓	✓	✓	✓	✓



Market Adoption



Partnerships:

Universities, Student Unions,
Tourist companies.

(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,
Zeeshan Shafiq

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



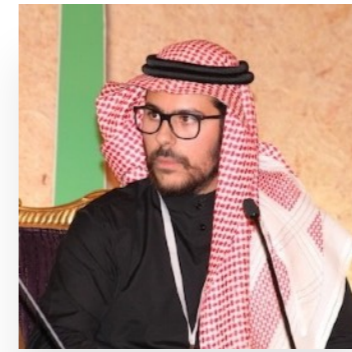
Investor/Advisor
Kevin Hollinrake

Business Minister
HM Government

Founding partner and MD of Hunters.

Founder of Sortit.com

Co-founder of Vizzihome.



Advisor (Strategy)
Abdulaziz Al-Abdallah

Managing Partner
You Reek'a Ideas Inc.

Director of Digital Media
The King Saud Foundation



Advisor (Finance)
Usman Zahoor

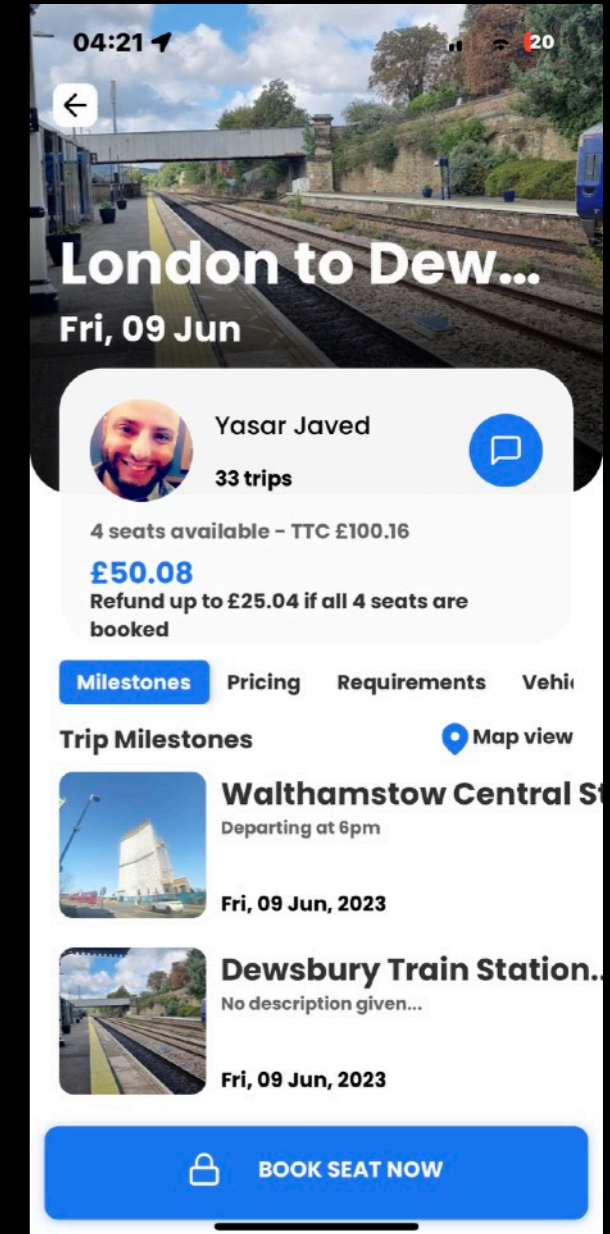
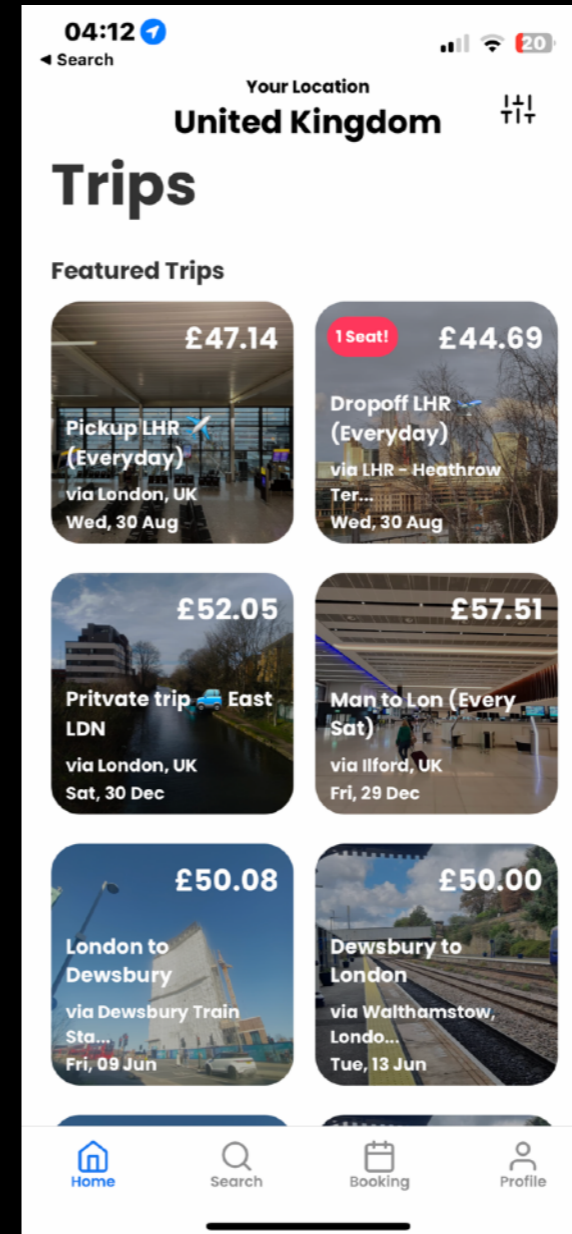
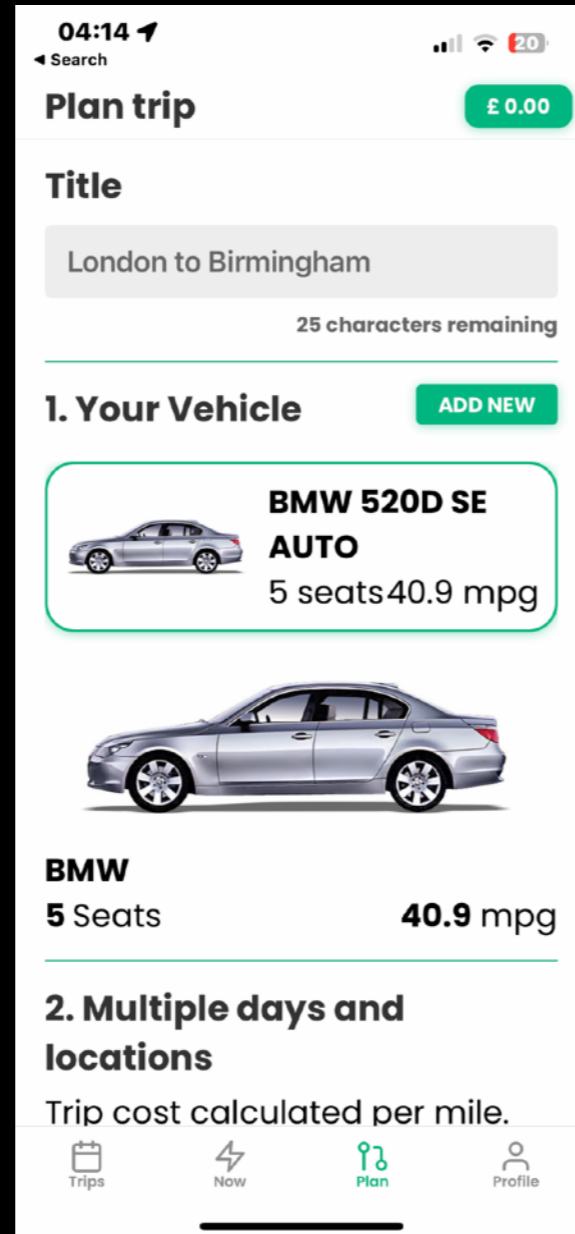
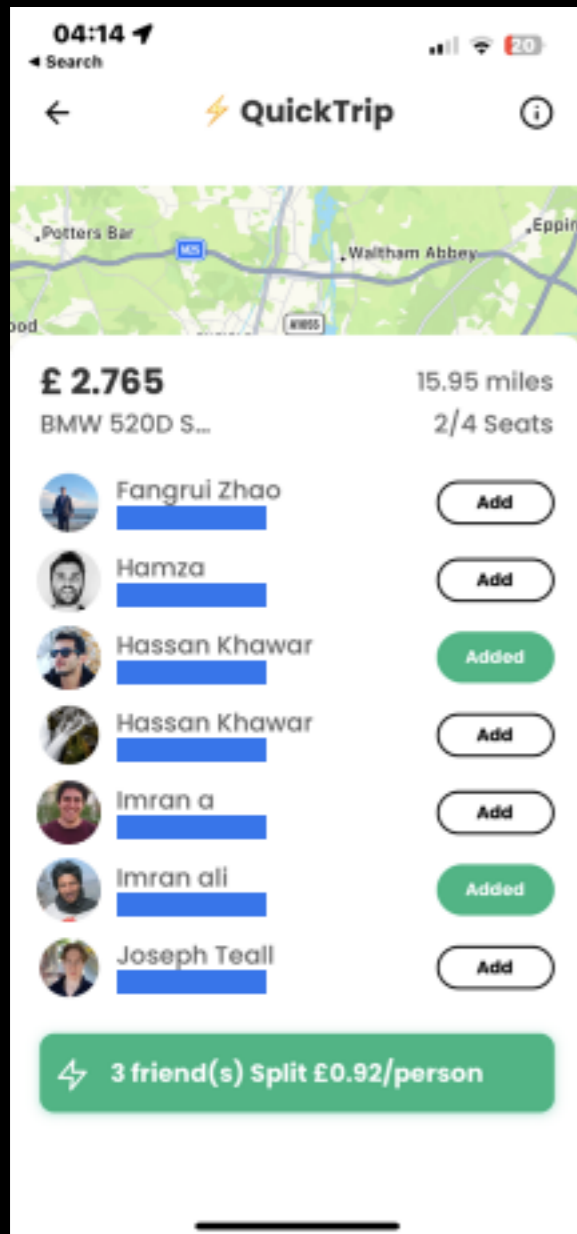
Chartered Accountant
(ACCA)

CEO Silver Arc Ltd

10% to 20% Employee Option Pool

Option for advisory shares.

App Design



Visit splittrip.co.uk for more.



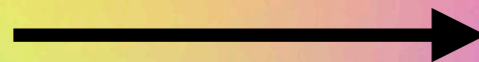
Seed round

£200k **SEIS**, via Advance Subscription Agreement (ASA).

Achieve customer trips bookings

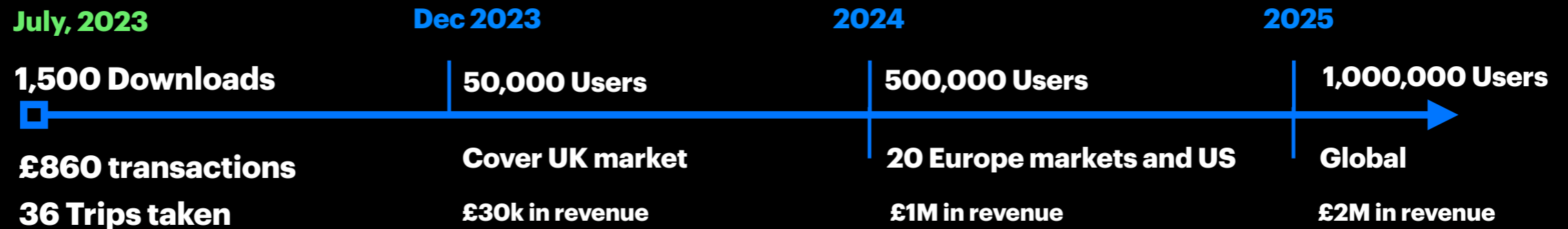
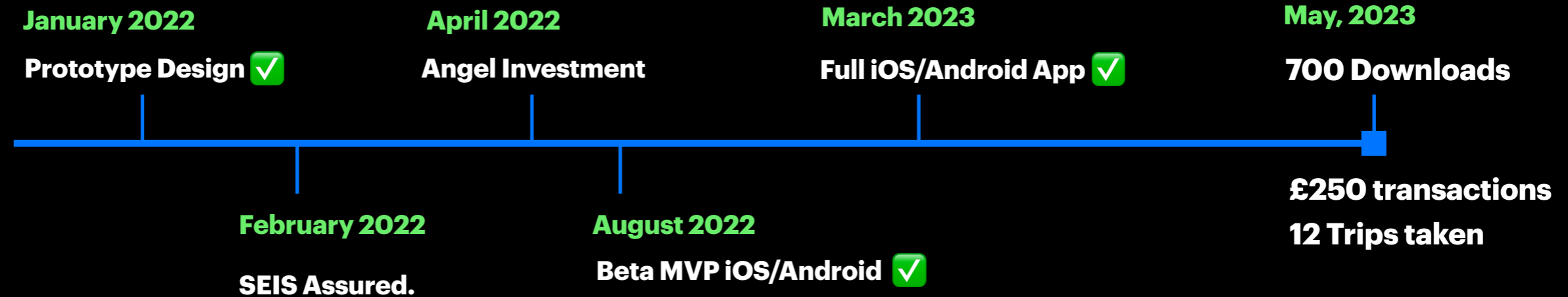


Trips w/ Splittrip
avg fee £25 over 6 trips



Revenue
over 12 Months

Milestones —



THANK YOU

Question?