Snapgo

Efficient Affordable Cab Pooling.
"Bridging The Missing Middle In Urban Mobility"

Snapgo

# Building India's live & scheduling shared commute network

INDIA'S RIDE-HAILING MARKET IS SCALING RAPIDLY — BUT DAILY COMMUTE CAPACITY REMAINS UNDERUTILIZED

Despite the rapid adoption of cabs, 60-70% of daily urban commutes still operate with empty seats, leaving massive mobility capacity untapped.

The problem isn't demand—it's the lack of real-time route discovery and trusted matching for daily commuters.

Snapgo solves this with a real-time and scheduled, verified, route-based platform that enables seamless cabpooling—turning idle seats into a scalable, efficient daily commute network.
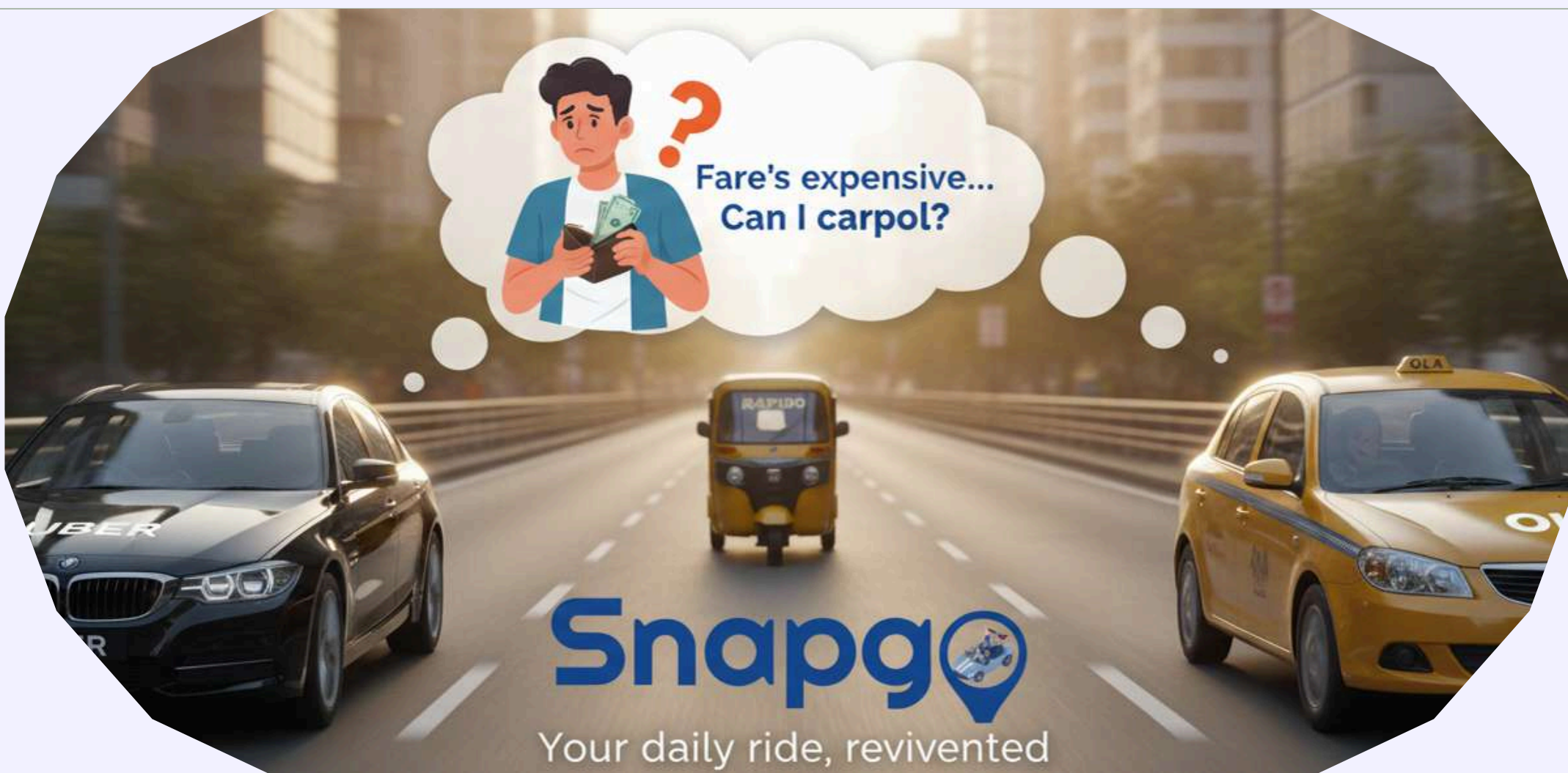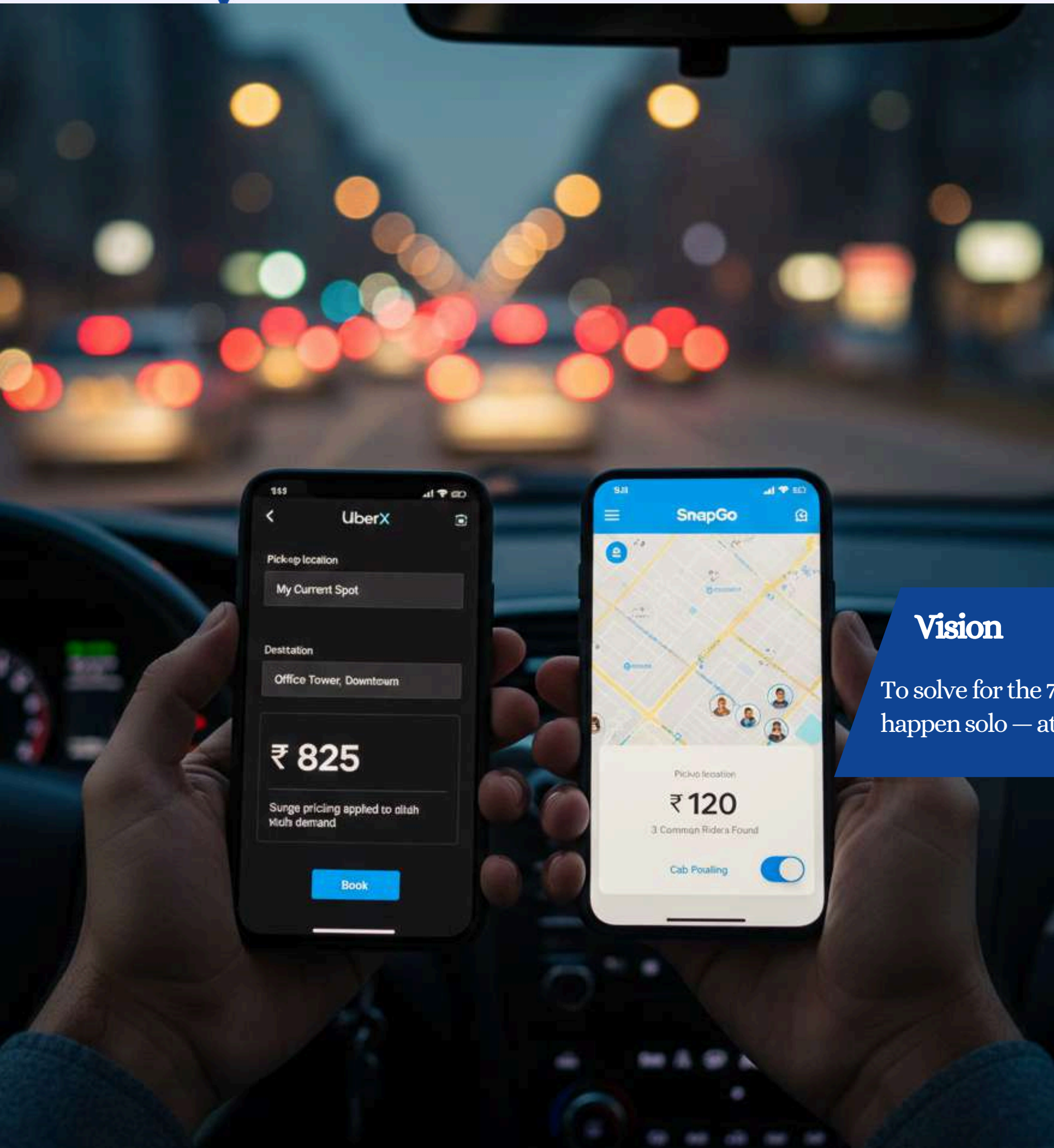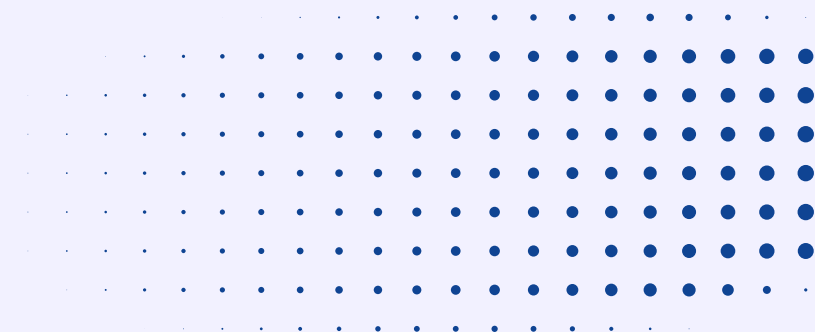
OUR VISION & MISSION

Vision

To solve for the 71% of urban commutes that happen solo — at network scale

Mission

Convert empty seats into a trusted, high-utilization commute network.

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India's Daily Commute Runs on Wasted Capacity

01 High commuting costs
Daily commuters spend
₹250–₹450 per day on solo
cabs or autos

(Sources)

02 Inefficient vehicle usage
60–70% seats in urban
vehicles remain empty during
peak hours.

(Sources)

03 Time-consuming public
transport
Public transport increases
commute time by 30–50%

(Sources)

04 Safety concerns in shared mobility
Existing carpooling is unsafe due
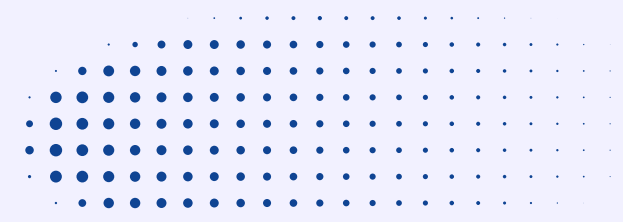to unverified riders, especially for
women

(Sources)

05 Environmental impact
Transportation contributes
~10–12% of urban CO_2
emissions

(Sources)

06 Traffic Congestion
India's low car/cab occupancy
of ~1.5–1.6 people per vehicle is
worsening traffic congestion.

(Sources)

Why This Problem Needs Solving Now

Ride Sharing existed before — but now it can scale digitally & safely

01 CAMPUSES AND OFFICES FULLY REOPENED → PEAK-HOUR CONGESTION BACK
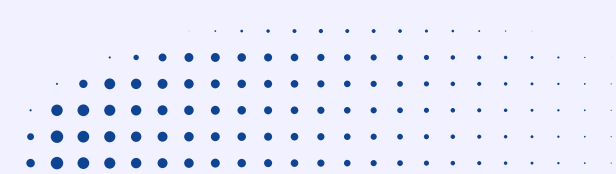
02 GOVERNMENT PUSH FOR SHARED MOBILITY & SUSTAINABILITY

03 IN A DIGITALLY CONNECTED WORLD, PEOPLE STILL CRAVE REAL, EVERYDAY CONNECTIONS.

04 RISING FUEL PRICES & CAB FARES POST-COVID

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01

Massive, expanding TAM: Shared mobility is a $550B+ global market by 2033, growing at 14–15% CAGR, with India among the fastest accelerators.

02

India inflection point: 152M daily commuters in Tier 1 & 2 cities are shifting rapidly toward shared solutions, driving ~60% annual growth.

03

Sticky, monetizable users: Young professionals and students form a high-frequency, repeat-use segment with strong lifetime value.

The Growing Market for Shared Mobility

Global shared mobility (ride-sharing, carpooling) is seeing significant growth, particularly in India's large, young commuter market.

GLOBAL MARKET PROJECTIONS (2024-2033)

RIDE-SHARING MARKET TO REACH

$509 BILLION

Growing from $131.3 billion in 2024 at a 14.62% compound annual growth rate (CAGR).

CARPOOLING MARKET TO EXCEED

$44.9 BILLION

Expanding from $17.5 billion in 2024 with a strong 15.2% CAGR.

INDIA-SPECIFIC OPPORTUNITY

INDIA'S SHARED MOBILITY MARKET VALUED AT

$102.56 BILLION

This 2024 valuation is projected to grow to **$184.31 billion** by 2030.
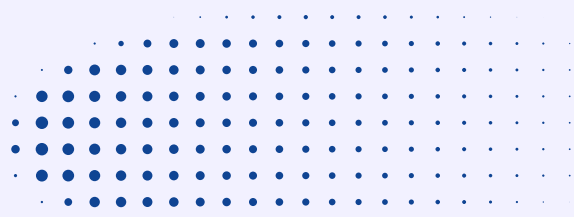
152 MILLION
ADDRESSABLE COMMUTERS
This target market in Tier 1/2 cities is growing at a ~60% CAGR.

82.9%
OF TARGET MARKET ARE **YOUNG PROFESSIONALS**

COLLEGE STUDENTS
MAKE UP THE REMAINING
17.1%
OF THE COMMUTER BASE

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"AI-Powered Same-Route Ride-Sharing with (make as per the wordfile) for Safe, For an Efficient & Sustainable Commutes"

Sustainable Mobility:
"Lower Emissions"

Trust & Safety Layer:
"In-App Safety"

Real-Time & Scheduled Time Matching
"Live Route Matching"

LIVE

COST EFFECTIVE

Cost-Efficient Shared Fare
"Affordable Cost Split"

VERIFIED
VERIFIED
VERIFIED

Verified Matching:
"Verified Co-Commuters"

How It Works

Real-Time Matching (3 Steps)

Step 1: Enter Your Route Open Snapgo, enter your pickup location and destination. Select number of seats needed and preferred radius.

Step 2: Get Matched Instantly Our AI matches you with verified co-riders traveling on the same route in real-time. Use female-only filter if needed.

Step 3: Connect, Book & Split Chat or call your co-rider in-app, meet at pickup point, book cab on any platform (Ola/Uber/Rapido), and split the fare.
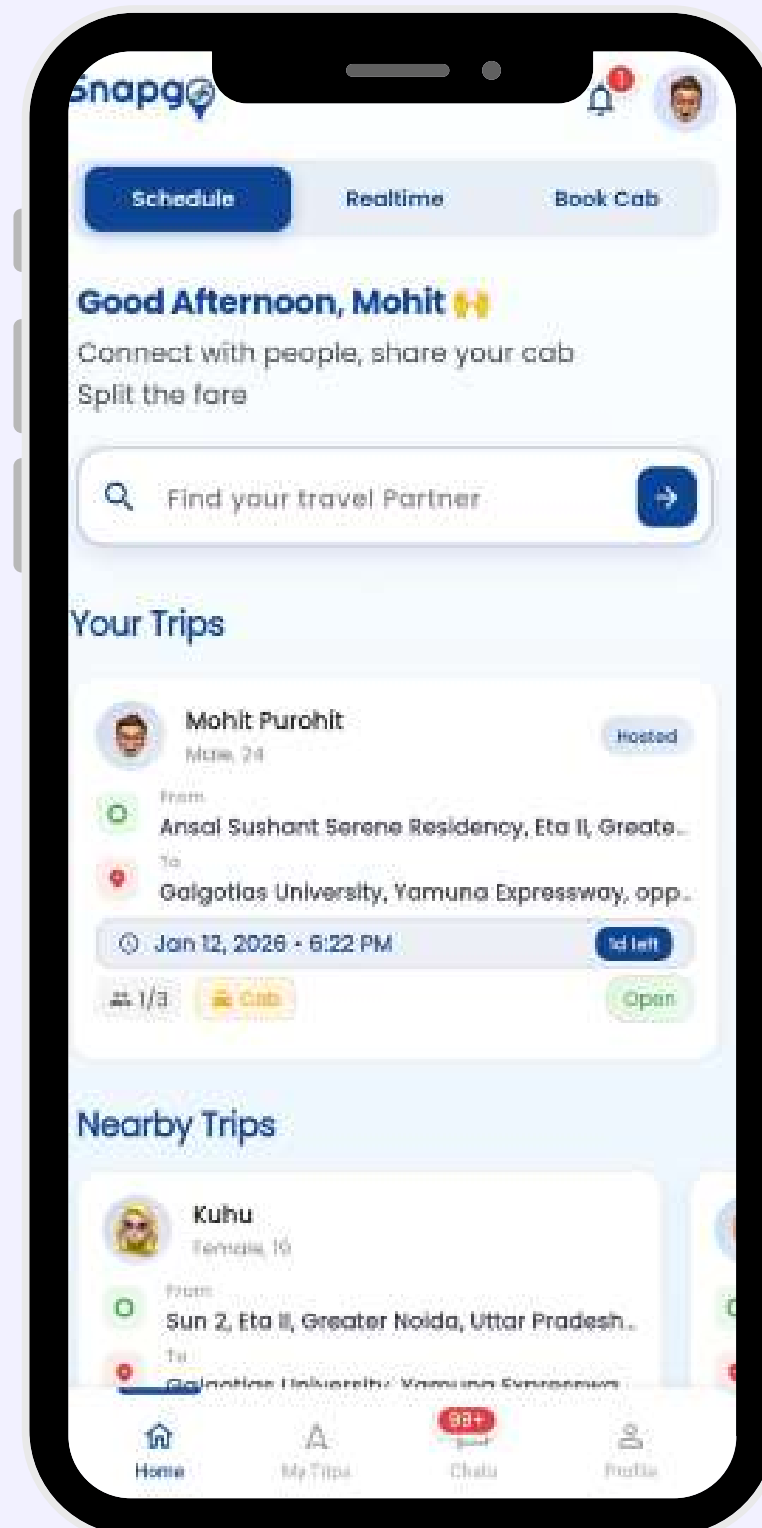
Scheduled Rides (3 Steps)

Step 1: Create or Browse Ride Enter source, destination, date, time, and number of people. Browse existing rides or create a new one.

Step 2: Join a Matching Ride Find rides matching your route and timing. Request to join with one tap.

Step 3: Confirm & Travel Together Connect with co-riders, finalize details via chat, meet and travel together while splitting costs.

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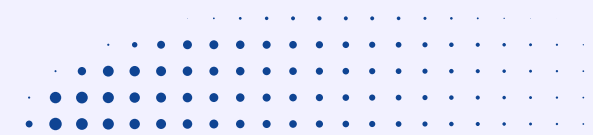
Pilot vs Launch

Scale of Growth

10x+ Users

Pilot Users
800+ in 10 days

Launch Users
9,500+ in 20 weeks

Launch retention: 70%
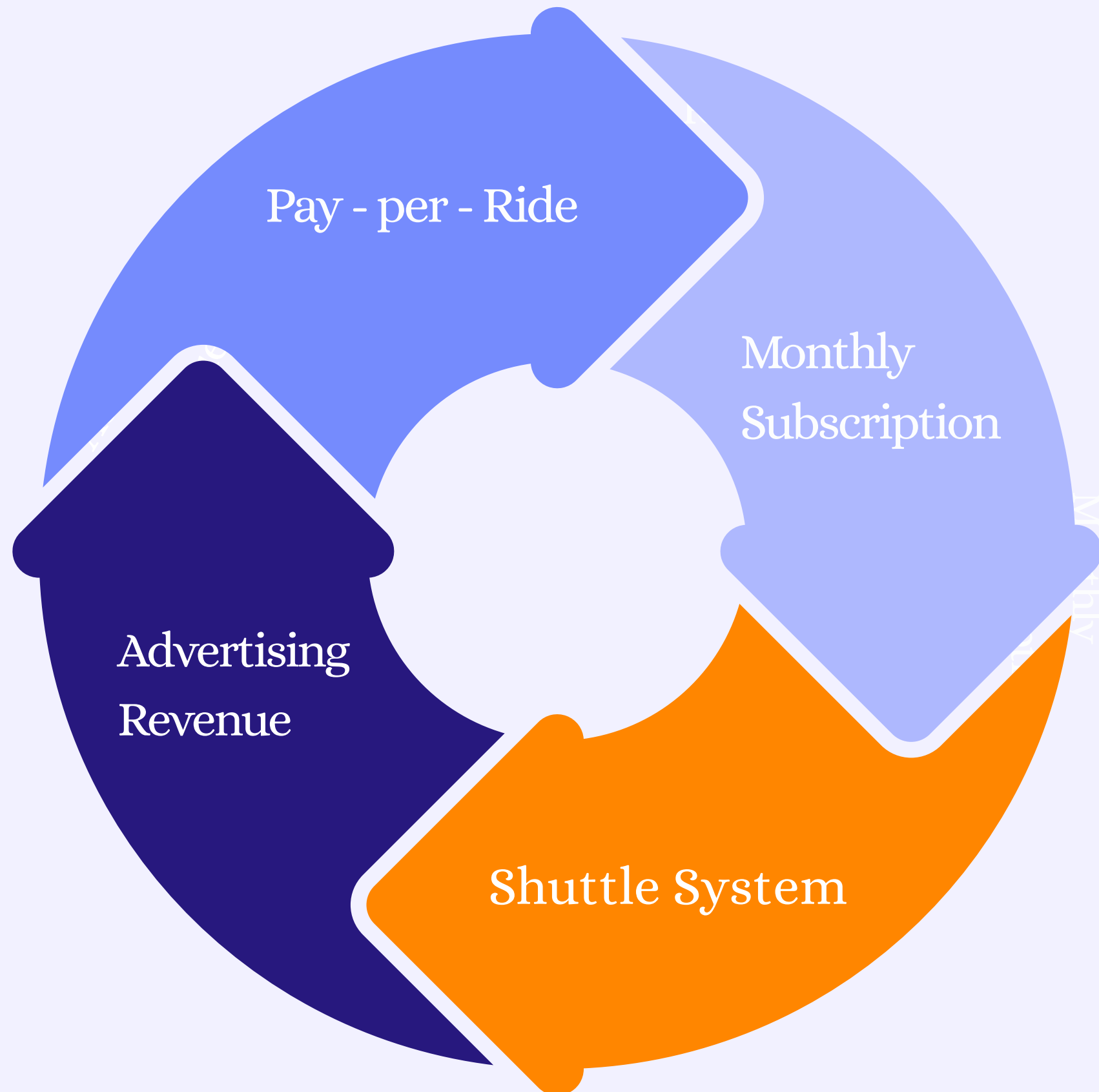
Launch

Pilot daily rides: 5–10

Pilot

Daily rides:
60-80

Pilot satisfaction: 95%

Pilot

Business Model

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Pay - per - Ride

Monthly Subscription

Advertising Revenue

Shuttle System

Subscription Based — O1
- ₹29
- Unlimited rides for power users and daily commuters.
- Drives predictable MRR and higher user lifetime value.

Pay Per Ride — O2
- ₹5
- Low-friction pricing designed for daily, repeat commutes.
- Optimized for high-frequency usage across dense routes.

Shuttle System — O3
- Fixed-route shuttle services operating on high-demand corridors like campus–metro, currently piloting across three strategic routes.

Advertising Revenue — O4
- Location & Demographic-Based Placements
- Banner ads targeted by route, time, and city tier
- Focus on Tier 1 & Tier 2 urban audiences
- Monetizes ride density without impacting user experience

Route-Led Go-To-Market Strategy

Phases	Campuses (0 -3 Months)	City Clusters (4-9 Months)	Offices & Corridors (9-12 Months)
Who Are we selling to	• College & School students with high-frequency, short-distance commute needs • Early adopters driving repeat, daily usage	• Students and young professionals • Daily urban commuters within dense city pockets	• Office-going professionals • Corporate and enterprise commuters
How do we reach them	• Free access • On-campus activations • Peer-to-peer sharing	• Route-based expansion across Delhi NCR & Gurgaon • Referral-driven growth for increased utlization	• Campus-to-office routes • Optimized routes for peak office hours • Corporate tie-ups for predictable demand
Expected Milestones	• ~5,000 target users • 12 active campuses with validated route demand	• ~15,000 active users (target) • Dense presence across high-demand Delhi NCR clusters	• 30,000+ users (target) • High-utilization office and corridor routes

"We scale route-by-route, not user-by-user—prioritizing density, utilization, and capital efficiency."

COMPETITIVE ADVANTAGE

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Snapgo is purpose-built for daily, short-distance shared commuting.

Feature	Real Time Commute	Daily Commute	Verified Users	Cost-efficient
OLA / UBER	❌ (on-demand rides, not matching)	❌	❌ (No co-rider verification)	❌
Bla Bla Cars	❌	❌ (intercity, occasional)	✅	✅
WhatsApp Groups	❌ (Manual Coodination)	❌ (Informal & Inconsistent)	❌	✅
Public Transport	❌	❌ (Fixed Routes & Timings)	❌	✅
	✅	✅	✅	✅

Snapgo | The Road Ahead

Shuttle Infrastructure:
- Fixed-route shuttles on high-demand corridors (campus–metro, society–market)
- Scheduled peak-hour operations
- Women-only
- 25+ routes live
- Market expansion in Gurgaon and Delhi NCR

Airport Pooling:
- Introducing airport pooling at IGI Delhi
- Matching based on terminal & flight timings
- Expand to 20+ airport routes

Railway Station Pooling:
- Major stations: New Delhi, Anand Vihar, Ghaziabad
- Match co-passengers by train arrival times & destination

3 - 6 months

6 - 12 months

Next 12 months

Corporate Collaborations:
- Employee commute solutions via pooling + shuttle network
- IT parks and large corporates
- 20+ corporate tie-ups
- Reach 25000+ Users

Shuttle Expansion:
- Scale shuttle routes to 40+
- Reach 60,000+ users

Multi-City Expansion (Tier 1 + Intercity):
- Tier 1 cities: Bangalore, Mumbai,etc
- Launch intercity carpooling on high-demand routes
- 25+ cities live
- Reach 1,50,000+ users

The People Behind the Vision

Snapgo

Hands-on technologist who has built, launched, and monetized multiple consumer apps; owns Snapgo's full tech stack, ensuring speed, stability, and capital-efficient execution in a tech-heavy mobility business.

MOHIT PUROHIT
CTO & Founder

Operator-first founder with real execution experience in digital marketing and e-commerce; leads growth, partnerships, and on-ground execution rather than strategy-only planning.

SURYA PRAKASH
CEO & Co-Founder

Scaled and monetized a 480K+ tech audience; brings proven distribution, rapid demand generation, and structurally lower CAC as an unfair advantage.

SUMIT PUROHIT
Social Media Manager & Co-Founder

Practitioner-led marketer with deep hands-on experience in paid acquisition, product positioning, and brand building; converts demand into repeat usage in a trust-sensitive category.

ANURAG TIWAIR
CMO & Co-Founder