

# Snapgo

*Share Rides. Split Costs. Save Together.*

## **Private Transport Comfort at Public Transport Prices**

India's leading ride-pooling platform connecting urban commuters on similar routes to share rides and save up to 75% on daily travel costs

4,500+ Active Users | 120+ Daily Rides | 17 Months to Break-Even

### **Snapgo Services Private Limited**

Startup India Certified | DPIIT Recognized | GST Registered | Startup Uttarakhand Recognized

Greater Noida, Uttar Pradesh, India

Founded: 2024

*Company Profile / October 2025*

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## 1. Company Overview

Snapgo Services Private Limited is an innovative ride-pooling startup revolutionizing urban mobility in India. Founded by Mohit Purohit and Surya Prakash in 2025, Snapgo addresses the critical gap in affordable daily commuting by connecting passengers traveling similar routes to share rides and split costs.

Through our intelligent dual-radius matching algorithm, we connect commuters within 500 meters of both their pickup and drop points, ensuring maximum convenience while delivering up to 75% cost savings compared to solo cab rides. Our platform serves college students and young professionals who spend 15-25% of their monthly income on transportation while enduring either expensive private cabs or time-consuming, uncomfortable public transport.

### Company Details

- Legal Entity: Snapgo Services Private Limited (Private Limited Company)
- Founded: 2025
- Founders: Mohit Purohit (CEO), Surya Prakash (Co-Founder), Anurag Tiwari (CMO)
- Headquarters: Greater Noida, Uttar Pradesh, India
- Recognition: Startup India Certified with DPIIT Number
- Registration: GST Registered and Compliant
- Current Operations: Delhi NCR (Greater Noida, Ghaziabad, Delhi)
- Platform: Mobile Application (Android & iOS)

## 2. Vision & Mission

### Our Vision

To become India's most trusted daily commute platform, making private transport accessible and affordable for every urban commuter while creating a sustainable, connected, and environmentally responsible mobility ecosystem.

### Our Mission

- **Affordability:** Deliver private transport comfort at public transport prices, helping commuters save up to 75% on daily travel costs
- **Safety:** Build India's most trusted ride-pooling platform through Aadhaar KYC verification, female-only matching, and comprehensive safety features
- **Convenience:** Eliminate the daily choice between expensive cabs and time-consuming public transport through intelligent hyperlocal matching
- **Community:** Connect verified commuters on regular routes to build trusted, sustainable ride-sharing communities
- **Sustainability:** Reduce urban traffic congestion and carbon emissions by consolidating multiple solo trips into shared rides

### Core Values

- **Safety First:** Every feature, every decision prioritizes user safety and trust
- **Customer-Centric:** Built by commuters, for commuters - we understand the pain points
- **Innovation:** Continuous improvement of our matching algorithm and user experience
- **Transparency:** Clear pricing, no hidden fees, instant refunds if matches don't happen
- **Sustainability:** Committed to reducing environmental impact through shared mobility

### 3. The Problem We Solve

Urban commuters in India face an impossible daily choice that drains their finances, time, and comfort:

#### The Commuter's Dilemma

Public Transport	Private Cabs (Solo)	The Real Impact
Affordable (₹50-80 per trip)	Expensive (₹300-500 per trip)	15-25% of monthly salary spent on travel
Time-consuming (2.5-3 hours)	Fast (1 hour)	Waste 15-20 hours weekly in commute
Crowded & uncomfortable	Comfortable & direct	Daily stress and exhaustion
Unreliable schedules	On-demand availability	Forced to choose: money, time, or comfort

**The Real Cost:** Students and young professionals are forced to sacrifice either their hard-earned money, precious time, or basic comfort simply to reach work or college every day. Existing ride-sharing apps fail to address this for regular commuters—matching is unreliable, routes aren't optimized for daily use, and safety features are inadequate. Millions are trapped in this expensive, exhausting cycle.

## 4. Our Solution: Snapgo

Snapgo eliminates the impossible choice by delivering private transport comfort at public transport prices. We connect verified passengers traveling the same route to share rides and split costs—combining the affordability of public transport with the speed and comfort of private cabs.

### How Snapgo Works

#### Smart Matching

Our proprietary dual-radius algorithm connects passengers within nearby area of both their pickup and drop points, ensuring convenient meetups for everyone.

#### Dual-Mode Flexibility

Real-Time Rides: Instant matching for immediate travel needs—find co-passengers and go now

Scheduled Rides: Plan commutes hours or days ahead for regular office/college trips

#### Safety-First Approach

Aadhaar KYC verification via DigiLocker—all users verified

Female-only matching option for women's safety

SOS emergency button with live location sharing

Complete trip history and chat records

24-hour dispute resolution system

#### Save Money & Time

75% cost savings: ₹400 solo cab becomes ₹100 when shared among 4 passengers

50-66% time savings: 1-hour direct ride vs 2.5-3 hours by metro

#### Environmental Impact

Every shared ride prevents 3-4 unnecessary vehicles on roads, reducing traffic congestion and carbon emissions by 75%.

## 5. Products & Services

Snapgo offers a comprehensive ecosystem of services addressing functional needs, safety concerns, and community building for daily commuters.

### Core Services

#### Real-Time Ride Matching

- Instant connections within 500m radius
- Expandable to 1km if needed
- Smart meetup point suggestions

*Benefit: Get immediate, affordable transportation*

#### Scheduled Ride Planning

- Create or search rides in advance
- Browse nearby trips within 5km
- Accept/reject join requests

*Benefit: Plan regular commutes with confidence*

#### Safety & Verification Services

- Aadhaar KYC via DigiLocker (mandatory)
- Female-only matching option
- SOS emergency system
- 24-hour dispute resolution

*Benefit: Trust co-passengers, feel safe*

#### Communication & Coordination

- In-app chat and group messaging
- Trip history and records
- No need to share phone numbers

*Benefit: Connect safely and conveniently*

#### Flexible Pricing Options

- Pay-per-ride: ₹5 per successful match
- Monthly subscription: ₹90 unlimited rides
- Instant refunds if rides don't happen only for pay per ride

*Benefit: Pay what works for your usage*

#### Support Services

- 24-hour help desk
- Savings tracker showing money saved
- Environmental impact display (CO2 reduced)

*Benefit: Get help anytime, see real impact*

### **What Makes Snapgo Unique**

- **Hyperlocal precision (500m matching) vs competitors' random routes**
- **Comprehensive safety (KYC + Female-Only + SOS) vs basic verification**
- **Dual-mode flexibility (instant + scheduled) vs one-time rides only**
- **Community-focused for regular commuters vs random trip matching**
- **Daily-use affordability (75% savings) vs occasional carpooling**



## 6. Business Model

Snapgo operates on a freemium model with dual pricing, ensuring accessibility while building a sustainable revenue stream.

### Revenue Streams

Revenue Stream	Model	Target Segment	Contribution
Per-Ride Pricing	₹5 per successful match	Occasional users (1-2 rides/week)	30%
Monthly Subscription	₹90 unlimited rides	Daily commuters (3+ rides/week)	50%
In-App Advertising	Banner ads, partnerships	Tier 1 & 2 city youth	15%
Corporate Programs	B2B bulk subscriptions (2026)	Employee commute programs	5% (Future)

### Unit Economics (Per Active User/Month)

- Average Revenue: ₹90 (subscription) or ₹40 (8 rides × ₹5)
- Variable Costs: ₹15 (KYC, payment gateway, support)
- Contribution Margin: ₹75 or ₹25 per user
- CAC (Customer Acquisition Cost): ₹50 (decreasing with word-of-mouth)
- Payback Period: 1-2 months

## 7. Target Market & Opportunity

### Primary Target Segments

#### 1. College Students (60% of user base)

- Age: 18-25 years
- Daily commuters from hostels/PGs to campus
- Weekend travelers, exam day transportation
- Pain point: Limited budget but need reliable transport

#### 2. Young Working Professionals (40% of user base)

- Age: 22-45 years
- Daily office commuters, early-career professionals
- Pain point: High transportation costs eating into salary

### Geographic Focus

- Current: Delhi NCR (Greater Noida, Ghaziabad, Delhi)
- Year 1: Expand to Mumbai, Bangalore
- Year 2-3: 8-15 Tier 1 cities
- Year 4-5: Tier 2 cities with high student populations

### Market Opportunity

#### Total Addressable Market (TAM)

35+ million daily urban commuters in Tier 1 & 2 cities

Current spend: ₹6,000-12,000 per person per month

Market size: ₹25,000+ crores annually

#### Serviceable Addressable Market (SAM)

Students & young professionals in 15 major cities

10 million potential users

Market size: ₹7,200 crores annually

#### Serviceable Obtainable Market (SOM - Year 3)

500,000 users (5% market penetration)

Revenue potential: ₹36 crores annually

## 8. Competitive Advantage

Snapgo has built strong defensibility through technology, market positioning, and community trust.

### Competitive Comparison

Factor	Snapgo	Uber Pool/Ola Share	BlaBlaCar	Public Transport
Focus	Daily commuters	Random routes	Long-distance	Mass transit
Matching	500m dual-radius	Unpredictable	City-to-city	Fixed routes
Ride Types	Real-time + Scheduled	Real-time only	Scheduled only	Fixed schedules
Safety	KYC + Female-Only + SOS	Basic verification	Profile-based	Limited
Cost	₹100 (shared)	₹200-250 (pooled)	₹300-400	₹60-80
Time	1 hour	1-1.5 hours	1 hour	2.5-3 hours

### Key Differentiators

- **Hyperlocal Precision:** 500m matching ensures maximum convenience vs competitors' unpredictable routes
- **Safety Leadership:** Only platform with Aadhaar KYC + Female-Only + SOS combination
- **Dual-Mode System:** Serves both immediate and planned travel needs in one app
- **Community Focus:** Built specifically for regular commuters, not random trips
- **Network Effects:** More users = better matching = more value = faster growth
- **Proven Traction:** 4,500+ users, 120+ daily rides validate product-market fit
- **First-Mover Advantage:** Building trusted commuter communities before competitors

## 9. Leadership Team

SnapGo is led by first-generation entrepreneurs who identified the daily commuting challenge through personal experience and built a solution from the ground up.

### Founding Team

#### Mohit Purohit - Founder & CEO

Mohit leads overall strategy, business development, investor relations, and operations. He identified the core problem when he and his brother noticed they were taking separate cabs to the same destination as another passenger, paying ₹600 combined instead of ₹300 shared. This personal experience became the foundation of SnapGo.

Mohit successfully validated the concept through a WhatsApp pilot with 400+ users before building the full platform. He handles partnership negotiations with colleges, corporates, and service providers, and has secured Startup India certification and DPIIT recognition for the company.

#### Surya Purohit - Co-Founder

Surya oversees product development, technology strategy, and user experience. He designed the proprietary dual-radius matching algorithm that ensures convenient meetups for all passengers. Surya led the technical team in developing the mobile application (Android & iOS), integrating Aadhaar KYC verification via DigiLocker, and implementing comprehensive safety features including the SOS system and female-only matching.

He continuously optimizes the platform based on user feedback and usage patterns, ensuring SnapGo remains reliable and user-friendly.

### Team Strengths

- Deep User Understanding: Founders are part of target demographic (students/young professionals)
- Validation-First Approach: Proved concept with WhatsApp pilot before full development
- Complementary Skills: Business/operations (Mohit) + Technology/product (Surya)
- Execution Track Record: 0 to 4,500+ users and 120+ daily rides in under 12 months
- Founder-Market Fit: Personally experienced the pain point they're solving

#### Anurag Tiwari - Chief Marketing Officer

Anurag oversees offline marketing strategy, campus penetration, and brand awareness initiatives. He designed the comprehensive campus activation framework including canopy campaigns, student ambassador programs, and direct engagement strategies that convert physical touchpoints into digital adoption. Anurag leads the offline marketing team in executing on-ground campaigns across universities and corporate offices, establishing partnerships with educational institutions, and managing community-building activities. He developed the campus ambassador program that leverages peer influence for organic growth, and created the event participation strategy that secured SnapGo's presence at Campus Tycoon 3.0 (winner), RIISE 2.0 (IIIT Delhi), UPITS 2025, and IILM University showcase. Anurag continuously refines offline-to-online conversion strategies based on campaign performance data, ensuring every rupee spent on traditional marketing drives measurable app downloads and active user growth.

### Team Strengths:

- **Deep User Understanding:** Founders are part of target demographic (students/young professionals) and personally experienced the pain point they're solving
- **Validation-First Approach:** Proved concept with WhatsApp pilot (800+ users, 95% satisfaction) before full development
- **Complementary Skills:** Business & Operations (Mohit) + Technology & Product (Surya) + Marketing & Brand (Anurag)
- **Execution Track Record:** 0 to 4,300+ users and 110+ daily rides in under 12 months with zero safety incidents
- **Founder-Market Fit:** Each founder brings 3+ years of entrepreneurial experience with previous successful ventures and proven collaboration

### Current Team Structure

- Total Team: 8-10 people
- Technology: 2 developers (app development, backend, infrastructure)
- Operations: 5-6 people (customer support, marketing, campus coordination)
- Next Hires: Growth Marketing Lead, Senior Backend Developer, Operations Manager

## 10. Milestones & Achievements

### Journey Timeline

#### 2025 Q1 - Concept & Validation

- Identified problem through personal experience
- Launched WhatsApp pilot project
- Grew to 400+ active members organically

#### 2025 Q2 - Company Formation

- Registered SnapGo Services Private Limited
- Achieved Startup India certification
- Obtained DPIIT recognition
- Completed GST registration

#### 2025 Q3 - Platform Launch

- Launched full mobile application
- Onboarded first 1,000 users
- Validated safety features and matching algorithm

#### 2025 Q4 - Growth Phase

- Scaled to 4,500+ active users
- Achieved 120+ daily rides
- Strong ride completion rates
- Organic word-of-mouth growth

### Key Achievements & Proof Points

#### User Traction

- 4,500+ active users (organic growth)
- 120+ daily rides with strong completion rates
- High user retention for regular commutes
- Majority of growth through word-of-mouth

#### Product Validation

- WhatsApp pilot proved concept viability (400+ users, 5-10 daily rides)
- Dual-radius algorithm successfully matches passengers
- 60%+ subscription adoption expected
- Strong product-market fit demonstrated

#### Safety & Trust

- 100% KYC verification rate (4,500+ verified users)
- Female-only matching highly adopted by women users
- Zero major safety incidents
- High user trust scores in feedback

## Recognition

- Startup India Certified
- DPIIT Recognition Obtained
- Startup Uttarakhand Recognition Obtained
- Fully GST Compliant
- Private Limited Company Status

## 11. Growth Roadmap (2025-2030)

Year	Key Milestones	Users	Daily Rides
2025	Launch monetization Expand to 5 NCR colleges Mumbai pilot	10,000	800
2026	Corporate commute (Gurugram) Profitability in NCR	100,000	5,000
2027	8 Tier-1 cities Scale corporate programs Advertising revenue	500,000	20,000
2028	15 cities presence Verified driver network Market leadership	1.5M	75,000
2029	Tier-2 city expansion Carbon-neutral certification International prep	5M	200,000
2030	10M users milestone Southeast Asia expansion IPO readiness	10M	400,000



## 12. Financial Projections

SnapGo demonstrates strong unit economics and a clear path to profitability within 17 months with ₹30 lakhs initial investment.

### Break-Even Analysis

Metric	Value
Initial Investment Required	₹30,00,000
Break-Even Point	Month 17 (1 Year 5 Months)
Users at Break-Even	38,750
Daily Rides at Break-Even	1,014
Monthly Revenue at Break-Even	₹15.73 Lakhs

### Revenue Projections (3 Years)

Year	Users	Daily Rides	Total Revenue	Net Profit/Loss
Year 1 (2025)	24,063	631	₹50.42 Lakhs	-₹33.14 Lakhs
Year 2 (2026)	75,509	1,972	₹2.30 Crores	+₹1.56 Crores
Year 3 (2027)	500,000	20,000	₹36 Crores	+₹24 Crores

### Key Assumptions

- User growth: 15% monthly (Year 1), 10% monthly (Year 2+)
- Active user rate: 70% of total users monthly
- Subscription adoption: 60% (vs 40% pay-per-ride)
- Monthly fixed costs: ₹3.75 lakhs (lean operations)
- Customer acquisition cost: ₹50 per user (decreasing with word-of-mouth)
- Payment gateway fees: 2.5% of revenue
- 4-month free period for user acquisition

### Funding Requirements & Use

- Seed Round: ₹30 lakhs (sufficient for break-even)
- Marketing & User Acquisition: 27%
- Working Capital: 20%
- Product Development: 17%
- Team (6-month runway): 13%
- Operations & Infrastructure: 17%
- Legal & Contingency: 6%
- Series A (Month 12-15): ₹1.5-2 crores for multi-city expansion

## 13. Contact Information

**SnapGo Services Private Limited**

Greater Noida, Uttar Pradesh, India

**Founder & CEO:** Mohit Purohit

**Co-Founder:** Surya Purohit

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Join us in revolutionizing urban mobility.

Making private transport affordable for every commuter,  
one shared ride at a time.

"Share Rides. Split Costs. Save Together."