

# Snapgo

## Product & Service Catalogue

*Share Rides. Split Costs. Save Together.*

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

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

4,500+ Users | 120+ Daily Rides | Proven Safety Features

### **Snapgo Services Private Limited**

Startup India Certified | DPIIT Recognized  
Greater Noida, Uttar Pradesh, India

*October 2025*

## About Snapgo

Snapgo is revolutionizing urban mobility by connecting passengers traveling similar routes to share rides and split costs. Our intelligent platform solves the daily commuter's dilemma: choosing between expensive private cabs or time-consuming public transport.

With our proprietary dual-radius matching algorithm, we connect verified passengers 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 comprehensive product and service ecosystem is designed specifically for college students and young professionals who spend a significant portion of their income on daily transportation.

## What Makes SnapGo Different

- **Hyperlocal Precision:** 500m matching radius ensures convenient meetups
- **Comprehensive Safety:** Aadhaar KYC + Female-Only Matching + SOS System
- **Dual-Mode Flexibility:** Both instant and scheduled rides in one platform
- **Verified Community:** 100% KYC-verified user base for trust and safety
- **Proven Traction:** 4,500+ active users generating 120+ daily rides

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- Monthly Subscription

### **Future Services (Coming Soon)**

- Corporate Commute Programs
- Verified Driver Network

## Section 1: Core Platform Services

*Our foundation services that power daily commuting for thousands of users.*

### 1.1 Real-Time Ride Matching

**Category:** Instant Commute Solution

**Status:** Live & Operational

**Users Served:** 4,500+ active users

#### Description

Instantly connects passengers who need to travel immediately. Our intelligent algorithm matches users within a 500-meter radius of both their pickup and drop points, ensuring convenient meetups for all riders. Perfect for spontaneous travel needs, festival times, exam days, or any situation requiring immediate, affordable transportation.

#### Key Features

- Instant Matching: Find co-passengers within 500m radius in real-time
- Expandable Search: Increase radius to 1km if no matches found within 1 minute
- One-Tap Current Location: Quick entry using GPS for immediate searches
- Live Availability: See available riders traveling your route right now
- Auto Group Chat: Private group created instantly when matched
- Smart Meetup Points: Algorithm suggests optimal, equidistant coordination locations
- Female-Only Option: Women can choose to match only with other women

#### Specifications

Parameter	Specification
Matching Radius	500 meters (expandable to 1km)
Average Match Time	< 2 minutes
Matching Algorithm	Proprietary dual-radius geolocation
Success Rate	High (120+ daily successful matches)
Maximum Group Size	4 passengers per ride
Operating Hours	24/7

#### Use Cases

- Emergency Travel: Need to reach somewhere immediately without planning ahead
- Festival/Event Days: Quick rides when public transport is crowded
- Exam Days: Students finding last-minute rides to examination centers
- Spontaneous Outings: Weekend plans that weren't pre-scheduled
- Weather Emergencies: Sudden rain or weather changes requiring immediate transport

#### Customer Benefits

- ✓ Save 75% on cab costs compared to solo rides
- ✓ No advance planning needed - find rides instantly

- ✓ Convenient meetups within walking distance
- ✓ Safe with verified co-passengers
- ✓ Fast alternative to time-consuming public transport

#### **Validation & Proof**

- ✓ 120+ daily real-time matches successfully completed
- ✓ High completion rate indicates user satisfaction
- ✓ Majority of matches occur within 2 minutes
- ✓ Users report significant cost savings and time efficiency

## 1.2 Scheduled Ride Planning

**Category:** Planned Commute Solution

**Status:** Live & Operational

**Users Served:** 4,500+ active users

### Description

Allows users to create or search for rides planned hours or days in advance. Perfect for regular office commutes, daily college classes, airport transfers, or any travel that can be scheduled ahead. Users have full control over who joins their ride through accept/reject functionality.

### Key Features

- Create Rides: Set pickup, destination, date, time, and number of passengers needed
- Search Rides: Browse all scheduled rides within 2km radius by route and timing
- Nearby Trips Feed: Discover rides on your regular routes automatically
- Accept/Reject Requests: Full control over who joins your created rides
- Trip Editing: Modify ride details anytime before scheduled departure
- Trip Cancellation: Delete rides if plans change
- Group Coordination: Built-in chat for all confirmed passengers
- Share Trip Details: Send ride information to family/friends for safety

### Specifications

Parameter	Specification
Discovery Radius	2 kilometers
Advance Booking	Up to 7 days ahead
Minimum Notice	2 hours before departure
Edit Window	Until 1 hour before departure
Maximum Group Size	4 passengers per ride
Filters Available	Date, time, route, gender preference

### Use Cases

- Daily Office Commute: Regular 9-to-5 professionals traveling same route
- College Classes: Students with fixed class schedules
- Airport Transfers: Pre-planned trips to/from airports
- Weekend Home Trips: Students going home on Friday evenings
- Event Attendance: Conferences, weddings, or scheduled events

### Customer Benefits

- ✓ Build regular commute groups with familiar faces
- ✓ Peace of mind knowing transportation is arranged
- ✓ Better coordination with advance planning
- ✓ Find colleagues/classmates on same routes
- ✓ No last-minute transportation stress

### Validation & Proof

- ✓ WhatsApp pilot validated concept with 5-10 daily scheduled rides
- ✓ High repeat usage indicates value for regular commuters
- ✓ 40% of users form consistent ride-share partnerships
- ✓ Users report better work-life balance with predictable commutes

## Section 2: Safety & Security Services

*Comprehensive safety features that make SnapGo India's most trusted ride-pooling platform.*

### 2.1 Aadhaar KYC Verification

**Category:** Identity Verification Service

**Status:** Mandatory for All Users

**Integration:** DigiLocker Powered by UIDAI

#### Description

Mandatory government-backed identity verification using Aadhaar card through DigiLocker integration. Every user must complete KYC before using the platform. Once verified, name and gender are permanently locked and cannot be changed, ensuring profile authenticity and preventing fraud.

#### Key Features

- Government Integration: Official DigiLocker API for Aadhaar verification
- Mandatory Verification: No platform access without completing KYC
- Permanent Lock: Name and gender cannot be changed after verification
- KYC Approved Badge: Visible verification badge on all user profiles
- Real Identity: Confirms users are who they claim to be
- Gender Verification: Prevents fake profiles for female safety
- Fraud Prevention: Eliminates multiple accounts and identity fraud

#### Specifications

Parameter	Specification
Verification Method	Aadhaar via DigiLocker
Verification Time	2-5 minutes
Success Rate	100% (mandatory)
Data Security	End-to-end encrypted
Compliance	UIDAI guidelines compliant
Storage	Minimal data stored per regulations

#### Customer Benefits

- ✓ Trust that co-passengers are verified and authentic
- ✓ Parents comfortable allowing daughters to use platform
- ✓ Women protected from gender misrepresentation
- ✓ Reduced fraud and fake profiles
- ✓ Enhanced platform safety and credibility



### Validation & Proof

- ✓ 4,500+ users successfully KYC verified (100% rate)
- ✓ Zero reported cases of identity fraud
- ✓ High user trust scores in feedback surveys
- ✓ Parents and families express confidence in platform safety

## 2.2 Female-Only Matching

**Category:** Women's Safety Feature

**Status:** Exclusive for Female Users

**Adoption:** High usage among women

### Description

Exclusive feature allowing female users to match only with other verified women. Creates safe spaces for women commuters who prefer traveling with female co-passengers. Male users cannot access or see this option, ensuring genuine women-only groups.

### Key Features

- Women-Only Groups: Match exclusively with verified female passengers
- Male Users Cannot Access: Feature invisible to male users
- KYC-Backed Gender: Aadhaar verification prevents misrepresentation
- Optional Toggle: Women can choose when to use this feature
- Works in Both Modes: Available for real-time and scheduled rides
- Complete Privacy: Male users cannot see female-only ride groups

### Specifications

Parameter	Specification
Eligibility	Female users only (KYC verified)
Availability	Real-time & scheduled rides
Group Size	Up to 4 female passengers
Privacy Level	Completely hidden from male users
Verification	Gender locked via Aadhaar KYC

### Use Cases

- Late Evening Commutes: Women traveling after dark
- Regular Female Commute Groups: Building trusted women-only communities
- First-Time Users: Women trying ride-sharing for the first time
- Parents' Preference: Families comfortable with daughters using women-only option
- Cultural Comfort: Women preferring gender-segregated travel

### Customer Benefits

- ✓ Eliminates discomfort of traveling with unknown men
- ✓ Parents and families have peace of mind
- ✓ Builds trusted women commuter communities
- ✓ Addresses primary barrier to female ride-sharing adoption
- ✓ Increases platform accessibility for women

### Validation & Proof

- ✓ High adoption rate among female users
- ✓ Key differentiator cited in user feedback
- ✓ Parents specifically mention this feature as decision factor
- ✓ Women report feeling safe and comfortable using the platform

## 2.3 SOS Emergency System

**Category:** Emergency Safety Feature

**Status:** Active for All Users

**Response:** Instant Alert System

### Description

One-tap emergency button available throughout the ride that instantly shares live location, ride details, and co-passenger information with pre-saved emergency contacts. Designed for crisis situations requiring immediate help and location sharing.

### Key Features

- One-Tap Activation: Single button press triggers all alerts
- Live Location Sharing: Real-time GPS coordinates sent to emergency contacts
- Ride Details Shared: Co-passenger names, cab details, route information
- Pre-Saved Contacts: Users add emergency contacts during profile setup
- Always Accessible: Button available from ride start to completion
- SMS & App Alerts: Emergency contacts notified via multiple channels

### Specifications

Parameter	Specification
Activation Method	Single button tap
Response Time	Instant (< 2 seconds)
Location Accuracy	GPS-based ( $\pm 10$ meters)
Emergency Contacts	Up to 3 contacts
Alert Channels	SMS + App notifications

### Customer Benefits

- ✓ Peace of mind knowing help is one tap away
- ✓ Family members can track and ensure safety
- ✓ Quick response capability in emergencies
- ✓ Deterrent effect on potential misconduct
- ✓ Increased confidence in using ride-sharing

### Validation & Proof

- ✓ Feature fully implemented and tested
- ✓ Low usage indicates platform safety (as intended)
- ✓ Users cite SOS presence as confidence booster
- ✓ Families appreciate safety net for loved ones

## 2.4 24-Hour Dispute Resolution

**Category:** Support & Mediation Service

**Status:** Active with Dedicated Team

**Commitment:** 24-hour resolution timeline

### Description

Dedicated dispute resolution system where users can report issues, conflicts, or concerns about rides. Our team reviews complaints and mediates fairly to resolve issues within 24 hours. Complete trip history and chat records are available for reference during resolution.

### Key Features

- Easy Reporting: Submit disputes directly from profile section
- 24-Hour Commitment: All complaints reviewed and resolved within one day
- Fair Mediation: Dedicated team reviews both sides objectively
- Complete Records: Trip history and chat logs available for context
- Issue Categories: Payment disputes, behavior issues, no-shows, etc.
- Follow-Up: Users notified of resolution and actions taken

### Common Issue Types Handled

- Payment Disputes: Disagreements about fare splitting
- No-Shows: Passengers not showing up at meetup point
- Behavior Issues: Inappropriate conduct or communication
- Route Deviations: Disagreements about pickup/drop locations
- Technical Issues: App glitches affecting ride coordination

### Customer Benefits

✓ Assurance that problems will be addressed

✓ Fair and unbiased mediation

✓ Fast resolution without prolonged conflicts

✓ Platform accountability and transparency

✓ Increased trust in the system

### Validation & Proof

- ✓ Dispute resolution framework operational
- ✓ Testing 24-hour commitment timeline
- ✓ Low dispute rate indicates smooth operations
- ✓ Users appreciate having recourse mechanism

## Section 3: Communication & Coordination Services

### 3.1 In-App Chat System

**Category:** Communication Tool

**Status:** Primary coordination method

**Usage:** High engagement

#### Description

Private group chats automatically created when passengers are matched. Enables coordination without sharing personal phone numbers. Complete chat history preserved for safety and reference. Push notifications ensure timely communication.

#### Key Features

- Auto Group Creation: Chat rooms created automatically when matched
- Privacy Protected: No need to share phone numbers
- Real-Time Messaging: Instant communication between all riders
- Push Notifications: Never miss important coordination messages
- Chat History: Complete records preserved for all trips
- Share Location: Option to share live location within chat
- Media Sharing: Share images if needed (cab photos, etc.)

#### Customer Benefits

- ✓ Coordinate logistics without privacy concerns
- ✓ Build rapport before meeting in person
- ✓ Share running late updates easily
- ✓ Confirm cab details and meeting points
- ✓ Reduces awkwardness of meeting strangers

### 3.2 Smart Meetup Suggestions

**Category:** Coordination Tool

**Algorithm:** Proprietary geolocation

**Accuracy:** Optimized for fairness

#### Description

Algorithm calculates optimal midpoint for all matched passengers and suggests easy-to-find landmarks or locations. Ensures no passenger walks significantly farther than others, maintaining fairness and convenience.

#### Key Features

- Optimal Midpoint: Calculates equidistant location for all riders
- Landmark Suggestions: Recommends known places for easy finding
- On-Route Priority: Suggests points that are on the driving path

- Walking Distance Display: Shows distance each person needs to walk
- Map Integration: Visual display of suggested meetup point
- Alternative Options: Provides 2-3 suggestions to choose from

#### Customer Benefits

- ✓ Eliminates confusion about where to meet
- ✓ Fair for all passengers (no one walks much farther)
- ✓ Easy-to-find locations reduce coordination time
- ✓ Reduces friction in group coordination
- ✓ Smooth ride start experience

### 3.3 Trip Management & History

**Category:** Record Keeping Service

**Storage:** Complete trip archives

**Access:** Anytime via "My Trips"

#### Description

Comprehensive trip tracking system showing all hosted and joined rides. Separate views for real-time and scheduled trips. Complete chat history and trip details preserved. Useful for tracking ride-sharing patterns, savings, and maintaining accountability.

#### Key Features

- My Trips Dashboard: Central hub for all ride history
- Hosted vs Joined: Separate sections for rides you created vs joined
- Real-Time & Scheduled: Different views for both ride types
- Complete Details: Date, time, route, co-passengers for each trip
- Chat Archives: Access past conversations for any trip
- Savings Tracker: See total money saved through ride-sharing
- Export Options: Download trip history for records

#### Customer Benefits

✓ Track ride-sharing patterns and habits

✓ Quantify savings over time

✓ Remember regular ride-share partners

✓ Accountability and transparency

✓ Useful for expense reporting or budgeting



## Section 4: Support Services

### 4.1 24-Hour Help Desk

**Category:** Customer Support

**Availability:** Round-the-clock

**Channels:** In-app + Email

#### Description

Round-the-clock customer support available through multiple channels. In-app help center with FAQs, direct messaging support, and email assistance. Quick response to technical issues, user queries, and general assistance.

#### Key Features

- In-App Help Center: Comprehensive FAQ section
- Direct Messaging: Chat with support team directly in app
- Email Support: support@snapgo.in for detailed queries
- Quick Response: Target response time within 2-4 hours
- Technical Assistance: Help with app issues, bugs, glitches
- Account Support: Profile, payment, verification assistance

#### Customer Benefits

- ✓ Get help anytime, day or night
- ✓ Multiple ways to reach support
- ✓ Quick resolution of technical problems
- ✓ Feel valued and supported as a user
- ✓ Smooth user experience

### 4.2 Savings & Impact Tracker

**Category:** Analytics & Reporting

**Metrics:** Money saved + CO2 reduced

**Updates:** Real-time calculation

#### Description

Analytics dashboard showing total money saved through ride-sharing compared to solo cabs. Also displays environmental impact by calculating carbon emissions prevented. Monthly reports help users visualize the value they're getting from SnapGo.

#### Key Features

- Cost Savings Calculator: Shows money saved vs solo cab rides
- Comparison Metrics: Savings vs public transport and solo cabs
- Monthly Reports: Regular summaries of savings and usage
- Environmental Impact: CO2 emissions prevented calculation

- Yearly Projections: Estimate annual savings based on usage
- Shareable Stats: Share achievements on social media

#### **Customer Benefits**

- ✓ See quantified financial benefits
- ✓ Satisfaction from measurable savings
- ✓ Pride in environmental contribution
- ✓ Justification for continued usage
- ✓ Share positive impact with friends

## Section 5: Pricing Plans

SnapGo offers flexible pricing options to suit different usage patterns. Choose the plan that works best for your commuting frequency.

### Option 1: Pay-Per-Ride

#### ₹5 per successful ride match

##### Best For:

- Occasional users (1-2 rides per week)
- Testing the platform before committing
- Irregular commuting patterns
- Weekend-only travelers

##### How It Works:

Pay only when you successfully match with co-passengers and complete a ride. If you don't find a match, you don't pay anything. Instant refund if a matched ride doesn't happen. No hidden fees or charges.

##### What's Included:

- ✓ Access to real-time ride matching
- ✓ Access to scheduled ride planning
- ✓ All safety features (KYC, Female-Only, SOS)
- ✓ In-app chat and coordination
- ✓ Trip history and records
- ✓ 24-hour support

##### Example Savings:

Solo cab from Sharda University to Delhi Anand Vihar: ₹400

With SnapGo (4 people sharing): ₹100 per person + ₹5 fee = ₹105 total

Your savings: ₹295 (74% cost reduction)

### Option 2: Monthly Subscription

#### ₹90 per month for unlimited rides

##### Best For:

- Daily commuters (3+ rides per week)
- Regular office-goers

- College students with daily classes
- Users wanting maximum value

#### How It Works:

Pay ₹90 once per month and enjoy unlimited rides. Use the platform as many times as you want for both real-time and scheduled rides. No per-ride charges. Automatically renews monthly unless cancelled.

#### What's Included:

- ✓ UNLIMITED real-time rides
- ✓ UNLIMITED scheduled rides
- ✓ All safety features (KYC, Female-Only, SOS)
- ✓ Priority support
- ✓ Advanced analytics and reports
- ✓ No per-ride fees ever

#### Value Calculation:

If you commute 5 days a week (both ways):

- That's 40 rides per month
- Pay-per-ride cost:  $40 \times ₹5 = ₹200$
- Subscription cost: ₹90
- You save: ₹110 monthly by choosing subscription

Plus, each shared ride saves you ₹200-300 compared to solo cabs!

#### Recommendation:

*If you take more than 18 rides per month (3+ per week), the Monthly Subscription offers better value. Daily commuters can save thousands of rupees monthly!*

## Section 6: Future Services (Coming Soon)

SnapGo is continuously evolving. Here are upcoming services in our roadmap:

### Corporate Commute Programs (Launching 2026)

B2B partnerships with companies to provide employee commute solutions. Bulk subscriptions at discounted rates for organizations. Starting with Gurugram corporate clusters.

#### Planned Features:

- Bulk subscriptions for entire companies
- Dedicated routes for office clusters
- Monthly reporting for HR departments
- White-label options for large corporates
- Volume-based pricing discounts

#### Target Launch:

Q2 2026 - Gurugram Cyber City area

### Verified Driver Network (Launching 2028)

Partnerships with trusted cab operators to ensure ride availability during peak times. Verified drivers for guaranteed service quality.

#### Planned Features:

- Partnerships with Uber, Ola, local operators
- Guaranteed ride availability
- Premium service tier option
- Driver background verification
- Consistent service quality

#### Target Launch:

2028 - After achieving scale in 15+ cities

## Customer Success & Validation

### Proven Results

- **4,500+ Active Users:** Organic growth through word-of-mouth
- **120+ Daily Rides:** Consistent usage demonstrates product-market fit
- **High Completion Rates:** Majority of matched rides successfully completed
- **Strong Retention:** Users repeatedly use platform for regular commutes
- **Zero Major Incidents:** Comprehensive safety features working effectively
- **Positive Feedback:** High user satisfaction in surveys and app reviews

### Validation Milestones

#### WhatsApp Pilot Success

400+ users, 5-10 daily rides proved concept before app development

#### Platform Launch

Scaled from 0 to 4,500+ users in under 12 months

#### Safety Validation

100% KYC verification rate, zero identity fraud cases

#### Product-Market Fit

High repeat usage, strong completion rates, organic growth

#### Recognition

Startup India Certified, DPIIT Recognition, GST Compliant

## Why Choose SnapGo

### Proven Safety

Only platform with Aadhaar KYC + Female-Only + SOS combination. 100% verified user base.

### Maximum Savings

Save up to 75% on daily commute costs. Pay ₹100 instead of ₹400 for the same ride.

### Time Efficient

50-66% faster than public transport. Direct rides without multiple changes.

### Hyperlocal Precision

500m matching radius ensures convenient meetups within walking distance.

### Dual-Mode Flexibility

Both instant and scheduled rides in one app. Serves all commuting needs.

### Community Driven

Build trusted commuter communities with regular ride-share partners.

### Environmentally Responsible

Reduce carbon footprint by 75% through shared mobility.

### Transparent Pricing

No hidden fees. Pay only for successful matches. Instant refunds if needed.

### 24/7 Support

Round-the-clock help desk and dispute resolution within 24 hours.

### Validated & Trusted

4,500+ users, 120+ daily rides, Startup India certified.

## Get Started with SnapGo

### For Customers

1. Download the SnapGo app from Play Store (Android) or App Store (iOS)
2. Complete Aadhaar KYC verification via DigiLocker
3. Add emergency contacts for SOS feature
4. Start finding rides and saving money immediately!

### For Business Partnerships

Interested in corporate commute programs, college partnerships, or other collaborations? We'd love to hear from you.

### Contact Information

#### **SnapGo Services Private Limited**

Greater Noida, Uttar Pradesh, India

**Business Inquiries:** [business@snapgo.in](mailto:business@snapgo.in)

**Customer Support:** [support@snapgo.in](mailto:support@snapgo.in)

**General Contact:** [contact@snapgo.in](mailto:contact@snapgo.in)

**Website:** [www.snapgo.in](http://www.snapgo.in)

**Social Media:** @SnapGoIndia

#### **Founders:**

Mohit Purohit (CEO) | Surya Purohit (Co-Founder)

**Join the ride-sharing revolution.  
Make your daily commute affordable, safe, and sustainable.**

**"Share Rides. Split Costs. Save Together."**