ECO1012 Econometrics & Forecasting,
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INVESTMENT PROPOSAL CAMPUSCRUZE 2025

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CampusCruze Pitch Available Here

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Executive Summary

CAMPUSCRUZE

Driven by Convenience

EXECUTIVE SUMMARY

CampusCruze is ride-sharing app tailored towards students. The app addresses key challenges in student transportation, such as affordability, convenience, finding own car spaces and sustainability. By allowing students to carpool with peers, the app offers a cost-effective alternative to traditional transport methods, while providing drivers with an additional income stream.

The core value proposition lies in offering rides at prices comparable to bus fares, ensuring accessibility for students. The business model involves a small commission from each ride, creating a scalable constant revenue stream. Initial market analysis highlights a vast and undeserved student demographic, with growth potential supported by increasing demand for sustainable travel solutions.

Introduction

The Problem

OVERVIEW

In recent years, the transportation landscape has transformed as innovative transport solutions, yet affordability remains a challenge for students. Moreover, limited parking within college during peak hours adds to the issue. This proposal focuses on addressing this issue by introducing a student-focused ride-sharing app that combines cost efficiency, convenience, and sustainability.

The app connects students for affordable rides comparable to public transport, while drivers earn a small fee, creating a mutually beneficial system. By reducing vehicles on the road, the app fosters community connections and promotes sustainability.

Aligned with SDGs, CampusCruze supports:

- **SDG 11 - Sustainable Cities and Communities:** Reducing congestion and promoting efficient, sustainable transport.
- **SDG 13 - Climate Action:** By decreasing the number of vehicles on the road through carpooling, we help lower greenhouse gas emissions and mitigates climate change.
- **SDG 7 - Affordable and Clean Energy:** Shared transportation optimizes energy use and can reduce dependence on fossil fuels per passenger.
- **SDG 3 - Good Health and Well-being:** Improved air quality due to fewer cars leads to better public health outcomes (United Nations, 2025).

CUSTOMER PAINS & ACHES

Affordability:

- Students face financial constraints, making it difficult to afford traditional ride-sharing services.
- There's a need for a more cost-effective solution to daily transportation needs.

Limited Parking:

- Scarcity of car park spaces during peak hours creates inconvenience for students who drive to campus.

Transportation Access:

- Students lack convenient options that balance cost and accessibility, especially during peak times when public transport might also be crowded or delayed.

Community & Networking:

- There may be a lack of a platform to connect students for ride-sharing, reducing opportunities for building community and shared resources.

Product Placement

The Solution

WHY AND HOW IT WOULD WORK

Due to limited car spaces at colleges, colleges like Maynooth University have designated car -sharing spaces specifically for car sharing, accessible only to students presenting two student cards at one time. By sharing rides, student drivers can earn extra income to cover fuel, parking, or lunch costs, while CampusCruze takes a small commission benefiting all parties (Maynooth University, 2025).

Moreover, Irish public transport is known to be the worst in Europe (RTE, 2023). There have been consistent taxi shortages due to the increasing population. Recent fare increases (including a €3 per booking fee and higher late-night rates) make traditional taxis less affordable for students (Irish Independent, 2024).

On an environmental initiative aspect, Ireland risks fines for missing its 2030 greenhouse gas (GHG) emission targets (Social Justice Ireland, 2024).

Additionally, CampusCruze integrates verification systems to ensure safe and secure travel for students and other users.

(See Appendix 1 for App interface demo)

PAIN RELIVERS

Through our app, we address affordability, limited parking, and transportation access by offering self-chosen pickup locations.

Moreover, ride-sharing and carpooling transform the isolating and stressful experience of commuting into a shared, social journey. For students, it fosters friendships, facilitates academic collaboration, and eases the burden of solo travel. This not only reduces stress but also builds a sense of community, turning daily commutes into meaningful campus connections (Tucker, 2024).

Product Placement

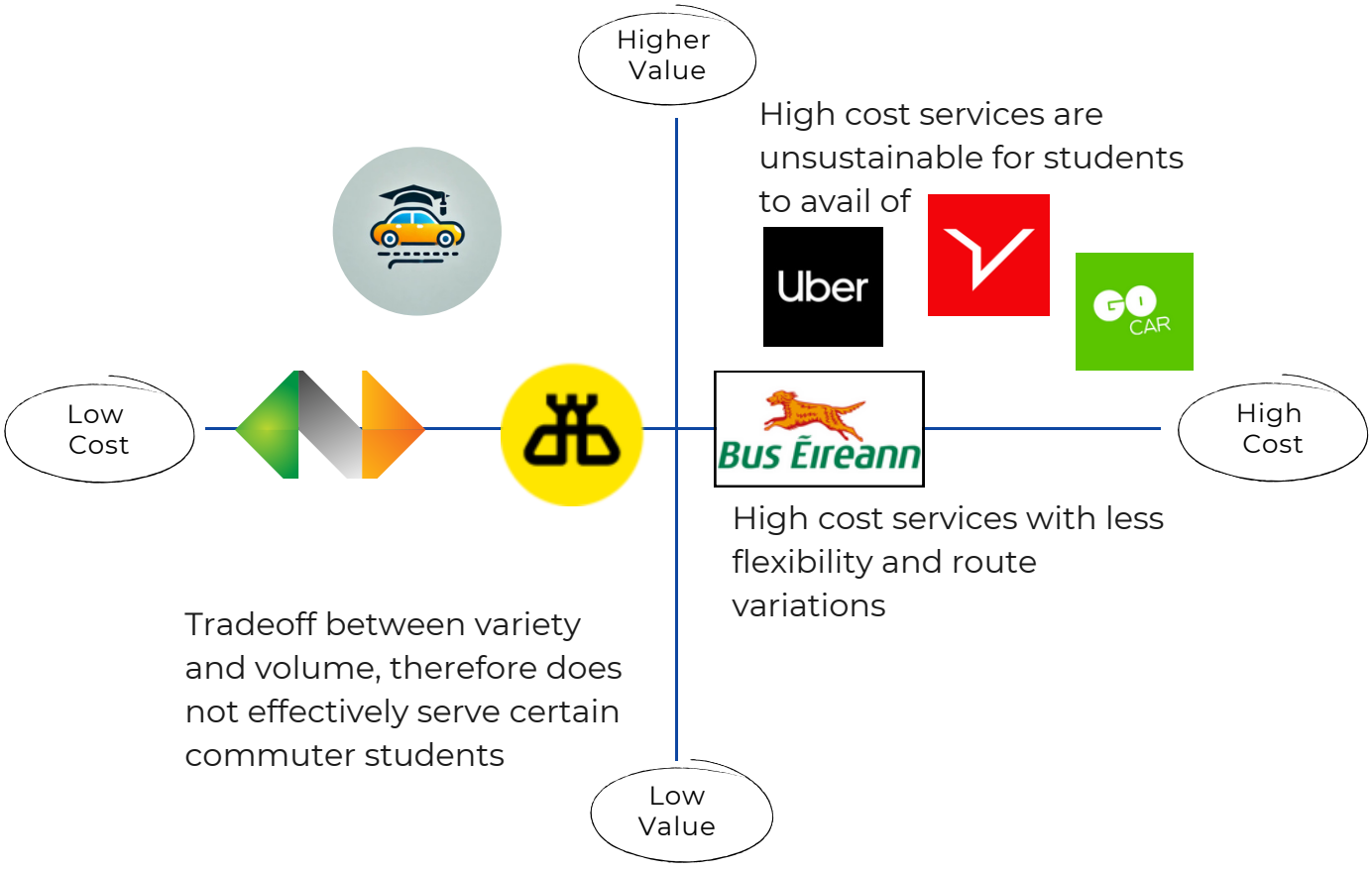
The Market

MARKET OVERVIEW & PRODUCT FIT

CampusCruze offers a carpooling service tailored for students in Ireland, combining affordability with high perceived value. Designed exclusively for students, we provide a cost-effective, efficient commuting option. Additionally, while similar services exist outside of Ireland, CampusCruze is uniquely positioned to address this need within the Irish market.

In partnership with AXA Insurance, we provide student drivers with affordable and compliant car insurance options. This initiative addresses common challenges such as high fuel, insurance, and maintenance costs, ensuring safe and accessible travel solutions for all.

(see Appendix 2 for deeper analysis of competitors and market data)



Product Placement

The customer

GENERAL CUSTOMER PERSONA

Customer Profile

Sarah

Age: 20
Gender: Female
Location: Dublin, Ireland
Education: Third-year Business & student at DCU
Income Level: Low (relies on part-time job & student grants)
Transport Habits: Commuter student, travels 4-5 days a week

Goals & Needs

- **Affordable Transport:** Seeks a cost-effective alternative to taxis and rental cars.
- **Convenience:** Requires a reliable option that fits class schedules.
- **Social & Safe Travel:** Prefers carpooling with fellow students for security and community.
- **Sustainability:** Desires an eco-friendly alternative to single-occupancy vehicles.

Behavior & Preferences

- **App-Based Booking:** Prefers services with easy app-based booking for convenience.
- **Cost Sharing:** Open to splitting expenses with friends or classmates.
- **Community Engagement:** Actively participates in student activities and trusts peer recommendations.
- **Safety:** Values verified carpooling with fellow students over unregulated ride-sharing options.

Pain Points

- **Public transport limitations:** Bus schedules don't always match lecture times.
- **High costs:** Uber & GoCar are too expensive for regular use.
- **Lack of flexibility:** Fixed routes (e.g., Bus Éireann) don't always cover her needs.

Message from Sarah

"Getting to college every day is such a hassle. I have to take two buses, and if I miss one, I'm stuck waiting ages. It costs me more than I'd like, and the commute is exhausting. I just found this student carpooling app, and I can already see how much time and money I'll save by sharing a ride with other students. No more long waits, and it's way cheaper than taxis!"

Through our app we can aid people to have affordable transport at their on convenience, which is sustainable, social and safe.

Product Placement

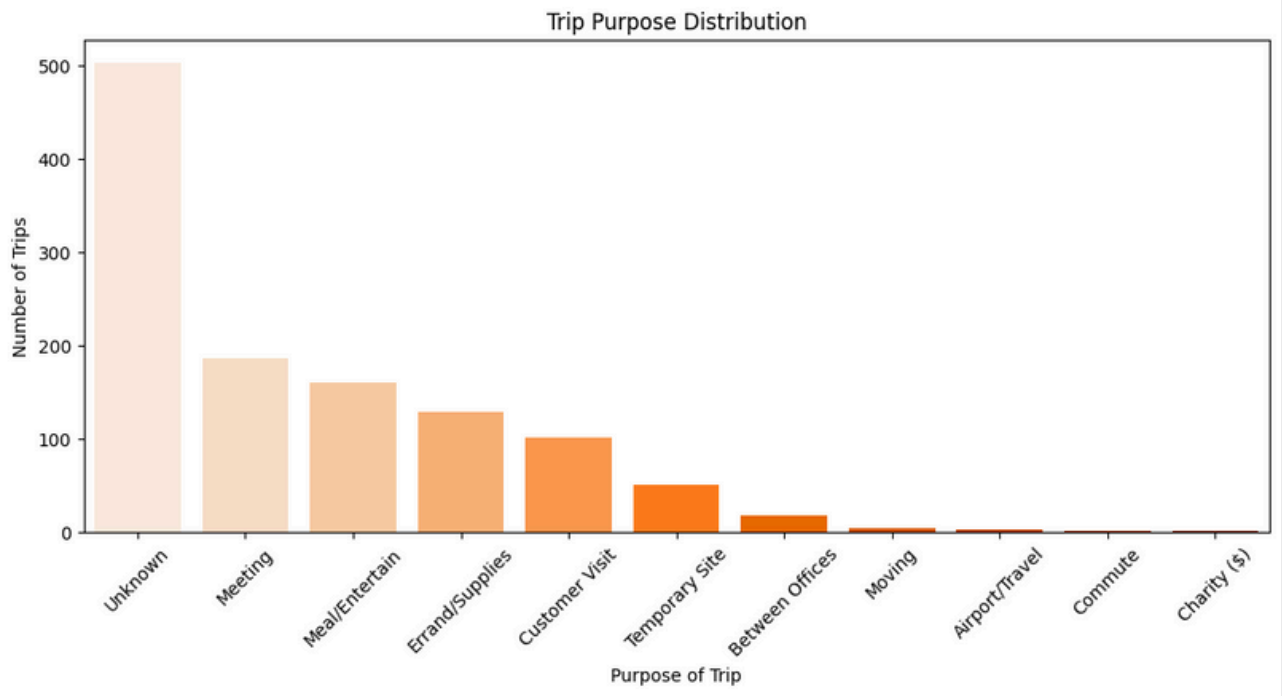
Data Analysis - Market Opportunity and Demand Analysis

In analyzing the viability and promotion of our product, we conducted preliminary research using a synthetic dataset on ride-sharing prices to inform our pricing strategies. Further market demand and product placement analysis were carried out using Uber Data Analysis dataset (Biswas, 2023).

Findings:

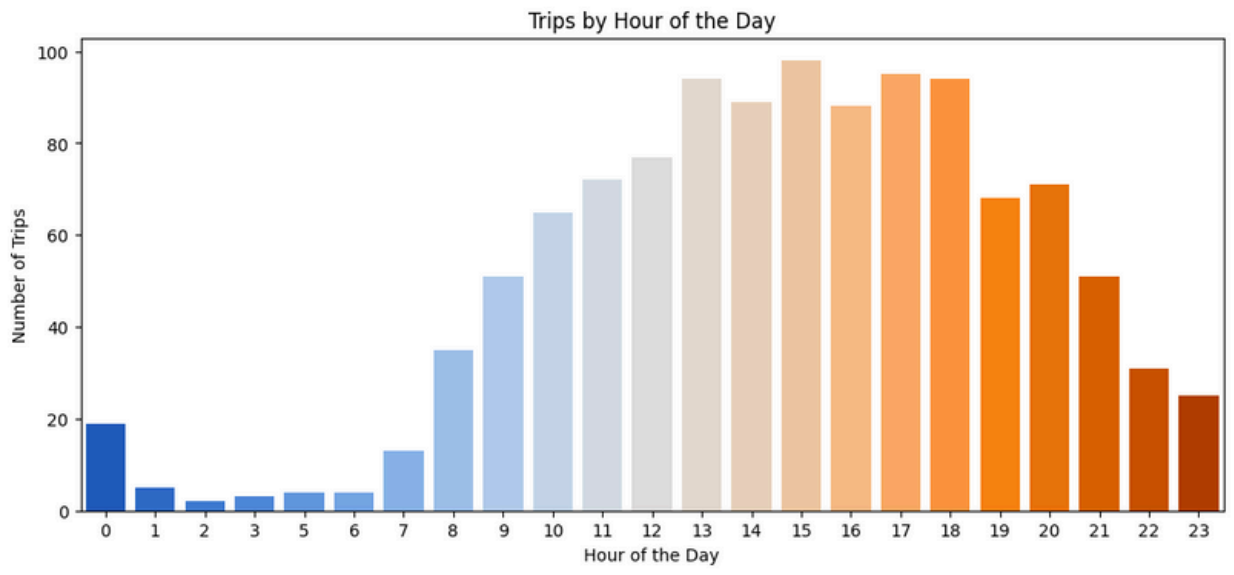
Trip Purpose Distribution

Our analysis highlights that "Meeting," and "Meal/Entertainment" dominate trip categories, reflecting diverse user travel needs. By targeting students—a demographic actively engaged in such activities—we can build a reliable user base. Additionally, the commute section, though less frequented, features the longest trip durations, presenting an untapped opportunity to address student travel demands. Our team aims to target this market towards students, enabling us to take advantage of the gap in the market.



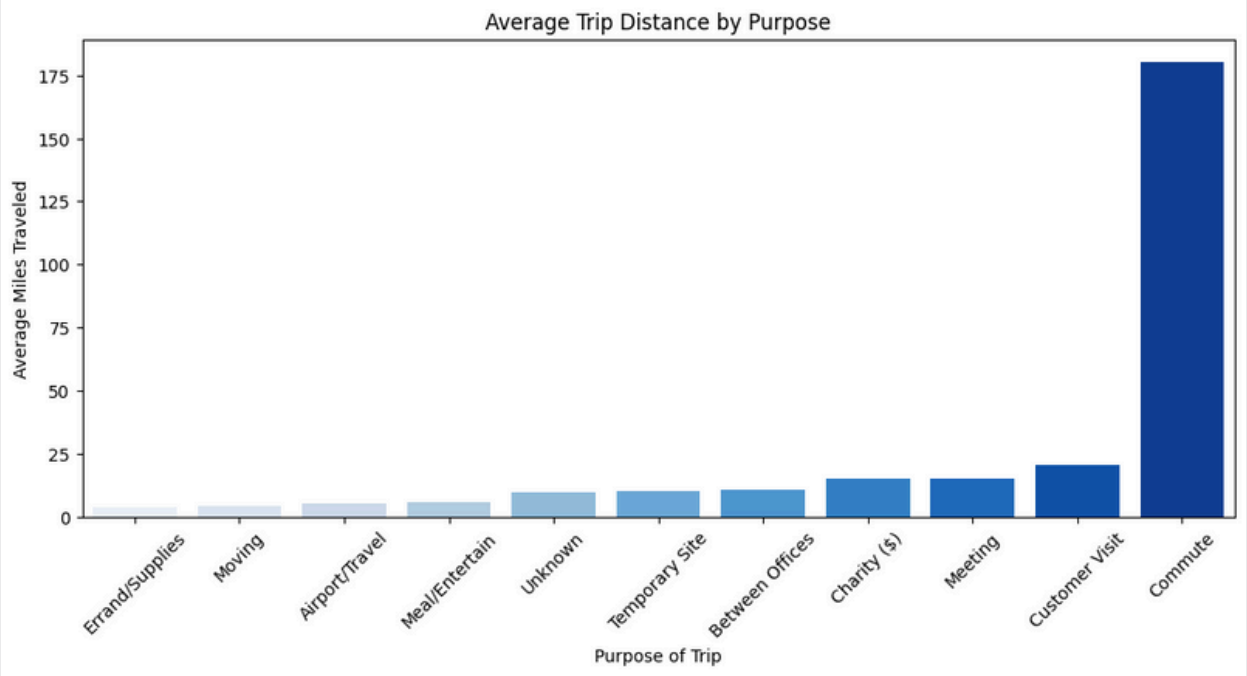
Trips by Hour of the Day

Travel peaks between 8 AM and 6 PM, aligning with student schedules and indicating high demand during class hours and student activities. Our app can capitalize on this by offering reliable services to help students streamline their daily routine without the hassle of traditional transportation methods.



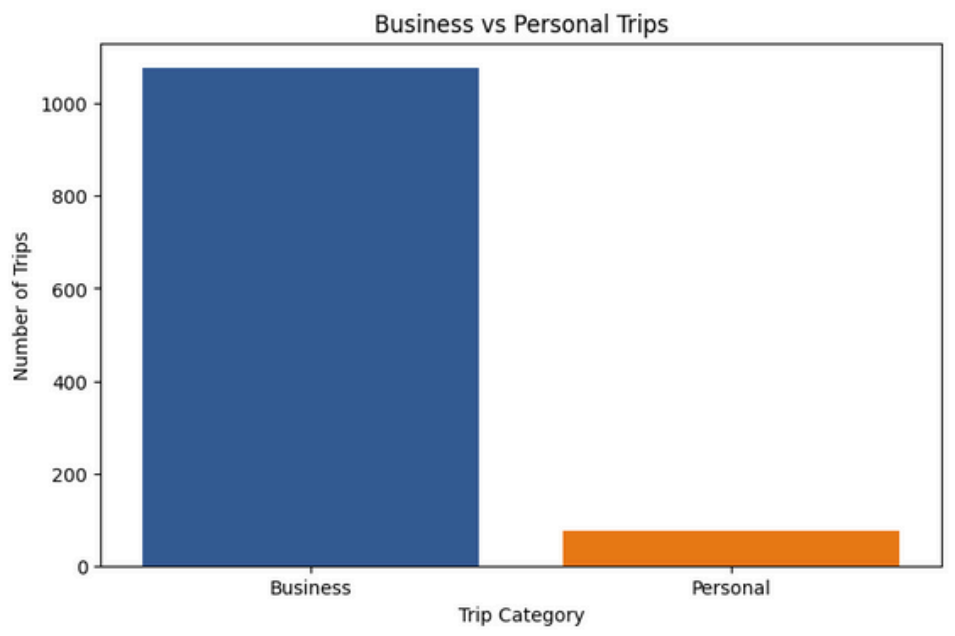
Average Trip Distance by Purpose

The average trip distance varies significantly by purpose, with "Commute" being the longest. This highlights the importance of providing a comfortable and efficient ride experience, especially for longer commutes. By focusing on student commuters, we can optimize routes and offer cost-effective solutions, making our app an attractive alternative to personal vehicles or public transport.



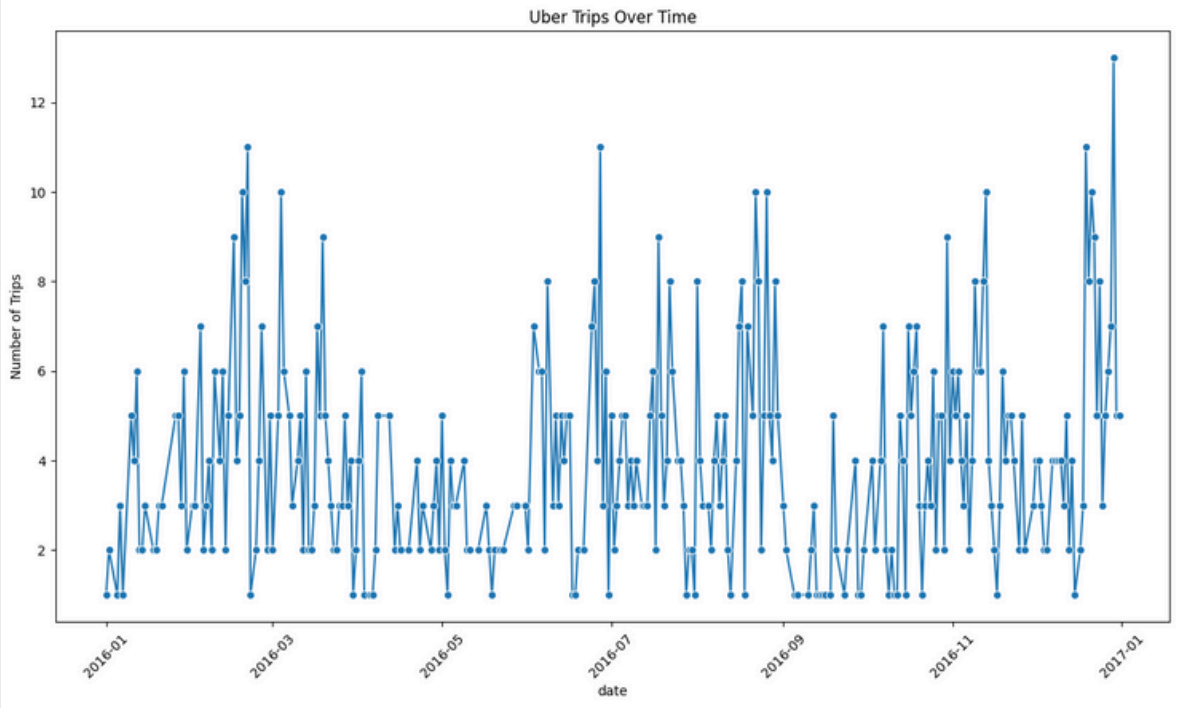
Business vs Personal Trips

Most trips are classified as "Business," which may include educational trips or internships for students. This insight allows us to tailor our services to meet the professional needs of students, offering features such as ride scheduling and route optimization for frequent business-related travels.



Uber Trips Over Time

Trip fluctuations over time reveal varying demand. Our app can leverage this with dynamic pricing and availability to balance supply and demand, benefiting drivers and passengers. However, acknowledging that the data is outdated, this serves as a basis for general analysis until further research is conducted.



Financial Aspects

Pricing Strategy

Ride Options	Distance	Price (€)	Driver's Earning (€)	Company Earnings (€)
Daily	0-5km	2-3	1	1-2
	5-15km	3-6	2	1-4
	15-30km	6-10	2.5	3.5-7.5
	30km+	10+	3	7+
Weekly	Subscription	20-25	5	15-20

CampusCruze solves the problem of unpaid commutes for drivers. Offering steady earnings per kilometer ensures motivation to participate, even on routes they already travel for free. With minimal down payment and operational costs, CampusCruze guarantees profitability with scalable subscription options.

The company earns €1 or more per passenger, creating consistent revenue streams regardless of ride distance, while typically drivers (generally students) would not make any money on their commute.

Ride Options	Distance	Driver's Earning (€)	Company Earnings (€)		
			1 Passenger	2 Passengers	3 Passengers
Daily	0-5km	1	1-2	2-6	3-9
	5-15km	2	1-4	2-8	3-12
	15-30km	2.5	3.5-7.5	7-15	10.5-22.5
	30km+	3	7+	14+	21+
Weekly	Subscription	5	15-20	30-40	45-60

Drivers would earn a set rate per kilometer, while CampusCruze profits increase with passenger count. For instance:

- 0-5km rides yield €1-2 company earnings and €1 driver earnings per passenger.
- 30km+ rides yield €7+ company earnings and €3 driver earnings per passenger. Higher passenger counts magnify profitability for both stakeholders.
- Weekly Subscription Model: Drivers earn a steady €5 income per ride, while the company collects €60 or more per subscription for a full carpool. This creates reliable and predictable earnings.

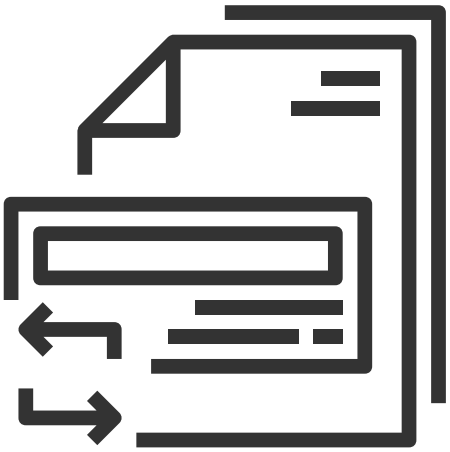
No. Weekly Subscribers (€15-20 Cost)	Minimum Earnings (€)	Maximum Earnings (€)	Yearly Earnings (€) - Assuming no Increase in Users (24 Week Academic Year)
5	75	100	1,800-2,400
10	150	200	3,600-4,800
20	300	800	7,200-19,200
50	750	1,200	18,000-28,800
100	1,500	6,000	36,000-144,000

Assuming no increase in users over a 24-week academic year:

- 5 subscribers generate €1,800-2,400 annually.
- 100 subscribers yield €36,000-144,000 annually.

With zero upfront costs, CampusCruze demonstrates scalability and profitability with growing engagement.

However, limitations of this pricing strategy are the availability of drivers and timing of pickups which will need some agreement.



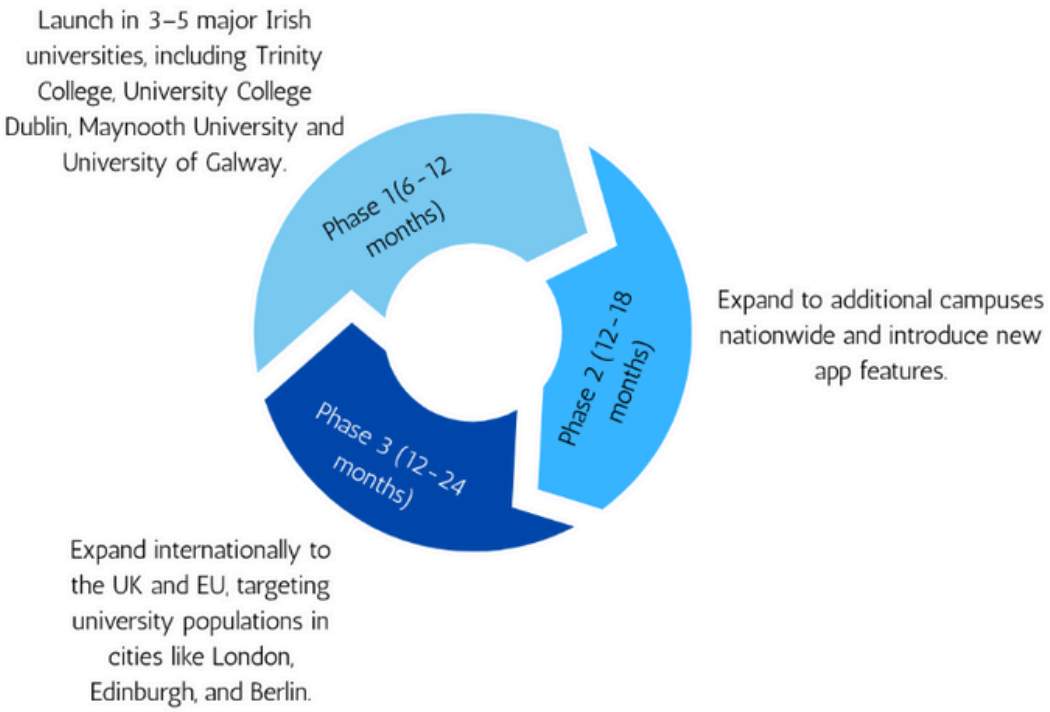
Exit & Growth Strategy

THE STRATEGY

CampusCruze's strategy starts with Irish university partnerships, scaling to the UK and Europe. We target high student populations with limited transport, collaborating with student unions for integration. Growth includes digital marketing, ambassador programs, and referrals, with plans for features like long-distance travel, group rides, and eco-friendly rewards.

Our exit strategy considers allowing established players in the ride-sharing or mobility sector to acquire our company. These include players such as Uber, Bolt, or BlaBlaCar, who might find our app appealing as it targets a niche market (students) that could complements their offerings.

This acquisition could provide them with a foothold in student markets or expand their sustainability initiatives. An example of an acquisition in the same industry would be when Uber acquired Jump Bikes in 2018 to diversify their company into micromobility solutions (Durkosh, 2018).



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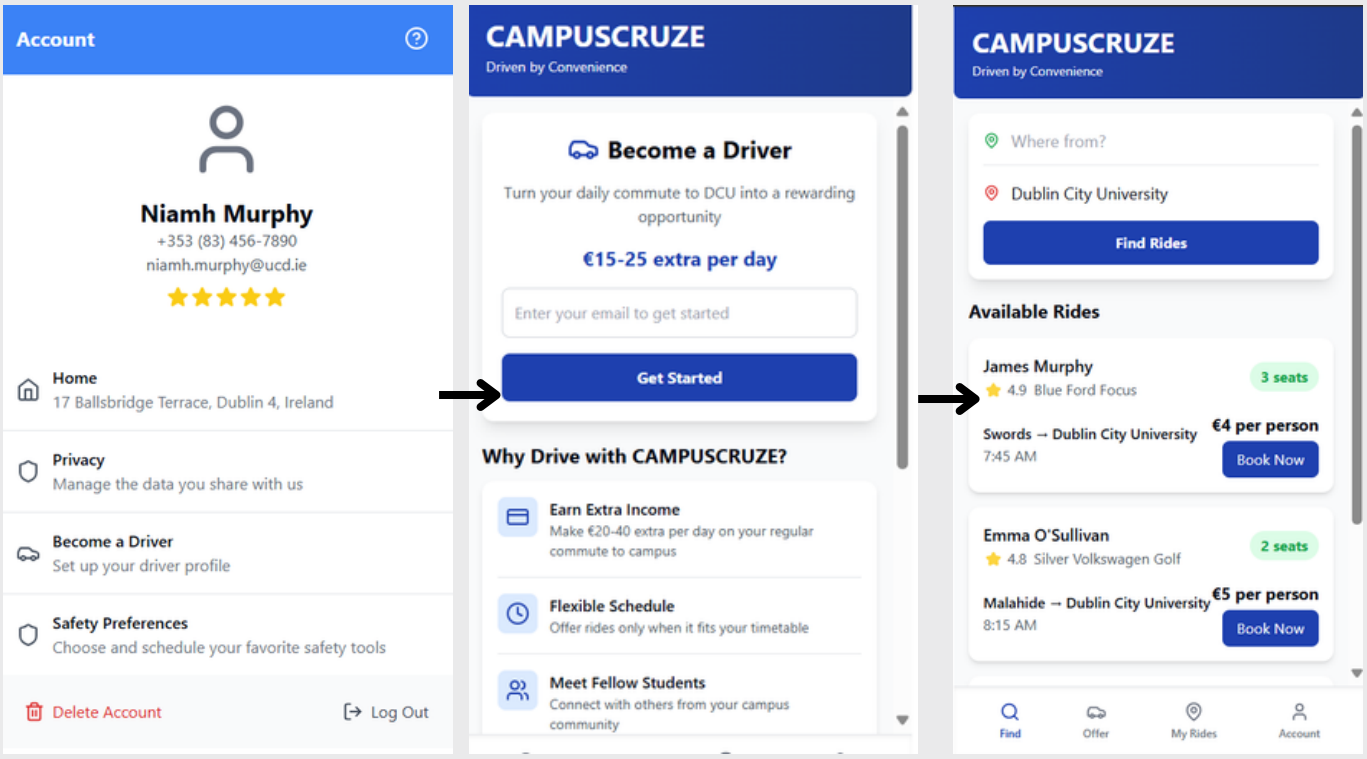
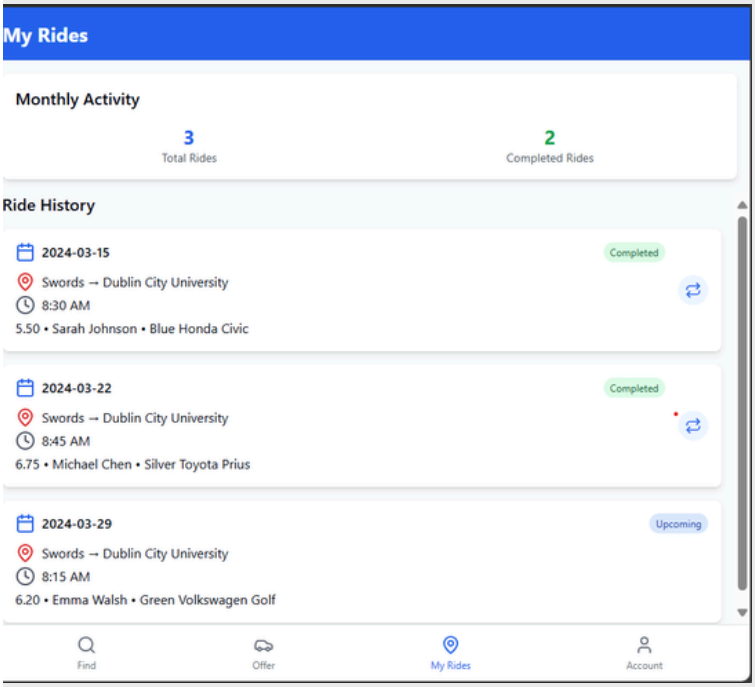
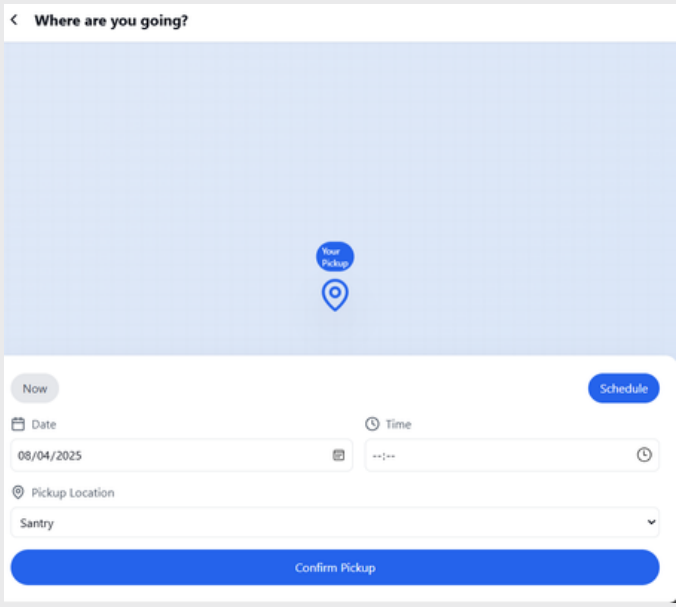
Appendix

APPENDIX 1 - PRELIMINARY APP INTERFACE







APPENDIX 2 - DEEPER ANALYSIS OF COMPETITORS & VIEW OF MARKET DATA

Bottom Right - Low Cost, Lower Value

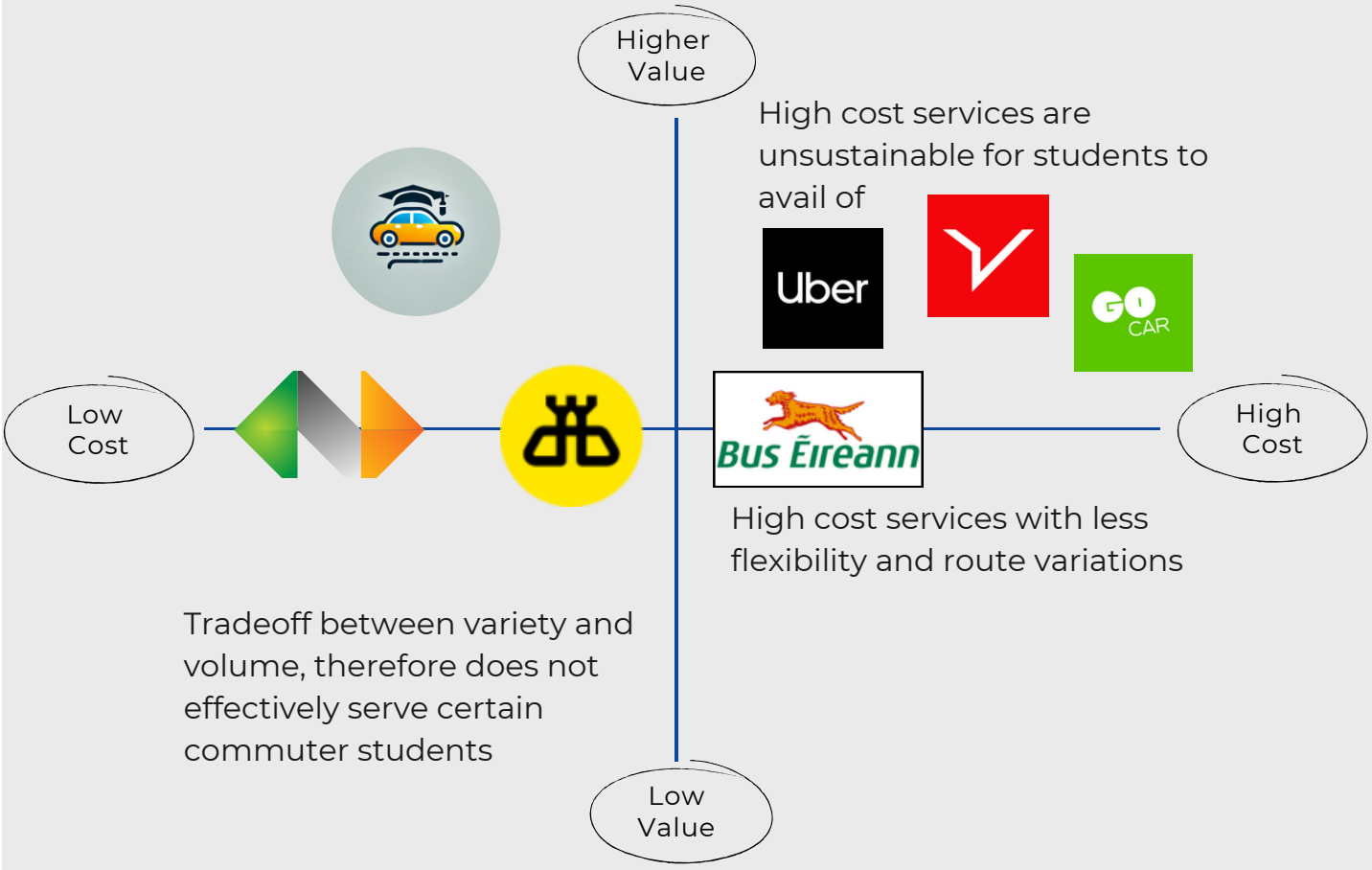
- Public bus service in Ireland, offering an affordable way to travel.
- However, it lacks flexibility and route variation, making it less convenient for some students.
- Its affordability is balanced with fixed schedules and limited route coverage.

Top Right - High Cost, Higher Value

- Generally, on-demand private transport with high flexibility and convenience or car-sharing service where users can rent vehicles for short-term use.
- Expensive, making it unsustainable for students to use frequently.
- The high cost is justified by the comfort, availability, and reliability of the service.
- Gives users access to cars without ownership, but costs are higher than carpooling.
- Suitable for students who need occasional travel flexibility but not cost-effective for daily commuting.

Bottom Left - Low Cost, Lower Value

- Likely refers to public transportation alternatives like local buses or trains.
- There is a tradeoff between affordability and convenience, meaning they do not always effectively serve student commuters.



Analysis Highlights

Our team carried out analysis to Identify market gaps, understand target customer needs, and ensure long-term product relevance.

Findings:

- Primary Data: Interviews reveal public transport's unreliability and taxi costs are barriers for students.
- Secondary Data: Analyzed ride-sharing data to develop cost-effective solutions, refining insights with AI tools and Excel.

SWOT Insights:

Strengths • Innovative technology, comfortably strong value proposition.	Weaknesses • Dependence on drivers, limited resources.
Opportunities • Partnerships, a large target market. • Expansion to wider age groups further down the line ranges.	Threats • Established competitors, substitute products, Regulatory changes and improving public transport