



Taxi Bulgaria

Presentation of Dimitar Dimitrov

Share Holder @ Stenik

www.stenikgroup.com

The Idea



What is Taxi Bulgaria?

Once we were in Varna, supposedly on business, when in the early morning we had to order a taxi ... I thought that not only foreigners in our country are in the same situation as we, but also everyone who loves to travel in Bulgaria. So an idea was born to create a mobile application, which could offer the same benefits for business clients and travelers and which is based primarily on user-generated content. We wanted to test how the Bulgarian market will take a similar initiative and whether users (corporations and travelers) will respond to the opportunity to influence the information in it.

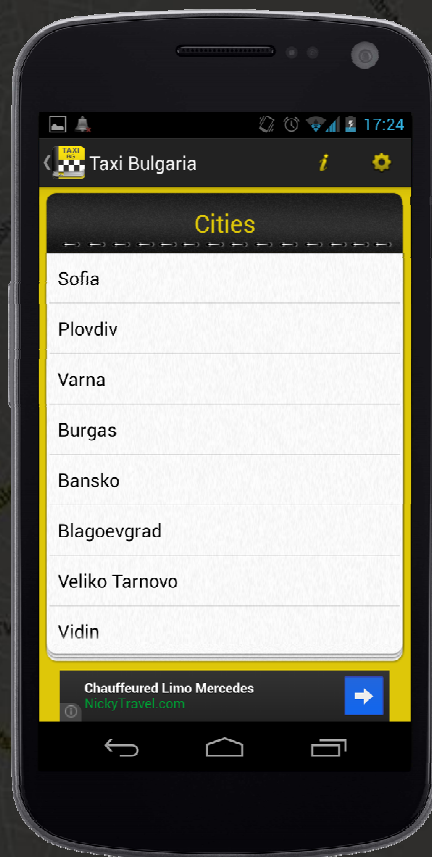
The App?



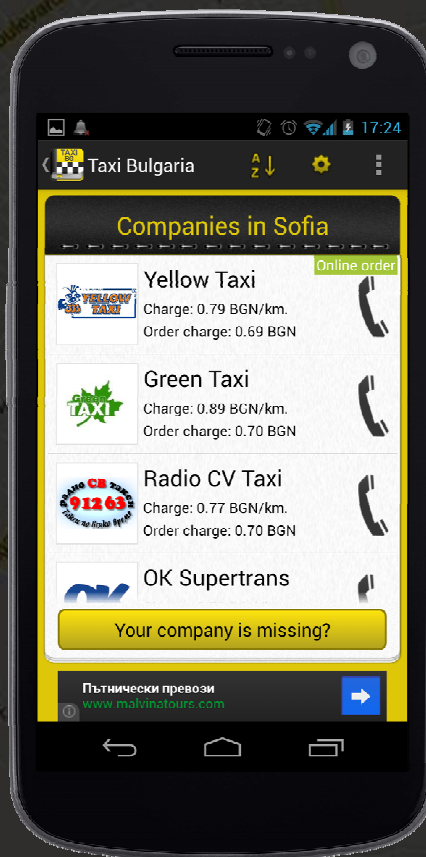
The App?



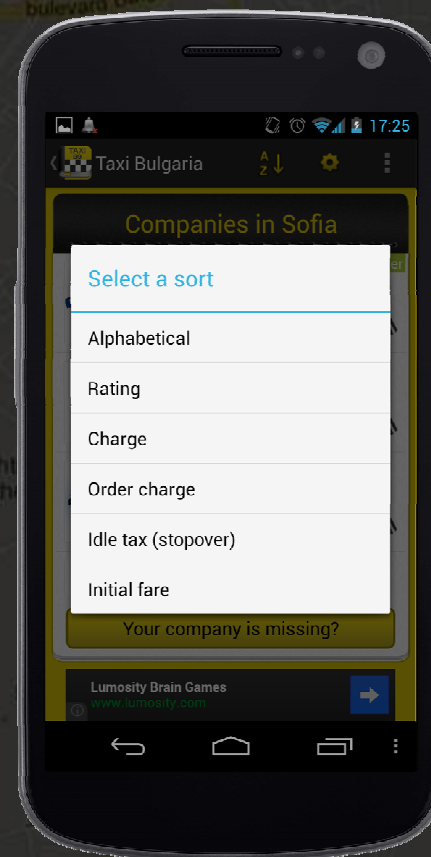
1/ Choose city



2/ Choose company



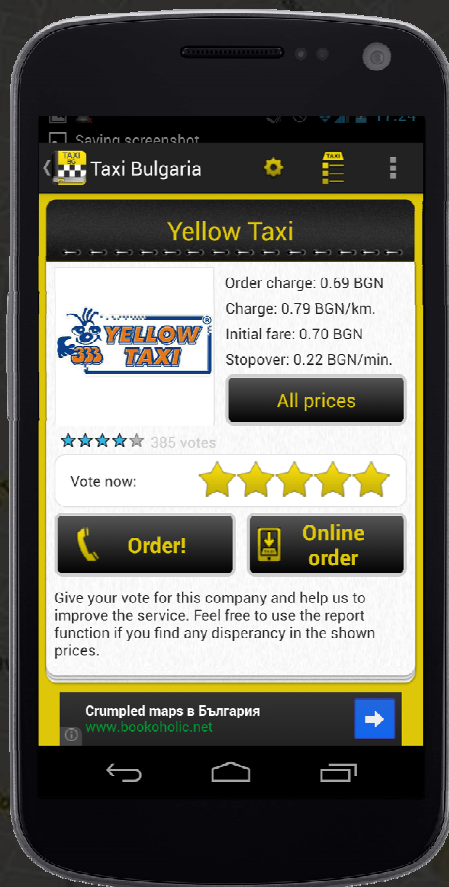
3/ Filter



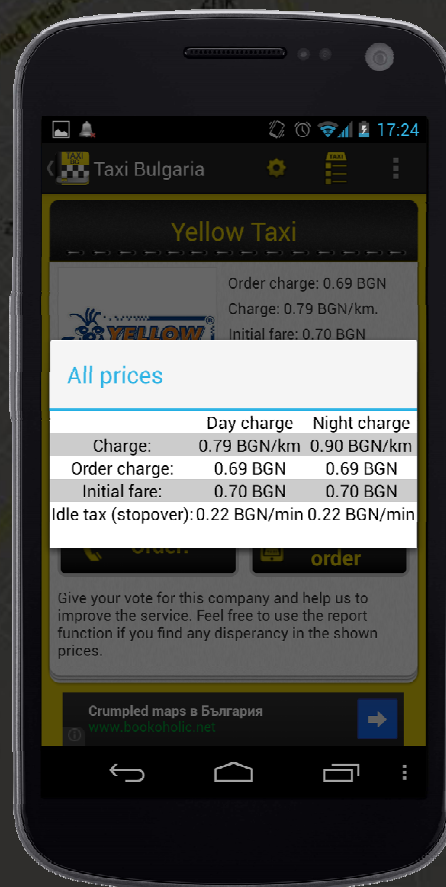
The App?



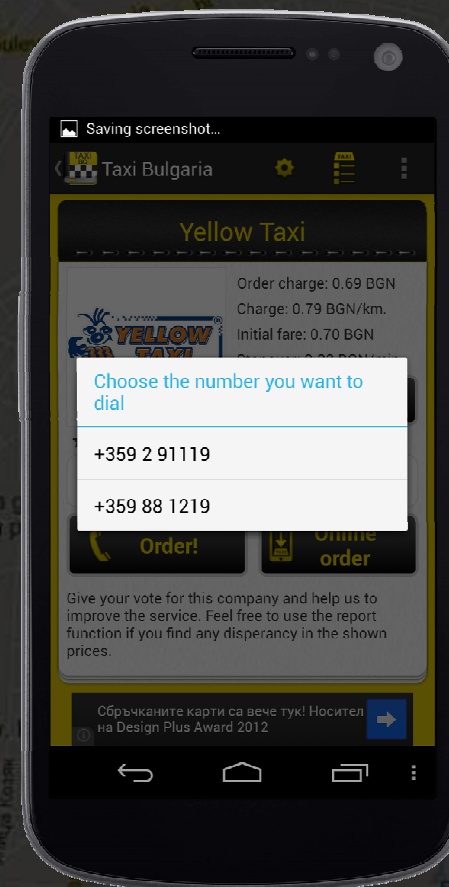
4/ Company details



5/ View prices



6/ Order



The App?



7/ Report a problem

The smartphone screen displays the 'Taxi Bulgaria' app interface. At the top, there's a status bar with the time 17:26. Below the app header, the title 'Report' is centered. A message states: 'Feel free to contact us by filling in the form below if you find any discrepancy in the shown prices.' The form contains two input fields: 'Name*' and 'Comment*'. A yellow 'Send' button is positioned below the 'Comment*' field. The bottom of the screen shows the standard Android navigation bar.

8/ Apply

The smartphone screen displays the 'Taxi Bulgaria' app interface. At the top, there's a status bar with the time 17:25. Below the app header, the title 'Please fill in the form' is centered. The form consists of several input fields: 'Company name/Firm*', 'City*', 'Contact person*', 'Contact phone*', 'Phones for orders (split with):*', 'Initial fare*', 'Day charge (per km.) *', 'Night charge (per km.)*', 'Order charge*', 'Idle tax (stopover) (per min.)*', and 'Number of cars'. The bottom of the screen shows the standard Android navigation bar.

The result?

1/ First place by number of downloads of free apps at App Store

2/ Over 10 000 active instalations

3/ Over 4000 user rates of taxi companies

4/ Fivefold increase of the existing companies only in a month

Innovation – Online orders for Yelloy Taxi



1/ Create order

The screen displays the 'Online order' form with the following fields and values:

- Date: 22 Jan 2013 17:32
- Address from: ГОЦЕ ДЕЛЧЕВ 50, БОРОВО
- Address to: Р-Т МАСКАРА, РАКОВСКИ 113
- Your name: Stenik
- Phone: 0886783645

A yellow 'Send' button is at the bottom.

2/ Accept order

The screen displays the details for 'Order 662':

- E-Booking ref N: 662
- Order status: Заявка - В очакване за изпълнение
- Date: 23rd Dec 2013 10:05
- Address from: ГОЦЕ ДЕЛЧЕВ 50, БОРОВО, 1680
- Address to: Р-Т МАСКАРА, РАКОВСКИ 113
- Your name: *****
- Phone: *****645

A yellow 'Cancel order' button is at the bottom. Below the form, there is a section for 'Book Airport Taxi 24/7' with contact information and a phone icon.

3/ Daily orders

The screen displays 'Your orders for today' with a list of orders. The first order is visible with the number 617. At the bottom, there is a link for 'Самолетни билети онлайн' (Online flight tickets) with the website www.lastmoment.bg and a right arrow button.



NOW WHAT?

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Thank you for the attention

Questions?



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