



ABOUT

- **Name of business/Project:** Transi.to
- **Country/Geographic Scope:** Cairo, Egypt and international
- **What stage is the project currently at?** Established and operating in 3 countries

WHY IS IT A BRILLIANT IDEA?

The problem your projects addresses:

- Urban transport data is the core for smart mobility in big cities, however, many cities around the world especially in emerging regions have issues with urban transport.

The solution it provides Transito is building a universal platform for urban transport where you can add lines and stations, communicate and search to discover all your transport different routes.

1. Map all types of transportation data and provide it to end users in organized manageable way
2. Help local transport authorities to increase the usage and reliability of public transport
3. Making everyday transport challenge much easier and save them precious time.

The targets: Our target consumer is the everyday user of public transportation including citizens and tourists.

WHY WILL YOUR PROJECT MAKE IT?

What is your concrete business/action plan?

- We are expanding in multiple countries to cover all uncovered areas on MENA.
- We are currently operating in Cairo, Alexandria, Tunisia and Jordan.
- We are working on expanding in Latin America within 2016

What is your financial revenue/sustainability plan?

- Partnerships
- Data selling
- Location based advertising
- API Services

What is the competitive advantage and the market potential of your project?

- We speak the language
- First in the market
- Working in transportation since 2010

MAIN CHALLENGES FACED?

- **Challenge 1:** Lack of data, no data from the government side to build over
- **Challenge 2:** Laws and regulations in different countries are always difficult to abide by
- **Challenge 3:** Financial resources were an issue we had no funding and we have been investing our own money.
- **Challenge 4:** Lack of talents calibers, it is always hard to find people interested in joining startup and having a long career path

TEAM

Person/Team behind this brilliant Idea:

- AbdelRahman Said, CTO, 24, Egyptian.
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