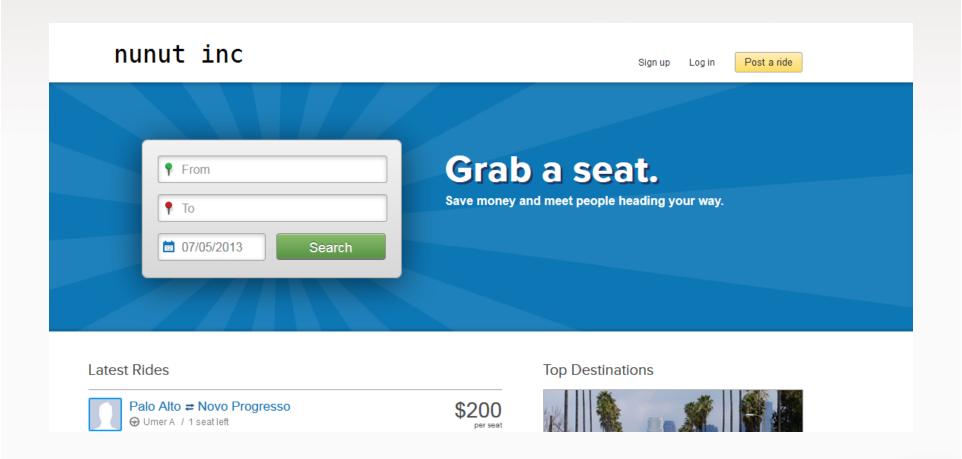




## Value Proposition





- Name: Banu
- Occupation: Lecturer
- Gender: Male
- Salary: Rp 1 –10 M
- Once a week commuter Purwokerto- Jogja (164 KM)
- Spend 40-50 / bus trip





- With the carpooling, Banu only spend his money 30.000/trip if he shares car of four
  - Distance = 164 KM
  - Fuel consumption = 16.4 lt (1 lt for 10 KM)
  - Cost = 16.4 x 6500 = 106,600
  - Cost share =106,600/4 person =26650
  - Cost ceiled to Rp30.000 to cover car maintenance



- There are 40 people do the same as Banu in this Faculty of Elektro UGM
- Means there are more out there