<table>
<thead>
<tr>
<th>Idea Name</th>
<th>Saaalek</th>
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<tbody>
<tr>
<td>Executive Summary</td>
<td>Traffic is a major challenge that we face on daily basis especially when we relate it to the economic growth. Although for a specific journey many routes could exist, choosing one instead of the other could be a problem itself since various routes have different congestion rates.</td>
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<td>Product / Service</td>
<td>Saaalek is a real time Navigation system, which provides its users with a real time, optimum and dynamic route based on multiple parameters i.e. Route Distance, Average Speed, Average Travel Time and Congestion/Route. These parameters are automated (Through the application which uses the mobile phone GPS to send his location &amp; speed to the Saaalek keeping his identity safe) to prevent any human intervention and exaggerations about routes status. Also, Saaalek provides a solution for urban passengers; transportation alternatives, schedules, cost and average trip duration will be provided by Saaalek in addition to the basic route to the destination. Saaalek traffic data can be used for making analytical reports and statistical reports using information collected, such as the current roads congestion rates and alternatives, rush hour times per road, which could be of used in decision making by the government for road modifications.</td>
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<td>Target Market</td>
<td>Based upon Information and Decision Support Center ‘IDSC’ poll center, there are 4.1 million Vehicles in Egypt; 2 million are privately owned where 1.2 million are in greater Cairo. In Egypt there are 80 million mobile users. Where, 9 million of them use smart phones, whom are Saaalek’s target customers. Thus our targeted niche market 2 to 2.5 million users. Never-the-less, it affects all the daily traffic users and also the Government decision making centers.</td>
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<td>Value Proposition</td>
<td>Saaalek will have huge impact on its users: • Route balancing which increase the utilization of preexisting routes. • Decrease Average Journey Time which increase the user's satisfaction about the traffic</td>
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### Business Model

- Decrease Accidents Consequences by rerouting users away from the condemn routes.
- Statistical/Analytical Reports about the routes conditions and densities. Also what routes could be implemented or modified for enhancing the traffic in Egypt.

### Competitive Advantage

Saaalek has three Main Revenue Channels:
- User’s yearly/Monthly Subscription which will be minimal to encourage customers.
- Software Bundles which will target logistics companies and delivery service providers
- Statistical Reports which will be based on collected data from users to enable solutions and alternatives researches about the traffic problems in Egypt

Provide dynamic routes based on current streets/routes situation. A reliable crowd source but not only the main streets/routes to insurance of data integrity or accuracy.
User’s identity is safe.
The first real time navigation system in Egypt.

### Stage of Development

Prototype Development

### Funding Requirements

Saaalek initial cost that will enable its most optimum effectiveness:
This will be from 300,000 to 500,000 EGP which will be invested in:
(Mobile Test Devices, Cloud Services, Mobile Application Development, Server Application Development, Routing Algorithm Development, GIS Data, GIS Package, Initial Data Acquisition, Technical and business consultations, Marketing)

### Management Team

Team SHIFT®
Our Team has great experience in student and startup competitions. We had worked on many projects i.e. graduation projects, Competitions (Imagine cup, MIE, EED, YIA, Start with Google, Competition 4 Change)
Our team has a consistent code of principals, values that aids us to plan, organize and manage resources- professional skills to procure success of a project. Following guidelines of communication management, performance assessment, work breakdown structure and performing periodical meetings and a balanced responsibility matrix; moreover realizing the importance of team work to achieve success of the company’s goals and long-term vision.