



THE PROBLEM

# Three out of four cars carry one person.

*And it is choking our cities, our campuses, and our commutes.*

THE DEFAULT

# 75%

of commuters drive **alone** to work, every day.

*U.S. Census ACS — mirrored across all OECD studies*

## 105 hrs

Lost in Istanbul traffic per driver, per year

*INRIX 2024 — Istanbul ranked World #1*

## \$7B

Annual economic cost of congestion in Istanbul

*Anadolu Agency, 2025*

## 66%

Turkish car commuters drive alone — and zero had 3+ riders

*Carpus Survey 2026, n=47 car commuters*

The fix isn't more roads. **It's filling the empty seats already on them.**



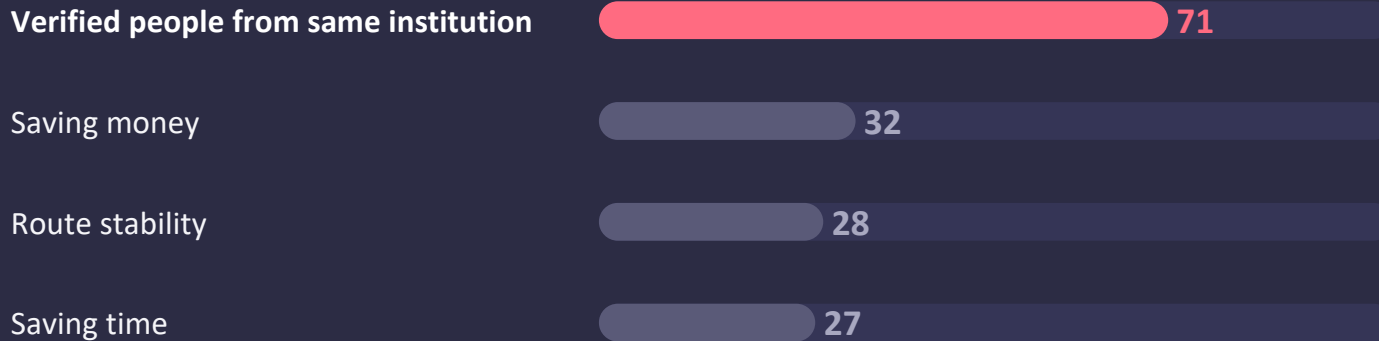
DEMAND VALIDATION

# Our future users want exactly what we're building.

We surveyed 99 commuters. The single most-requested feature is the model we already built.

## "WHAT WOULD MAKE YOU COMFORTABLE CARPOOLING?"

Multi-select survey. Bars show count of respondents who picked each factor.



→ Top answer beat the runner-up by **2.2x** — exactly the closed-network model Carpus is built on.

# 85%

open to using Carpus

64 said YES outright, 20 maybe — only 15 said no.

# 73%

commute 5+ days a week

90% commute 4+ days. Daily friction, not occasional.

## WHY IT HAS FAILED BEFORE

# If carpooling is so obvious, why hasn't it worked?

Three obstacles, documented across decades of research and one well-funded failure (Waze Carpool, 2023).

01



## The Trust Barrier

People won't ride with strangers. BlaBlaCar's 18,000-user study showed that earning trust at scale requires verified IDs, ratings, histories, moderation, social ties — an endless arms race against anonymity.

02



## The Driver Incentive Problem

Cash doesn't move drivers. A Waze field experiment with 537,370 users found a \$10 bonus barely registered. What worked: tangible perks like HOV-lane access — a 64–185% lift in signups.

03



## The Coordination Cost

Door-to-door pickups kill matching. Stiglic et al. proved mathematically: shift the walking burden to the passenger, eliminate driver detour, and matching rates rise dramatically.

**Carpus solves all three — by design.** *Not by trying harder. By changing the model.*

## THE SOLUTION

# A personal bus line for your campus.

*Carpus is a closed, institution-anchored carpooling platform. Set your schedule once. Ride for the rest of the semester.*

01

## Closed Network

Verified .edu.tr or corporate SSO. Each institution runs in an isolated environment. You ride with classmates, not strangers.

02

## Recurring Rides

Drivers publish a weekly schedule. Passengers book a permanent seat for 4 weeks. No re-searching, no re-booking.

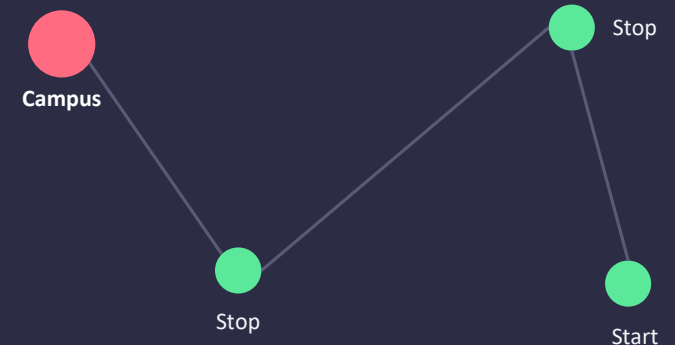
03

## Smart Geo-Matching

Passenger walks to the closest point on the driver's existing route. Zero detour. Higher match rates. It feels like a bus stop.

## THE RIDE LOOP

*Each week, the same route. Same people. Same seat.*



● Live Tracking

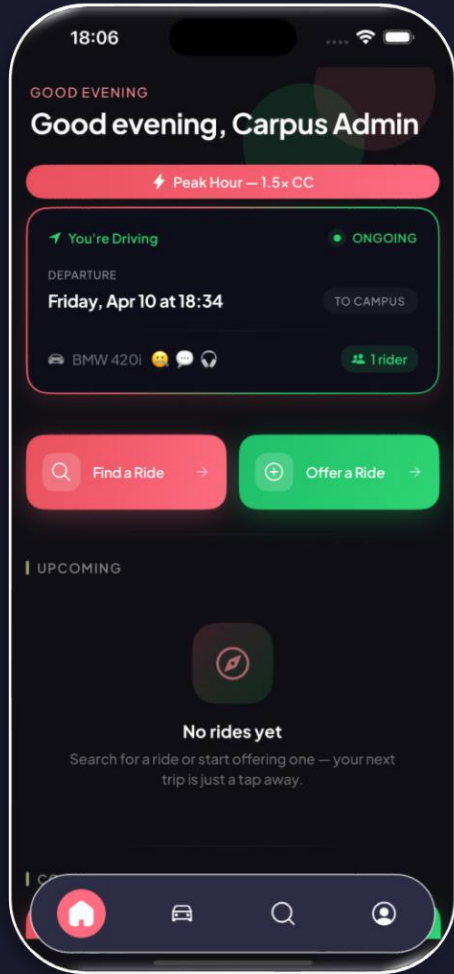
● Rotating OTP

● Vibe Tags

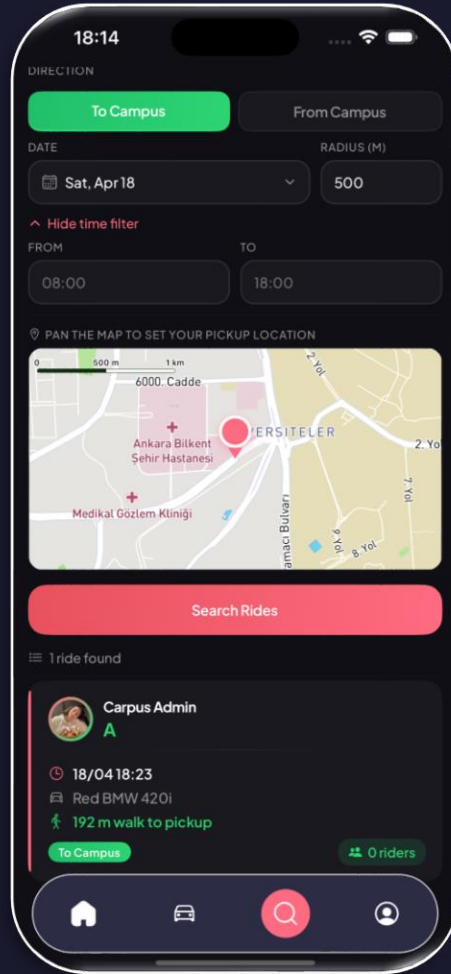
● Penalty System



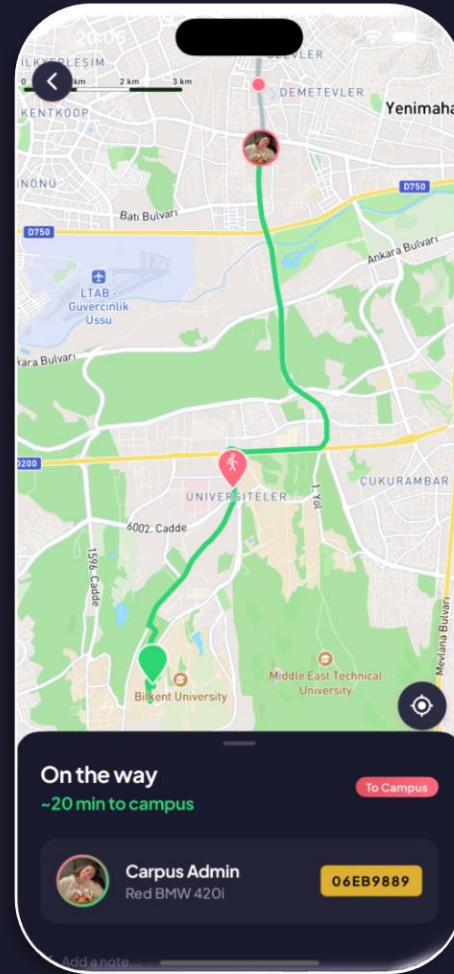
# Not a deck. A working app.



Home screen

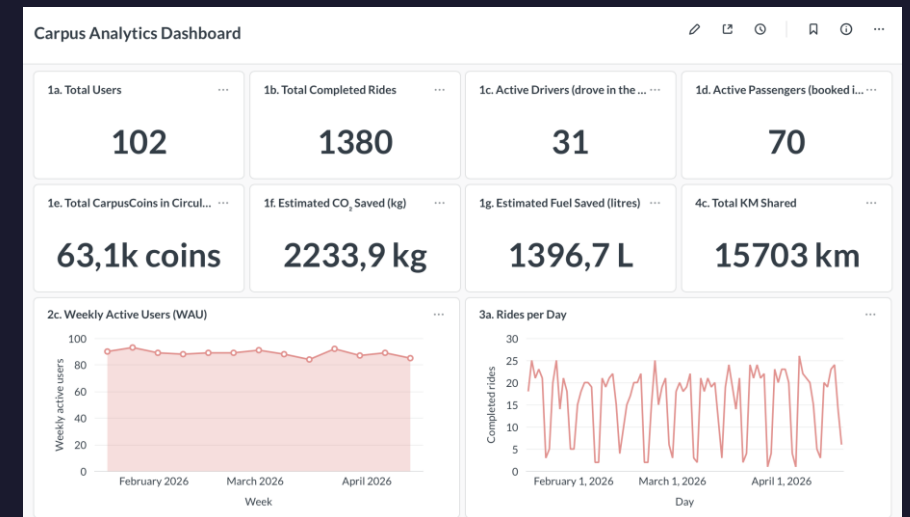


Search rides



Ride day

*iOS + Android complete. Backend live. All core features implemented. Pending store submission.*



Admin dashboard

## TRUST + REWARDS

# Free for passengers. Rewards drivers actually want.



## Trust by Design

*We don't manufacture trust — we inherit it.*

- Verified institutional email gates every account
- Each institution = fully isolated network
- Mandatory profile: name, department, photo
- Optional vibe tags: silent / chatty / no smoking
- Ratings + badges (Early Bird, Saviour) build reputation



## CarpusCoin Reward Engine

*Drivers earn coins by distance × passengers. 1.5× peak-hour multiplier.*

**2,000 CC**

Cafeteria credit  
(~200 TL)

**5,000 CC**

Cafeteria  
fast-pass

**50,000 CC**

Free annual  
car sticker

**TOP 10**

VIP parking  
for next month

**GOLDEN USER** Drivers who also ride as passengers earn a 2× multiplier on their next 3 drives.

No money changes hands between users. **That keeps us out of commercial-transport regulation entirely.**



## MARKET &amp; COMPETITION

# Nobody is doing closed-network campus carpooling.

75 private universities in Turkey. 0 direct competitors. Open-network platforms keep failing for daily commutes — we learned why before we built.

	BlaBlaCar	Uber / BiTaksi	Inst. Servis	Carpus
Network type	Open (strangers)	Open (strangers)	Closed (employees)	Closed (verified)
Use case	Intercity, one-off	On-demand, any trip	Fixed-route shuttle	Daily commute
Cost to user	Paid	Paid (full fare)	Free (employer-funded)	Free for passengers
Driver motivation	Money	Money (professional)	N/A (hired driver)	Institutional rewards
Inst. integration	None	None	Full	Full
Schedule flexibility	High	High	None (fixed routes)	High (dynamic)

**Real competition:** the institutional shuttle bus. *Carpus replaces or supplements it — cheaper, more flexible, with sustainability data the institution can report.*



BUSINESS MODEL

# B2B SaaS. The institution pays. The user rides free.

ESSENTIAL	80% of clients PROFESSIONAL	ENTERPRISE	THE ROI MATH
<b>\$0.20–0.27</b>	<b>\$0.35–0.50</b>	<b>Custom</b>	<b>Pays for itself in 2 cancelled shuttle routes.</b>
/headcount/month	/headcount/month	from \$1.00+ /head/mo	1 shuttle dispatch (UKOME tariff)
<i>≈ \$2,000/mo for a 10K-user campus</i>	<i>≈ \$3,500/mo for a 10K-user campus</i>	<i>On-prem for privacy-sensitive customers</i>	<b>≈ ₺3,650</b>
<ul style="list-style-type: none"><li>Core app, Carpus brand</li><li>Email support</li></ul>	<ul style="list-style-type: none"><li>White-label branding</li><li>Analytics dashboard</li><li>Priority support + ambassador</li></ul>	<ul style="list-style-type: none"><li>On-premise deployment</li><li>Custom SSO + SLA</li></ul>	Monthly cost of one daily route
			<b>≈ ₺80,300 (~\$1,800)</b>
			Pro tier @ 10K headcount
			<b>≈ \$3,500/mo</b>
			Cancel 2 underused routes →
			<b>Net savings, every month</b>

+ Secondary revenue: sponsored driver rewards (local businesses) and fleet-downsizing consulting from accumulated commute data.

## THE TEAM

# Builders, not pitchers.

*Three engineering students from Bilkent and METU. We built the app we wanted to use ourselves.*



**Mehmet Eren Balasar**

**Tech Lead**

Bilkent CS '25, MBA '27.

Software Architect @ Ratio Energy, 2023-2025

Embedded SWE @ ROKETSAN, currently



**Ahmet Deniz Eröz**

**Operations**

METU Mechanical & Mechatronical Eng. '26.



**Tuna Çakır**

**Product**

METU Mechanical Eng. '28.

ROADMAP & THE ASK

# From alpha to 5+ institutions in 24 months.



Use of seed funds (₺1,000,000)



- **36%** Salaries (2 part-time devs, 6 mo)
- **30%** Institutional sales & marketing
- **14%** Reserve / contingency
- **10%** Legal & KVKK compliance
- **10%** Infrastructure & APIs (12 mo)

THE ASK

**₺1,000,000 seed.**

**Stage 2 funding.** Deploys at Bilkent — the campus that already asked for this — and signs our first paid contract. 3–5 institutional contracts thereafter cover all operating costs.