

MARA Labs
MARA Ain't a Routing Algorithm



Platform as a Service for Logistics Fulfillment.

April 2015 || Nishith Rastogi

Team



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Worked for 2 years together at Amazon as engineers, and then built PinChat, a location based chat app. Together, as team we have strong expertise in algorithms and engineering, with past experience in building scalable, externalized, public APIs for Amazon.

Expensive pain point in a Massive Market

Fast growing need of better tools in delivery dispatch, resource assignment, tracking & route optimization.



Solution needed by e-commerce players, Uber for X companies, and any operation with a mobile work force.



Inelegant & un-optimized existing solutions. All require massive amounts of manual intervention. Poor end-customer experience

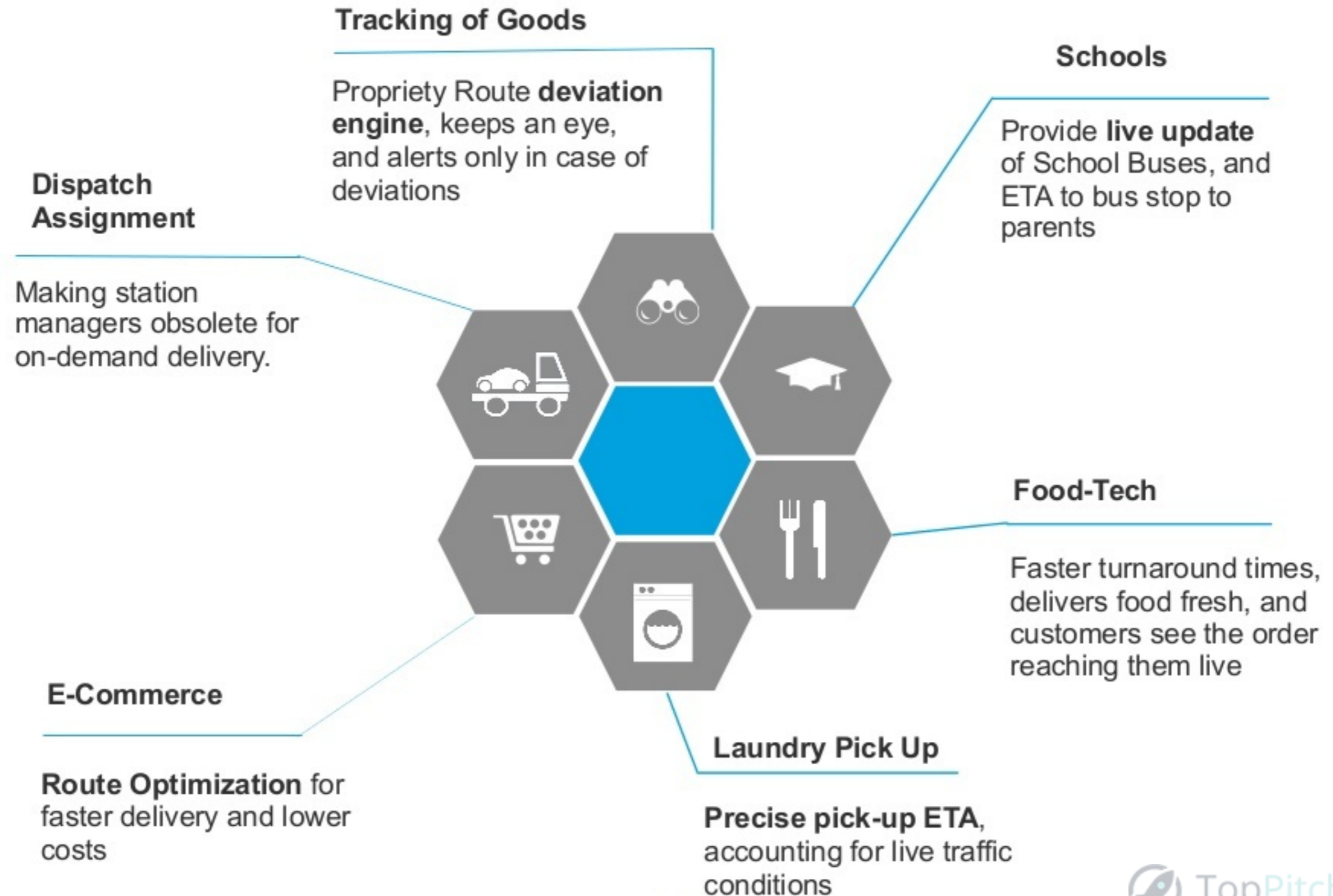
Tool for Automated dispatch, tracking & route optimization

- Eliminate 90% of human intervention in order dispatch, using intelligent algorithms
- 75% reduction in effort, when scaling operations to a new city
- Exceptional experience to end users with live on-road tracking of order and minute by minute ETA updates

You can't build this in-house while making financial sense

- We invest in R&D to create high end algorithms and technology stack to create a robust common Platform
- Platform is available as a service to customer at a very affordable pricing, with no operational and maintenance overheads.
- Clean APIs allow the solution to be integrated with existing stack, with ease

Illustrative Use Cases



Market Size Indicators

Logistics fulfillment is a **\$231 billion** industry



- In US alone, **\$1.5 billion** investment in the ‘Uber for X’ economy in 2014 & growing. [Source](#)



- In India, **\$400 million** investment in Food/Grocery delivery startups in Q1 2015. [Source](#)
- The number of Deliveries/Pick-Ups just by - HealthKart, FabFurnish, YepMe and LensKart: about **10 million a year**; [Source for Estimates and Market Research](#)

Business Model

Input

- Delivery locations
- Delivery times
- Delivery boys available

Benefits

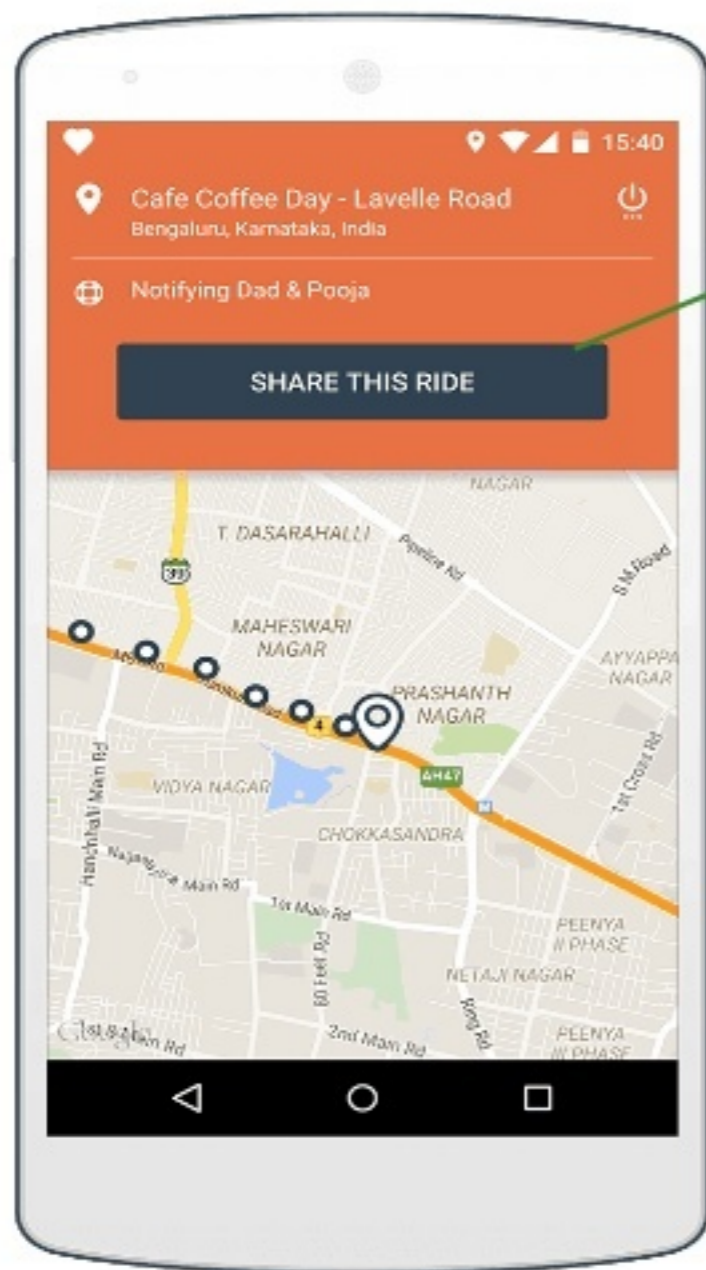
- Dispatch assignment of order to a particular delivery boy
- Optimum routes
- Split of route between delivery boys
- Pushing task/route to their phones (our app)
- Tracking event completion
- Live & Aggregated reporting

Revenue Model

- Our B2B product is a Platform as a Service, under the brand name “Locus”
- Subscription Model, Card on File
- Each API call is charged at a few (single digit) cents per call, depending on API
- All tooling, SDKs delivery apps, dashboards, provided free of cost.

Demonstration of B2B APIs via a Reference B2C App - RideSafe

Our custom built, in-house developed, proprietary Realtime Route Deviation Detection (R2D2) engine is demonstrated via our B2C app 'RideSafe', which has received rave reviews from end users



Built on our B2B APIs:

✓ RideSafe makes daily commute safer by providing Realtime Route Deviation Detection.

✓ Works in real world conditions like alternate routes, shortcuts, soft roads, driver preferences, lost network signal, tunnels and several others edge cases

✓ Provides a live tracking of each trip. Example <http://goo.gl/MPMZKa>

In first 4 weeks, 12000+ KM of usage data, 2000 users, 220000+ location points. On Women's day, trended as Rank 1 on Play Store in transport category. No marketing spend.

Sample Media Coverage – RideSafe App

