



Teaching Caselet

Marketing and Entrepreneurship Case: Boozup Mobility – Shark Tank

Background:

A native of Bhavnagar, Mr. Rutvij founded Boozup to solve his own short distance commute problems without having to buy a vehicle and in his third year of engineering, Rutvij started working on a cost effective way to solve his problem which was also faced by many others. Rutvij along with a team of young engineering graduates and couple of industry experts set the course to dive deep in one of the hottest growing industries across the globe. After countless office hours and plates of pizzas - a mobile app, an electric kick scooter, mobility infrastructure a first in industry business model were developed and deployed at various public spots and business premises across the Ahmedabad and Gandhinagar City with a fleet of just 20 Booz Scooters in January 2020. By doing so, Booz becomes the first Civic Body approved operator in South Asia to deploy such electric kick scooters for city public spots. (Dasadia, 2022)

Motivation: Rutvij moved to Ahmedabad to pursue his engineering in automobile from one of the renowned college which was affiliated to Gujarat Technological University. During his third year of engineering, he realized that there should be some cost effective way to solve problem of short distance commute (inside campus/business/corporate parks). One of the alternative that was available was of bicycle but seeing the environmental conditions along with hectic schedule made this option more tiresome. Second best option was of electric bike. This concept was having huge popularity in foreign countries like USA/Europe but in India we lack proper infrastructure. Sustaining this type of product in Indian environment and on available infrastructure (Charging & Road conditions) was difficult.



Figure 1 Rutvij Dasadia

Development and Innovation-

STP Analysis: Considering above factors, Rutvij and his team decided to narrow down to only closed premises like big University Campus/Business Park where infrastructure of proper road surface along with charging stations can be deployed. Also, he closely observed other peer players available in this industry and decided to have subscription model whereby universities/municipal corporations/business parks would pay subscription fees for this service. **Business Model:** Introduction of a first-in-industry business model, focusing on Mobility as a Service (MAAS). Boozup offers e-kick scooters, applications, charging stations, and maintenance on a subscription basis, mainly targeting the B2B segment.

This concept is well known as Mobility as a Service (MAAS) whereby Boozup will provide e-kick scooters, application, charging stations and maintenance for the same. Their major focus is on B2B segment, wherein commercial, educational as well as governmental organization will pay monthly subscription fees and user (employees/students/consumers) with help of application can access this MAAS service.

Pilot Testing: He along with his team developed a prototype, application-software and required infrastructure like charging and pickup/drop centre for booz bikes. Before launching commercially he participated in number of events with his concept to validate its sustainability and get his idea recognized from various industry experts.

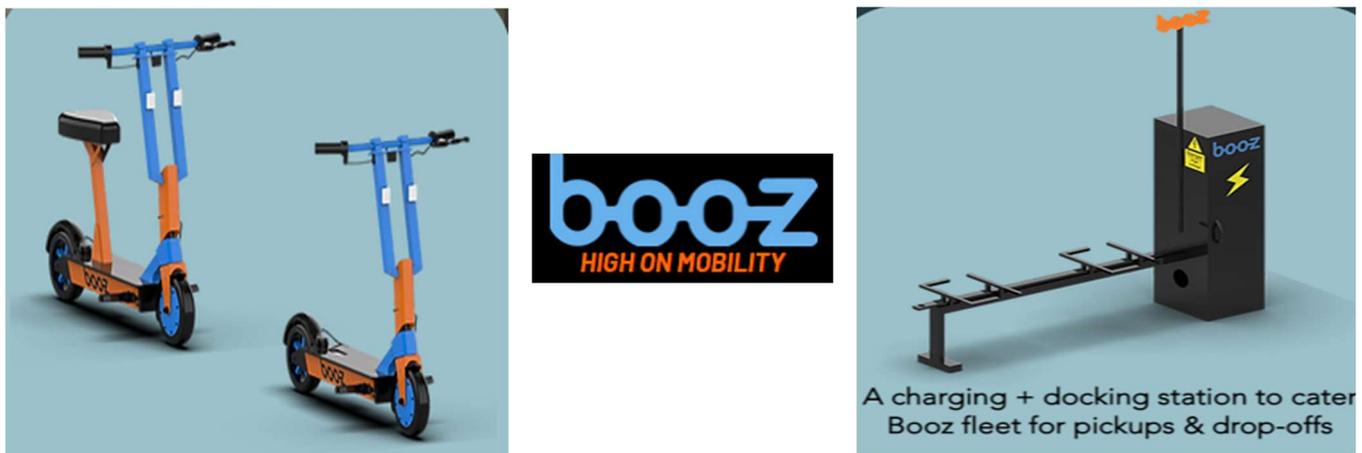


Figure 2 Booz e-scooter- www.boozup.net

(Rutvij, 2022)

Shark Tank India Experience

Participation and Investment: Rutvij applied to Shark Tank India in June and was selected to pitch his business. He secured an investment of ₹40 Lakhs for a 50% stake from Sharks Vineeta Singh and Ashneer Grover.

Exposure and Impact: The pitch was featured in the first episode of the show, significantly boosting Boozup's visibility. Rutvij emphasized the growing culture of startups in India, inspired by such platforms, and the shift in family discussions from daily dramas to business ideas.

Implementation and Expansion

Initial Deployment: Launch with a fleet of 20 Booz Scooters in Ahmedabad and Gandhinagar in January 2020, becoming the first Civic Body approved operator in South Asia for such services.

Feedback and Redevelopment: Incorporating feedback from the pilot runs to improve the product and service process.

Challenges and Future Plans

Challenges: Adapting to Indian environmental conditions and infrastructure, and raising funds for expansion.

Developed by Professor Sagar Tanna & Dr Nirav Mandavia for Classroom Discussion / Evaluation Purpose

Future Goals: Expansion into different premises and continuous product and service enhancements.

Conclusion

Impact and Significance: The significance of Boozup Mobility in providing a sustainable and innovative solution for short-distance commuting, particularly in urban settings.

Questions

Investment and Growth Strategy:

- How can Boozup Mobility leverage the investment and exposure gained from Shark Tank India for further growth and expansion?
- What strategies should Boozup employ to manage and negotiate investor relationships post-Shark Tank?

Brand Visibility and Public Relations:

- How can Boozup utilize its Shark Tank India appearance for increased brand visibility and public relations opportunities?
- What marketing strategies could be effective in capitalizing on the popularity and viewership of the show?

Customer Acquisition and Engagement:

- Post-Shark Tank, how can Boozup effectively attract new customers and retain existing ones?
- What role can digital marketing and social media play in engaging with a broader audience, especially the youth inspired by startup cultures?

Innovation and Market Positioning:

- With the new investment, what innovative steps can Boozup take to further solidify its position in the market?
- How can Boozup differentiate itself from competitors, especially in a market that is becoming increasingly aware of and interested in startups and innovative solutions?