"Riyapuhunuwa" Driving school platform Business proposal

Proposal Summary

Riyapuhunuwa is an innovative online platform designed to revolutionize and simplify the applicant registration process for driving schools in Sri Lanka. It replaces the manual data entry system, which allowed unauthorized modifications currently taking place in driving schools. Riyapuhunuwa automates registration, standardizing procedures for driving schools and with the aim of becoming a prerequisite for RMV recognition.

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Business venture

"Riyapuhunuwa" is a cutting-edge online platform crafted to modernize and streamline the applicant registration process for driving schools in Sri Lanka.

This platform facilitates the efficient collection and management of personal information and tracks the number of driving lessons students have completed in preparation for their final trials.

The primary objective of Riyapuhunuwa is to establish an integrated system for driving schools across Sri Lanka, ensuring a seamless and tamper-proof data collection and storage process.

This innovation guarantees that all applicants receive the training they need, ultimately producing safer and more skilled drivers.

This concept, already prevalent in the form of apps in many foreign countries, but will be the first of its kind in Sri Lanka.

Current context

2,300 fatal incidents　　**6,300 critical accidents**　　**2,515 road accidents**

In 2022

Although a substantial proportion of fatalities involved pedestrians, approximately 1000 casualties involved motorcycles and drivers. Accidents predominantly included motorcycles, three-wheelers and motor cars.

Of 12,000 annual deaths 3000 are road related　　**7 – 8 accident fatalities daily**

In 2023

Whilst many of these accidents can be attributed to subpar driving skills, the accountability also extends to the negligence of driving schools. The prevailing manual data entry system, implemented nationwide, facilitates the unauthorized modification and alteration of applicant records.

This, in turn, allows applicants to proceed to their driving trials with as few as three lessons completed. Consequently, unprepared and inadequately trained drivers gain official authorization to operate vehicles within the country.

So why Riyapuhunuwa?

Riyapuhunuwa will not only allow for complete automation of the student registration and training process but also the standardization of procedures for driving schools nationwide. It will establish a precedent mandating that driving schools will have to adopt the system in order to be recognized by the RMV.

The system will highlight how many lessons each student will require, how many lessons they attended, the type of vehicle driven and even distance driven. The scalability of Riyapuhunuwa is to create a link between the driving school and RMV. Once a student arrives for their trial the DNT will be able to access the student's records through thumbprint verification. Through this, information regarding the lessons attended and trained on vehicles' will provide the driving instructor with a clearer understanding of the student's driving capabilities.

Business Model

- Streamlined system for registration, book-keeping and preferred payment structure for driving school.
- Overview of student database with performance tracking.
- Generate how many new applicants have joined in each quarter.
- Calculate number of training hours required for each applicant depending on course fee.
- Calculate payments required and balance payments for each applicant.
- Number of lessons taught by each instructor.
- Distance traveled and maintenance of each vehicle.
- Government taxes can be calculated.
- Employee attendance tracking for driving school staff.
- Lesson calendar for the driving school
- Data and analytics for driving school performance
- 3 months free technical support and training for staff.

Value Proposition for applicants

- Applicant information is stored adhering to data protection standards.
- Applicants will get SMS messages about their lesson dates, trial dates and exam results
- Receive payment reminders and receipts from start date to end of course

Value Proposition for Department

- Track record of applicants arriving for their trial
- Record of all licenses issued to applicants

Business Model continued

Customer segments

- Driving schools in the country
- RMV

Channels

- Direct software installation in Driving schools

Customer relationships

- Training to use system provided by Riyapuhunuwa
- Technical and product support

Revenue streams

- Per applicant onboard in driving school.

Key activities

- Provide online platform to driving schools and RMV
- Manage system with updates and improved functionality
- Ensure data management and data protection

Key partners

- Driving schools
- RMV
- Technology/ solutions provider

Cost structure

- Per applicant per driving school LKR 300.00

Conclusion

In conclusion, Riyapuhunuwa's implementation marks a significant step forward, offering complete automation of student registration and training processes while also setting the standard for driving schools across the country. This transformative blue ocean strategy ensures that every applicant undergoes the necessary training, resulting in the cultivation of safer and more proficient drivers.