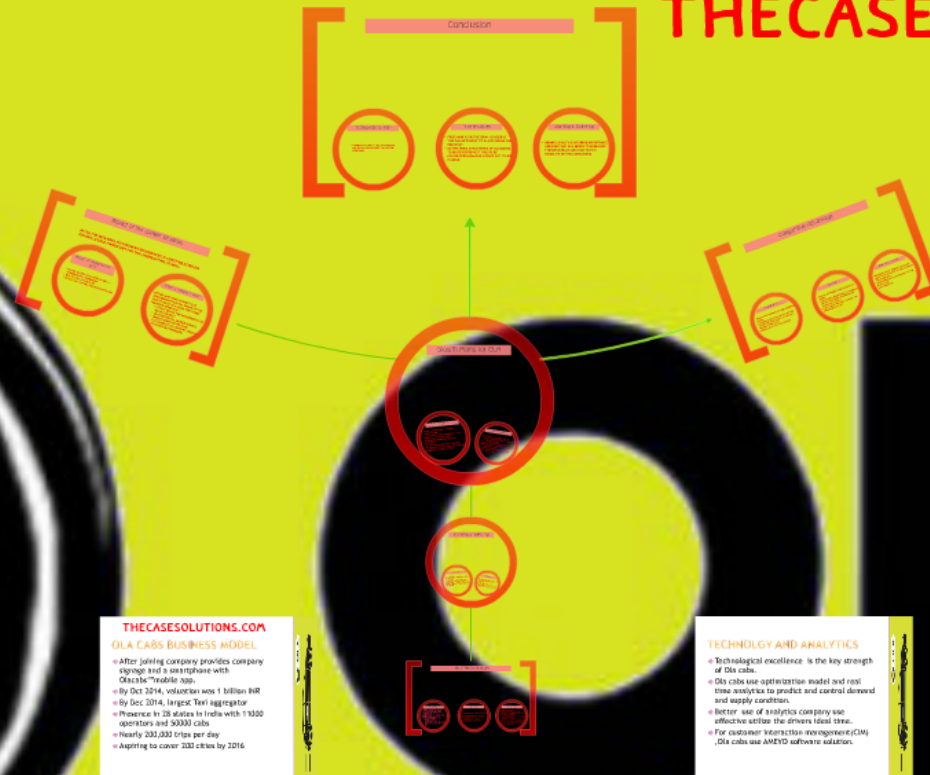




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- Through internet banking
- Cash
- In 2014 Ola launched closed loop prepaid wallet app, Ola money
- Creating drivers' entrepreneurial business model. Drivers are entrepreneurs.
- Drivers attach their vehicles after a verification and train them to understand basic and customer service principles, operational details.

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- Multisided Platforms (MSPs) are technologies, products or services that create value primarily by enabling direct interactions between two or more customer or participant groups
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 - 1) Mobile app installed in each drivers smart phone
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 - 3) Payment mode -
 - 1) Through Credit/debit cards

NOTE ON THE TECHNICAL ASPECTS OF PROGRAMMING IN NONPROFIT ORGANIZATIONS



- **Start with egg-cytoplasmic interactions**
 - Transcription factors, nuclear receptors
- **Business in 20 cytosolic proteins**
- **Map with egg-cytoplasm**
 - Protein-protein interactions
 - Affinity-mass spectrometry
 - Fluorescence resonance energy transfer
- **Gene Technology** (genetic engineering, molecular biology)
- **Not an evolutionary biology or molecular genetics**

- **Vehicle**
 - **Rebounding** - River Education
 - **Exceeding** - Bright Light needed - last parcel cost Rs. 2000000 in the state.
 - **Other** - costs increase by year

DIFFERENTIATION

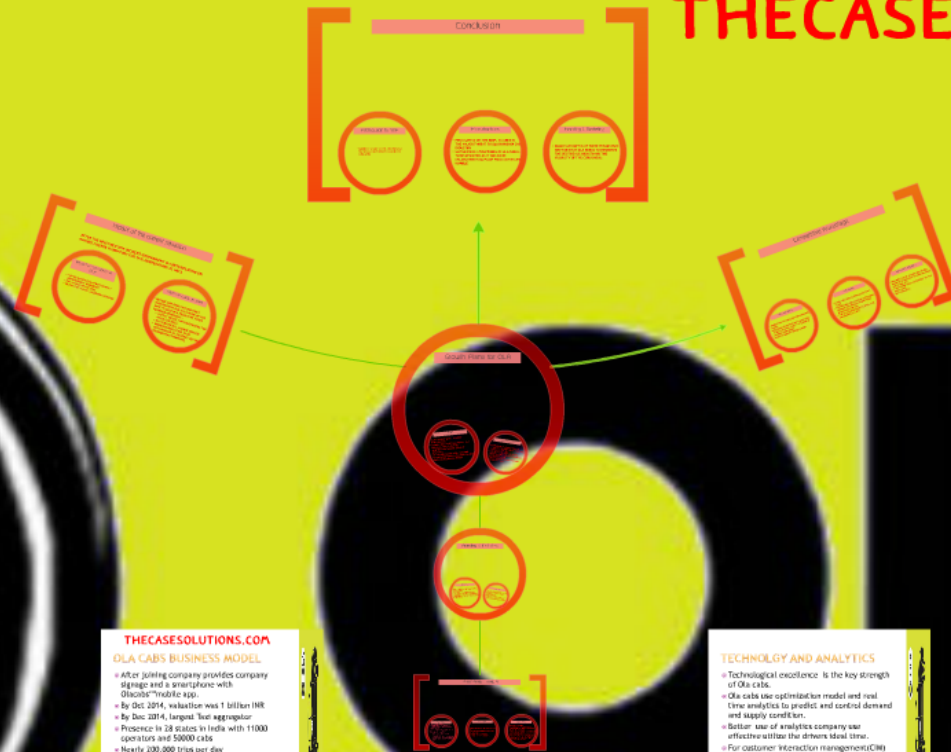
- **Image:** Apple iPhone 4, Sony Cyber-shot, Canon EOS 50D, etc.
- **Efficiency:**
 - Dell vs. HP vs. Apple vs. Lenovo
 - Sony vs. Canon vs. Nikon vs. Olympus
 - Intel vs. AMD vs. ARM
- **Price:** Premium, mid-range, budget, etc.
- **Marketing:** Brand, features, etc.
- **Service:** Warranty, support, etc.
- **Performance:** Speed, battery, etc.
- **Design:** Size, weight, etc.
- **Software:** OS, apps, etc.
- **Hardware:** Processor, RAM, etc.
- **Accessories:** Cases, chargers, etc.
- **Network:** Wi-Fi, Bluetooth, etc.
- **Security:** Encryption, etc.
- **Connectivity:** USB, FireWire, etc.
- **Storage:** Hard drive, SSD, etc.
- **Display:** Resolution, etc.
- **Camera:** Megapixels, etc.
- **Audio:** Speakers, etc.
- **Input:** Keyboard, touch screen, etc.
- **Output:** Screen, speakers, etc.
- **Power:** Battery life, etc.
- **Portability:** Size, weight, etc.
- **Reliability:** Durability, etc.
- **Compatibility:** OS, apps, etc.
- **Customization:** Themes, etc.
- **Upgradeability:** RAM, storage, etc.
- **Repairability:** Ease of repair, etc.
- **Environmental:** Eco-friendly, etc.
- **Health:** Radiation, etc.
- **Privacy:** Data protection, etc.
- **Accessibility:** Ease of use, etc.
- **Localization:** Language, etc.
- **Regional:** Specific features, etc.
- **Global:** Worldwide availability, etc.
- **Local:** Specific features, etc.
- **Hyper-local:** Specific features, etc.
- **Micro-local:** Specific features, etc.
- **Nano-local:** Specific features, etc.
- **Pico-local:** Specific features, etc.
- **Femto-local:** Specific features, etc.
- **Attto-local:** Specific features, etc.
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- **Trig**

- **Source of Expenditure:** Specify expenditure to cover all essential trip to India
- **Sequence of Activities:** Specify covered duration, Delhi, Bangalore & Chennai as mentioned in the itinerary.

DISCRETE LOGIC

- **Peirce's arrow**
 - nothing but implication, conjunction
 - disjunction, negation, truth, falsity (a few additional additional)

	$\neg$	$\wedge$	$\vee$	$\rightarrow$	$\leftrightarrow$
$\neg$	0	1	1	1	1
$\wedge$	0	0	0	1	0
$\vee$	1	0	1	1	1
$\rightarrow$	1	0	1	1	0
$\leftrightarrow$	0	1	0	0	1



ORGANIZATION AND MANAGERIALS

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- Through internet banking
- Cash
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- Creating drivers for operators:- In ola cab business model, drivers were seen as entrepreneurs.
- They attach their vehicles to company for operation and training process. Ola provides them with basic tools as well as

OLA: MULTISIDED PLATFORM

- Multisided Platforms (MSPs) are technologies, products or services that create value between two or more customer or participant groups
- OLA is a technology MSP
- Two sides: Customers and Cab Operators
- The "cross side network effect" is apparent

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NOTE ON THE TECHNICAL ASPECTS OF PROGRAMMING IN NONPROFIT ORGANIZATIONS



- **ARENA**
 - The city aggregation toolset
 - Town aggregation is not aggregation
 - Existing in 30 cities in India.
 - **Market segment**
 - One to four city town
 - Different cities
 - Economy segmentation not
 - Core Technology: Asset light model.
 - Value creation: Single customer service.

- **Vehicle**
 - **Cost Accounting** – lower the valuation
 - **Accounting** – By whom is it accounted? last period cost: Ex. 2000000 in Material I.
 - **check** – confirm the number
 - **WTO** – approval

DIFFERENTIATION

- Image: good image strategy adds to company's value proposition
- Segmentation
 - ↳ company's target segments
 - ↳ through which we sell
 - ↳ how to find customers
- Price: pricing for financial, strategic reasons
- Building brand differentiation
 - ↳ create something to set the business apart
 - ↳ differentiate
 - ↳ important to think it small and
- Product quality: differentiate the quality
- Targeting of the market is critical

- **Scand of Expansion:** Speedy expansion to cover all capital city in India
- **Importance of to SAGE:** Truly assessed **PLANNING**, India, the update & Chemical and moreover all A, B & C class city.

[illegible]

OLA CABS

Vision- The vision behind OLA CABS is to provide hassle free, reliable and technology efficient car rental service to Indians.



Presented By:-

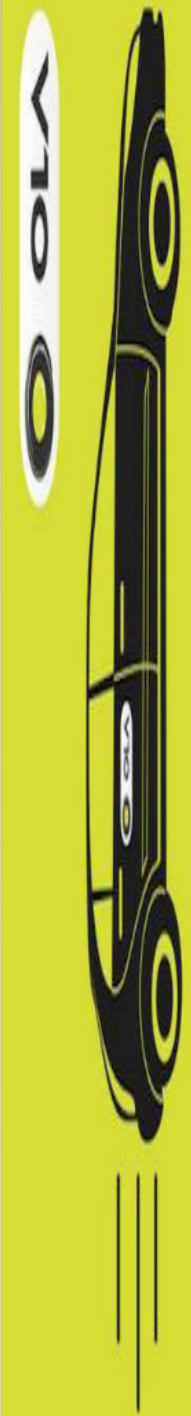
Group 3

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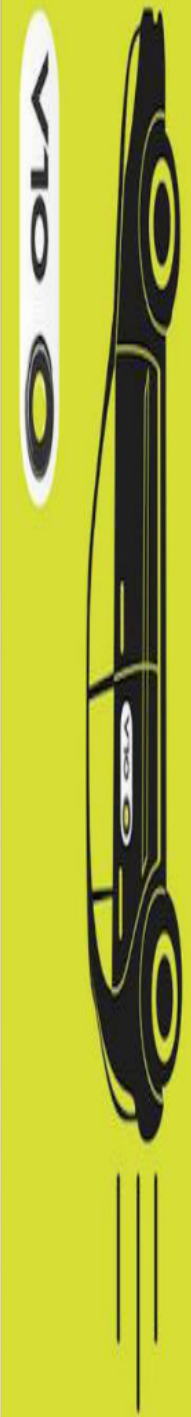
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OLA CABS BUSINESS MODEL

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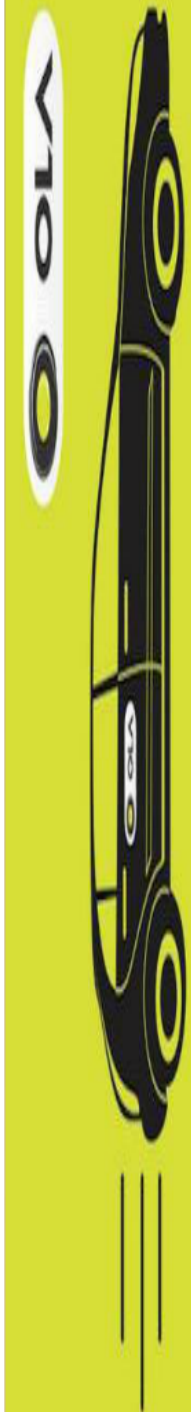
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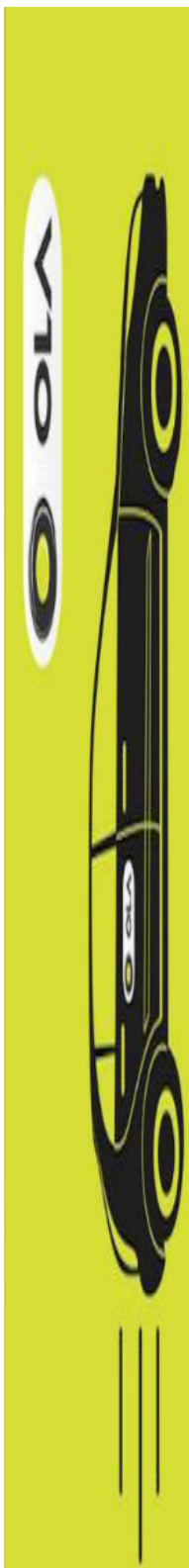


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