

booz
HIGH ON MOBILITY



booz
MOBILITY

Move smart.
Live more.

Smart electric mobility
for a better tomorrow.



PAST PROJECTS

2025- 26



ABOUT BOOZ MOBILITY

Booz Mobility is an Ahmedabad-based **micro-mobility** startup and India's first electric kick scooter operator, founded in 2017. Operating on a **Fleet-as-a-Subscription** (Mobility-as-a-Service) model, it deploys **app-based electric kick scooters** across corporate campuses, business parks, airports, and universities. Featured on Shark Tank India Season 1 and backed by Ashneer Grover and Vineeta Singh, Booz manages a fleet of 500+ scooters across multiple cities, with a strategic **OEM partnership** with **EMotorad** targeting 500+ custom scooter deployments by FY25. The company reported an annual revenue of ₹52.7 lakhs in FY2024 and is targeting 850 million square feet of gated premises by 2025

CLIENT TESTIMONIAL



“The engagement was handled with a clear sense of structure and intent, covering critical areas such as market analysis, city prioritisation, financial modelling, and D2C evaluation. The team approached each component thoughtfully, ensuring the work remained grounded in practical business realities.

Their ability to break down complex decisions into clear frameworks made it easier for us to evaluate different growth paths. The insights were not just analytical, but also directly usable in shaping our expansion strategy.

Overall, the project added meaningful clarity to our decision-making and provided a well-defined direction for scaling across markets.”

**~ KETAN DASADIA,
CO-FOUNDER, BOOZ MOBILITY**

CORE OBJECTIVES

- Map the competitive landscape and **industry dynamics** of the Indian micro-mobility sector to inform strategic positioning
- Identify and prioritize **high-potential cities** and **micro-markets** for geographic expansion through a structured, data-driven framework
- Develop a **data-backed expansion roadmap** to scale Booz Mobility's operations into new markets beyond its existing footprint
- Refine the revenue and **pricing architecture** across product tiers to strengthen unit economics and support scalable growth
- Evaluate the **financial viability** of entering the **Direct-to-Consumer** (D2C) market as a growth channel beyond the core B2B model
- Deliver **investor-ready financial models** and a consolidated strategy report to support leadership decision-making

EXECUTION FRAMEWORK

- Conducted **industry analysis** covering market trends, demand dynamics, and the regulatory environment, alongside **competitor benchmarking** across pricing, technology, and business models with SWOT profiling to identify positioning opportunities
- Screened major Indian cities through secondary research to prioritize expansion opportunities, shortlisting **13 high-potential** cities through a **weighted composite scoring model** across demand, infrastructure, and operational dimensions
- Developed **geospatial heatmaps** for top-ranked cities, mapping university campuses, IT parks, and transit hubs to identify exact micro-markets for fleet deployment
- Built **detailed financial models** incorporating CapEx, OpEx, and revenue projections across product tiers along with **sensitivity analyses** stress-testing pricing, utilization, and cost variables
- Assessed **D2C expansion feasibility** through consumer behaviour analysis, competitive benchmarking, and a dedicated unit economics model and delivering a structured GTM strategy and investment outlay assessment
- Consolidated all research and models into an investor-ready strategy report and implementation roadmap covering pilot launch, scale-up, and multi-city expansion

THE TEAM

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