

SchoolBus

Live bus tracking + parent notifications + driver app for Indian private schools. Replaces 5 WhatsApp groups + parental anxiety. ■3,999/mo per school for the 80,000 private schools running 4-50 buses.

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| Category | Set 7 · Verticals & Creator |
| Customer | Indian private schools (300-3,000 students) operating 4-50 school buses |
| Monetisation | ■3,999/mo Standard (single school + up to 15 buses) · ■9,999/mo Pro (up to 50 buses + advanced) · ■19,999/mo Network (multi-school) |
| Build effort | Med |
| Plan version | v1.0 — 2026-05 |

Executive Summary

SchoolBus is a vertical SaaS for Indian private schools running school-bus operations. The structural pain: ~80,000 private schools in India operate school buses; parents universally anxious about child-on-bus tracking; communication chaos via 5 WhatsApp groups (parents + drivers + bus-coordinator + school admin + class-teacher); school liability when something goes wrong (bus delay + accident + missing child). Existing transport-management software (Trakon + Eagle Eye + similar) is expensive (■15k-50k/mo + GPS-hardware lock-in) + enterprise-priced.

Product: live bus GPS tracking + parent notifications + driver mobile app + admin dashboard + structured incident reporting. School can opt for bring-your-own-GPS-hardware (using existing fleet tracking devices) or partnered hardware procurement.

Year-1 target: 1,500 paying schools generating ■6.5 crore annual revenue against ■1.1 crore costs. Cash-positive month 4-5.

The Problem

Indian private schools running school-bus operations face structural communication + liability + parental-anxiety problems. Parents wait at bus stops uncertain whether bus is on time + want real-time location; existing solutions are WhatsApp messages from drivers (which they shouldn't send while driving) or paper-schedule with no real-time visibility. Driver-school communication is also fragmented (driver communicates with bus-coordinator via WhatsApp; bus-coordinator relays to class teachers + admin; class teacher updates parents).

School-liability incidents: bus accidents + delays + missing child + behaviour incidents on bus all carry school legal exposure but documentation is weak. Existing transport-management software is enterprise-priced (Trakon + Eagle Eye at ₹15-50k/mo + GPS-hardware lock-in) — only large schools can afford.

Market gap: focused school-bus SaaS at accessible pricing for mid-size private schools.

The Solution

SchoolBus structured around three personas. Parent app: live bus location on map + ETA to bus stop + arrival notifications + boarding/alighting confirmation + driver-contact only-via-app (no driver direct WhatsApp).

Driver app: route navigation + per-stop boarding/alighting marking + incident reporting + start/end-of-day reconciliation. Limited UI to minimise driver distraction (key actions are 2-tap maximum).

Admin dashboard: real-time fleet view + parent-communication management + driver-attendance + incident log + per-route analytics.

Structured incident reporting: any deviation (significant delay + accident + missing child + behaviour incident) triggers structured documentation workflow + escalation to school admin + automated parent notification template.

GPS hardware: SchoolBus supports bring-your-own-GPS (Teltonika + similar standard fleet-tracking units; many schools already have these) or partners with hardware vendor for procurement.

Pro tier (₹9,999/mo): up to 50 buses + advanced analytics + insurance partnership.

Network tier (₹19,999/mo): for school-network operators with 5+ schools + consolidated dashboard.

Market Opportunity

Indian private school market: ~450,000 schools; subset with school bus operations: ~80,000. Software penetration <12%.

At ■50,000/yr blended ARPU, SAM is ■4,000 crore. Realistic 3-year capture: 0.5-2% = ■20-80 crore ARR.

Adjacent expansion. Year 2: college transport (similar workflow). Tuition-centre transport (smaller-scale similar pattern). Year 3: international expansion (Southeast Asia + Middle East private schools with similar transport patterns).

Target Customer

Primary persona: a 47-year-old principal of 1,200-student private school in Pune with 22 buses. Will pay ■3,999/mo Standard.

Secondary persona: a 52-year-old transport-coordinator at 2,500-student school in Bengaluru with 38 buses. Will pay ■9,999/mo Pro tier.

Tertiary persona: a 51-year-old CEO of school network with 7 schools across Karnataka. Will pay ■19,999/mo Network tier.

Product

Parent app: live tracking + ETA + notifications + boarding confirmation + in-app driver contact.

Driver app: navigation + boarding marking + incident reporting + reconciliation. Minimal-distraction UI.

Admin dashboard: real-time fleet + parent management + driver attendance + incident log.

Structured incident reporting + automated escalation.

Bring-your-own-GPS or partnered hardware.

Pro tier additions: advanced analytics + insurance partnership + 50-bus capacity.

Network tier additions: multi-school consolidated dashboard.

Technical Architecture

Frontend: React Native mobile (parent + driver apps) + Next.js admin dashboard.

Backend: Python on Hetzner cloud, Postgres + Redis for real-time location.

GPS integration: standard fleet-tracking GPS protocols (Teltonika + Concox + similar).

Notifications: WhatsApp + push + SMS.

Payments: Razorpay for subscription.

Business Model & Unit Economics

Three tiers. Standard ■3,999/mo. Pro ■9,999/mo. Network ■19,999/mo.

Conversion: school decisions are committee-based with 8-16 week sales cycles. 18% conversion from demo. Distribution: 60% Standard, 32% Pro, 8% Network. Annual contracts standard. Monthly churn under 1.5% (very low — operational stickiness).

Gross margin: 82%. Costs: WhatsApp messaging + infrastructure + dedicated school-success team.

LTV: ■47,988 × 60 mo = ■2.9L (Standard); ■1.2L × 72 mo = ■8.6L (Pro); ■2.4L × 84 mo = ■20L (Network).

Unit Economics (Year-1 base case)

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| Year-1 paying schools | 1,500 |
| Blended ARPU | ■52,000/yr |
| Year-1 revenue | ■6.5 crore |
| Gross margin | 82% |
| CAC | ■15,000 |
| Payback | 3.5 months |
| Year-1 all-in costs | ~■1.1 crore |
| Year-1 net contribution | ~■4.2 crore |

Go-to-Market

Channel 1 — Field sales in 15 cities (45%): hire 8 field reps targeting private-school districts.

Channel 2 — Education-industry events (25%): EdSchool conferences + principal-association events.

Channel 3 — GPS-hardware-vendor partnerships (20%): bundled offerings with fleet-tracking hardware vendors.

Channel 4 — Content + SEO (10%).

Roadmap (first 12 months)

- Month 1-3: MVP with parent app + driver app + admin dashboard + Standard tier. 80 schools.
- Month 4-5: Structured incident reporting + insurance partnership, 280 schools.
- Month 6-8: Pro tier with 50-bus capacity + advanced analytics, 700 schools, ■35 lakh MRR.
- Month 9-10: Network tier + multi-school consolidated dashboard, 1,150 schools.
- Month 11-12: 1,500 schools, ■6.5 crore annualised.

Key Risks

- Long school sales cycles + committee-based decisions slow growth. Mitigated by champion-led adoption + extended trial + clear-outcome demo.
- Trakon + Eagle Eye competitive response with mid-tier — possible. Mitigated by SMB-pricing + simpler-product positioning.
- GPS hardware quality variance: bring-your-own-GPS can have data-quality issues. Mitigated by hardware-quality monitoring + partner-hardware option.

- Liability if missed-alert causes child-safety incident: severe legal exposure. Mitigated by professional indemnity + clear scope-disclaimer + redundant alerting.
- School-segment seasonality: school-year cycle affects revenue patterns. Mitigated by annual-contract structure that smooths cash flow.