Awfer System Presentation

The 30th of April 2025 Version 0.0.0.1-dev

Why Choose

Full compliance

Ultra Cost-efficient Flexible pricing system Technically superior

?

Awfer®

Full compliance

Compliance

Data Protection & Privacy (GDPR Compliance)

 $^{
m I}$ Legal Basis: UK General Data Protection Regulation (UK GDPR) & Data Protection Act 2018

- Ride-hailing companies must protect personal data (drivers & customers).
- Trip & location tracking data must be stored securely.
- Customers & drivers must have access to their data upon request (Data Subject Rights).
- Data must not be shared with third parties without consent.

AWFER is ully compliant with data protection regulatons.

Driver Classification as Temporary worker

 $\Delta \mathbf{T}^{\Delta}$ Legal Basis: Uber BV v Aslam [2021] UKSC 5 (UK Supreme Court Ruling)

- UK law states that if a platform sets fares & controls pricing, drivers must be treated as Temporary worker during trips.
- AWFER classifies drivers as temporary workers (only during active trips).
- Ensures drivers get worker rights & AWFER avoids legal risks.

AWFER is already structured correctly to avoid legal issues.

VAT Compliance: AWFER Handles All VAT, Not Drivers

Legal Basis: VAT Act 1994 (UK), Section 4 & HMRC VAT Notice 700/25 (Transport Services)

- Private hire fares are subject to 20% VAT in the UK.
- Employers, NOT drivers, must handle VAT collection & payment.
- AWFER collects VAT from customers, files returns, and offsets business VAT expenses.
- Drivers do NOT need to register for VAT or handle payments.

AWFER is already structured to comply from the start.

Contracts & Policies Cannot Override Employment Rights



Legal Basis: Employment Rights Act 1996 (UK), Section 203

- No contract or policy can remove a worker's statutory rights.
- AWFER ensures all agreements respect UK labor laws.

AWFER avoids this mistake.

Cost efficiency

Awfer is cost-efficient regardless of perspective



Invsetors

cost to operation

- Awfer doesnt use any third party APIs and doesn't depend on external providers to run the main system.
- Awfer is Ultra low resources, both on the human and the financial side.
- Awfer controls the pricing model through its control board.

cost to maintain

- Awfer's build is based on concepts rather than tools, through all it's architecture..
- Awfer eliminates all dependencies on external technolgies, reducing the need for patches and interventions.
- Awfer's architecture is build with independt microservices, eliminating failure mitigation.
- Awfer's Code base is built with python3, solid, easy to read, and highly advanced.

cost to scale

- Awfer's stack enables the whole system to scale for up to thousands if not millons of users without impacting the system performance.
- Implementing new features is verry easy since everything is detached and works independtly.
- Awfer is ready to adopt AI, for controlling surges, pricing ..etc.
- Awfer is flexible on every technical aspect. A product that could be globaly adopted

Drivers

Trips Earnings

- Awfer's Drivers earn remarkably more than with other brands and competitors.
- Awfer handels vat for the drivers.
- Awfer takes care of drivers inssurance.
- Awfer ensures drivers are payed way above the minimum wage and also well reconponsates all drivers for their expenditures.

Transparency over controll

- Awfer is fully transparent with drivers through a clear and transparent invoicing system.
- Awfer doesn't cap drivers income.
- Awfer keeps balance between drivers and doesnt interfer with ride selection, fast driver receives the job.
- Awfer takes care of all disputes and also handels any neccessary refunds.

Flexibility

- Awfer's allows drivers to have multiple cars to select from.
- Awfer provide historical data for drivers to track their recorded trips at any time.

Customer

Rides pricing

- Awfer's platform offers the customer a verry competitive price for all categories.
- Awfer doesnt charge customer for extra thierd party APIs.

Transparency over controll

- Awfer is fully transparent with customers through a clear and transparent invoicing system.
- Awfer doesn't force surges or control drivers availablity.
- Awfer gets the fastest available driver to the customer.

Flexibility

- Awfer provide historical data for customers to track their recorded trips at any time.
- Awfer's customers has multiple categories to choose from.

Flexible Pricing System

Pricing Formula



Time-Based Compensation

Hourly wage 60 Minutes × Trip time

• Awfer drivers are compensated based on the time they spent on the trip

• Awfer drivers has other compensation co-efficients like Day-Night that could affect specific categories or all categories at once.

Distance-Based Compensation

Distance x Distance price

- Awfer drivers are compensated based on the distance they traveled on a trip.
- Awfer distance compensation for distance varries depending on the category selected Awfer, Awfer X, Awfer XXL ...

Charges

Expected Monthly Minutes

The Expected Monthly Minutes metric is a core forecasting figure that combines insights from both marketing research and our technical readiness. It represents the total minutes made by the drivers in one month, which directly impacts how the charges are covered, how much the customer is charged and basically every parties cut from the system.

Charge,

Awfer is sytem that doesn't have a variable charge, all charges are considered fixed charges, and they are estimated on monthly period then we deduct the charge per minute for each specific charge like rent, cloud, staff ...etc. then the sum of those charges per minute is added to conclude a final fee.

• Charges

Charges are all the expenditures that are required by the platform and busniness to run on monthly basis.

• Investments

Awfer accounts for all investments and recover them on long period rather than by month, investments also are added to the final fee as a monthly allocation. for example an Ad campange is a heavy investment that cant be recovered in only one month so we soften the charge of the investment to be recovered in long studied period to keep the platform competitive.



is a built-in per-trip margin added to each fare to ensure long-term platform sustainability and investor return.

Direct Revenue per Trip

Every ride generates a micro-profit through the "Result"

Risk Absorption Buffer

Helps absorb fluctuations

Fuel for Scaling

Collected Result funds are reinvested

Foundation for Profitability

Proves that each trip is self-sufficient and contributes to profit, not just covering cost

Target market

Region	PHVs (Private Hire Vehicles)	PHDs (Private Hire Drivers)	Date	Source of Information	
Bath and North East Somerset	272 (2022); Marginal increase in 2023	Not specified	March 2022 / 2023	democracy.bathnes.gov.uk	
South Gloucestershire	2,135 (2022); Down from 2,364 (2020)	2,492 (2022); Down from 2,931 (2020)	March 2022	gov.uk	
North Somerset	357 (2022); Down from 402 (2020)	541 (2022); Down from 614 (2020)	March 2022	gov.uk	
Bristol	2500	2500	Jan 2025	comparing plates and neighboring estimation	
National Overview	256,600 (PHVs, April 2024)	381,100 (All Drivers, April 2024)	April 2024	gov.uk	
Region	PHVs (2025 Estimate)	PHDs (2025 Estimate)	Date	Calculation Basis	
Bath and North East Somerset	~301 (2025)	Not specified	January 2025	Based on a 10.5% increase from 2023's marginal increase (~272 PHVs in 2022).	
South Gloucestershire	~2,359 (2025)	~2,741 (2025)	January 2025	PHVs and PHDs estimated using a 10.5% and 10% increase from 2022 figures respectively.	
North Somerset	~395 (2025)	~595 (2025)	January 2025	Based on 10.5% and 10% increases from 2022 data for PHVs and PHDs, respectively.	
Bristol	2500	2500	January 2025	comparing plates and neighboring estimation	
National Overview	~283,435 (PHVs)	~419,210 (All Drivers)	January 2025	Extrapolated using 10.5% (PHVs) and 10% (PHDs) increases from April 2024 figures.	
		PHVs (2025 Estimate)	PHDs (2025 Estimate)		
	Total (Excluding Bristol)Zone A-uk	~5555	~5836		

Simulation

Starting Batch

300 Drivers as Starting Batch

Strategic Slice of Local Market

300 drivers represents 5% market penetration from a total estimation of 5836 phds.

Enough Volume for ROI

At 60 trips per driver/month = 18,000 trips/month

Sustainable Operational Oversight

Low resources to manage the platform

Scalable

Once stability is reached, next wave of 500–700 drivers can be onboarded

Inputs

Charges:

- Cloud 1000£ per 300 drivers.
- rent 4 officeses 4000£.
- staff 2 8000£.
- operation licence 772£.
- insurance 400£.
- payment gateway stripe 0.2% per transaction + 0.2£ flat fee.

investments:

- ads 4167 £.
- loss reserve fund 4167£.
- scale 1667£.

trip time	trip distance	Customer trip pounds	driver trip pounds	driver uber trip pounds	drive trip percentage	driver emp trip pounds	driver exp trip pounds	charges trip pounds	charges trip percentage	result excess trip/month percentage	result trip pound s	result trip percentage	result month pounds	result + charges trip pounds	result + charges trip/month percentage	result + charges month pounds	drivers/tr ips number	security	minimum percentage
12.35	3.96	13.65	8.78	6.74	64.32	3.67	5.11	1.21	8.86	0	1	7.33		2.21	16.19	39780	300/2	0.1	0
27.42	17.85	39.32	26.36	17.99	67.04	8.16	18.21	2.69	6.84	0	2.91	7.4		5.6	14.24	100800	300/2	0.1	0
12.65	8.03	17.96	11.95	9.27	66.54	3.76	8.19	1.24	6.9	0	1.32	7.35		2.56	14.25	46080	300/2	0.1	0
10.05	5.52	13.13	8.62	8.48	65.65	2.99	5.63	0.98	7.46	0	0.96	7.31		1.94	14.78	34920	300/2	0.1	0
12.35	3.96	13.65	8.78	6.74	64.32	3.67	5.11	1.21	8.86	0	1	7.33		2.21	16.19	39780	300/2	0.1	0
27.5	34.2	61.82	43.07	35.64	69.67	8.18	34.88	2.69	4.35	0	4.58	7.41		7.27	11.76	130860	300/2	0.1	0
32.62	17.61	41.77	27.67	26.38	66.24	9.7	17.96	3.2	7.66	0	3.09	7.4		6.29	15.06	113220	300/2	0.1	0
8.78	3.6	11.75	7.72	6.39	65.7	2.61	5.11	0.86	7.32	0	0.86	7.32		1.72	14.64	30960	300/2	0.1	0
12.63	6.81	16.27	10.7	10.23	65.77	3.76	6.95	1.24	7.62	0	1.19	7.31		2.43	14.94	43740	300/2	0.1	0
19.35	9	22.87	14.94	11	65.33	5.76	9.18	1.9	8.31	0	1.68	7.35	30240	3.58	15.65	64440	300/2	0.1	0
12.35	3.96	13.65	8.78	6.74	64.32	3.67	5.11	1.21	8.86	0	1	7.33		2.21	16.19	39780	300/2	0.1	15
27.42	17.85	39.69	26.36	17.99	66.41	8.16	18.21	2.69	6.78	5.25	3.21	8.09		5.9	14.87	106200	300/2	0.1	15
12.65	8.03	18.12	11.95	9.27	65.95	3.76	8.19	1.24	6.84	6.78	1.45	8		2.69	14.85	48420	300/2	0.1	15
10.05	5.52	13.16	8.62	8.48	65.5	2.99	5.63	0.98	7.45	6.58	0.99	7.52		1.97	14.97	35460	300/2	0.1	15
12.35	3.96	13.65	8.78	6.74	64.32	3.67	5.11	1.21	8.86	0	1	7.33		2.21	16.19	39780	300/2	0.1	15
27.5	34.2	64.26	43.07	35.64	67.02	8.18	34.88	2.69	4.19	6.07	6.58	10.24		9.27	14.43	166860	300/2	0.1	15
32.62	17.61	41.77	27.67	26.38	66.24	9.7	17.96	3.2	7.66	0	3.09	7.4		6.29	15.06	113220	300/2	0.1	15
8.78	3.6	11.8	7.72	6.39	65.42	2.61	5.11	0.86	7.29	6.82	0.9	7.63		1.76	14.92	31680	300/2	0.1	15
12.63	6.81	16.28	10.7	10.23	65.72	3.76	6.95	1.24	7.62	6.19	1.2	7.37		2.44	14.99	43920	300/2	0.1	15
19.35	9	22.87	14.94	11	65.33	5.76	9.18	1.9	8.31	0	1.68	7.35	30240	3.58	15.65	64440	300/2	0.1	15
12.35	3.96	13.26	8.78	6.74	66.21	3.67	5.11	0.42	3.17	10.74	1.47	11.09		1.89	14.25	136080	600/4	0.1	15
27.42	17.85	39.25	26.36	17.99	67.16	8.16	18.21	0.93	2.37	9.75	4.61	11.75		5.54	14.11	398880	600/4	0.1	15
12.65	8.03	17.92	11.95	9.27	66.69	3.76	8.19	0.43	2.4	11.21	2.1	11.72		2.53	14.12	182160	600/4	0.1	15
10.05	5.52	13	8.62	8.48	66.31	2.99	5.63	0.34	2.62	11.33	1.5	11.54		1.84	14.15	132480	600/4	0.1	15
12.35	3.96	13.26	8.78	6.74	66.21	3.67	5.11	0.42	3.17	10.74	1.47	11.09		1.89	14.25	136080	600/4	0.1	15
27.5	34.2	63.84	43.07	35.64	67.47	8.18	34.88	0.93	1.46	9.04	7.99	12.52		8.92	13.97	642240	600/4	0.1	15
32.62	17.61	41.22	27.67	26.38	67.13	9.7	17.96	1.1	2.67	9.3	4.74	11.5		5.84	14.17	420480	600/4	0.1	15
8.78	3.6	11.67	7.72	6.39	66.15	2.61	5.11	0.3	2.57	11.47	1.35	11.57		1.65	14.14	118800	600/4	0.1	15
12.63	6.81	16.09	10.7	10.23	66.5	3.76	6.95	0.43	2.67	11.06	1.85	11.5		2.28	14.17	164160	600/4	0.1	15
19.35	9	22.38	14.94	11	66.76	5.76	9.18	0.65	2.9	10.37	2.53	11.3	182160	3.18	14.21	228960	600/4	0.1	15
12.35	3.96	13.11	8.78	6.74	66.97	3.67	5.11	0.23	1.75	12.6	1.54	11.75		1.77	13.5	318600	1000/6	0.1	15
27.42	17.85	38.84	26.36	17.99	67.87	8.16	18.21	0.51	1.31	12.19	4.7	12.1		5.21	13.41	937800	1000/6	0.1	15
12.65	8.03	17.74	11.95	9.27	67.36	3.76	8.19	0.23	1.3	12.94	2.15	12.12		2.38	13.42	428400	1000/6	0.1	15
10.05	5.52	12.87	8.62	8.48	66.98	2.99	5.63	0.19	1.48	12.91	1.54	11.97		1.73	13.44	311400	1000/6	0.1	15

Conclusion

The more we scale, the less we pay in charges, and the more we earn in results.

Awfer Drivers always earn more with the possibility to split result with drivers crashing competition at scale.







Control and flexibility over pricing

- Awfer system can change prices manualy or automaticaly thanks to its control board and back-end pricing handler.
- Awfer can apply changes to any charge seperatly.
- Awfer has the full control over driver's compensation, changing the hourly wage or the distance price as it sees fit.
- Awfer has specific co-efficients for unique cases allowing precise impact on the pricing.
- Awfer can modify invoices before they are executed where tolls or extra fees can be added.
- Awfer controls result impacting charges, sharing more profit with drivers

Technical superiority

System Overview





Custom Microservices Illustration



Custom Microservices

Main strenght points

Ultra-Low latency and high efficiency

• Avoiding HTTP overhead, ensuring fast, direct communication, which is Critical for real-time updates like driver tracking and ride requests

Optimized for high concurency and fault tolerance

- Thread-based socket handling efficiently manages thousaands of simultaneous connections without performance drops, making it scalable for high demand scenarious
- each service runs independently of other services, and each client has his seperate thread, this means no fail mitigation.

Egress control for cost efficiency

• Ensures only essential data is sent out, optimizing packet size and response efficiently to reduce egress cost while maintaining functionality

Custom security and authentiction

• Services use handshakes to reinforce security and wrap each socket with SSL encryption with dedicated services for multifactor authentication.

Seprate communication layer

• Tcp channels operate independently of the UI, chaning the front-end design or framework doesnt affect the communication layer, ensuring stability and seamless back-end integration

Dockerized Microservices



Dockerized Microservices

Main strenght points

Isolation and fault tolerance

• Each service runs in its own container, so failures in one service don't affect others, ensuring higher system reliability.

Optimized performance

• Using Unix Sockets for internal communication reduces network overhead compared to traditional HTTP, making inter-service communication faster.

Simplified deployment and maintenance

• With Docker, each service has a defined environment, making deployments consistent and reducing compatibility issues across different systems.

Efficient request handling

• Your use of NGINX helps in efficiently managing and directing traffic between services, improving overall request processing speed.

Flexible integration

• The system can integrate with external services like Nominatim and OpenRouteService, allowing seamless geolocation and routing functionalities without affecting the core architecture.

Stripe Payment Service





Stripe Payment Service

Main strenght points

Seamless payment processing

• With Stripe Payment Service integrated, transactions are fast, secure, and support multiple payment methods, enhancing user experience.

Security and Compliance

• Stripe handles PCI-DSS compliance, reducing the burden of securing payment data while ensuring industrystandard encryption and fraud protection.

Scalability and reliability

• Payment processing remains independent and scalable without affecting other core services.

Efficient communication and authentication

• Payments are securely verified through custom TCP protocols and SSL encryption, ensuring transactions remain private and tamper-proof.

Real-Time Processing & Notifications

• With Stripe's webhook support, your system can instantly update trips, subscriptions, or user accounts based on payment events without delays.







Documents Validation







Select from valid Cars

Select Category





Client Side



Call

Demo



Features and functionlity

Subscription and identity verification

- The system collects essential information from both drivers and customers.
- Multi-Factor Authentication (MFA) is used to validate identities before proceeding.

Login and security

- Forgot Password requires MFA for recovery.
- Remember Me allows faster logins with cached credentials.
- Reinforced identity verification prevents impersonation.
- A driver can only be active on one device at a time. Logging out requires MFA to switch devices.

Driver availability and tracking

- Inactive drivers are automatically marked offline if the app is removed from the background.
- Periodic updates are sent to the server, tracking driver location, selected categories, speed, orientation, and availability.
- A trip record is inserted when a customer places an order, with fields updated at each stage for precise trip tracking.
- Trip records are stored for compliance, analytics, and statistical reviews.

Customer ride selection and matching

- Customers can choose from multiple ride categories with different pricing options.
- A list of the fastest available drivers is provided for each category.
- The server contacts the fastest driver in the chosen category. If declined or canceled, the request moves to the next fastest driver.









Trip information and payments

- Drivers receive key trip details, including pickup and drop-off addresses, estimated arrival times (ETAs), and distances.
- Payment information is retrieved from both the driver and the customer to generate a detailed invoice.
- The invoice is directly linked to Stripe for secure processing.
- Disputes are handled internally, with the ability to execute refunds through recorded Stripe invoices.

Driver & Vehicle Management

- The Board of Control can validate driver documents, Insert and update vehicle records, ban, filter, and apply other operational restrictions.
- Each driver's latest documents, including expiration dates, are stored on the server.
- Drivers are notified if any document expires.
- A driver must have at least one validated vehicle and a verified profile to be active.
- Upon login, the driver retrieves all registered cars and selects one, along with the available categories for that car.
- If any vehicle or profile-related document is invalid, the driver is notified.





RoadMAP

Time Estimate	Task Description
1 week	Data validation (from soft to hard)
1.5 week	Fixing header sizes (finalize)
1 week	Twilio integration (replicate Email MFAs)
4 days	Setting up mail server with Squarespace domain
4 days	Hooking tokenizer to NGINX
1 month	Trip flow (topickup, todrop, pause, payments)
2 weeks	Creating Stripe invoices, executing and handling refunds
2 weeks	Trips history feature
3 days	Price manipulation on board
1 week	Implement bans and filters for drivers and users on board
1 week	Board retrieving logs
2 days	Filling site contents
1 weeek	Final stress testing
3 days	Define scale point
3 months	Convert to IOS