Awfer®

Business Plan

Awfer Tech Ltd

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Executive Summary

Awfer Tech Ltd, a private limited company based in Bristol, is redefining the ride-hailing landscape with AWFER, a legally compliant, ultra-efficient, and technically superior taxi service system. This business plan outlines our vision, operational structure, and market strategy, showcasing a platform designed to be scalable, sustainable, and regulation-ready from day one.
Built entirely in-house and independent of costly third-party APIs, AWFER is optimized for performance, privacy, and cost-efficiency. Its foundation lies in a custom socket-based architecture, utilizing Python microservices and local deployments of services like OpenRouteService. The result is a system that reduces operational costs, ensures high concurrency, and delivers superior service to both customers and drivers.

AWFER ensures

- Full legal compliance (e.g., Employment Rights Act 1996, GDPR, VAT Act).
- Transparent and fair pricing for customers.
- Higher earnings and protections for drivers (VAT handling , rights).
- Scalable deployment with minimal operational overhead.
- Technical superiority through raw sockets, SSL encryption, and isolated Docker services.

We target an initial onboarding of 300 drivers, with monthly simulations projecting up to 18,000 trips/month, and plan to scale rapidly post-validation. All trips are designed to be cost-covered and margin-positive thanks to our fixed-charge pricing model and built-in per-trip "result" profit component.
AWFER offers a disruptive alternative to traditional platforms, combining legal foresight, technical innovation, and human-centered design into a single, scalable ride-hailing ecosystem.

Company Overview

- Company Name: Awfer Tech Ltd
- Type: Private Limited Company (Ltd)
- Nature of business (SIC): 62012 - Business and domestic software development
- Incorporated: 24 September 2024
- Location: 49 Fair Furlong, Bristol, England, BS13 9HW

Awfer Tech Ltd is a software-driven transportation company committed to delivering a fair, efficient, and scalable ride-hailing platform under the brand AWFER. By leveraging advanced technology, in-house infrastructure, and a legally compliant operational model, Awfer aims to become a national leader in sustainable mobility services.
The company is co-founded and operated by:

Tirrou Oussasma Technical Lead and System Architect

Leads the end-to-end system design, from the multi-socket backend infrastructure and raw socket communication to database management and control-board development. Responsible for ensuring technical scalability, fault-tolerant architecture, and seamless system performance.

Alaa eddine Lagha Operations and Compliance Lead

Oversees recruitment, driver compliance, customer operations, dispute resolution, and document validation. Manages daily operations, ensures legal adherence, and maintains user trust through policy execution and responsive communication.

Business Objective

AWFER's core objective is to establish a legally compliant, driver-first ride-hailing platform that scales efficiently across the UK while maintaining operational sustainability and cost transparency.
We aim to

- Launch and stabilize operations in Zone A–UK with an initial cohort of 300 drivers
- Deliver a self-sufficient business model where every trip covers platform and driver costs through formula-based pricing
- Build long-term trust through full legal compliance with UK employment law, GDPR, VAT obligations, and insurance coverage
- Eliminate reliance on third-party APIs by using in-house microservices, reducing operational costs and ensuring data privacy
- Expand regionally by scaling infrastructure, staff, and driver base in controlled stages, supported by real-time performance metrics

By executing this objective, AWFER will redefine urban mobility, not as a convenience, but as a transparent, ethical, and technically autonomous infrastructure for the future of transportation.

The Problem

The ride-hailing industry faces a significant challenge when it comes to operational costs, particularly due to the reliance on pay-per-request APIs. Essential services such as mapping, routing, geolocation, real-time tracking, and other functionalities are often outsourced to third-party providers, each of which charges based on usage. This model means that the more services are requested the higher the cost for the platform. As the number of rides and active users increases, these costs can scale exponentially, creating a substantial financial burden for the platform.

For example, the more riders and drivers interact with the system, the more API calls are made. Each request to an external API provider generates a fee, and as usage grows, the cost of these API calls increases. This leads to rising operational expenses that can quickly become unsustainable, especially when there is no way to offset these rising costs through improved revenue models or better efficiency.

The combination of high API costs and inefficient revenue-sharing models creates a difficult situation for platforms. These costs drain resources that could otherwise go towards improving driver compensation or platform development. Instead, drivers often see their earnings squeezed as the platform shifts the financial burden onto them or absorbs the costs at the expense of their own margins.

This cycle creates a financial difficulty for both the platform and its drivers, where increased operational expenses reduce profits and negatively impact driver earnings. As a result, drivers feel increasingly dissatisfied, and the platform struggles to maintain its business model, which ultimately results in a less-than-optimal experience for customers.

Our Solution

AWFER introduces a self-sustained, compliant, and cost-controlled ride-hailing platform that solves all the above issues by design. Our approach:

Legal Compliance by Default

- Drivers are classified as temporary workers during active trips, fully aligned with Uber BV v Aslam [2021].
- We handle all VAT obligations on behalf of drivers, removing tax burdens from their responsibilities.
- GDPR-compliant data practices ensure that all user data is secured, and accessible on demand, with no unauthorized third-party sharing.

Cost Efficiency through Full Ownership

We run in-house microservices, not third-party APIs. Services like mapping (OpenRouteService), routing, document validation, invoicing, and notifications are handled internally.
This results in predictable, fixed monthly charges, regardless of the number of users or trips which is a key differentiator.

Driver-Centric Platform

- Drivers earn above minimum wage, and retain full transparency over earnings and trip data.
- No income caps. No income throttling. Fastest available driver gets the job with no bias.
- All trip data, vehicle documents, and driver invoices are accessible in real-time.
- Customer Confidence and Fair Pricing
- No surge manipulation. No artificial scarcity. The pricing is clear, transparent, and fair.
- All trips are calculated based on time, distance, category, and fixed platform charges, then topped with a “result” (micro-profit) component for long-term growth.

Self-Scaling Architecture

- We use a modular Python microservice system, with SSL-encrypted custom raw TCP sockets, Docker containers, and local databases, designed to handle millions of users without lag.
- Each service is fault-isolated, and designed for plug-and-play scaling.

In short, AWFER eliminates the financial, legal, and technical weaknesses of current ride-hailing platforms replacing them with a scalable, resilient, and people-first system.

Target Market

AWFER's initial market focus is Zone A–UK, which includes the regions of Bath, South Gloucestershire, North Somerset, and the City of Bristol. These regions provide an ideal blend of urban density, suburban sprawl, and moderate regulatory environments making them a strategic starting point for a ride-hailing platform that emphasizes compliance, efficiency, and scalability.

Based on 2025 projections, the estimated number of Private Hire Vehicles (PHVs) in Zone A exceeds 5,555, with approximately 5,836 Private Hire Drivers (PHDs) operating across the region. These projections are based on verified government data and calculated annual growth rates of approximately 10–10.5% from 2022 to 2024. Notably, Bristol alone accounts for 2,500 drivers and vehicles, making it a pivotal hub for our early adoption phase.

To establish a presence in this market, AWFER will begin operations with a launch batch of 300 drivers, representing around 5% market penetration in Zone A. This initial batch has been carefully selected to balance operational manageability with meaningful market impact. At an average of 60 trips per driver per month, the platform is projected to process 18,000 trips per month during its early phase. This volume provides a sufficient data set for refining trip pricing, validating operational workflows, and confirming real-time system stability.

The target region has been selected for its favorable regulatory framework, proximity to AWFER's operating base in Bristol, and a consistent, predictable demand for private transportation. By launching in a market that is both logistically manageable and commercially promising, AWFER minimizes risk while setting the stage for future expansion.

Once the system reaches operational stability and key performance indicators (such as trip volume, driver earnings, customer satisfaction, and platform margin) meet target thresholds, AWFER plans to scale up with an additional 500–700 drivers, further expanding market share and enhancing regional coverage. This staged approach allows for careful monitoring, controlled scaling, and continuous refinement, ensuring that each growth phase is supported by real-time metrics and financial sustainability.

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**	

Pricing System And Financial Model

AWFER employs a fixed-charge, formula-based pricing model that ensures profitability, fairness, and long-term sustainability for all stakeholders. This model fundamentally differs from conventional surge-pricing systems by prioritizing predictability and transparency. Every trip is calculated based on clearly defined variables that reflect real costs and ensure adequate compensation for drivers, operational coverage for the platform, and fair fares for customers.

At the core of this system is a dual compensation structure for drivers: time-based and distance-based. Drivers are paid for their time spent on the trip (using an hourly wage converted to per-minute), as well as for the distance traveled (with a per-kilometer rate). Both rates are designed to comply with the UK's minimum wage laws and reflect actual driver expenditures such as fuel, insurance, and maintenance.

On the customer side, the fare includes the driver's wage, VAT (20%), and a fixed platform charge that covers monthly operational expenses (e.g. offices, cloud, staff, insurance, and licensing). This platform charge is calculated monthly and divided by the total expected trip minutes to derive a per-minute platform fee, ensuring that operational costs are proportionally and predictably recovered across all trips.

The pricing model also includes a built-in "Result" component, a per-trip profit margin that serves as both a revenue stream for scaling and reinvestment, and a buffer for absorbing unexpected fluctuations (e.g., fuel cost changes or refund requests). As the platform scales, the Result can also be shared with drivers to enhance loyalty and outperform competition.

This formula structure ensures that every trip is financially self-sustaining, it covers direct driver compensation, VAT, fixed charges, and a margin without relying on surge pricing, advertising gimmicks, or excessive service fees. By tying platform income directly to usage volume and minimizing variable costs, AWFER creates a highly efficient, low-risk financial model that benefits drivers, customers, and investors alike.

Pricing Formula

$$\text{Customer} = \text{Driver} + \text{Charges} + \text{Result}$$

$$\text{Driver} = \left[\left(\frac{\text{Hourly wage}}{60\ \text{Minutes}} \times \text{Trip time}\right) + \left(\text{Distance} \times \text{Distance price}\right)\right]$$

$$\text{Charges} = \left\{\sum\left(\text{Charge}_i \times \frac{\text{Trip time}}{\text{Expected Monthly Minutes}}\right)\right\}$$

$$\text{Result} = \%\ \text{Customer}$$

One-Year Financial Projection And Growth Scenarios

At AWFER, we've engineered our business model to ensure early self-sufficiency and scalable profitability. We expect a 6-month stabilization phase at 300 drivers, after which the platform either expands or plateaus. To prepare for all outcomes, we've modeled three performance scenarios for the second half of the first year:

- Pessimistic: Platform maintains 300 drivers, minimal growth.
- Realistic: Platform grows to 600 drivers after proof of ROI.
- Optimistic: Platform accelerates to 1000 drivers, high adoption.

These projections are based on a fixed charge model and a result-based margin of £2.20 per trip, with all operational costs accounted for at each scale level.

Metric	First 6 Months (All Scenarios)	Scenario A Pessimistic	Scenario B Realistic	Scenario C Optimistic
Drivers (Months 7–12)	300	300	600	1000
Trips per Month per Driver	60	60	120	150
Total Trips (Months 1–6)	108,000	108,000	108,000	108,000
Total Trips (Months 7–12)	–	108,000	432,000	900,000
Total Trips (Year)	–	216,000	540,000	1,008,000
Revenue per Trip	£2.20	£2.20	£2.20	£2.20
Total Revenue (Months 1–6)	£237,600	£237,600	£237,600	£237,600
Total Revenue (Months 7–12)	–	£237,600	£950,400	£1,980,000
Total Revenue (Year)	–	£475,200	£1,188,000	£2,217,600
Cost (Months 1–6)	**£85,032**	**£85,032**	**£85,032**	**£85,032**
Cost (Months 7–12)	**–**	**£85,032**	**£115,032**	**£121,032**
Total Cost (Year)	–	£170,064	£200,064	£206,064
Net Return (Year)	–	**£305,136**	**£987,936**	**£2,011,536**

Even in a flat-growth scenario, AWFER remains cash-positive. But in realistic and optimistic outcomes, the platform becomes highly profitable within 12 months, with a clear path to £1M net return in under 13 months.

Technical Architecture And System Design

AWFER is built from the ground up with technical independence, scalability, and security at its core. The entire platform is developed using custom-built microservices written in Python, orchestrated in isolated Docker containers, and communicating through raw TCP sockets secured with SSL encryption. This unique stack allows AWFER to operate free from third-party API dependencies, dramatically reducing costs while increasing performance and system resilience.

The architecture follows a modular microservice model, where each service (e.g., login, pricing, document validation, trip management, notifications, payments... etc) operates independently within its own environment. These services are hosted on in-house controlled Google Cloud virtual machines some of which communicate internally using UNIX sockets, which significantly reduces latency and overhead compared to traditional HTTP-based REST APIs and other backend frameworks.

Communication between client apps (driver and customer) and the backend is managed using raw TCP sockets, with each client connected to a dedicated thread ensuring high concurrency and ultra-low latency. This architecture supports real-time tracking, secure payment updates, and instant ride allocation which is features critical to any mobility platform. The server-side components are stateless, meaning that no session is kept open unnecessarily, resulting in a lightweight and resource-efficient backend.

Security is reinforced at multiple levels. All socket connections are wrapped in SSL encryption, and multi-factor authentication (MFA) is built into core flows such as login, account recovery, and document updates. Additionally, the Board of Control, an internal admin panel, enables real-time operational oversight: approving driver documents, validating cars, applying bans, modifying pricing coefficients, and resolving disputes, all without compromising data integrity or user privacy.
The frontend is developed using Kivy, enabling full cross-platform compatibility, while system logic and UI remain separated from the communication layer giving AWFER complete freedom to redesign or update the app without impacting backend stability.
With this foundation, AWFER achieves

- High concurrency: Thousands of simultaneous users with isolated threads and no performance degradation.
- Fail-proof architecture: Each service is fault-isolated and restartable without affecting others.
- Real-time processing: Essential for accurate ETAs, live tracking, and instant decision-making.
- Egress control: Only necessary data is sent out, reducing cloud bandwidth and storage costs.
- Scalability: New features or regional expansions can be deployed without refactoring the core system.

This technical setup ensures that AWFER remains not just a software product, but a high-performance, legally secure, and fully autonomous infrastructure ready to scale across cities and countries.

Marketing Strategy

AWFER's marketing strategy is focused on cost-effective penetration and reputation-driven growth. It is divided into two distinct phases

Phase 1: Launch Activation

Focused on kickstarting adoption within Zone A–UK, this phase aims to recruit 300 qualified drivers and generate initial market traction.

- Driver Recruitment: Direct outreach via PHV registries, forums, and driver communities
- Local Awareness Campaigns: Targeted digital and print ads in Bristol, Bath, and surrounding areas
- On-the-Ground Engagement: Presence at garages, licensing offices, and taxi hubs
- Referral Incentives: Bonus programs to reward early adopters and encourage peer-to-peer growth
- Key Messaging: Emphasis on above-market driver earnings, VAT handled by the platform, and full transparency in operations

Phase 2: Growth and Brand Building

Once operational stability is achieved, focus shifts to scaling user acquisition and strengthening brand recognition.

- Digital Advertising: Performance-based campaigns via Meta, Google, and regional media outlets
- Strategic Partnerships: Collaborations with fleet operators, insurers, fuel stations, and driver service providers
- Rider Acquisition: Customer referral programs, promo codes, and ride discounts
- Brand Positioning: Reinforcing AWFER’s identity as a compliant, fair, and driver-first alternative to legacy platforms

Financial and Staffing Strategy

Finance

To support operations and strategic growth, AWFER will allocate resources toward

- Cloud infrastructure and technical hosting
- Regional office space and administrative facilities
- Operational staffing and support services
- Legal licensing, platform insurance, and compliance assurance
- Transaction processing and partner integrations

In addition, strategic reserves are allocated for

- Targeted marketing campaigns
- Platform scaling and optimization
- Risk and contingency buffers

All operational costs are structured to be covered through a formula-based pricing model that ensures cost recovery per trip, supporting long-term sustainability without unpredictable surcharges.

Team Structure and Staffing Plan

AWFER will begin with a lean but capable core team, focused on legal compliance, user support, and operational continuity. Initial team roles include

- **Operations and Compliance Leads** Managing driver onboarding, documentation, and legal adherence
- **Customer Support Agents** Providing rider and driver assistance, handling complaints and refunds
- **Technical Support and Infrastructure Monitoring** Ensuring platform stability and scalability
- **Administrative and Finance Staff** Handling internal logistics, invoicing, and financial reporting
- **Marketing and Community Outreach Support** Driving recruitment and regional visibility

As AWFER grows, the team will expand with additional staff and regional coordinators.
The company remains open to onboarding high-level leadership roles, including:

- **Chief Executive Officer (CEO)** To oversee strategic vision, stakeholder relations, and national expansion

- **Data and Technology Officer (DTO)** To lead innovation, system resilience, and data-driven optimization

Conclusion

AWFER represents a transformative approach to the ride-hailing industry, a platform that is fully legally compliant, cost-optimized, and technologically autonomous from day one. By eliminating reliance on third-party APIs and dynamically scaling a fault-tolerant, microservice-based system, AWFER brings a new standard of transparency, performance, and fairness to urban mobility.
Our model ensures that drivers are empowered, not exploited with earnings above minimum wage, full VAT and coverage, and a transparent trip-based invoicing system. Customers benefit from clarity, consistency, and lower fares, all made possible by an internal cost structure that avoids surge pricing and unpredictable overhead.
With a technically superior backend, control over every pricing component, and a tested legal foundation (from GDPR to UK employment law), AWFER is engineered to scale responsibly and profitably. Every trip contributes to platform sustainability and future reinvestment through our built-in “result” margin, proving that profitability and fairness can coexist.
From its launch in Zone A–UK to a national and international rollout, AWFER is more than a ride-hailing app, it is an infrastructure for ethical, efficient, and sustainable transportation.

Roadmap

Awfer development progress is at the latest stages where all core functionalites are built and tested what remains represents less then 20% to deployment and is represented on a timeline.

TimeLine	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
3 days	Define scale point
3 months	Convert to IOS
2 week	Final stress testing