A mobile application that provides a secure, real time ridesharing service suited for developing countries

Working as a senior software engineer for auto brands in Cairo, and feeling fed up with wasting five hours a day travelling to and from the office, 29-year-old Samira Negm thought there must be a solution to her commuting frustration.

Inspired by this everyday challenge of life in Cairo, she launched Raye7, a culturally sensitive ridesharing mobile app that helps reduce the amount of time Egyptians are stuck in traffic and provides safe car sharing for women.
Cairo is the second most congested city in the world, with annual losses of $US12 billion because of time wasted in traffic, but the congestion problem impacts people in other ways too, affecting health, psychological wellbeing and the environment. While public transport use in Egypt is extremely high, it can be humiliating for women who are most often sexually harassed on this mode of transport.

The Arabic word for ‘going’, Raye7 uses information from social media platforms, including LinkedIn and Facebook, to connect friends and co-workers for easy and safe ridesharing.

**TRAFFIC UNJAMMED**

“Carpooling is not a new idea, but how we’re doing carpooling is what’s new”

“...I spent hours on the road thinking ‘why are all the carpooling platforms successful in Europe but not successful in Egypt?’ The answer was the cultural difference”

In Egypt, travelling with strangers is considered dangerous, most people don’t plan their journeys far in advance, and people are uncomfortable exchanging money with strangers.

Instead of trying to impose a business model that works in Europe, Samira studied the behaviour of informal carpoolers in Cairo and found there was an opportunity that could be scaled and tailored for Egyptians.

Raye7 is built on trusted communities, provides pickups on the go, using smartphones to share messages about carsharing possibilities, and includes a unique indirect payment model pointing system, charged to a traveller’s mobile phone account, and paid to drivers monthly.

**SMOOTH RIDE**

Not only by individuals, Raye7 is being embraced by corporations because it makes for happier employees who have an easier and more enjoyable journey to work.

“From the company perspective, they save a lot of money on car parking spaces and they save hundreds of thousands of dollars that they used to spend on team-building activities because now their employees are enjoying a team-building activity every day when they come to work.”

In 10 years, Samira hopes Raye7 will be available across the Middle-East, South Asia & Latin America and she plans to work on other innovative ideas to help transform the transport sector.
“I don’t just want to work for money, I want to work for a social cause that has a purpose.”

“The main challenge we have is finding good talent because unfortunately due to the political situation in Egypt, most of the good talent is travelling to Europe or to America. In order to retain them in the country, they have to get a very high and competitive salary so this adds a burden on a start-up.”