Quickloc8 - An app helping the taxi industry fight Covid-19

By Imran Salie

22 Jul 2021

Quickloc8, a technology startup company, is making artificial intelligence (AI) a reality for the taxi industry. The company is partnering with local taxi owners and associations by providing innovative solutions to modernise the industry by allowing it to be a safer and more reliable transport option. The company was founded by Mbavhalelo Mabogo, an entrepreneur from Thohoyandou in Limpopo. Recently, Quickloc8 added a new offering to its services: an AI camera that will help the taxi industry deal with Covid-19.

Mbavhalelo Mabogo, founder and CEO of Quickloc8 | image supplied

Here, Mabogo shares his startup story, the newly-developed AI camera, tips and advice, and more about Quickloc8.

⠿ *How did Quickloc8 start and how did it get to the point where it is now?*

Mabogo: Quickloc8 was started as means to empower taxi owners to tackle the difficult task experienced by taxi owners in managing taxis, drivers and ensuring route compliance.

We wanted to develop an easy-to-use app that can help owners to manage their drivers better, reduce on-road accidents, and improve overall safety in the taxi industry, using technology.

Our solutions were built from the ground up and required extensive facetime with taxi owners and route offices in order to come up with a tailor-made app exclusively for the taxi industry.

⠿ *What stumbling blocks has Quickloc8 had to deal with it on its journey so far?*

Mabogo: We understood that we were essentially rolling out technology to an industry that is not accustomed to using technology and apps to solve day-to-day operational problems. Our solution needed to be considerate of that fact and allow for that smooth transformation.

As an industry first to roll out such a technology solution, we also had to invest a lot of time and effort to fully understanding the challenges on the ground. This process meant that the final market product would be developed through several iterations and adjusted at each point from the input gathered from taxi owners and their user experience.

⠿ *What future plans does Quickloc8 have for further business success?*

Mabogo: We are planning to roll out the technology nationwide with a special focus on Gauteng and KwaZulu-Natal. Currently, Quickloc8 has its base in the Western Cape, Eastern Cape and Limpopo.

Our future plans include rolling out additional three new products that we are currently developing in-house for the taxi industry and public transportation.

⠿ *Quickloc8 recently developed an AI camera – Tell us about this and how it works.*

Mabogo: The innovative AI camera was developed as a means to introduce 4IR technologies to the taxi industry in an effort to modernise daily operations and also increase transparency.

The AI camera solution works through an embedded algorithm that counts passengers inflow and outflow per load, such that taxi owners are able to know exactly how much revenue is generated per trip and shift by their taxis. In addition, taxi owners are also able to do time streaming inside the taxis, and also two-way communication with passengers through the app.

The AI camera is also linked to real-time GPS location tracking. This allows taxi owners to know exactly where their taxis are at any given time. Crucially, these owners also receive notification of when their drivers' shift starts and ends and they can also track exactly how many trips have been made between the designated taxi ranks. Taxi owners, through the app, will also be able to ensure that a driver cannot drive the respective taxi without permission using a built-in taxi stop/start feature.

⠿ *Developing an app is not an easy task. What advice do you have for those that want to start a business that is based on an app?*

Mabogo: On the business side: Do not find a market for your app, develop an app for the market as a solution for a problem you identified.

On the technical side: Have an in-depth understanding of the development tools available to you, then start building.

⠿ *What do you believe are the qualities of a successful entrepreneur?*

Mabogo: The boldness to solve problems that everyone can see but not have the courage to face. An unwavering belief and confidence in their ability to solve problems. A commitment to outwork, outlearn and outgrow everyone else.

⠿ *What advice would you give to someone that wants to start a business?*

Mabogo: Look at the bottom of the pyramid, there are a lot of problems that are currently being experienced by our people…solve one of them.

Sell…sell ideas, sell a vision, sell road maps, and sell products. Whatever you do sell sell sell! The art of selling is too important, it gets you intimate facetime with your clients and first-hand knowledge about the industry. The extent to which you understand your clients and industry will come very crucial when it's time to raise money for your business.

ABOUT IMRAN SALIE

Bizcommunity Editor: Automotive, Entrepreneurship, Education
▪#YouthMonth: How Shivad Singh built a revolutionary educational app at 19 - 22 Jun 2023
▪#AfricaMonth: Lavina Ramkissoon explores the implications of generative AI for Africa's future - 25 May 2023
▪#AfricaMonth: Software startup Cloud23's remarkable impact on the African market - 23 May 2023
▪#AfricaTechWeek: Unleashing the power of AI in Africa: Expert insights and predictions - 12 May 2023
▪#EcomAfrica: Boardroom confidence in cybersecurity crucial for e-commerce success - 21 Apr 2023

View my profile and articles...

For more, visit: https://www.bizcommunity.com