

NAME OF PROJECT

PINK ME

LOCATION

Bucharest and Ilfov, Romania

KEY ISSUE

Lack of safe, reliable means of transportation when ride hailing or cab hailing for women and girls.

RELEVANT SUSTAINABLE DEVELOPMENT GOAL/S



PROBLEMS

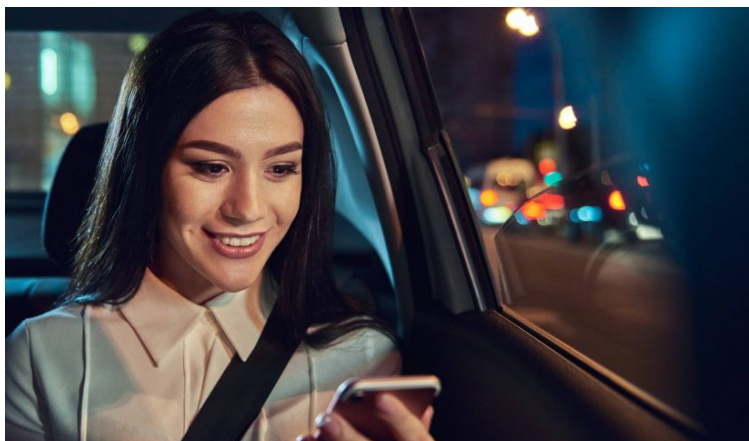
The main problem, like in key issue is that us, girls and women living in this area do not feel safe at all times of the day taking a taxi or using transport apps. In Romania financial and verbal abuse are very common and a lot of them happen when women take cabs, but also when taking cars from various transport apps. In most parts of the country women are harassed and/or verbally abused by drivers. one of this parts, maybe where the most cases of harassment are, is Bucharest.

SOLUTION

we want to make a transport app especially designed for ladies that would have psychologically tested drivers and would provide very secure rides for them.

STAKEHOLDERS

other ride sharing and transport apps, girls and women in Ilfov country, as well as taxi companies.



RESULTS

DIRECT RESULTS

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IMPACT ON COMMUNITY

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BUDGET

OVERALL

2652 \$

EXISTING FUNDING

0 \$

REQUIRED FUNDS

2652\$

TIMELINE

one and a half month to finalise the app, two weeks to find drivers, one and a half month to make the app function and start seeing the changes.

STATUS

We finished our plan processing and we have contacted a team of experts to help us with our app, we are now focusing on finding a legal expertise to help us legalise our app and then start searching for psychologists and someone with marketing expertise to help us promote the app.

CREDIBILITY

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NEXT STEPS

1 get help finalising the app 2 find drivers and test them

CONTACT DETAILS

Teodora Radulescu
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NEEDS

☐ FUNDING: we need money for web development, site design,

online advertising and to pay for the psychologists.

☐ LEGAL EXPERTISE: we need someone with legal expertise in

order to fully legalise our app

☐ MARKETING EXPERTISE: we need someone with marketing

expertise to help us promote the app

☐ TECHNICAL EXPERTISE: we need specialists in this domain for

web development, site design.

☐ PSYCHOLOGISTS: to help us examine the drivers and test

them.

3 people start using the app and we promote it

4 start seeing the difference in the community

SUPPORTING SCHOOL

Mark Twain IS, Bucharest, Romania

