Executive Summary

Our Product

"PTS Passenger Transport Software" is a niche enterprise web software system designed for UK Councils to manage their Special Needs Transport, Adult Social Care Transport, Bus Passes, Staff and Compliance. The software optimises daily routes to schools, day centres and other locations. It has integrated GPS and Apps for live tracking and route replay options, along with sophisticated in office stats, accounts and other system integrations. It has UK Government data security and encryption levels and is authorised on the GCloud marketplace. The system can also be used by transport contractors and taxi companies in the UK and overseas. *There are only 4 companies able to supply this niche requirement at present.*

The Market

Every UK Council is required by law to provide free transport services to special needs children (SEND) and adult social care (ASC) who live a certain distance from school, cannot walk because of Send or mobility problems, or safety reasons. There are 317 Councils in England, 32 in Scotland, 22 in Wales, and 11 in Northern Ireland. These are our main targets, with an annual software contract worth around £32,000, a typical contract length of 3-4 years minimum, totalling approximately £120,000.

In 2023-24 Council SEND transport cost £2.3 billion. 180,000 pupils in England get free SEND transport, 470,000 pupils under the age of 16 use free home to school transport; 50,000 pupils over 16 also use funded transport, 9% of under-16s with SEND, travel alone in expensive single-occupancy vehicles. The average cost per SEND child is now £8,000 annually & a typical SEND UK Council department annual budget is up to £28 million. These eye-watering costs are why councils are desperate for optimisation tools such as ours. **The UK annual software market spend for this is up to £30 million per year**.

Who Will Buy?

Every UK Council needs a SEND transport Management System. Each one contracts out trips to around 40 local transport companies, all of whom must manage daily routes, vehicles, pay, licences & compliance. We also sell to international transport providers to manage their other daily and recurring bookings and our Mauritius client is signed on a £40,000 per year contract for 3 years.

The first sales target is 15 UK Councils on a 4-year £120,000 contract, totalling £1.8 million. In our first 4 years we have become established, got a UK Government listing, won 5 UK Council contracts & one international contract and are starting to target the other 377 councils. Our target is to be a £10million valuation company in 4 years, then exit.