



New transportation app Bounce connects passengers to licensed drivers

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There's a new transportation app on the travel scene: Bounce. UK-based Bounce is a minicab app that directly connects passengers with professionally licensed drivers.

The app is currently functioning in Central London, where passengers using Android and iPhone can find and book TfL-licensed drivers for trips around the city. This means that all drivers are licensed and regulated by Transport for London.

The product is a result of a partnership with software development company [DataArt](#).

Bounce claims that its service is up to 40% cheaper than traditional cab companies, with the following fee structure:

Minimum Fare £ 6	2 - 30 miles £ 3 per mile	31 miles + £ 2 per mile
Waiting time per min (1st 5 mins free) 40p	Cancellation Charge (free cancellation within 5 mins of booking) £5	

Example journey fares

Battersea Park SW11	→	Sloane Square SW1	£ 6
Chelsea & Westminster Hospital SW10	→	Hyde Park SW7	£ 6
Chelsea Football Ground (Stamford Bridge) SW6	→	Heathrow Airport	£ 28
Harrods SW1X	→	St Pancras Station NW1	£ 10

Among the IT infrastructure items created by DataArt: dispatch system with trackable location, order matching, estimated taxi arrival time, CRM, analytics mobile messaging and credit card processing.

From the announcement, CEO Nicko Williamson:

“DataArt worked as a core partner to allow Bounce to develop a market leading system which enables us to scale our product quickly. We chose DataArt due to the quality of their people and ability for us to scale up a large team fast, to build our product in a timely fashion. The team delivered exceptional quality work from the start and has built high quality software, which is automated and working in the live environment.”

Bounce is now available for iOS and Android.