
QUALIFY • INSURE • DELIVER

TRANSPORTATION SERVICES GUIDE

Serve the trips others cannot.

Price the wait, not only the miles.

Make safety and timing visible.

AUTHORITY | VEHICLE | ROUTE | SAFETY

Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide first. Then use the worksheets to test real transportation demand, confirm authority and insurance, plan the vehicle and operating budget, price and document trips, invoice the work, track leads and on-time performance, and control passenger, driver, vehicle, and emergency risks.

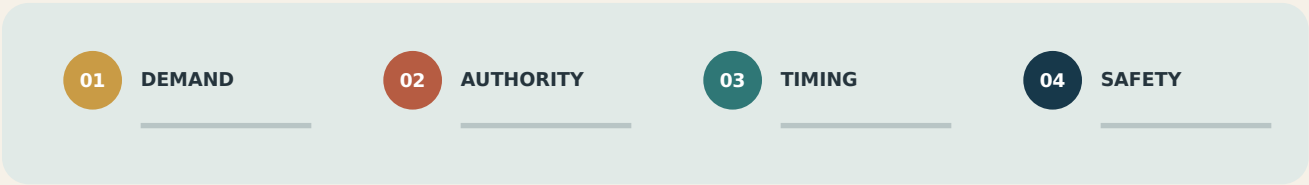


ASSISTED TRIP | The service is safe, dependable transportation plus the help the passenger actually needs.

PIECE	USE
Core guide	Test the unmet trip, quote insurance first, confirm operating authority, price wait time, and launch only under the correct coverage.
Operating kit	Use the startup, budget, estimate, trip authorization, invoice, tracker, and safety pages for every route and passenger.

CORE GUIDE 01

1. The bet



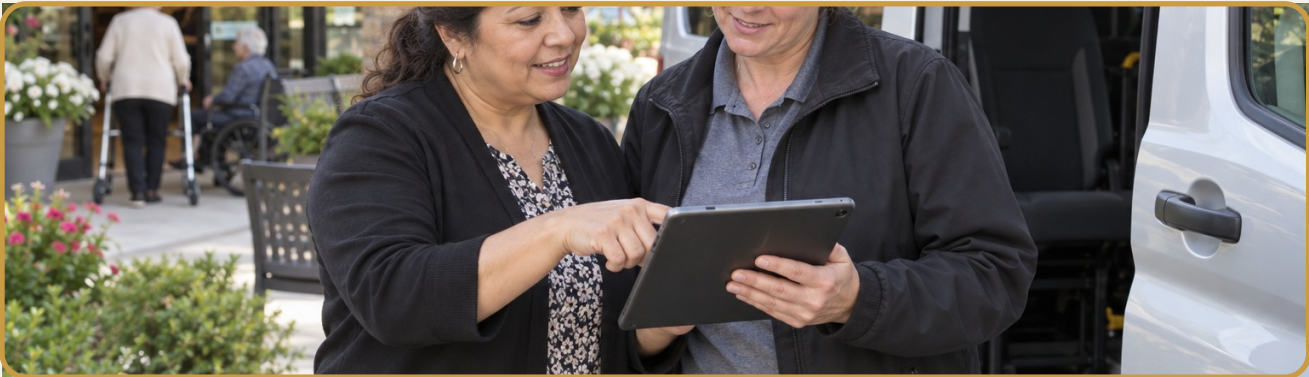
The core assumption that must be true: that there are people in your area who need to get somewhere, cannot get there, and have money.

Not people who would prefer a nicer ride. People with no option. That distinction is the whole business, because rideshare has already taken every trip that a rideshare driver wants.

The trips rideshare structurally cannot serve:

The appointment out of town where the driver has to wait four hours and bring the person home

The passenger who needs help from the car to the desk



CONTRACT ROUTE | Facility work depends on written schedules, clear responsibilities, and reliable communication.

CORE GUIDE 01

1. The bet Continued

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SAFETY

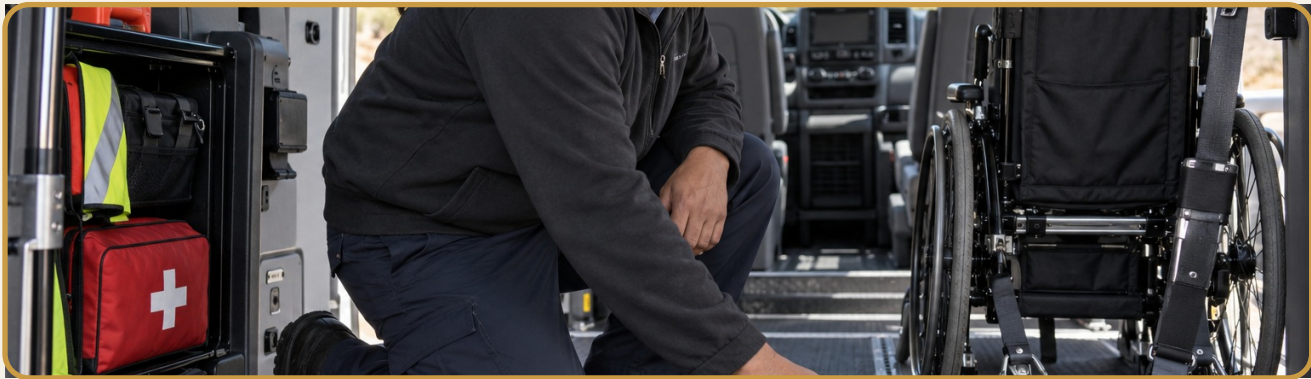
The rural pickup where no driver is logged on at 6am

The fastest zero-budget test: ask thirty people in local community groups whether they have missed or nearly missed an out-of-town appointment because they had no ride. Count. This costs nothing, requires no vehicle and no licence, and it either produces a list of customers or it kills the idea in a week.

Three reasons this fails:

The regulator, not the market. Carrying people for money may require operating authority, commercial registration, inspections, and documented insurance. Check licensing, zoning, and tax rules for your own city and state before starting.

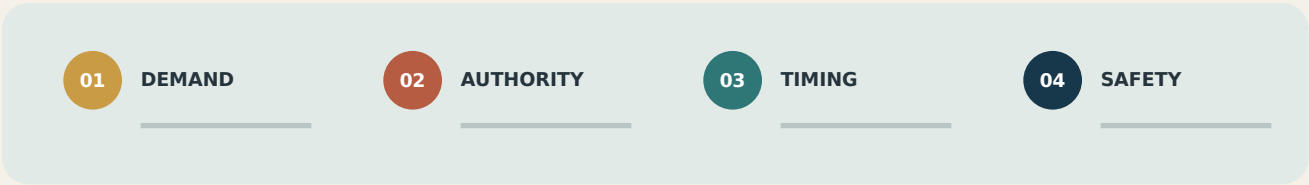
Insurance. Personal auto excludes carrying passengers for hire, categorically. So does most commercial auto. This is the cost that decides the business.



PRE-TRIP CONTROL | Inspect the vehicle, securement equipment, safety kit, and trip records before every run.

CORE GUIDE 01

1. The bet Continued

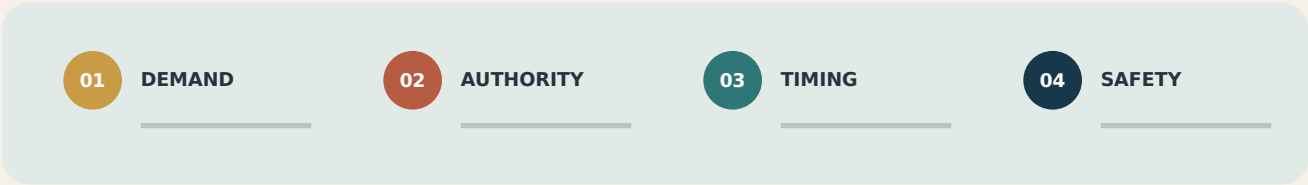


Competing with free. VA and Medicaid trips are already served at no cost by DAV vans and brokered Medicaid transport. Chase those and you lose to \$0.

BUSINESS LENS	CONTROL
Trip	Sell the wait, escort, access, and reliable return.
Authority	Confirm the exact operating class before the first fare.
Timing	Track every pickup and arrival against the promise.

CORE GUIDE 02

2. Who pays, in their own words



“My appointment is 60 miles away, it takes four hours, and there’s no bus.” — the core customer, paying privately, no programme covers him

“I can’t drive after the procedure and my daughter can’t take another day off.” — the family member is often the one who actually pays

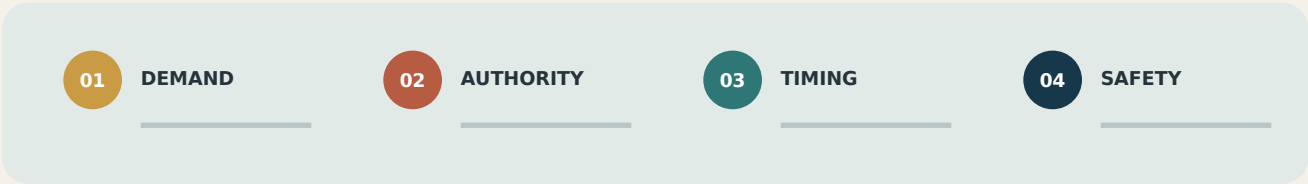
“We need our residents at appointments and our van is booked.” — a senior living facility or care home, a contract rather than a fare

“I just need somebody to sit with him and make sure he gets home.” — the premium is the escort, not the miles

BUSINESS LENS	CONTROL
Trip	Sell the wait, escort, access, and reliable return.
Authority	Confirm the exact operating class before the first fare.
Timing	Track every pickup and arrival against the promise.

CORE GUIDE 03

3. The smallest version you can charge for



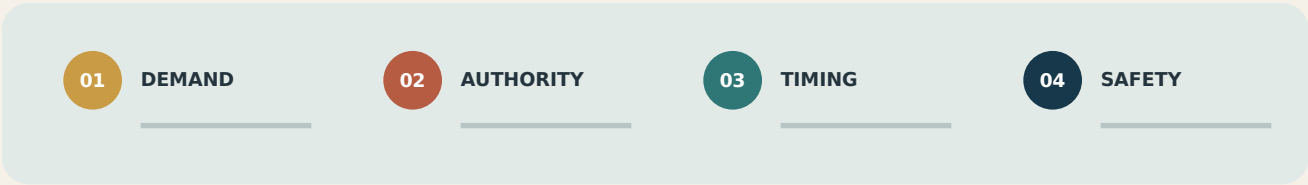
One wait-and-return medical run, quoted as a flat trip price with the wait time included.

Not fares. Not an app. One trip, one flat price, one satisfied passenger who tells three people. The differentiator is stated up front: I wait, and I bring you home.

BUSINESS LENS	CONTROL
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CORE GUIDE 04

4. What it actually takes



Passenger-carrier authority. Check licensing, zoning, and tax rules for your own city and state before starting.

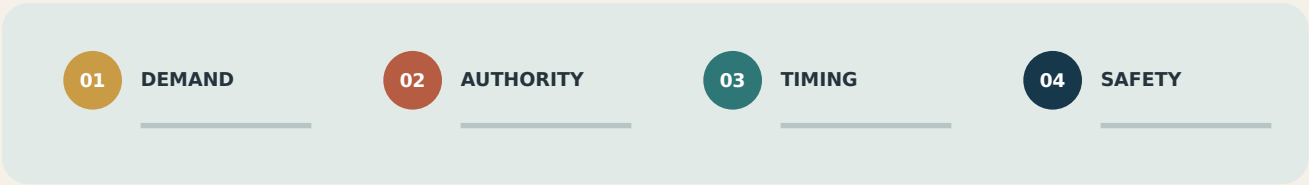
One paid trip across a state line makes you an interstate passenger carrier and pulls in FMCSA. Price that in or refuse those runs.

Renting a vehicle does not work. Standard rental agreements prohibit carrying persons for hire and void the damage waiver. One accident with a paying passenger and you have no coverage, a terminated contract and a repossession claim.

Staffing: one driver cannot cover a route through sick days, holidays and turnover. The moment this becomes contracted work rather than occasional trips, it needs a second driver, and the wage has to be one a licensed, insured, background-checked driver will actually accept in that state.

BUSINESS LENS	CONTROL
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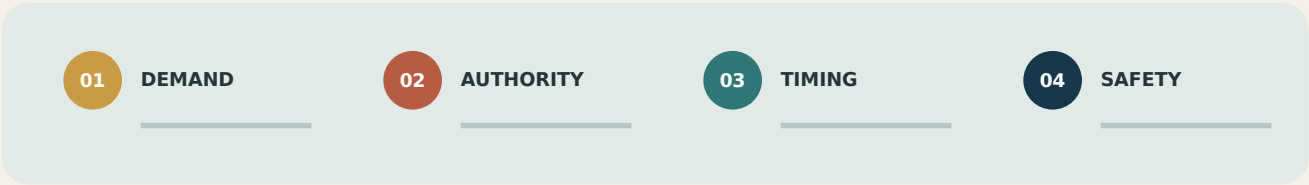
5. Pricing



Price the wait, not the mileage. The four hours in the car park is the product. Everyone can drive 60 miles; almost nobody will sit there.

BUSINESS LENS	CONTROL
Trip	Sell the wait, escort, access, and reliable return.
Authority	Confirm the exact operating class before the first fare.
Timing	Track every pickup and arrival against the promise.

6. First 90 days, and the one metric



Days 1-30. Run the zero-budget count. Call the appropriate passenger-carrier authority and get the real timeline and cost in writing. Get the livery insurance quote. Do not buy anything yet.

Days 31-60. If the numbers survive, start the applicable passenger-carrier authority process — it is the long pole. Approach two care facilities about contracted runs.

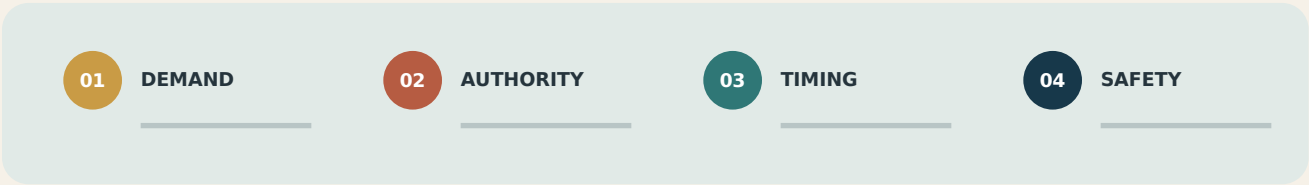
Days 61-90. First paid trips under the correct authority and coverage. Never before.

The metric: on-time arrival rate. In every poorly-rated transport operator’s reviews, the complaint is timing. Beat that and you win the market without competing on price.

BUSINESS LENS	CONTROL
Trip	Sell the wait, escort, access, and reliable return.
Authority	Confirm the exact operating class before the first fare.
Timing	Track every pickup and arrival against the promise.

CORE GUIDE 07

7. Honest assessment



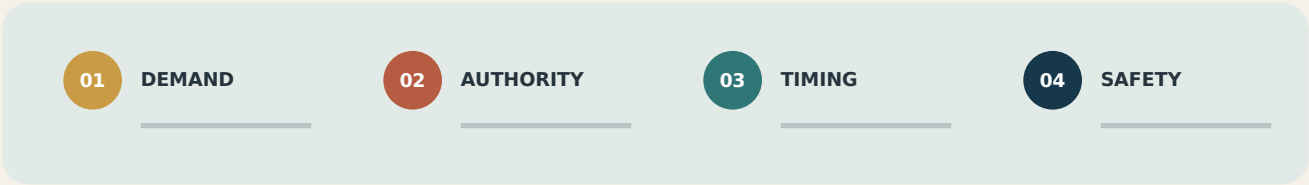
The demand is real and the barriers are regulatory and insurance, not competitive. That is unusual and it is good news — it means the obstacles are knowable in advance and clearable with paperwork and money, rather than a stronger competitor you cannot displace.

Do not spend a dollar before the insurance quote. Everything in this model is downstream of that one number, and it is the number most people find out last.

BUSINESS LENS	CONTROL
Trip	Sell the wait, escort, access, and reliable return.
Authority	Confirm the exact operating class before the first fare.
Timing	Track every pickup and arrival against the promise.

CORE REFERENCE

Vehicle and Startup Reference

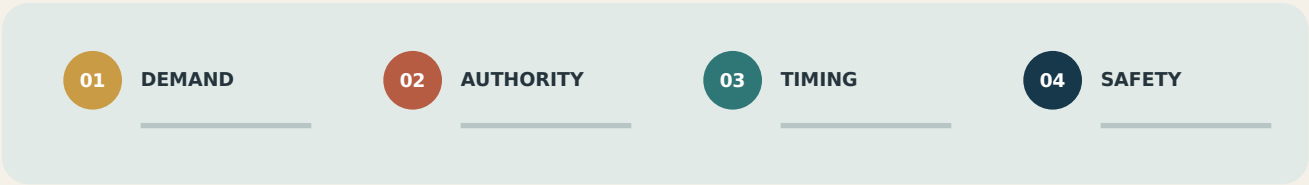


Insurance is the deciding number. Obtain the correct for-hire quote before buying a vehicle or accepting a trip.

Item	Cost
Vehicle	Owned, or the model does not work
Livery / for-hire auto insurance	The deciding number — get the quote first
Passenger-carrier authority [VERIFY]	Confirm the applicable process, timeline, and fees
Background check, MVR, drug screen	Required by most contract buyers
Vehicle inspection [VERIFY]	Confirm inspection type and frequency

CORE REFERENCE

Pricing Reference



Price the wait, not the mileage. The time between drop-off and the return trip is part of the product.

Tier	Price	What it is
Low	\$35-50	Local trip, in town
Mid — recommended	\$95-150 each way, wait time included	The out-of-area appointment run
Premium	Quoted per schedule	Contracted recurring routes for a facility

WORKSHEET 01

Startup Checklist

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DONE	ACTION	OWNER DATE NOTES
☐	Ask thirty people whether they missed or nearly missed an out-of-town appointment because they had no ride.	
☐	Count qualified passengers with a real trip, no workable option, and ability to pay.	
☐	Obtain the correct livery / for-hire auto insurance quote before spending money.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm passenger-carrier authority and interstate limits in writing [VERIFY].	
☐	Confirm vehicle, driver, inspection, registration, accessibility, and background requirements [VERIFY].	
☐	Choose one wait-and-return trip type, service area, and flat-price rule.	
☐	Create passenger intake, trip authorization, emergency, inspection, invoice, and incident records.	
☐	Approach two care facilities about contracted runs.	
☐	Track on-time arrival rate from the first paid trip.	

WORKSHEET 02

Equipment and Budget Worksheet

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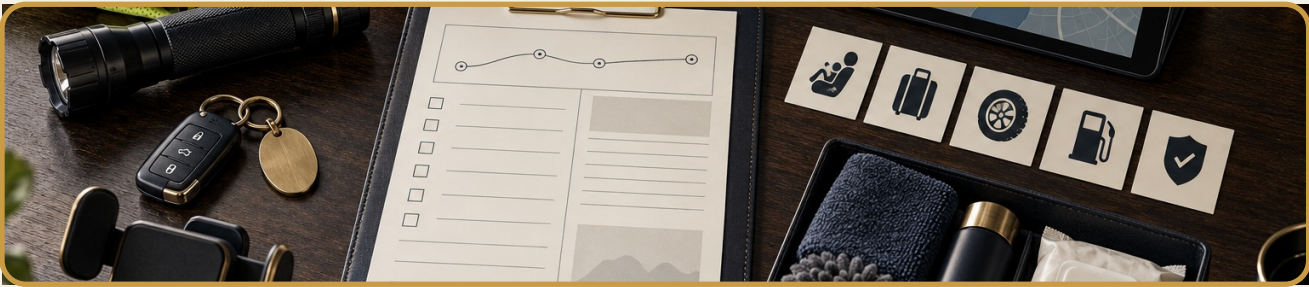
AUTHORITY

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OPERATIONS KIT | Route records, emergency supplies, cleaning controls, navigation, and vehicle documents travel together.

ITEM	NEEDED	ESTIMATE	ACTUAL	NOTES
Vehicle purchase, lease, or financing [VERIFY]				
Livery / for-hire auto insurance [VERIFY]				
Passenger-carrier authority and permits [VERIFY]				
Commercial registration and inspection [VERIFY]				
Driver screening, MVR, background, and drug testing [VERIFY]				
Accessibility and securement equipment [VERIFY]				
Safety, first aid, and emergency supplies [VERIFY]				
Phone, navigation, dispatch, and records				
Cleaning and infection-control supplies				
Fuel, tolls, parking, and maintenance reserve				
Backup vehicle / driver plan [VERIFY]				

BUDGET CONTROL

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

WORKSHEET 03

Pricing and Estimate Template

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WORKSHEET 04

Trip Scope and Passenger Authorization

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FIELD	AGREED DETAIL
Passenger and responsible payer	
Pickup, destination, return, and appointment times	
Passenger contact and emergency contact	
Mobility, transfer, escort, and communication needs	
Wheelchair, device, service animal, and securement needs [VERIFY]	
Medical limitations and non-emergency service boundary [VERIFY]	
Driver, vehicle, and backup assignment	
Included wait time and additional-time authorization	
Stops, tolls, parking, and route limits	
Interstate travel status and authority [VERIFY]	
Pickup / handoff contact and release instructions	
Medication, oxygen, and personal-property boundary [VERIFY]	
Cancellation, no-show, and delay terms [VERIFY]	
Price, payer authorization, and payment terms	
Passenger / payer acceptance and signatures	

WORKSHEET 05

Invoice Template

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SAFETY

BUSINESS	CLIENT	INVOICE NUMBER	DATE DUE

DESCRIPTION	QUANTITY	RATE	AMOUNT
Wait-and-return trip			
One-way trip			
Escort / assistance			
Additional wait time			
After-hours / early pickup			
Tolls and parking			
Contract route service			
Approved additional work			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Credits / adjustments	
Total	
Balance due	

Job Log and Lead Tracker

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SAFETY

DATE	LEAD SOURCE	NEED OR SCOPE	QUOTE	STATUS NEXT STEP

TRIP DATE	PICKUP	ARRIVAL	ON TIME	INCIDENT	FOLLOW-UP

ONE METRIC

ON-TIME ARRIVAL RATE: _____ COMPLETED TRIPS: _____ MISSED OR LATE TRIPS: _____

WORKSHEET 07

Passenger Driver and Vehicle Safety

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Check licensing, zoning, and tax rules for your own city and state before starting.

CHECK	CONTROL	INITIALS NOTES
☐	Licensing, zoning, tax, passenger-carrier authority, and interstate limits are confirmed [VERIFY].	
☐	Livery / for-hire insurance, commercial registration, inspections, and contract coverage are confirmed [VERIFY].	
☐	Driver licence, MVR, background, training, fitness, and substance-testing duties are confirmed [VERIFY].	
☐	Pre-trip vehicle, tire, light, fluid, restraint, lift, ramp, and securement checks are documented [VERIFY].	
☐	Passenger identity, mobility, assistance, pickup, handoff, emergency, and payer instructions are documented.	
☐	Wheelchair, mobility-device, service-animal, oxygen, and accessibility procedures are confirmed [VERIFY].	
☐	Weather, fatigue, illness, cleaning, infection-control, roadside, crash, and emergency procedures are documented [VERIFY].	
☐	Trip times, route, communications, payment, complaints, incidents, maintenance, and retention records are kept.	

STOP RULE

Do not transport a paying passenger until the exact operating authority, for-hire insurance, vehicle status, driver qualification, passenger needs, route limits, and emergency plan are confirmed. Stop any trip that exceeds the service’s legal authority or safe capability.