

About Bliq

Bliq (<https://bliq.app>) is an innovative super app designed to empower gig workers in the on-demand economy by facilitating the management of their workflow across various platforms such as Uber, FreeNow, and Bolt. With a global driver base exceeding 60,000 and completing over 500,000 trips monthly, Bliq processes an annual trip value surpassing €72 million.

The company, located in Berlin, currently employs a team of 35 professionals. Bliq has raised more than €22 million in venture capital and is backed by investors such as Atlantic Labs and the Silicon Valley-based New Enterprise Associates, which is the largest venture fund in the world.

Project Overview

Bliq is set to launch its own passenger app shortly, functioning as a comprehensive meta-search engine encompassing all on-demand ride-hailing services. Bliq aims to directly connect drivers from its extensive driver base with incoming trip requests through this passenger app, resulting in reduced passenger fares and increased driver earnings due to lower commissions. A crucial aspect of this new product is implementing a pricing component that calculates optimal trip pricing based on complex factors, including spatiotemporal driver supply, passenger demand, and competitor pricing.

Contemporary dynamic pricing approaches often treat pricing challenges in marketplaces as a three-sided problem involving supply, demand, and the marketplace as an intermediary. However, in reality, and particularly for a meta-search app, pricing is significantly influenced by the interactions between multiple coexisting marketplaces, as exemplified by Uber, FreeNow, and Bolt in the ride-hailing industry.

The primary goal of this project is to develop and evaluate a profit-maximizing pricing model under the intricate constraints detailed above. Bliq will supply all necessary context information and a sample dataset containing over 100,000 real-world trips in Berlin.

Qualifications & Prerequisites

- Strong analytical and problem-solving skills
- Proficiency in data analysis and manipulation, including experience with Python to work with large datasets and extract meaningful insights.
- A solid understanding of econometrics, microeconomics, and market dynamics
- Profound knowledge of statistics, machine learning, and optimization techniques
- Familiarity with the on-demand economy, ride-hailing platforms, and their business models
- Experience in working with geospatial data
- Strong communication and presentation skills in English
- The ability to work independently and efficiently manage time and resources, as the project may involve a significant amount of self-directed research and experimentation.