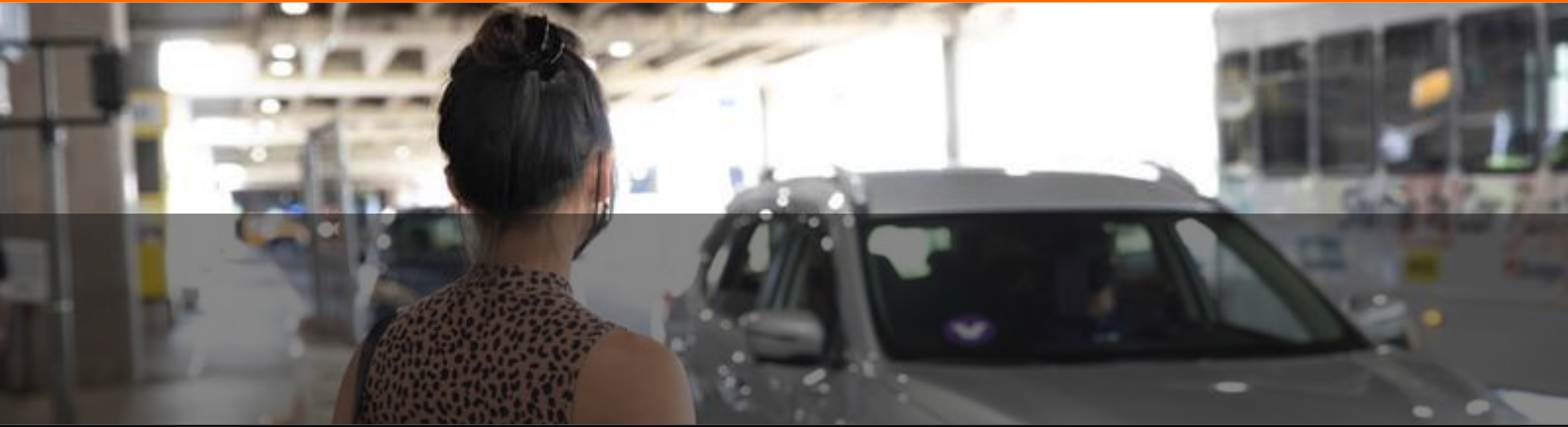




GoVibe · Travel - Car Rental / Mobility Platform · Honolulu, Hawaii, USA · Ongoing

GoVibe: Car rental platform built from scratch during COVID-19 lockdown. MVP in 3 months. 290% booking growth in year one of recovery.

290%

rise in bookings by 2022

375%

increase in bookings by 2024

3

months to MVP

CLIENT CONTEXT

GoVibe is a premium car rental platform based in Honolulu, Hawaii, offering a differentiated experience in one of the world's most consistently visited travel destinations. Unlike traditional airport rental chains, GoVibe operates on a concierge model: driver pickup and drop-off at Honolulu International Airport, no-wait GoVibe Hub service, and direct partnerships with hotels, cruise ports, and online travel agencies. The platform is priced up to 25% below national airport chains while targeting travelers who prioritize ease and service over commodity rental. Hawaii receives approximately 10 million visitors annually, giving GoVibe a large and defined addressable market.

THE CHALLENGE

GoVibe approached Gradion in mid-2021 with a precise and time-sensitive mandate: build a complete car rental platform, fast, with tourism starting to recover from its most severe collapse in living memory.

At the height of COVID-19, Hawaii's visitor arrivals had fallen by 74%. There was no timeline for full recovery, no certainty about when travel restrictions would lift, and no possibility of in-person meetings between GoVibe's team in Honolulu and the Gradion engineers coordinating across international time zones.

The operational requirements were specific. GoVibe needed a consumer-facing booking experience, a custom administrative backend to manage operations and fleet data, and a deal portal to connect renters directly with car owners, a mechanism that increased supply flexibility beyond a fixed fleet model. The product also needed to be grounded in local market reality: competitive dynamics in Hawaii's car rental sector, pricing benchmarks against national chains, and positioning against KYTE, Zipcar, and Enterprise.

The constraint was timing. Tourism was beginning to move. GoVibe needed to be live and operational when demand returned, not three months after. Speed was not a preference; it was a commercial necessity.

THE APPROACH

Gradion engaged as a full product partner, taking GoVibe from concept definition through market-ready launch under the Startup-as-a-Service model.

Market research and competitive analysis. Before a line of product code was written, Gradion conducted local market analysis to define GoVibe's positioning. This covered competitor benchmarking, pricing dynamics in the Hawaii car rental market, and identification of the differentiation levers, driver pickup service, hub model, and OTA partnerships that would distinguish GoVibe from established chains.

User-centered web and mobile UI/UX. Gradion designed and built a clean, fast, and intuitive front-end experience optimized for travelers booking on mobile. The design prioritized ease of booking flow, transparent pricing, and the premium experience signals that GoVibe's target customers expected.

Custom admin portal. A purpose-built backend gave GoVibe's operations team centralized control: fleet management, reservation handling, driver dispatch, and performance data in one interface. This was built for a small team to operate effectively without technical complexity.

Deal portal development. Gradion built the deal portal enabling direct connections between renters and car owners, extending GoVibe's supply model beyond a traditional owned-fleet constraint and creating a marketplace dynamic within the platform.

The entire engagement was delivered with no in-person interaction. All coordination ran across time zones through disciplined remote workflows, from discovery through QA and launch.

RESULTS

3
months to MVP

290%
rise in bookings by 2022

375%
increase in bookings by 2024

13,000+
app downloads

GoVibe launched into the Hawaii market just as tourism began recovering. The speed of delivery and the quality of the product gave the company a live, operational presence before competitors who had delayed action during the uncertainty.

3 months to MVP - platform market-ready from project start to launch

290% rise in bookings by 2022 - as tourism rebounded, GoVibe captured demand rapidly, particularly on Oahu and the Big Island

375% increase in bookings by 2024 - sustained and accelerating growth across the platform

13,000+ app downloads - growing traveler adoption as GoVibe established itself as a premium Hawaii car rental option

GoVibe now operates with airport pickup and drop-off by company drivers, partnerships with hotels and cruise ports, and listings across online travel agencies - the distribution architecture built into the platform from the start.

SERVICES DELIVERED

- Market research and competitive analysis
- Website and mobile app development
- End-to-end software development lifecycle
- Custom admin portal development
- Deal portal development
- UX/UI design (web and mobile)

TECHNOLOGY STACK

- Mobile app (iOS and Android)
- Web platform (consumer booking)
- Custom administrative backend
- Deal portal (owner-renter marketplace layer)

Ready to discuss a similar challenge?

Gradion works with software companies, fintechs, and industrial operators across DACH, Southeast Asia, and Africa. ISO 27001 certified. 23 years of delivery in regulated and high-growth environments.

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