

Checklist: Open a Taxi Service in 30 Days

Twenty steps, week by week: from choosing a legal form to your first day of operation. The checklist is based on our experience launching services on UpTaxi in small and mid-sized towns. Print the PDF and tick off each step as you go.

Week 1. Decisions and paperwork

- ☐ **Choose a legal form.** A sole proprietor or LLC for a taxi ordering service; self-employed status only suits a driver who carries passengers himself. The main OKVED activity code for a dispatch service is 49.32 "Taxi and rental of passenger cars with driver". For an ordering service, add 52.21 or 63.11 as your accountant advises.
- ☐ **Get to grips with Federal Law 580-FZ.** A taxi ordering service is entered in the regional register of ordering services; carriers and cars go into the registers of carriers and taxis. For exactly what the law requires of a service, see our breakdown of [Federal Law 580-FZ](#).
- ☐ **Run the numbers.** How many cars, how many orders per day and what driver commission you need to break even. Use the [taxi service economics calculator](#).
- ☐ **Pick a name and check it.** Are the domain and the names on Telegram, Max and 2GIS available? Is there a service in town with a similar name?
- ☐ **Choose your software and apply for a trial.** Don't buy a license before you test. With UpTaxi, the server for your service is ready within one business day, and the first 30 days are free.

Week 2. Telephony, software, app

- ☐ **Connect a multi-line number.** A SIP trunk from a telecom operator or a GSM gateway. The number should be easy to remember: it will go on business cards and car doors.
- ☐ **Set up the operator's workstation.** A computer with 4 GB of RAM, a headset and wired internet from 1 Mbps. No dedicated server or office PBX needed.
- ☐ **Configure fares and zones.** Pickup price, price per kilometer, night and holiday multipliers, city and suburban zones. In UpTaxi, our support team does this with you during onboarding.
- ☐ **Turn on automated order channels.** The voice robot on incoming calls and the order bots in Telegram and Max take load off the operator from day one.

- ☐ **Decide on a passenger app.** To start, the shared "UpTaxi Taxi" app is enough: customers choose your service inside it. You can order a branded app under your own name later.

Week 3. Drivers

- ☐ **Set driver terms.** Commission per order, how drivers top up their balance, bonuses for night and long-distance orders. Your terms should be no worse than the aggregators' in your town.
- ☐ **Start recruiting.** Ads on classifieds sites, in local city groups and through drivers you know. Put the link to the online driver application form from the software in every ad.
- ☐ **Check driver documents.** Transport permit, mandatory passenger carrier insurance (OSGOP), trip sheets and medical checks: everything Federal Law 580-FZ requires. Keep records in the software, not in a notebook.
- ☐ **Install the app for drivers or connect the bot.** "UpTaxi Driver" from RuStore, or the driver bot in Max for drivers with a weak phone or poor internet. Show them how to accept an order and change statuses.
- ☐ **Run a test day.** Five to ten orders among your own people: by phone, app and bot. Check that pickup distance is calculated along roads and that drivers see the addresses.

Week 4. Customers and launch

- ☐ **Put your service on the maps.** Listings in 2GIS and Yandex Business with your number, hours and app link. It's a free order channel for years to come.
- ☐ **Print business cards and flyers.** Your number, a QR code for the order bot, a first-ride offer. Hand them out in shops, at the station and in competitors' taxis.
- ☐ **Start a channel in Max or Telegram.** Promotions, promo codes and service news. Broadcasts through the order bot are free, unlike SMS.
- ☐ **Set a launch day.** The manager on duty at the dispatcher console, pickup times under control, quick replies to drivers. The first reviews in town matter a lot.
- ☐ **After two weeks, review the reports.** Pickup times by area, cancellations, driver utilization by hour. Adjust fares and connect the order exchange if you're short of cars at peak hours.

What's next

A detailed breakdown of each step, with numbers, is in the article ["How to open a taxi service in a small town"](#). If you're switching from radios or other software rather than starting from scratch, see the [migration plan](#).

UpTaxi — cloud dispatch software for taxi services: launch in a day, pay only per order. Questions: +7 900 28-28-328,
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