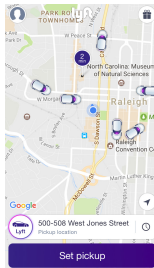


# Ridesharing Innovation



Request the vehicle



Allocation



Accept the request

## Ridematching programs:

- Began migrating to the Internet in the late 1990s.
- Achieved daily response by Federal Transit Administration (US) in 2006.

## Ridesharing ideas:

- 2002: Hailing a ride via mobile app.
- 2007: Intercity carpooling.
- [Benefits] Reducing congestion, environmental footprint...

## Ridesharing companies:

- 2009: Uber was founded.
- 2011: Sidecar was launched.
- 2012: Lyft was launched.
- 2013: California - 1st state regulate such companies.