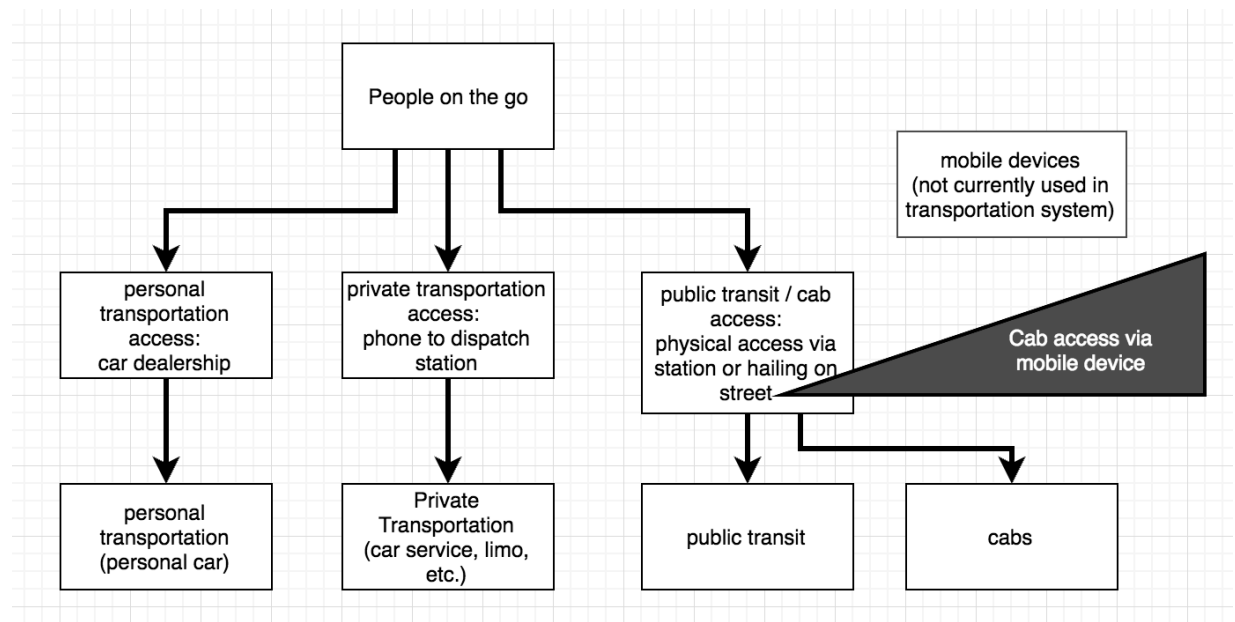


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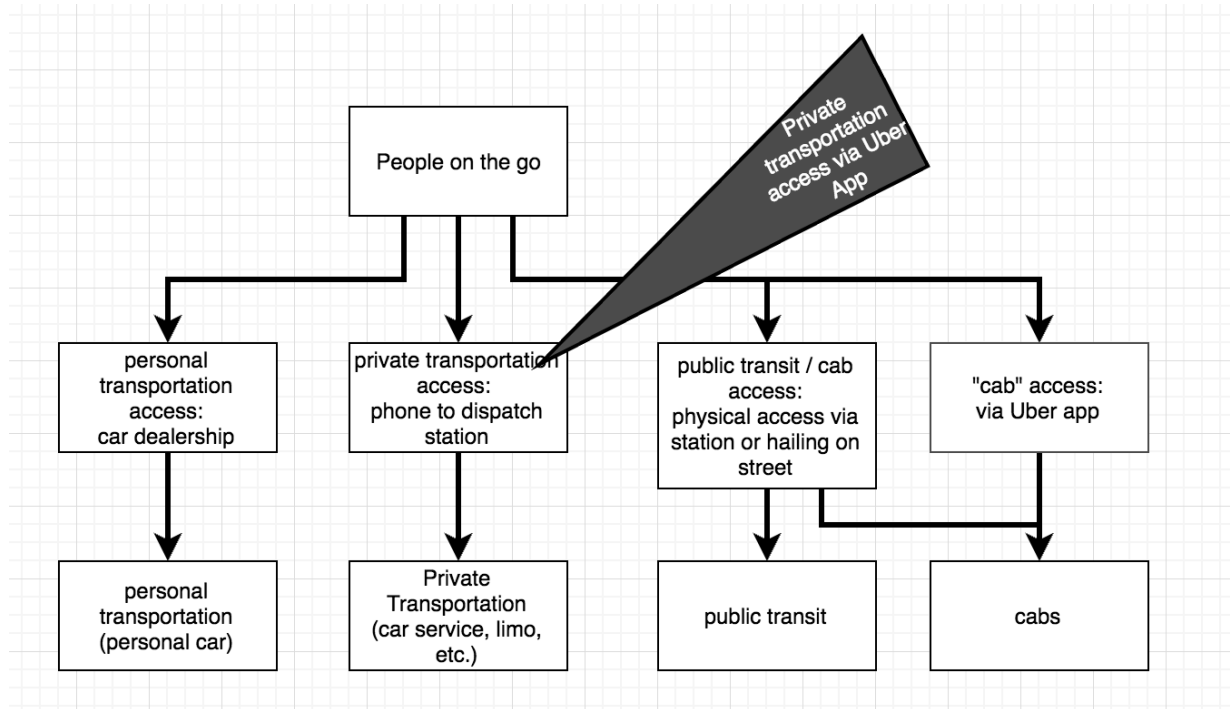
Product Studio HW1

There are certainly different ways to approach the system diagram for how Uber drove a wedge into the transportation environment, but to me the greatest value Uber provides is the ability to access a cab (or cab substitute) without requiring my physical presence on the street to hail one. I treat calling for a cab separately here because my point of reference is NYC where you typically only call car services not cabs, which is a slightly different price point and patron. The diagram below focuses on the three main varieties of transportation in a city like New York, and how to access each of them. It is in this access tier that Uber saw a potential wedge.

With accessibility top of mind, please find below how I envision the transportation system diagram and the wedge Uber drove into it:



Uber's wedge is centered on the opportunity to leverage mobile devices to bring cabs to people instead of requiring people to go to cabs. (Again, Uber's value is debatable but this is the context I choose to put it in.) This paradigm shift in the way people on the go access cabs resulted in the systems diagram below, where I have drawn another wedge, a future opportunity for Uber:



This wedge represents the opportunity for Uber to incorporate existing transportation systems into their app, taking a fee. It's not feasible for Uber to provide a proprietary version of every kind of private transportation one might want (bus, helicopter, stretch limo, etc.) but Uber could take advantage of existing transportation options by charging those systems money for the ability to participate in the Uber app. This means a stretch limo company with extra inventory could be called through the Uber app at the last minute. The benefit trade-off here is that the stretch limo company gets some extra easy accessibility from the millions of eyeballs in the Uber app, and Uber gets to charge a fee for facilitating a market they previously had no hand in. This could be a precursor to Uber moving into that market with their own proprietary version down the road (got my Product Management hat on).