



# Uber

Next-Generation Car Service

## Pitch Deck



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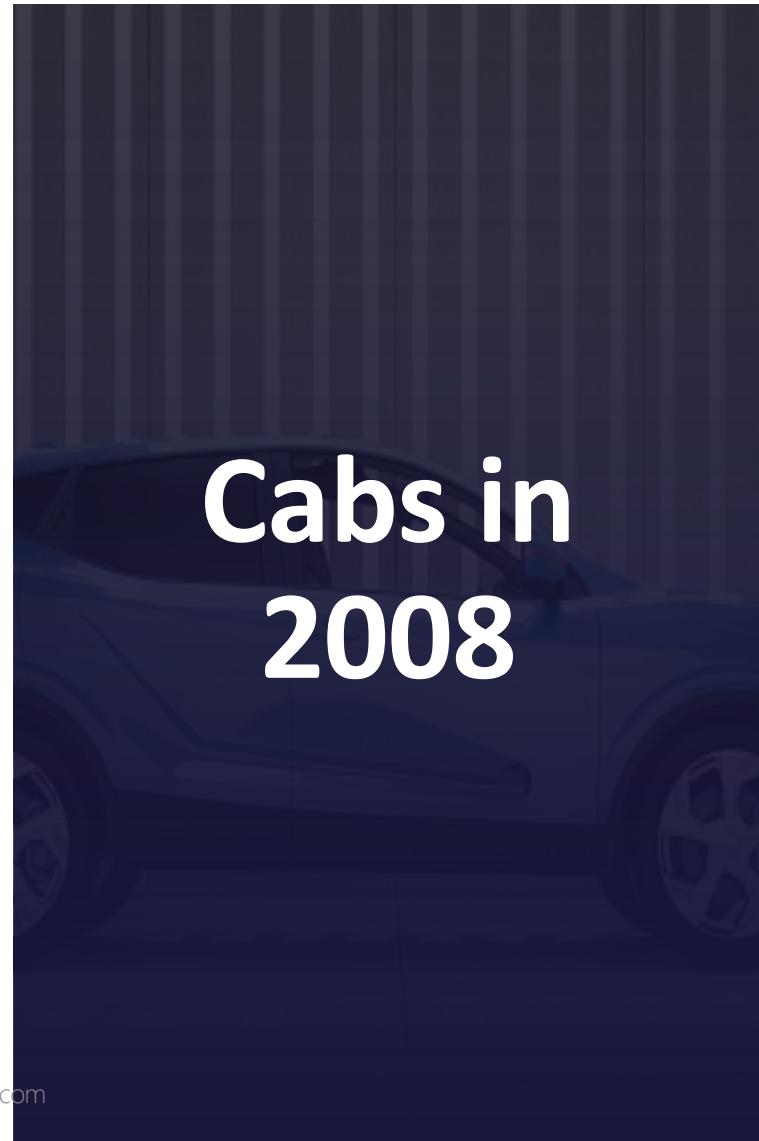
## Most use aging & inefficient technology

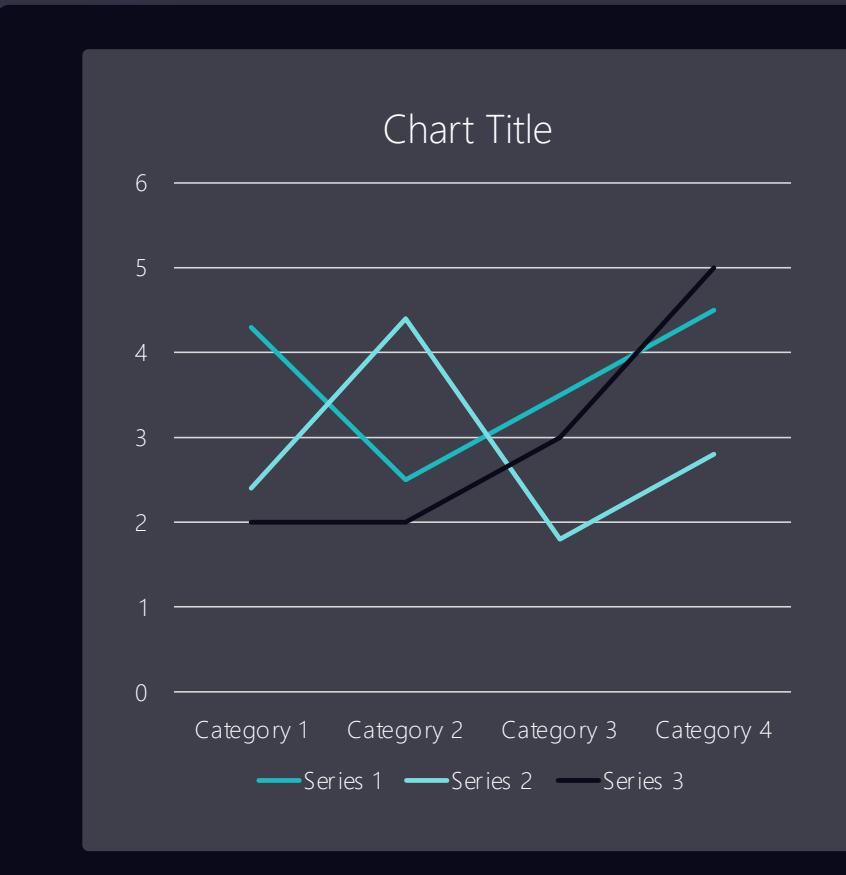
- ✓ Radio dispatch, no 2-way communication
- ✓ Most common car, Ford Crown Victoria = 14mpg



## Hailing is done by hand or phone

- ✓ No GPS coordination between client/driver
- ✓ Significant fareseeking or "dead-time"





## The Medallion System

Taxi-monopolies reduce quality of service

- ✓ Medallions are expensive, and drivers underpaid
- ✓ Medallions cost ~\$500k, drivers make 31k
- ✓ No incentive/accountability for drivers/client



Digital Hail can now make street hail unnecessary

# Uber Concept



A fast & efficient on-demand car service



Market : Professionals in American cities



Convenience of a cab in NYC+ experience of a professional chauffeur. But in SF and NYC



Latest consumer web & device technology-

Latest consumer web & device technology

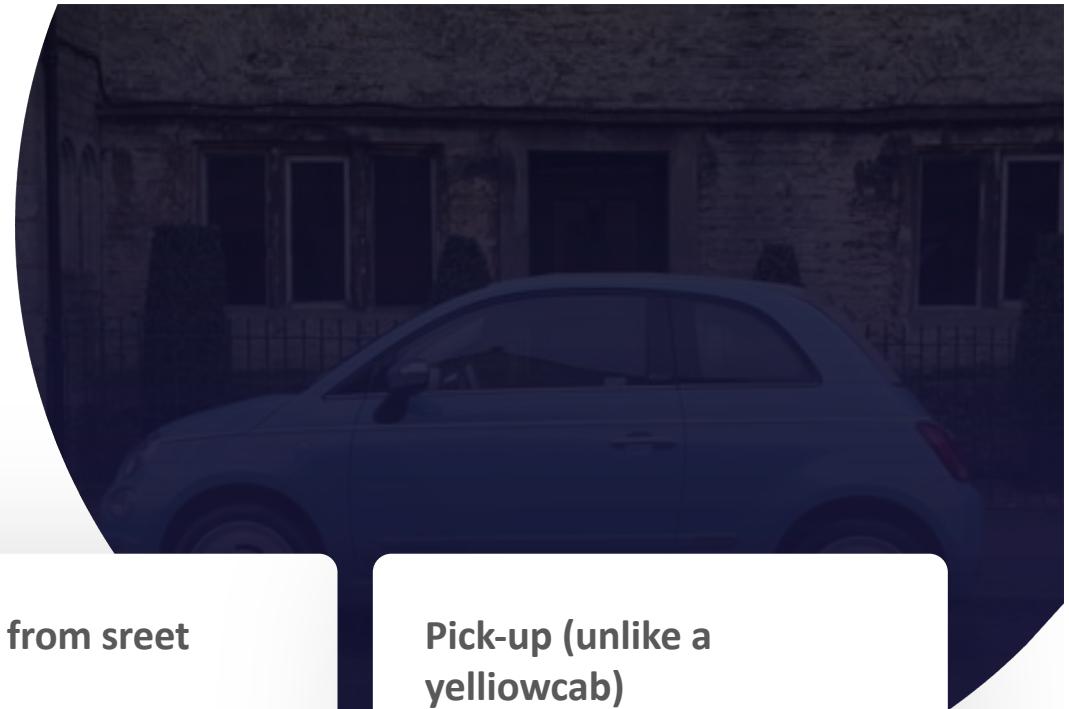


wait-timeOptimized fleets and incented drivers



"NetJets of car services"

# 1-Click Car Service



## Must be a member to use the service

- ✓ Professional and trustworthy clientele

## Not hailed from street

- ✓ So no medallion licenses are required, since clients are service members & use digital-hailGuaranteed

## Pick-up (unlike a yellowcab)

- ✓ Mobi app will match client & driver- See photos of each other

## Key Differentiators



### Fast Response time

Easier than calling



### 1-click hailing

"Pickup here in 5 mins"



### Members Only

Respectable clientele



### Luxury automobiles

Mercedes Sedans



### Great drivers

"Rate your trip" feature



### High-tech solution

Geo-aware auto-dispatch



### Optimized fleet

Logistical LBS software

# Operating Principles



Luxury service  
on-demand



Modern and fuel-  
efficient fleet



Customer-focused,  
computer-coordinated



The best end-user  
experience possible



Statistically optimized  
response time

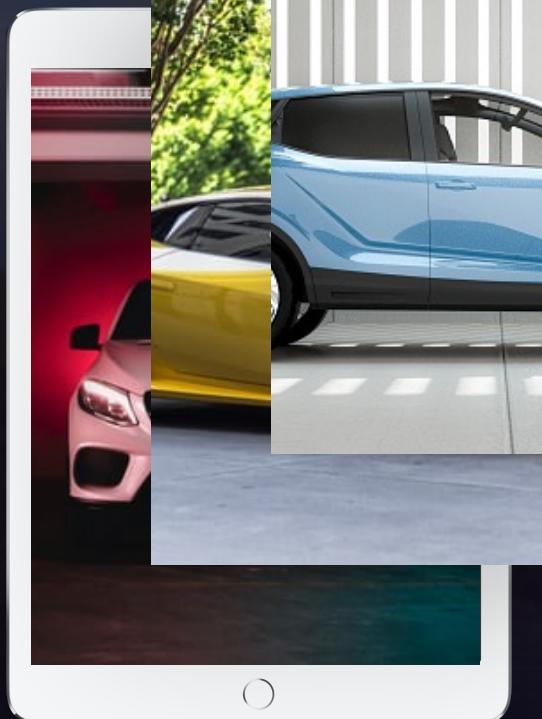


Pre-paid, cashless  
billing system



Profitable by design

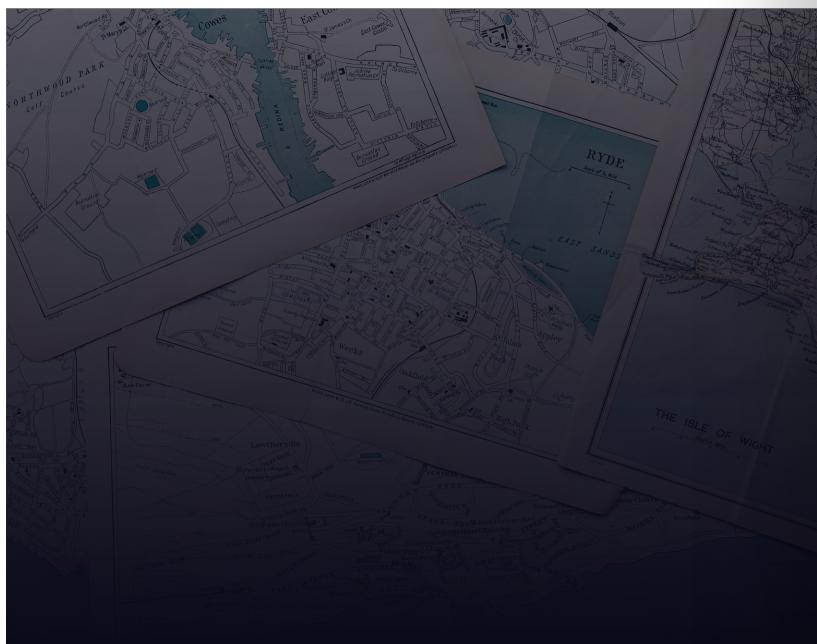
Uber



# Uber apps

- ⠁ 1-Click request from Geo-aware devices
- ✉ SMS from any phone: "pickup@work in 5

Uber



# Uber.com



**UberCebBook Trips, show Fleet status, trip history**



**Pre-specify locations with labels+coordinates**

To enable easy texting of pickup locations



**Google Maps integration**

Latlong for "home", "bob-work", "alice-apt"

# Use-Cases



Trips to/from restaurants,  
bars & shows



Fast local transport where  
parking isn't easy



Airport pickup/dropoff  
(pre-scheduled)



Working while  
commuting (wifi in cars)

3 person rideshare to a  
South-Bay campus



Dropping off Kids at School



Elderly transport

The Uber logo, featuring the word "Uber" in a white sans-serif font inside a dark rectangular box.

Cabs don't guarantee pickup,  
can take 45 mins



Cab aren't as safe or  
clean as limos



Car services require 1-3  
hours notice



Car services transfers  
average over \$60+ tax



UberCab would be faster &  
cheaper than a limo, but nicer &  
safer than a taxicab

Uber



## Environmental Benefits



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### Better Utilization of Vehicle Resources

- ✓ In NYC, 35% of time is spent looking for fares
- ✓ In less dense cities, can be over half "dead-time"
- ✓ As swarm size increases, efficiency will improve

### Hybrid vehicles (2x efficiency of a cab)

- ✓ Mercedes S400 Blue Hybrid, Lexus GS
- ✓ 450h - Reduce carbon footprint, better use of time in car

### Ridesharing/Carpooling incentives

- ✓ lower rates- Trip to SFO, or Ballpark to Marina after a game

# Uber Fleet



Premium- S550  
for SF Beta clients

30mpg with S400  
BlueHybrid (in 2010)

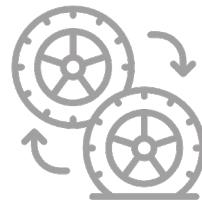


Standard Lexus GS450h  
or e320- 23mpg



Existing cab/towncar  
fleets get 14-16 mpg

Uber



# Initial Service Area

Central SF to Start, Manhattan soon after



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# Technology



## Mobile phones intelligent scheduling

Applications for iphone, blackberryy symbian

Operations research for route optimization

## Payment utilization /reputation tracking

## Patent-pending system design



# Demand Forecasting

**Cars hover in statistically optimized positions**

Minimize expected pickup time given hour of week  
&weather/traffic conditions

SMALL	MEDIUM	NORMAL	BUSINESS	ULTIMATE
250 mbps	250 mbps	250 mbps	250 mbps	2 GB
6 E-mail	6 E-mail	6 E-mail	6 E-mail	60 E-mail
Free Phone				
-	Limit Account	Limit Account	Unlimited	Unlimited
8 User	10 User	12 User	25 User	Unlimited User
600 MB Space	650 MB Space	800 MB Space	2 GB Space	GB Space
15 free SMS	20 free SMS	55 free SMS	35 free SMS	500 free SMS
\$35.00 /month	\$45.00 /month	\$60.00 /month	\$75.00 /month	\$99.00 /month

## Overall Market

### Option 1

\$4.28 annually and growing

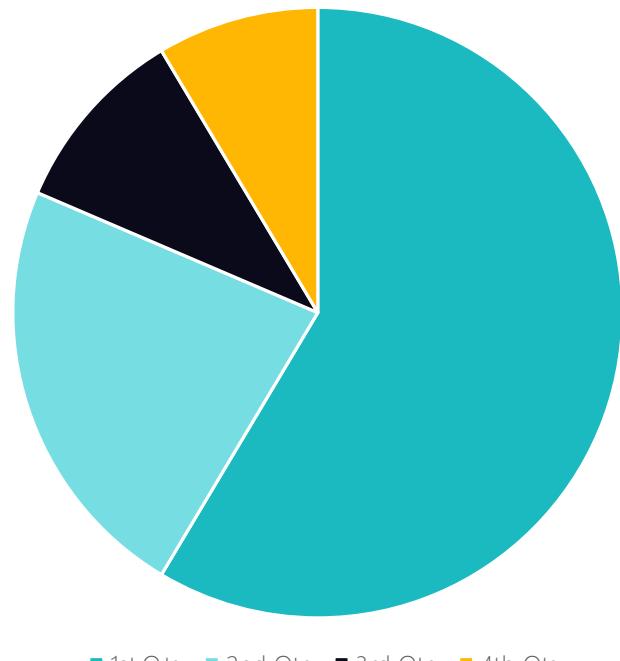
### Option 2

Top 4 players combined only 22% of revenues

# Composition of Market

Focus on Urban service on-demand

Major Market Segments



2007



# Target Cities

- Focus on SF/NYC to begin
- Expand to LA, Chicago, Houston, PA, Dallas

This covers 50% of entire US market

	Item Name	Description	Title	Total
1	Title	Write something here in this column	Trending	\$3,000,000
2	Title	Write something here in this column	Trending	\$3,000,000
3	Title	Write something here in this column	Trending	\$3,000,000
4	Title	Write something here in this column	Trending	\$3,000,000
5	ATitle	Write something here in this column	Trending	\$3,000,000
6	Title	Write something here in this column	Trending	\$3,000,000
7	Title	Write something here in this column	Trending	\$3,000,000

# Potential Outcomes

## Best-Case Scenario

Becomes market leader,  
\$1B+ in yearly revenue

[PURCHASE](#)

## Realistic Success Scenario

Gets 5% of the top 5  
US Cities  
Generates 20-30M +  
per year profit

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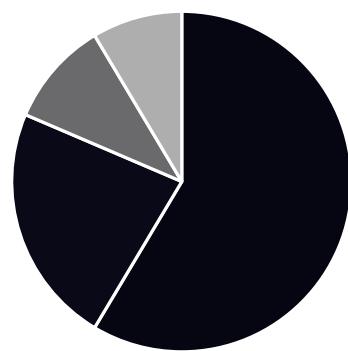
## Worst-Case Scenario

Remains a 10 car, 100  
client service in SF  
Time –saver for San-  
francisco based executives

[PURCHASE](#)

# SmartPhones, Aug2008

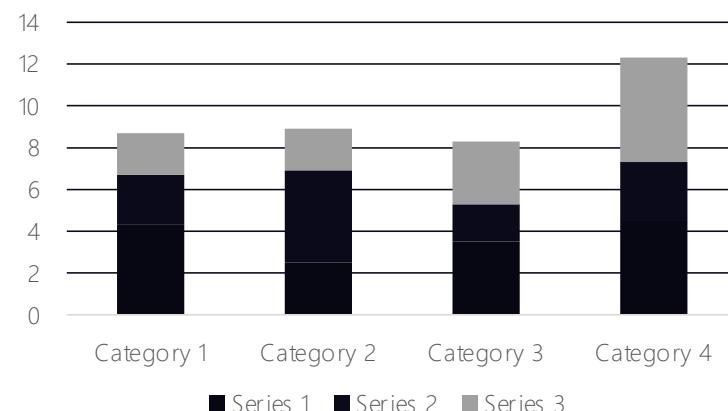
Sales



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

Your Title Here  
Your Title Here  
Your Title Here  
Your Title Here  
Your Title Here

Chart Title



■ Series 1 ■ Series 2 ■ Series 3



Cheaper cars by  
buying used



Less expensive by buying used



More accurate GPS technology



Discounted rates for Sun-Tues  
Multi-hour bookings



A wonderful serenity has taken  
possession of my entire soul, like  
these sweet mornings of spring



"get here now" costs more than  
"tomorrow at 5pm"

## Future Optimizations

# Uber



Invite only, referred  
from an existing  
member



The NetJets of  
Limos



Possible slogan: The  
One-click cab



**YellowCab** is the only  
recognizable brand

Become the ubiquitous  
"premium" cab service



# Market Ideas



**Cabs2.0**

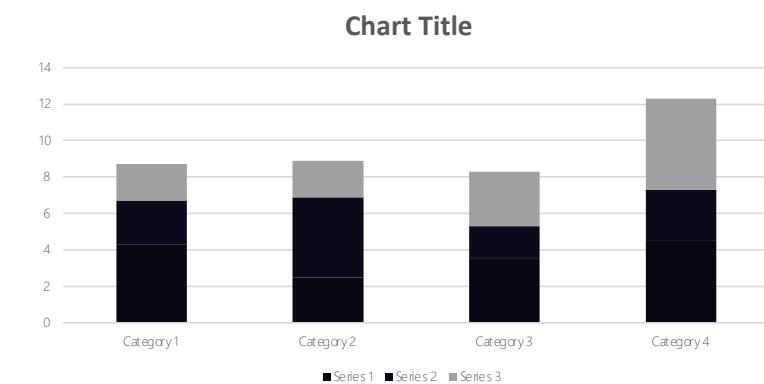
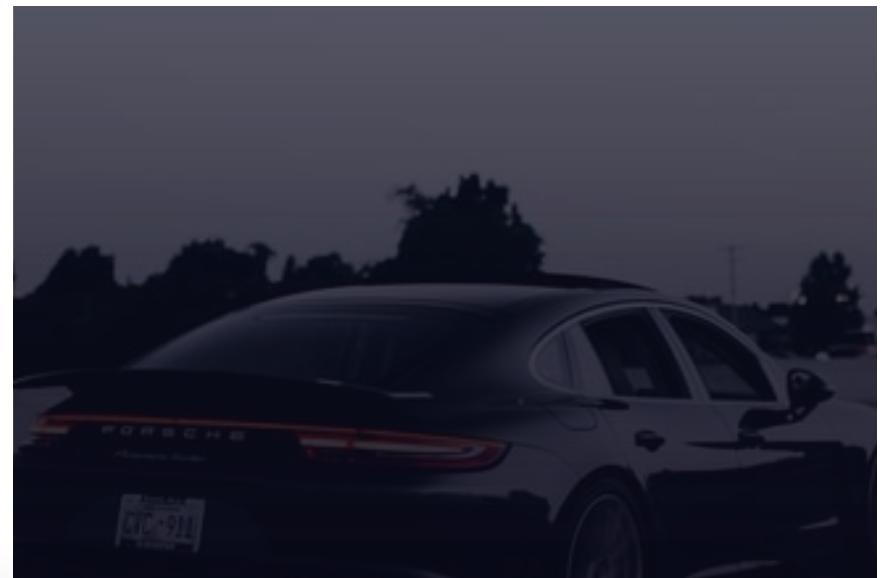
## Location-Based Service

Extend infrastructure to other LBS applications

Delivery, non-critical medical/governmental use

Growing to a \$3.5B industry by 2010

Value 1	Value 2	Value 3	Result
\$92805	\$32689	\$6458	Yes
\$32689	\$6458	\$32689	Yes
\$6458	\$32689	\$92805	Yes
\$47335	\$92805	\$6458	No



# Progress to Date



Ubercab.com reserved +  
“ubercab” SMS code



California LLC +  
trademark filed



iPhone dev license  
applied for Nov28,08



Bank Account + PayPal  
account created



5 advisors & 15 clients now  
recruited



Provisional patent filed



**NEXT:** buy cars, develop app,  
Feb1st demo

Raise a few million, small-  
office + GM in SF

