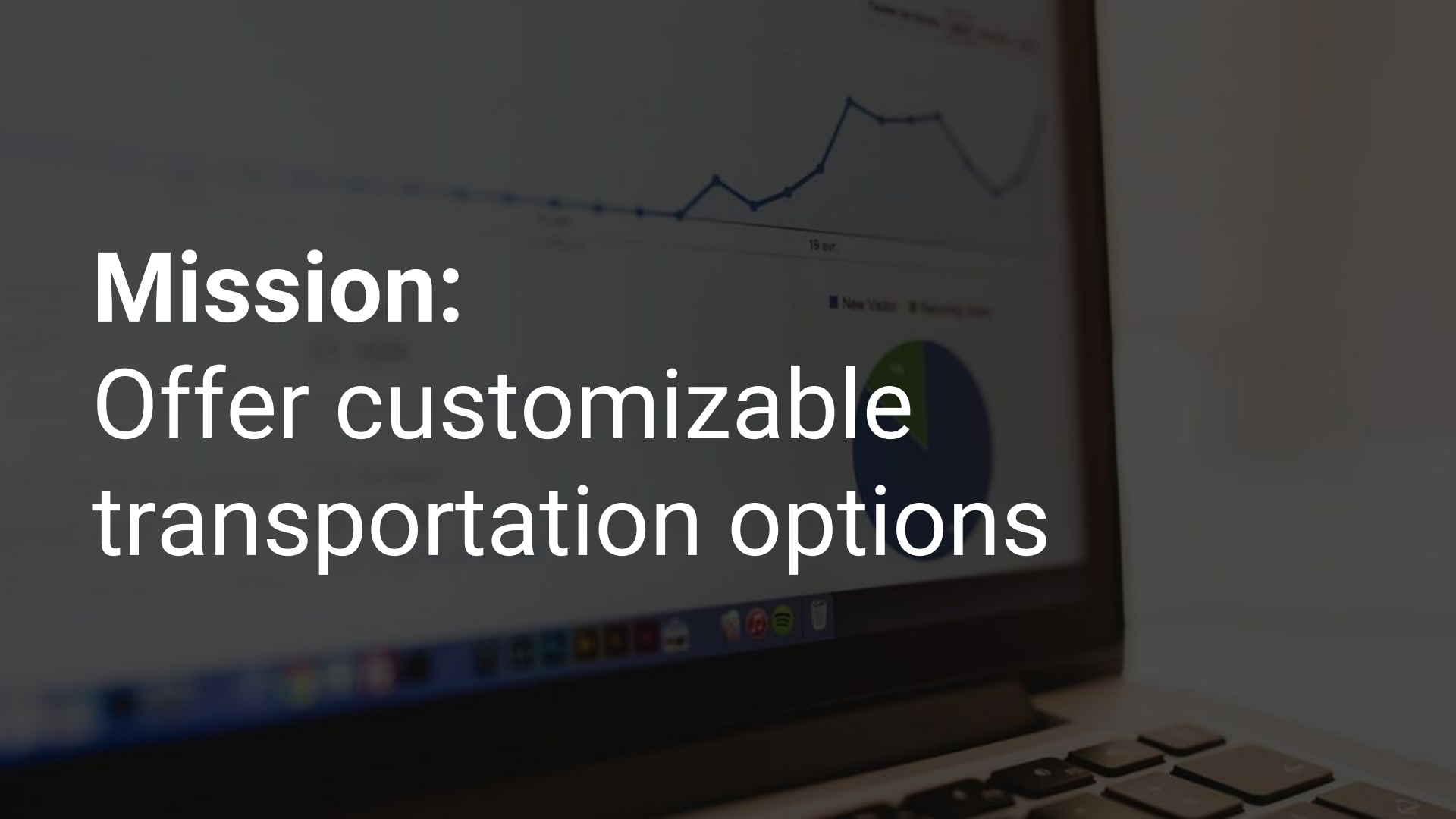


Pool App

Dynamic shuttle scheduling service for convenient and affordable rides

Elif Tekin, Ph.D.

A laptop screen is shown, displaying a data dashboard. The dashboard features a line graph at the top with a blue line and a green line, and a pie chart below it. The text "Mission: Offer customizable transportation options" is overlaid on the screen in a large, white, sans-serif font. The laptop's keyboard is visible at the bottom of the frame.

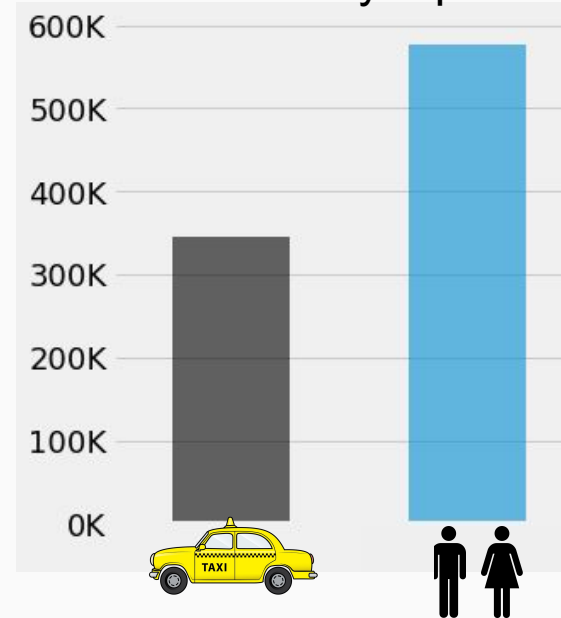
Mission:
Offer customizable
transportation options

The problem

Traffic demand is huge in crowded cities, like NYC, SF, LA.

Public transportation options are not customizable, leading people to prefer personal vehicles, or ride services.

NYC Taxi daily trips



Make public transportation customizable!

<https://www.youtube.com/watch?v=pFhQMKDhthI>

The solution



A map of New York City with taxi trip data overlaid. The city's outline is shown in yellow, and the surrounding areas are in green. The text 'NYC TAXI TRIP DATA' is prominently displayed in white on the right side of the map.

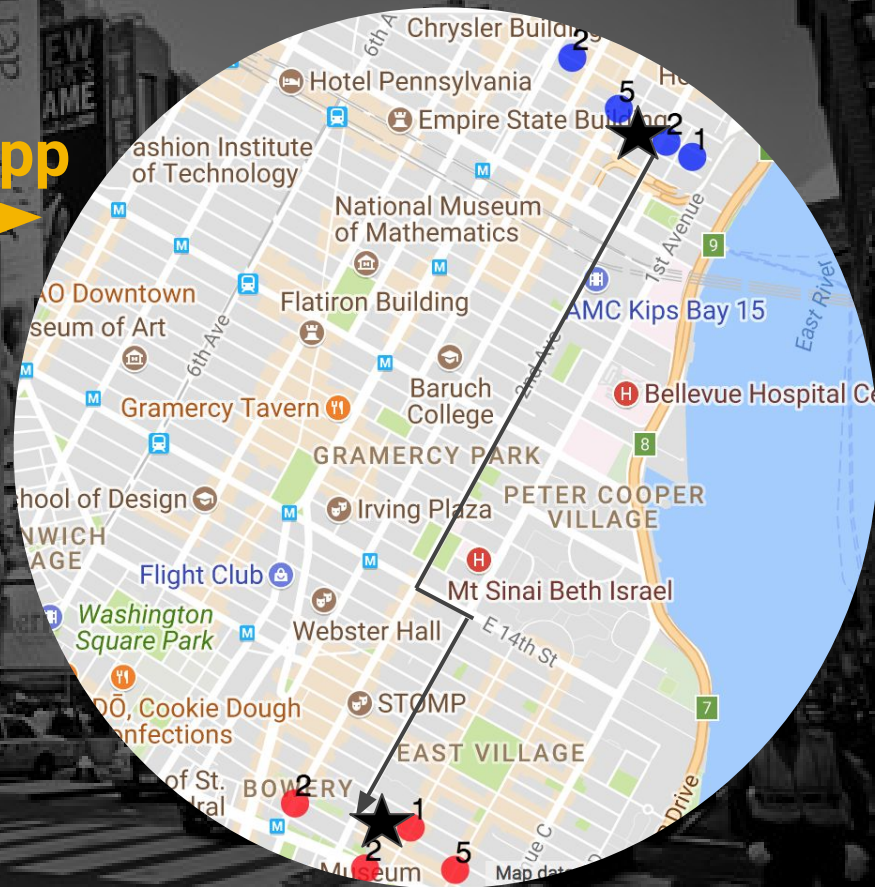
NYC TAXI TRIP DATA

NYC
Taxi & Limousine
Commission

2016-01-01 at 20:00

Average walking: 0.23 mile (~10 mins)
Average (±)delay: 8 mins
Number of passengers: 10

Pool App



Impact



10% reduction in taxi rides!



> 31,000 miles saved per day

14 tons of less CO2 emissions every day!



Total Revenue: \$103K per day!