Slide 1 — Title & Vision

DriverFirst Rideshare
The progressive, carbon-neutral rideshare that lets drivers keep 100 % of fares and riders pay 20 % less
Launching NYC · Expanding globally

Slide 2 — Problem

- Traditional platforms (Uber/Lyft) take **25 – 40 %** of every fare
- NYC drivers churn ≈ 80 % / yr due to low net earnings & unpredictable algorithms
- Riders face surge-pricing, hidden fees, & rising climate concerns
- Cities want sustainable mobility & fair labor practices

Slide 3 — Our Solution

Flat-fee subscription for drivers

- \$200 /mo · \$70 /wk · \$20 /day
- Platform takes **0 % commission** — drivers keep 💯%
  Smart Pricing
- AI scrapes live Uber/Lyft prices → auto-prices rides ≥ **20 % cheaper**
  Carbon-neutral from day 1
- Every ride offset; EV incentives in roadmap
  In-app cash wallet
- Starbucks-style preload slashes card fees & creates cash float

---

Slide 4 — Market Opportunity

- NYC ride-hail trips ≈ **220 M / yr**
- 3 M monthly active riders; 80 k+ licensed HVFHS drivers
- Capturing **2 % share ≈ 60 k riders & 1 500 drivers** → \$3 M ARR on subs alone
- \$110 B global ride-hail TAM; > 30 Tier-1 cities primed for expansion

Slide 5 — Business Model & Revenue Streams

Stream	Year 1	Year 2	Year 3+
Driver subscriptions	100 % of rev	80 %	60 %
In-app ads (\$0.30 / rider)	—	15 %	20 %
Wallet float / interest	—	5 %	15 %
Future SaaS & data APIs	—	—	5 %

Gross margin > 70 % once scale > 1 500 drivers

Slide 6 — Traction & KPIs (Simulated)

- **500 drivers signed pre-launch** (letters of intent)
- **1 000 drivers & 50 k riders by month 13**
- Monte-Carlo (500 runs):
- Median monthly break-even **month 9–10**
- Cumulative break-even **month 18–19**
- Peak cash burn < \$1.2 M (vs \$2 M seed)

Slide 7 — Competitive Advantage

1. **Driver economics:** 2× take-home vs Uber
2. **Cost structure:** No per-ride payouts → predictable SaaS-like revenue
3. **ESG leadership:** Carbon-neutral + driver-rights donations
4. **Brand voice:** Anti-corporate, pro-worker resonance with Gen Z & unions
5. **Payment float:** Starbucks playbook supplies free working capital

---

Slide 8 — Go-to-Market

Launch NYC (Q1 '26)

- Micro-influencers, campus ambassadors, airport arrival promos
- \$2 ride coupons + refer-a-driver \$150 bonus
  Scale
- Q4 '26: 2nd city (LA or Chicago)
- '27: Top 5 US metros + London/Dubai
- '29: 10 US + 3 intl (EU & Asia gateway)

Slide 9 — Tech & AI Stack

- Real-time competitor price scraping (Python + Cloudflare Workers)
- Dynamic fare engine (Reinforcement Learning)
- Map-matching & dispatch on AWS / Aurora
- Carbon accounting via Patch API
- React Native app; wallet on Stripe Treasury

Slide 10 — Impact & ESG

- **Carbon offsets:** 100 % rides; target zero-emission fleet by '30
- **Driver advocacy:** Opt-in round-up donates to NYC Drivers Guild
- **Living-wage pledge:** Subscription fee never > 5 % of driver gross
- **Union-friendly:** Seat on advisory board for driver reps

Slide 11 — Financial Projections (NYC Only)

Metric	Year 0 (dev)	Year 1	Year 2
Drivers (EoY)	—	1 000	1 500
Riders (MAU)	—	60 k	90 k
Revenue	—	\$1.6 M	\$3.8 M
EBITDA	-\$1.0 M	-\$0.3 M	+\$0.6 M
Cash burn peak	—	\$1.2 M	—

Assumes median Monte-Carlo path; ads + wallet float lift margins in Yr 2.

Slide 12 — Funding Ask

Seed + Pre-Series A: \$2 M secured
Series A (Q3 '26): \$8 M

- Fuel multi-city rollout
- Expand team to 40 FTE
- Double AI R&D & EV transition fund
  Target valuation: \$35 M pre-money

Slide 13 — Team

- **CEO & Founder:** [Your Name] – NYU CS, ex-Uber ops
- **CTO:** [Name] – ML lead, ex-Waymo
- **CPO:** [Name] – UX, ex-Starbucks digital wallet
- **Head of Driver Success:** former NYC Drivers Guild organizer
- **Advisors:** CFO Lyft (emeritus), ClimateTech VC

Slide 14 — Roadmap & Expansion

'26: NYC profitable, LA/CHI soft-launch
'27: Top 5 US metros + London/Dubai
'28: Top 10 US + 3 EU/Asia metros
'29: Wallet-only micro-mobility; white-label driver SaaS
'30: Net-zero rides; US IPO / SPAC optionality

Slide 15 — Why Now & Closing

- **Regulatory tailwind:** NYC pushes higher driver minimums – our model already exceeds them
- **Consumer sentiment:** Anti-gig-exploitation, pro-local labor
- **Tech timing:** AI pricing & wallet rails now commoditized

Join us in building the fair, green future of urban mobility.