

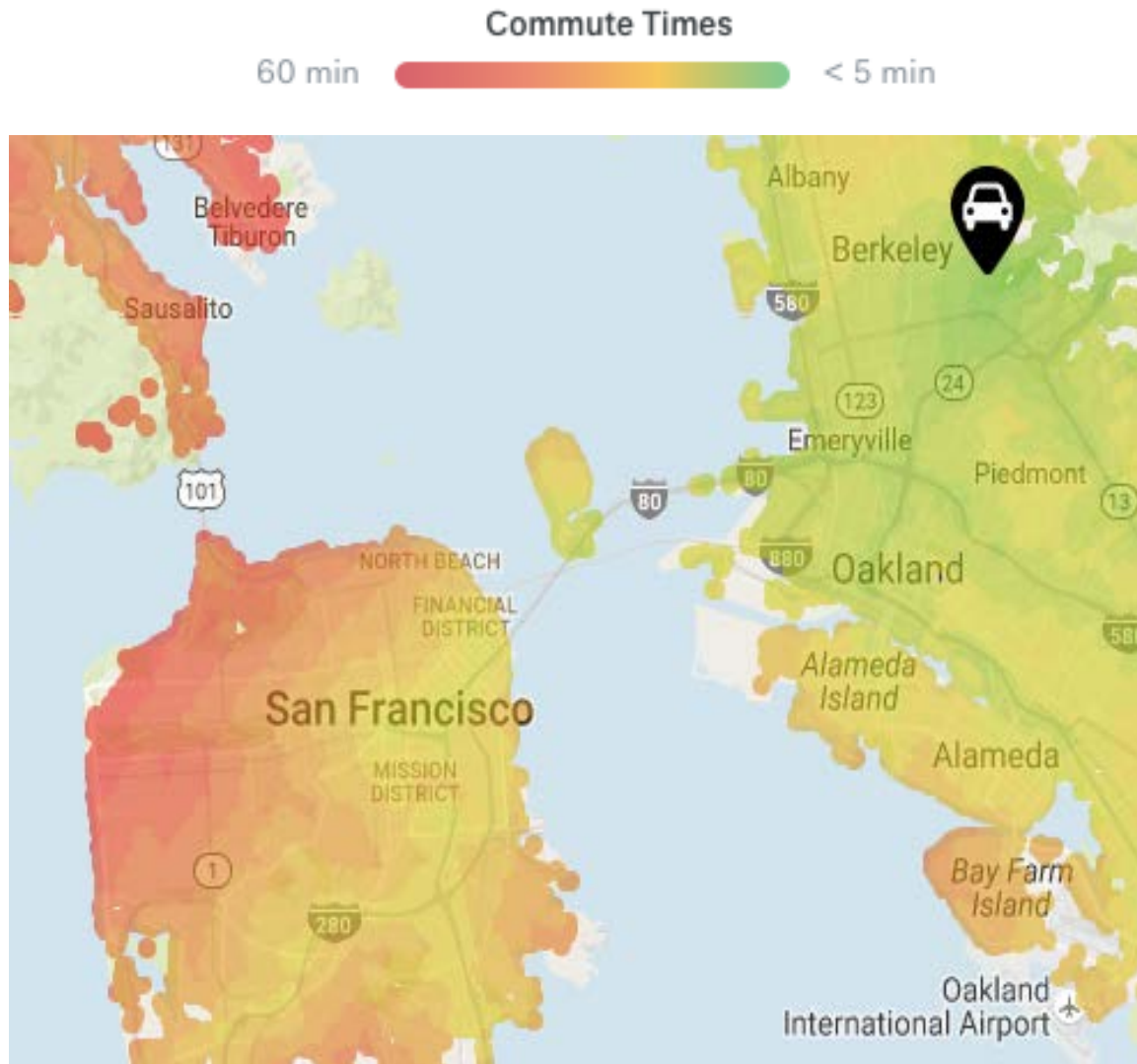


Go Car



Go Life, Go Ride

Wannie, Advaita, Sunny



Commute Time from Berkeley to San Francisco

Source: [Trulia Map](#)

## Research

San Francisco Commute time  
(Driving for Full Commute)

East Bay to San Francisco

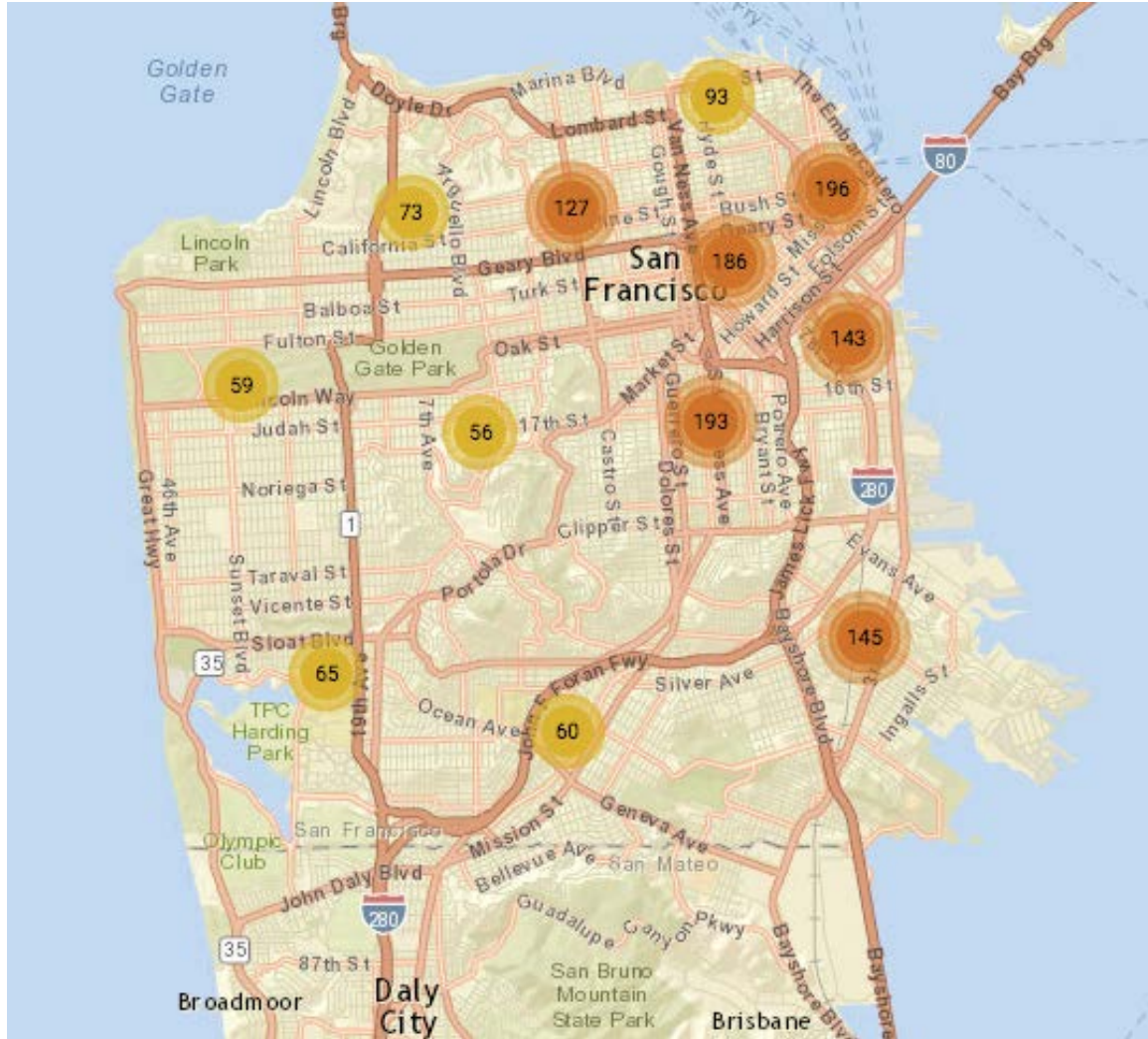
**41** mins

South Bay to San Francisco

**39** mins

Within San Francisco

**31** mins



# Research

San Francisco Average Parking  
Fee: **\$375** / month

San Francisco Off-Street Parking  
Lots and Parking Garages:  
**1396**

San Francisco Off-street parking lots and garages map  
Source: [SF Open Data](#)





# Problem Statement

1. Car use is very inefficient. Only uses couple hours a day.
2. Parking spot is hard to find and expensive
3. Street parking makes city traffic more congested



# Persona

Kelly

Lives in South Bay

Have to drive from South Bay to SF everyday.

## Pain Points:

- Spent 15 minutes for parking everyday.
- Spent \$400 a month for parking.
- Pay 300\$ for the car loan every month, but only use it for little bit time.



# Persona

Jane

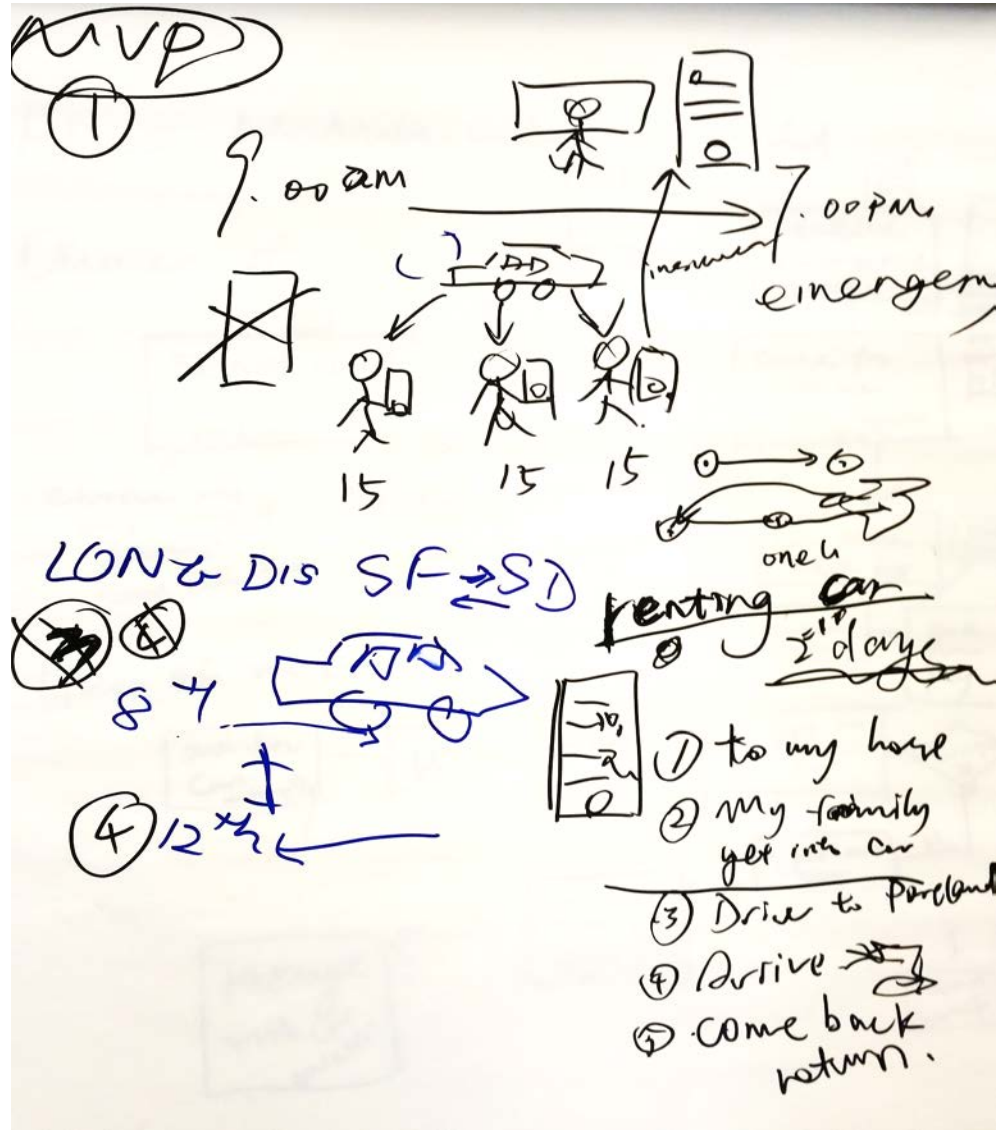
Lives in East Bay

Take Muni or Uber for work.

## Pain Points:

- Muni is very slow and long walk.
- Transfer a lot when taking muni.
- Muni stop service at night.
- Uber is expensive.
- Hard to balance transportation needs between family members (husband, kids)

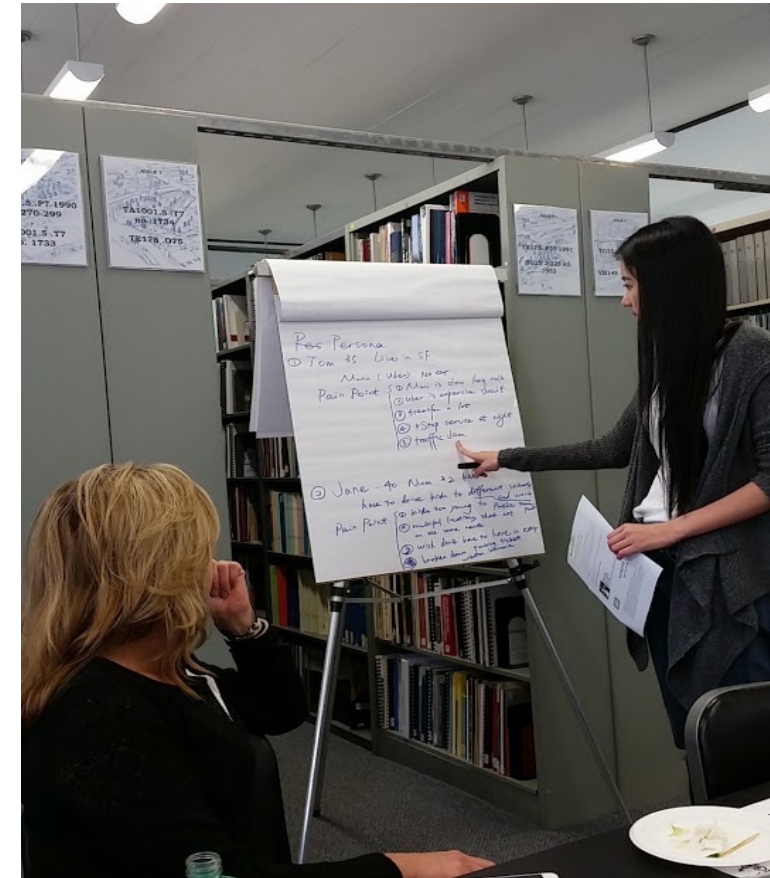
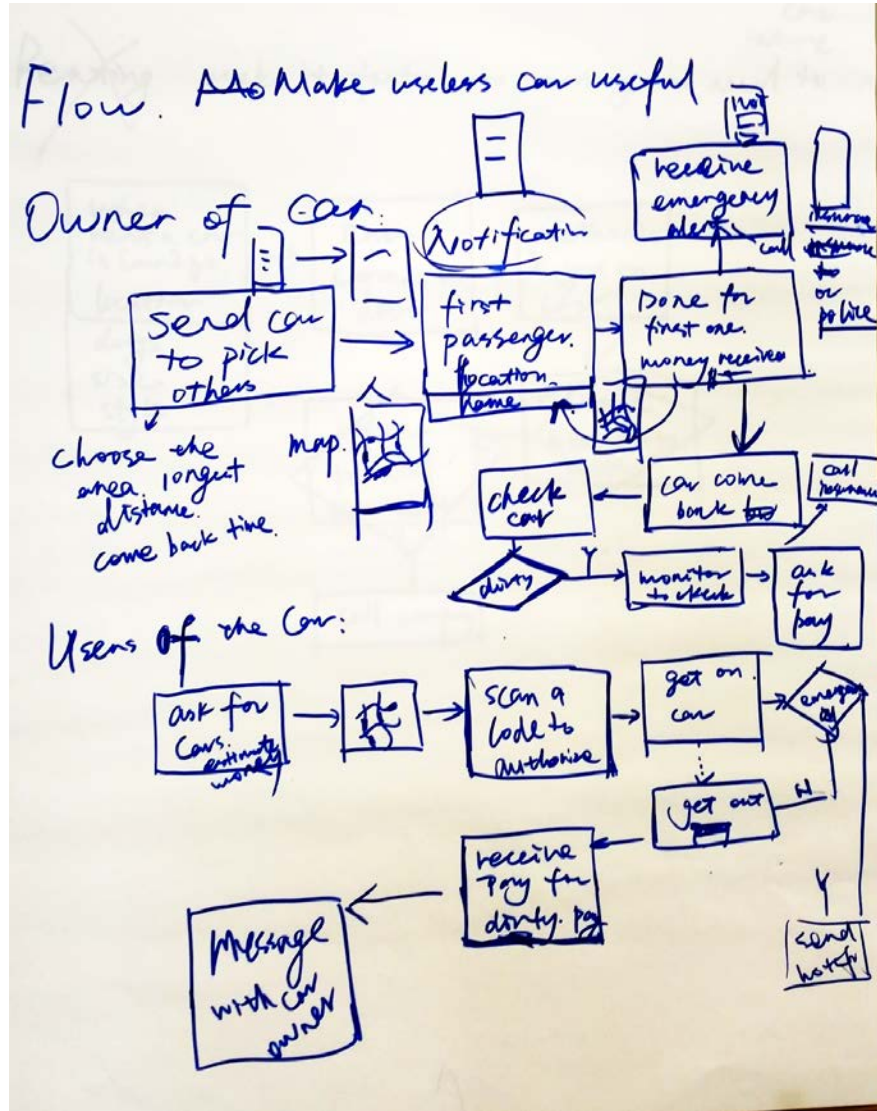




# Ideation

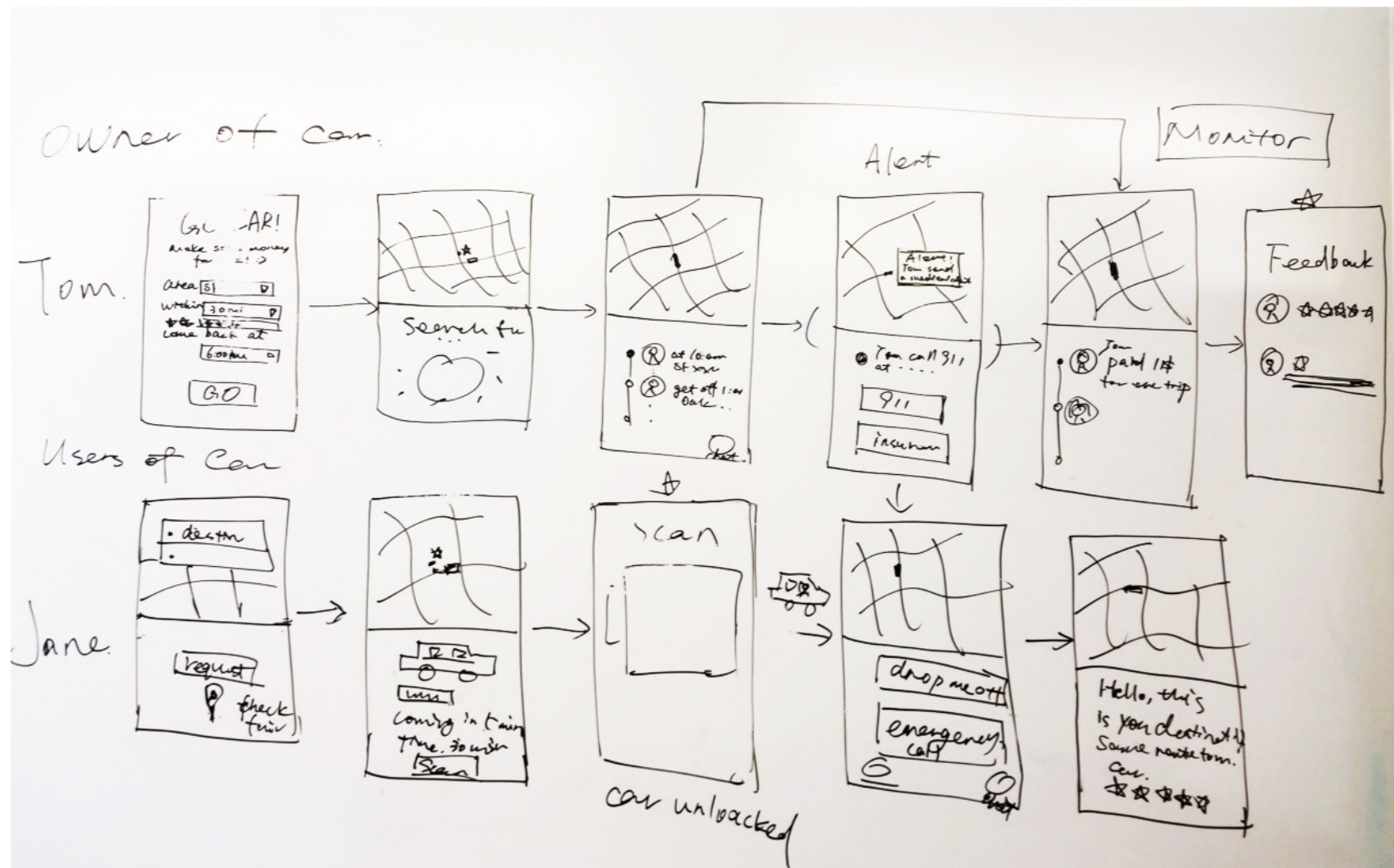


# User Flow





# UI Design



**GoCar**

Make some money for me. :)))

Area

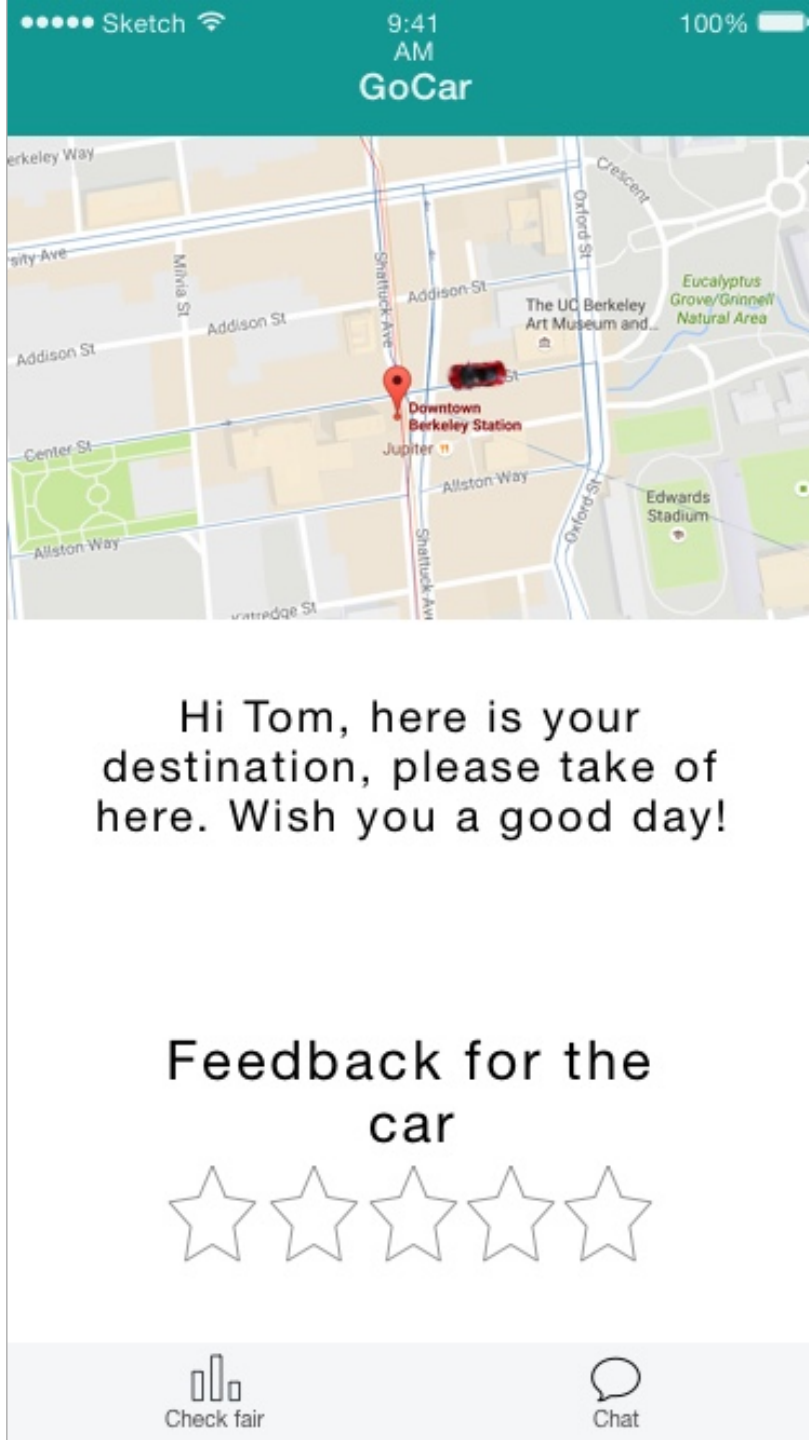
Within

More than

GO

# Product Demo





# Why choose GoCar

1. Works with any self-driving vehicles
2. Scalable. Works in both cities and remote areas.
3. Individual car owners make profit.
4. Riders get more affordable and easy to access ride-sharing service.





# Car for Hire Market

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100 Billion

## Target Audience

Self-driving car owners who use mobile devices

**239.8 million** cars in US, **1 billion** worldwide

**216 million** mobile users in US, **4.77 billion** worldwide



# Revenue Model

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Fee: **2.75%** per transaction

We offer flat fee model in San Francisco, Seattle, Boston, etc.  
(Car owner gets rider's subscription fee before the rides)

## Next Step

1. Make sure there are enough accessible vehicles for elderly and disabled.  
Offer them discount. Using biometrics for identification.
2. Liability Insurance (accidents, emergencies, rights / responsibilities of owners and passengers)
3. Reward high-rating car owners and passengers
4. Integrate with current transit system. For example better rates at BART stations to solve “First mile, last mile” problem.





# Future Technology :

