

**Class Activity**

**Entrepreneurship**

**Group Members:**

**Member 1:**

**Name:** Jiyad Khan

**Roll Number:** 19I-1771

**Member 2:**

**Name:** Momin Shahzad

**Roll Number:** 19I-1652

**Member 3:**

**Name:** Aftab Bashir

**Roll Number:** 19I-0575

**Submitted To:** Ayesha Yaqoob

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**Uber case questions:**

1. **How did uber achieve its present position?**

Uber achieved its present position through a combination of factors. First, the company disrupted the traditional taxi industry by offering a more convenient and user-friendly service through its app-based platform. Second, it quickly expanded into new markets, both domestically and internationally, leveraging its network effects and first-mover advantage. Third, it capitalized on the growing trend of the sharing economy, which allowed people to make money by sharing their own cars. Finally, it raised significant amounts of capital from investors, which allowed it to invest in technology, marketing, and expansion.

1. **Where are the positive feedback loops?**

There are several positive feedback loops in Uber's business model. For example, as more drivers join the platform, there are more rides available, which attracts more riders. This, in turn, attracts more drivers, creating a self-reinforcing cycle. Additionally, as more riders use Uber, the company collects more data, which allows it to optimize its algorithms and improve the user experience, leading to even more ridership.

1. **Should uber continue or pivot?**

Whether Uber should continue or pivot depends on various factors, including market conditions, regulatory landscape, and competition. However, given its current position as a market leader in the ride-hailing industry, it would likely make sense for the company to continue to invest in expanding its platform and services, while also exploring new opportunities in related areas such as food delivery and freight logistics.

1. **Was surge pricing a distraction or a core part of business model?**

Surge pricing was a core part of Uber's business model, as it allowed the company to balance supply and demand in real-time, ensuring that there were always enough drivers available to meet riders' needs. While surge pricing was controversial and occasionally generated negative publicity, it was an effective way for Uber to incentivize drivers to work during peak demand periods, ultimately benefiting both riders and drivers.

1. **Why did the use of social media fail in Seattle?**

The use of social media failed in Seattle because of local political and regulatory opposition. In 2015, the Seattle City Council passed a law allowing ride-hail drivers to unionize, making it the first city in the US to do so. Uber responded by launching a social media campaign to encourage riders to oppose the law, but the campaign backfired when the company was accused of trying to intimidate drivers and manipulate public opinion. Ultimately, the law was upheld, and Uber was forced to comply with it, leading to increased tensions between the company and its drivers in Seattle.