

GO TO MARKET

CATEGORY	USA (2010)	EGYPT (2024)
Market Problem	Taxis were expensive and hard to find,	White taxis were unreliable, unsafe, with pricing and trust issues
First Service Launched	Uber Black	UberX
Payment Method	Credit card	Cash and card payments available
App Language	English only	Arabic
Initial Target Audience	Business professionals	Young adults, university students, working professionals, and women