Business case:

It is imperative that the business be financially attractive to both drivers and passengers. In order to accomplish this, we will adopt a similar model to that of Uber and Lyft. Drivers will be compensated for taking passengers, and passengers will pay a price for riding. The business will take a percentage of the payment for itself as an intermediary. The key difference from Uber and Lyft is that the driver is *already* planning on attending the event, and will not require nearly as steep a price to add passengers. This will make rides more affordable, especially compared to alternative transportation methods. The shared interest in the event should also be attractive to each party, encouraging drivers to earn less, and riders to pay more.

The scope of the market is fairly extensive when considering the amount of events which match the required conditions. Large conventions would certainly be a big opportunity, given all attendees have a specific common interest, and also may be traveling long distances. Companionship and fiscal gain would both be incentives to use the app in this case. However, beyond conferences, two significant opportunities for the app would be sporting events and concerts. People attending these events not only have a shared interest, but are also likely geographically concentrated. This would make it far easier for someone to pick up another passenger along the way. Since they are relatively quick, little to no luggage would be required. It would also relieve some of the biggest headaches associated with such events related to congestion, such as attempting to find parking. This would also enable alcohol consumption for passengers, something they could not do without staying overnight if driving themselves. Given the massive attendance to these events (as an example, nearly 3 million people attended Milwaukee Brewer home games in 2019), it could be a big opportunity for the app. Some other possibilities include festivals, fairs, charity fundraisers, parades, etc.

The biggest upfront costs would be twofold: development and marketing. Obviously, the app must not only work properly, but also be easy to use. This would require costs for coding and development to get it up and running. The second, and most significant, cost would be on marketing. Once the app works, it will be necessary to acquire users. The most efficient marketing tactic would be to directly target event attendees. This could be done in two ways. First, for events that use online ticketing sites (stubhub, ticketmaster), one could partner with the sites to suggest using the app for transportation after the ticket has been purchased. This would be of interest to prospective riders and drivers. The second method would be to partner directly with the event holders, encouraging individuals to use the app once they register for the event. Since the app could help to boost attendance by easing transportation difficulties, those planning the event would likely be willing to work with us. Finally, the cost of the drivers would be a large proportion of spending, but this would be a variable cost, scaled according to the volume of rides, and therefore should not be a significant problem provided there is a critical mass of participants.