**Scenario 1:** Jane has been struggling in class. She finally discovered the tutoring center in the library, and with the help of her professor and the tutors, Jane is finally passing. Today is the day of her midterm, but her 1996 Toyota Corolla with 250,000 miles has just kicked the bucket. Her parents have both already left for work, and Jane doesn’t know anyone else that can give her a ride to campus. Luckily, Jane already had a Guber profile set up. She logs into Guber’s site and clicks the “I need a ride!” button. Three usernames pop up on her screen, all people who live near Jane and are headed to campus within the next hour. Jane picks one name, and within minutes receives a friendly email from a fellow student willing to give her a lift to school. They arrange a pickup time and place, Jane gets her ride to class, aces the test, and goes on to earn her degree and become a high-power CEO for an Atlanta soda company.

**Scenario 2:** John is a first-generation college student trying to earn his degree. He has been working hard in his classes, but money is tight, and he has been struggling to scrounge up enough gas money to pay for his daily commute to campus. To make ends meet, John sets up a profile on Guber. In addition to his name and email, John includes his home address with the days and times that he normally leaves for campus and when he goes home. Every so often, John receives an email from Guber requesting a ride to or from school. Sometimes he has to turn down the request because he needs to be on campus early. But most days, John logs into Guber to accept the request. Guber sends John and the rider an email so they can setup a ride. Most students offer him a couple dollars to repay the favor, and now John can stop worrying about filling his gas tank and start focusing on being the first person in his family to earn a college degree.