

UBER

PRESENTS

THE UBER CHALLENGE

2017 - HYDERABAD

POWERED BY

stumagz[®]
Student Discovery Platform

Important News

This could end up with you working for the World's Most Valued Startup

I will take **only** 30 minutes of your time

You will get this presentation over email so pay attention to me for now

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About Challenge

What's it about?

The Uber Challenge is a marketing competition conducted by UBER Hyderabad to hunt for the most capable hustlers and doers in Hyderabad. It's an event consisting of three rounds at the end of which the winner would be selected. Everything from team work, marketing skills, individual working ability etc. will be tested.

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About Challenge

What's in it for the participants?

The people who get the minimum qualifying points, get Uber goodies. The winners who make it through all three rounds would get an amazing opportunity to work with Uber as paid interns and if capable, can convert it to a permanent role as well.

About Challenge

Who all can participate?

Anybody who has the capability or interest to learn in the field of operations and marketing. It could be from any field from B.tech to BBM to Medicine or CA or even B.Com students. Literally any person who has the interest in operations or marketing or in working with the world's largest start up.

ROUND

1

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Round 1 - Breakup

TASK 1: Drive trips using the code (EUPC)

TASK 2: Create Viral Campaign #LearnToUberChallenge
(Document your experience)

TASK 3: Presentation on Ideas

How to Get People Moving



Every team is given a unique **Promo code**.

Your TEAM ID = Promo Code

Promo Code Value:
50% off on 2 rides.
Maximum discount
of Rs 50/trip.

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How to drive uber love - Offline

Well! Literally you can do anything you want. Sky's the limit.

- Talk, talk and talk. (Bus)
- Canvas in all your classes. Who doesn't love free rides.
- Go to people, everyone. Literally !
- Hack into free places.
- Get your friends, relatives and yeah ! Your juniors to work for you. :P
- Flashmob, Freezemob, nukkad natak..show your creativity as much as you can.

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How to drive uber love - Online

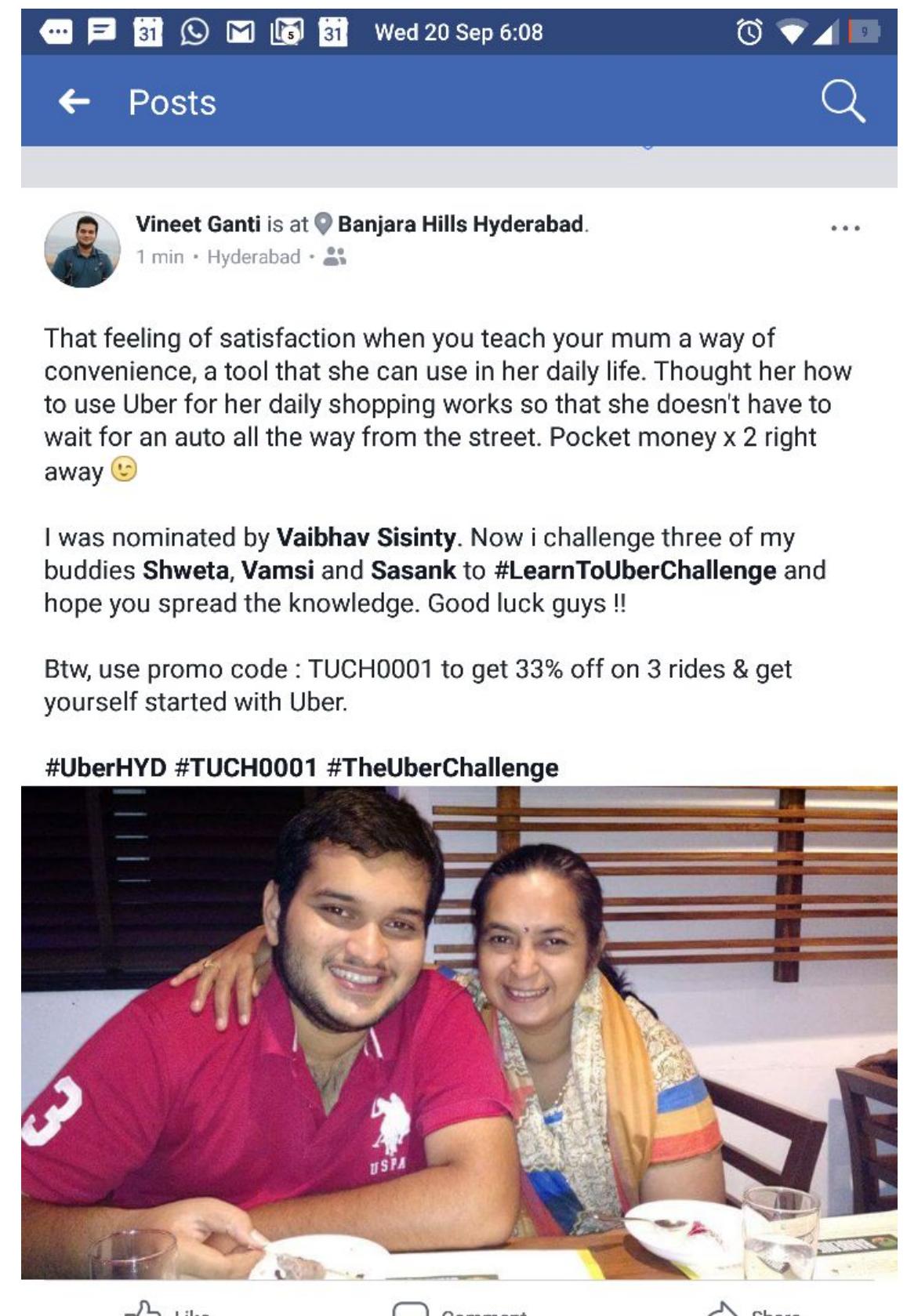
- Firstly, use your best space – your cover pics, profile pics, Instagram bio, Snapchat.
- Throw your promo code. Everywhere.
- Take an Uber ride and share your experience.
- Spam your college groups. Just kidding !
- A friend in need is a friend indeed. (Make sure he is not from some other team :P)

Just make sure you hack into every opportunity you can. Trips will automatically flow in.

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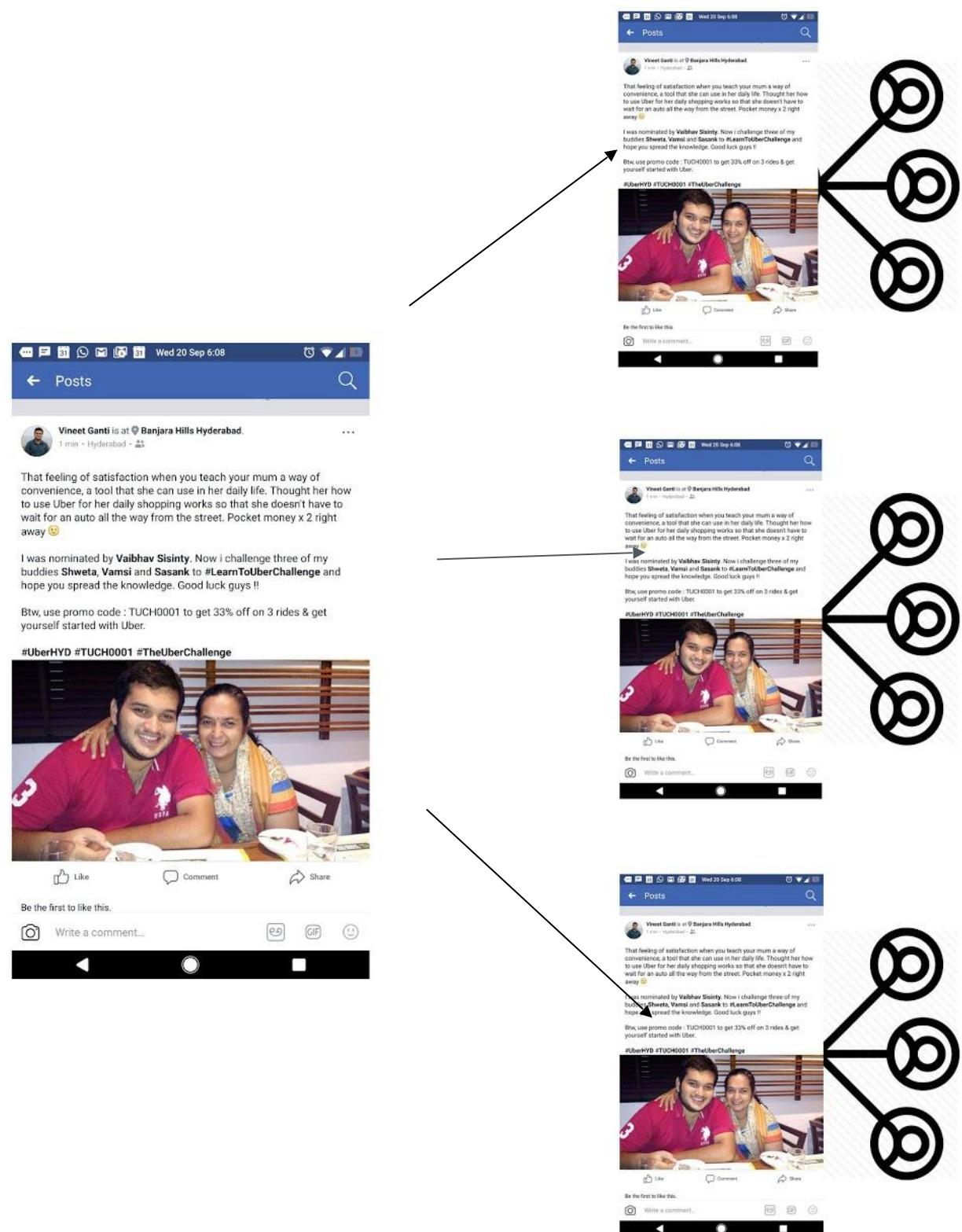
#LearnToUberChallenge

- Teach your parents, grandparents, uncles, neighbours or anyone elderly on how to use Uber.
- Click a selfie/ Video/ Boomerang with them.
- Post it on Social Media (FB, Twitter, Instagram - stories also :))
- Write a sweet caption on how the experience was and what your parents think about it.
- Tag 3 friends and challenge them to do the same with their elderly ones.
- Use your promo code to get more rides
- Use hashtags : #UberHYD #LearnToUberChallenge #YourTeamID #TheUberChallenge



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How Virality Works



- If you share, and 3 of your friends share : 4 posts.
- If 3 friends get each of their 3 friends to share : 13 posts in total
- If this goes to the next layer : 44 posts in total.
- Imagine the reach generated just by you. You get all the points for being the origin post.

Remember JaiHo or Stalin?

Things to Include

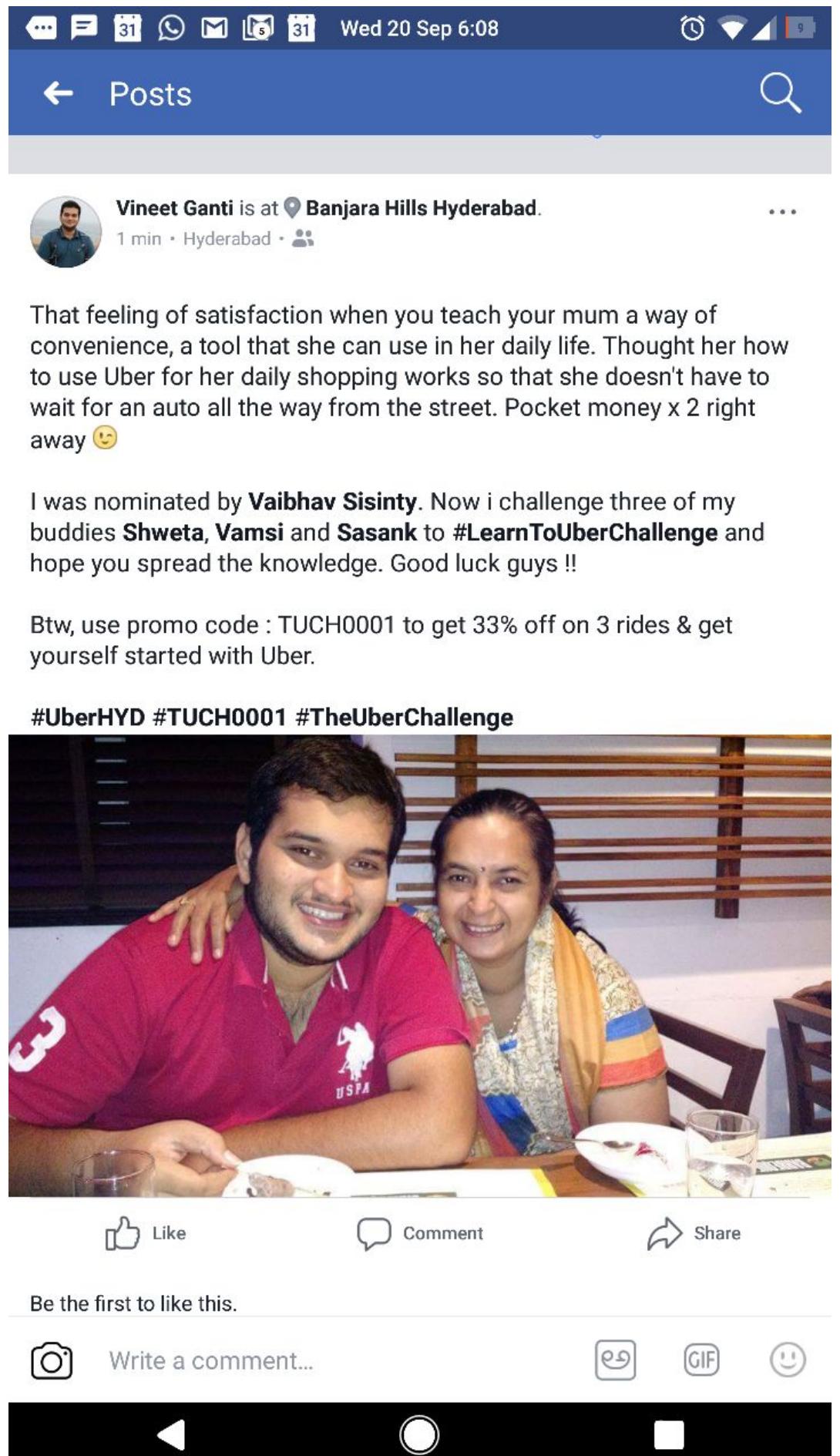
- Good message
- Picture/ Video/ Boomerang (be creative)
- Nominate 3 friends and ask them to nominate their friends.
- Hashtags - **#UberHYD #LearnToUberChallenge
#[YourTeamID] #TheUberChallenge**

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How to make most out of this ?

- Teach as many elderly people you can and keep posting that on social network. More people taught = More points.
- Make sure the friends you tag definitely teach someone and post it on social just like you did (You need to do some push to kick virality in)

You get points for every post that is shared with your #TeamID. Doesn't matter if it's shared by you or your friends. So make sure your team ID is everywhere.



Good sweet message.
More likes and comments = More reach and more rides

Don't forget to nominate 3 of your friends and make sure they teach someone and post their picture in the sameway on their social but use your promo code and hastag i.e. #yourteamID

Make sure you include all the hashtags mentioned.

Amazing picture/video/boomerang with Uber app in your parent's hand. Go photography max !

CONTENT BREAKUP

Part 1 : Sweet message

Don't copy paste this :P

That feeling of satisfaction when you teach your mum a way of convenience, a tool that she can use in her daily life. Thought her how to use Uber for her daily shopping works so that she doesn't have to wait for an auto all the way from the street. Pocket money x 2 right away ;)

Part 2 : Nominate 3 friends

I was nominated by Vaibhav. [Ask your friends to include this line]
Now I challenge three of my buddies [Friend1] , [Friend2] and [Friend3] to #LearnToUberChallenge and hope you spread the knowledge. Good luck !!

Part 3 : Include Hashtags

#UberHYD #LearnToUberChallenge #YourTeamID
#TheUberChallenge

Part 4 : Amazing Picture/Video

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Marketing Plan PPT

Points will be based on ideas that you generate and execute.

Just make sure you include everything relevant to the work that you did.

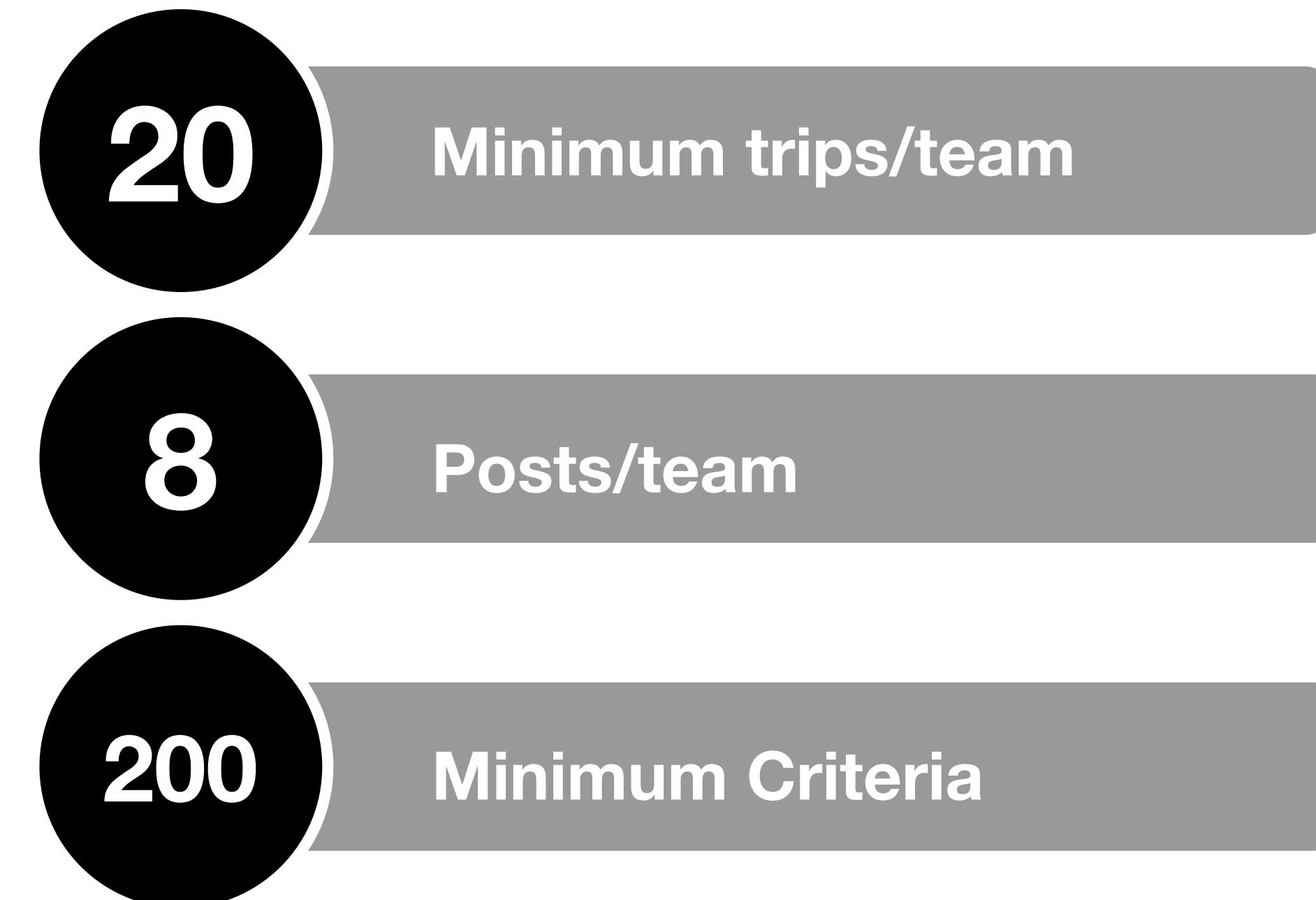
Email to : uber@stumagz.com

with your team name as Subject.

Things to include : Ideas, Impact, Pictures, Videos, Screenshots

Qualifiers for Round 2

Task	Points
Cash Trips	5
PayTM/ Card Trips	10
#LearnToUberChallenge your post	5
#LearnToUberChallenge friends sharing	10
Marketing Plan	20



Why to Make it to Round 2

- To win the internship, Obviously !
- Participation Certificate from UBER

Lot of **UBER SWAG** to show off :D

- Uber Tee (Yes, the one I am wearing :D)
- Uber Stickers for Laptops
- Uber Magnets for Fridge
- Uber Badges to show off !

Every team which qualifies minimum criteria gets Certificate of Participation & Uber swag irrespective of making or not making it to second round.



Summary

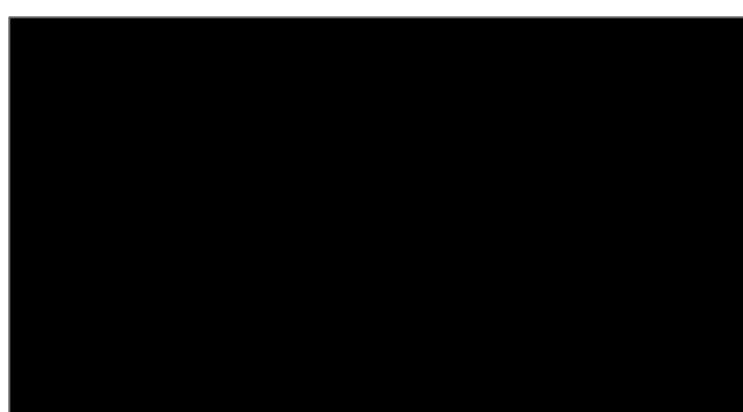
Construct

Tasks

Drive trips using
the code



Teach how to use
Uber to the Elders



Marketing Plan
(Ppt)

Tips



Identify influencers to
promote your code (EUPC)



Canvas in your class, colony
and every other place which
could lead to SUs



Use Social media to
spread the word



Take Photos/ Videos
promoting your code.



Use Social media to
share the photo/
video/ boomerang



Capture the ideas,
execution and impact



Resources

Fb group : theuberchallenge.com/facebook

Download the PPT : theuberchallenge.com/pdf

Any Questions?

Call: +91- 9703314257

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Thank you

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