

The image features a dark background with a long-exposure photograph of a highway at night. The light trails from cars create a sense of motion and speed, with blue and white streaks on the left side and orange and red streaks on the right side. The Uber logo is centered in the image, with the word "Uber" in a large, white, sans-serif font. Below it, the tagline "Next-Generation Car Service" is written in a smaller, white, sans-serif font.

Uber

Next-Generation Car Service

Problem



Most cabs **in 2008** use aging & inefficient technology.



Taxi-monopolies reduce the **quality of service.**



No GPS coordination between client/driver.



Solution



UberCab Concept: a fast & efficient on-demand car service.



Automate dispatch to **reduce wait-time.**

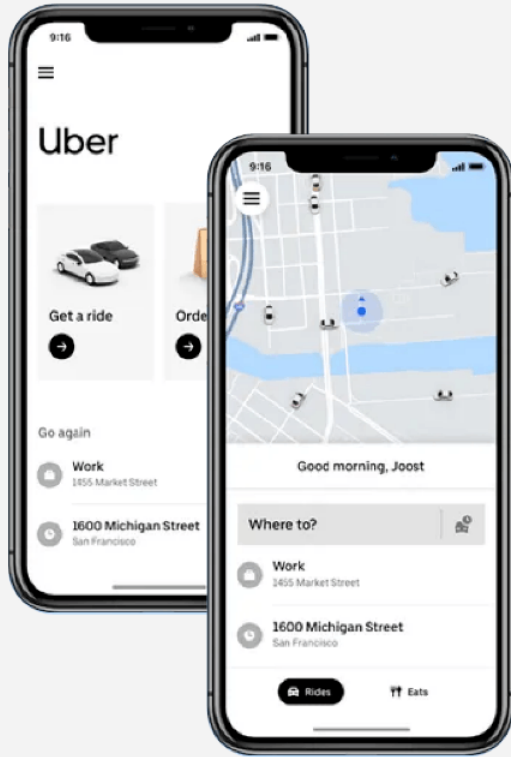


Latest consumer **web & device** technology.



Optimized fleets and **incentivized drivers.**

How it Works



Client **must be a member** to use the service.



Not hailed from the street but from your phone.



Guaranteed Pick-up
(unlike a yellow-cab)

Key Differentiators



1-click hailing

“Pickup here in 5 mins”



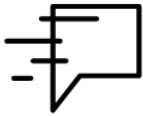
Members Only

Respectable clientele



Optimized fleet

Logistical LBS software



Fast Response Time

Easier than Calling



High Tech Solution

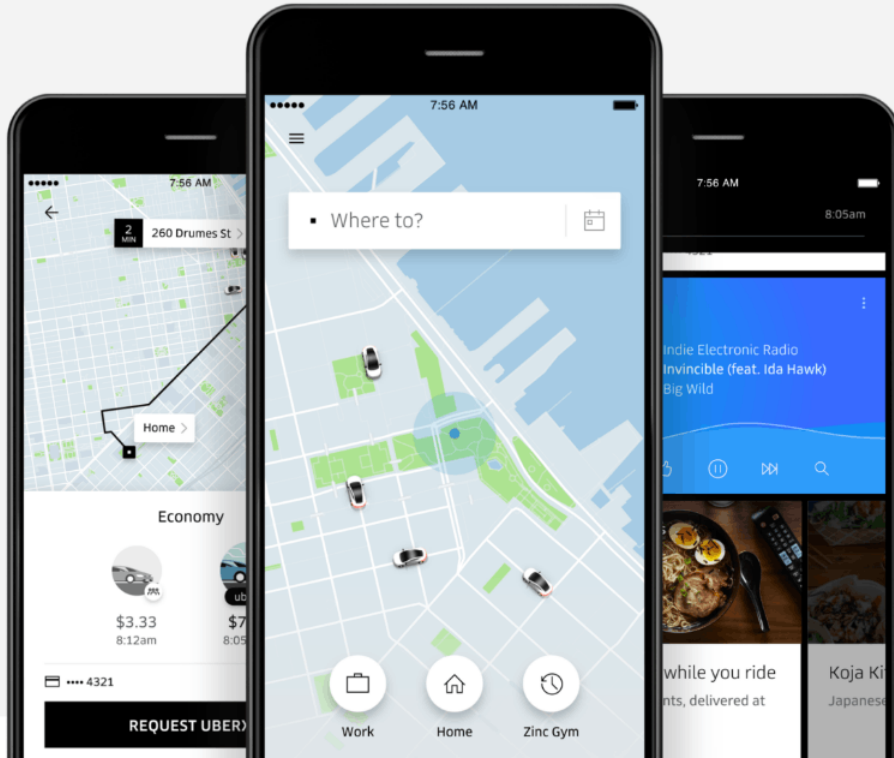
Geo-aware Auto-dispatch



Great Drivers

Rating System

Product



- 1-Click request from Geo-aware devices.
- Book Trips, show Fleet status, trip history.
- Easy & Fast

Use Cases



Trips to/from restaurants,
bars & shows



Airport pickup/dropoff
(pre-scheduled)



Fast **local transport**
where parking isn't easy



Working while
commuting (**wifi in cars**)

User Benefits



Cabs don't guarantee pickup,
can take 45 mins



Cabs aren't as safe or clean
as limos



Cars services





Technology



Mobile phones +
intelligent scheduling

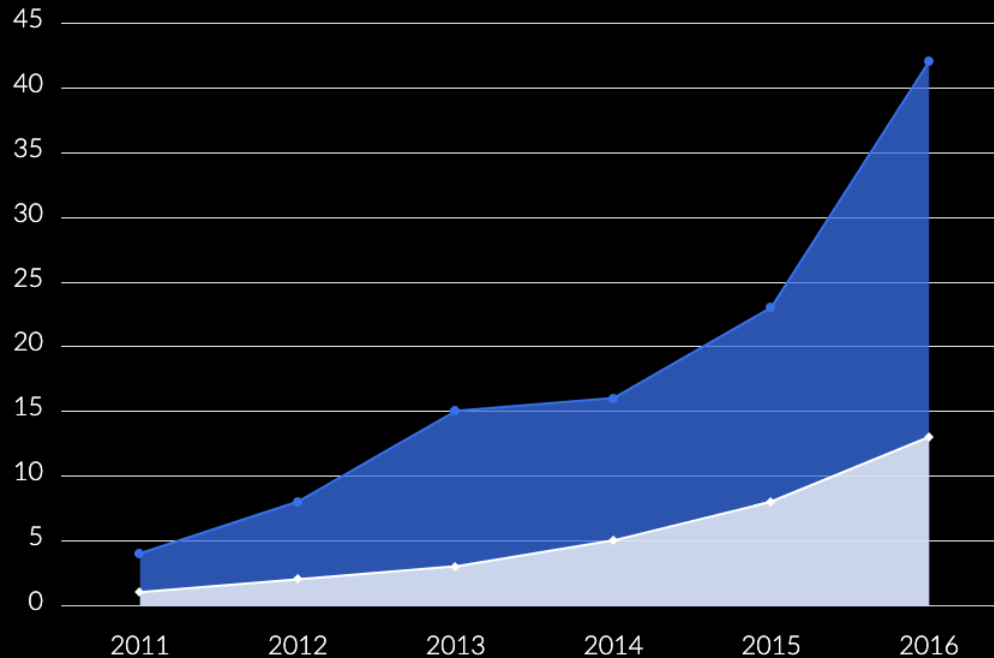


Payment/utilization.
Reputation tracking



Patent-pending
system design

Market Size



There are X target customers in the market. At our Y pricing, this is how large this company could become.

Make sure to show the math on how you came to your conclusions.

For more details:

https://youtu.be/M_RMTC2YmXY

Looking Foward

Potential Outcomes



Best-Case Scenario

Becomes market leader,
\$1B+ in yearly revenue



Realistic Success Scenario

Gets 5% of the top 5 US
Cities. Generates 20-30M+
per year profit



Worst-Case Scenario

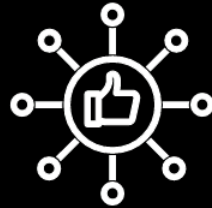
Remains a 10 car, 100
client service in SF. Time-
saver for San-Francisco
based executives.

Go-To Market plan



Referral

Invite only from an existing member



Virality

Become the ubiquitous "premium" cab service



Traction

Progress to Date

