

Cabs in 2008

- Most use aging & inefficient technology
 - Radio dispatch, no 2-way communication
 - Most common car, Ford Crown Victoria = 14mpg
- Hailing is done by hand or phone
 - No GPS coordination between client/driver
 - Significant fareseeking or "dead-time"



The Medallion System

- Taxi-monopolies reduce quality of service
 - Medallions are expensive, and drivers underpaid



- Medallions cost ~\$500k, drivers make 31k
 - No incentive/accountability for drivers/clients
- Digital Hail can now make street hail unnecessary

UberCab Concept

- A fast & efficient on-demand car service
- Market: Professionals in American cities
- Convenience of a cab in NYC + experience of a professional chauffeur. But in SF and NYC
- Latest consumer web & device technology
 - automate dispatch to reduce wait-time
- Optimized fleets and incented drivers
- The "NetJets of car services"

1-Click Car Service

- Must be a member to use the service
 - Professional and trustworthy clientele
- Not hailed from street
 - So no medallion licenses are required, since clients are service members & use digital-hail
- Guaranteed Pick-up (unlike a yellowcab)
 - Mobile app will match client & driver
 - See photos of each other

Key Differentiators

- Members Only - Respectable clientele
- 1-click hailing – “Pickup here in 5 mins”
- Fast Response time – easier than calling
- Luxury automobiles – Mercedes Sedans
- Great drivers – “Rate your trip” feature
- High-tech solution: Geo-aware auto-dispatch
- Optimized fleet – Logistical LBS software

Operating Principles

- Luxury service on-demand
- Modern and fuel-efficient fleet
- Customer-focused, computer-coordinated
- The best end-user experience possible
- Statistically optimized response time
- Pre-paid, cashless billing system
- Profitable by design

UberCab.com

- Book Trips, show Fleet status, trip history
- Pre-specify locations with labels + coordinates
 - To enable easy texting of pickup locations
- Google Maps integration
 - Lat/long for "home", "bob-work", "alice-apt"



User Benefits

- Cabs don't guarantee pickup, can take 45 mins
- Cab aren't as safe or clean as limos
- Car services require 1-3 hours notice
- Car services transfers average over \$60 + tax

- UberCab would be faster & cheaper than a limo, but nicer & safer than a taxicab

Environmental Benefits

- Better Utilization of Vehicle Resources
 - In NYC, 35% of time is spend looking for fares
 - In less dense cities, can be over half “dead-time”
 - As swarm size increases, efficiency will improve
- Hybrid vehicles (2x efficiency of a cab)
 - Mercedes S400 BlueHybrid, Lexus GS-450h
 - Reduce carbon footprint, better use of time in car
- Ridesharing/Carpooling incentives – lower rates
 - Trip to SFO, or Ballpark to Marina after a game

UberCab Fleet

- Premium – S550 for SF Beta clients
 - 30mpg with S400 BlueHybrid (in 2010)
- Standard – Lexus GS450h or e320– 23mpg



- Existing cab/towncar fleets get 14-16 mpg

Demand Forecasting

- Cars hover in statistically optimized positions
 - minimize expected pickup time given hour of week & weather/traffic conditions



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

Future Optimizations

- Cheaper cars by buying used
- Less expensive hybrid vehicles (prius)
- More accurate GPS technology
- Discounted rates for Sun-Tues multi-hour bookings
- Pay premium for on-demand service
- "get here now" costs more than "tomorrow at 5pm"

Progress to Date

- Ubercab.com reserved + "ubercab" SMS code
- California LLC + trademark filed
- Iphone dev license applied for Nov28,08
- Bank Account + Paypal account created
- 5 advisors & 15 clients now recruited
- Provisional patent filed
- **NEXT:** buy 3 cars, develop app, Feb1st demo
 - Raise a few million, small-office + GM in SF

UberCab



Next-Generation Car Service

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UberCab apps

- 1-Click request from Geo-aware devices
- SMS from any phone: “pickup @work in 5”



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Use-Cases

- Trips to/from restaurants, bars & shows
- Fast local transport where parking isn't easy
- Airport pickup/dropoff (pre-scheduled)
- Working while commuting (wifi in cars)
 - 3 person rideshare to a South-Bay campus
- Dropping off Kids at School
- Elderly transport

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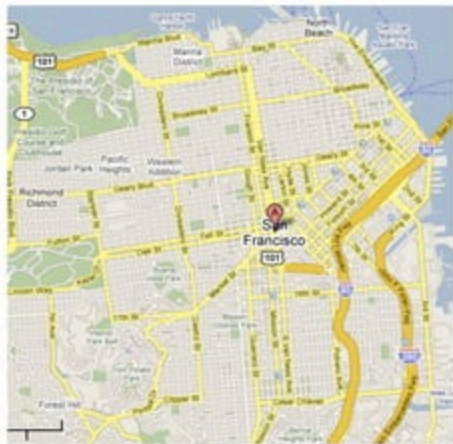
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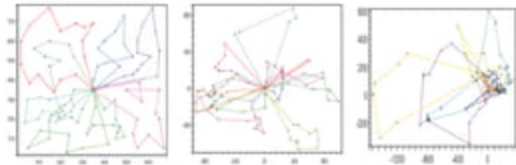
Initial Service Area

- Central SF to Start, Manhattan soon after



Technology

- Mobile phones + intelligent scheduling
 - Applications for iphone, blackberry, symbian
 - Operations research for route optimization



- Payment/utilization/reputation tracking
- Patent-pending system design