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**Uber Cab**

Next-Generation Car Service

## Problem: Cabs in 2008



### Most use aging & inefficient technology

- Radio dispatch, no 2-way communication
- Most common car, Ford Crown Victoria = 14mpg



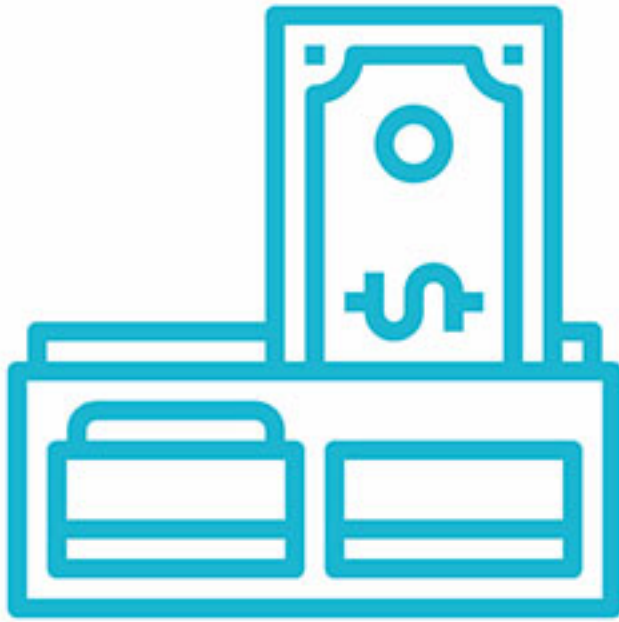
### Hailing is done by hand or phone

- No GPS coordination between client/driver
- Significant fare-seeking or “dead-time”



## Problem:

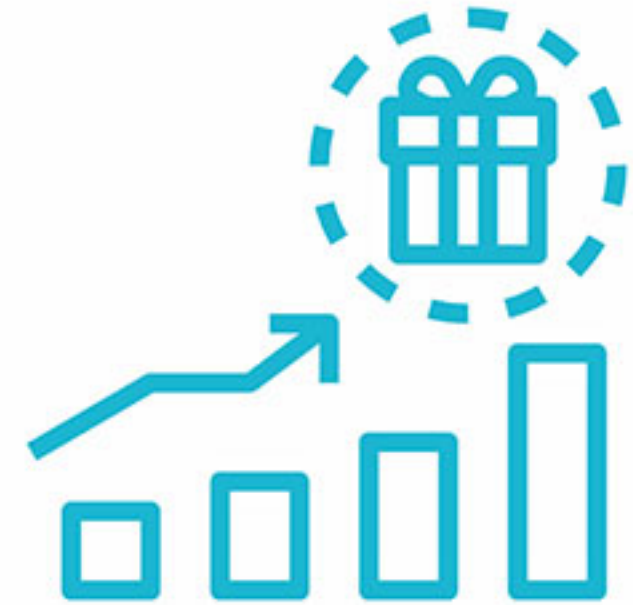
Taxi-monopolies reduce quality of service



Medallions are expensive,  
and drivers underpaid.



Medallions cost ~\$500k,  
drivers make 31k



No incentive/accountability  
for drivers/clients



## Solution: 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”

## How it works: 1-Click Car Service



**Must be a member to use the service**

*Professional and trustworthy clientele*



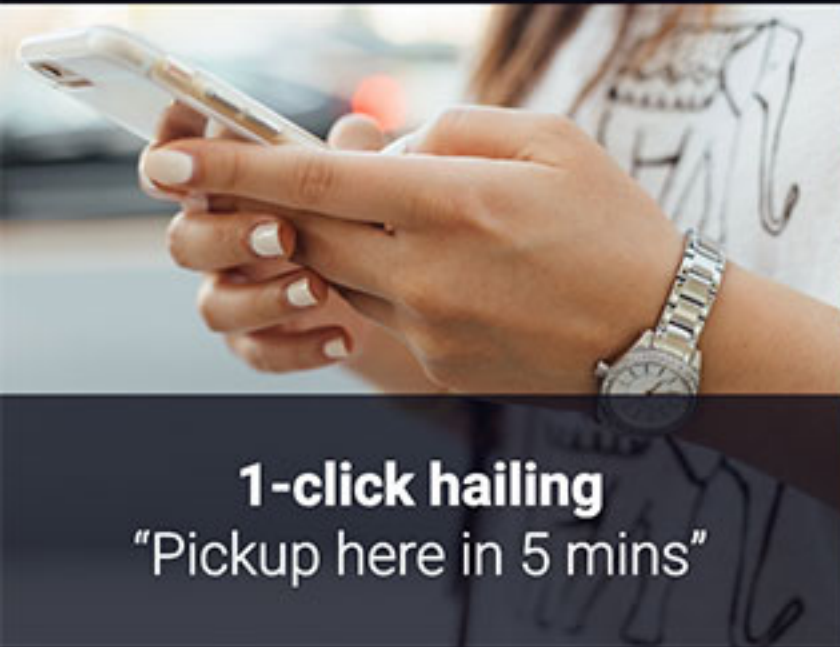
**Not hailed from street**

So no medallion licenses are required, since clients are service members & use digital-hail

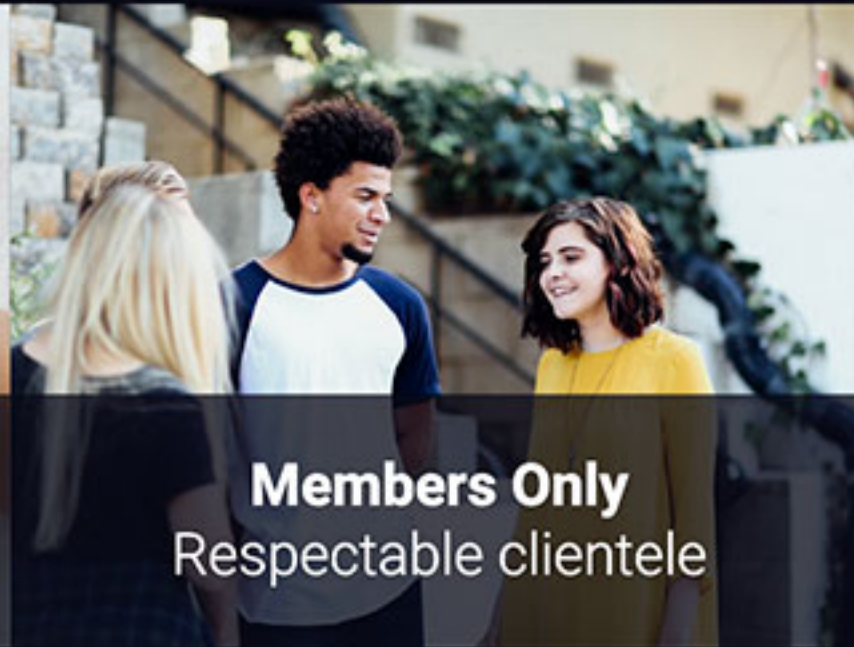


**Guaranteed Pick-up (unlike a yellowcab)** *Mobile app will match client & driver. See photos of each other*

# Key Differentiators



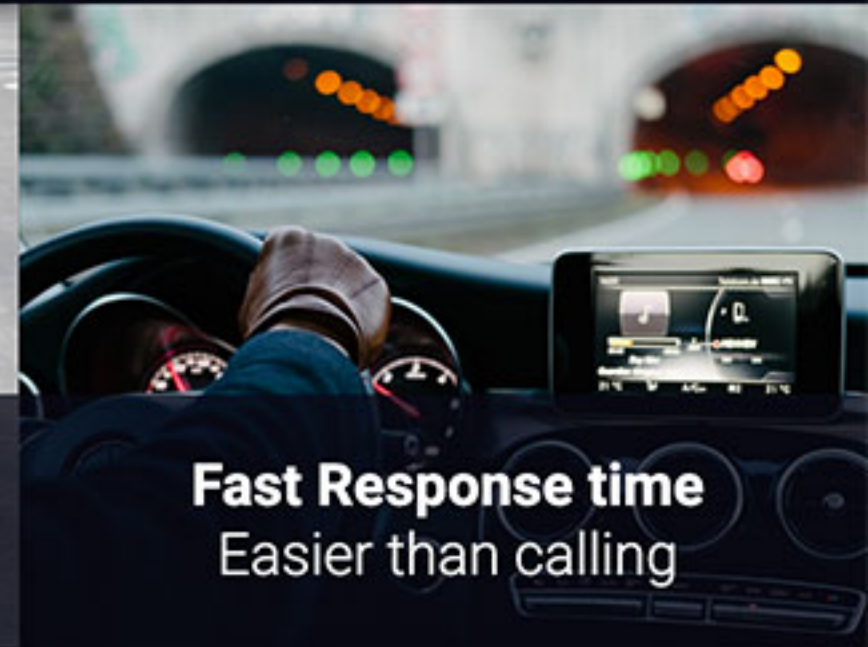
**1-click hailing**  
"Pickup here in 5 mins"



**Members Only**  
Respectable clientele



**Optimized fleet**  
Logistical LBS software



**Fast Response time**  
Easier than calling



**Luxury automobiles**  
Mercedes Sedans



**High-tech solution:**  
Geo-aware auto-dispatch



**Great drivers**  
"Rate your trip" feature



## Operating Principles

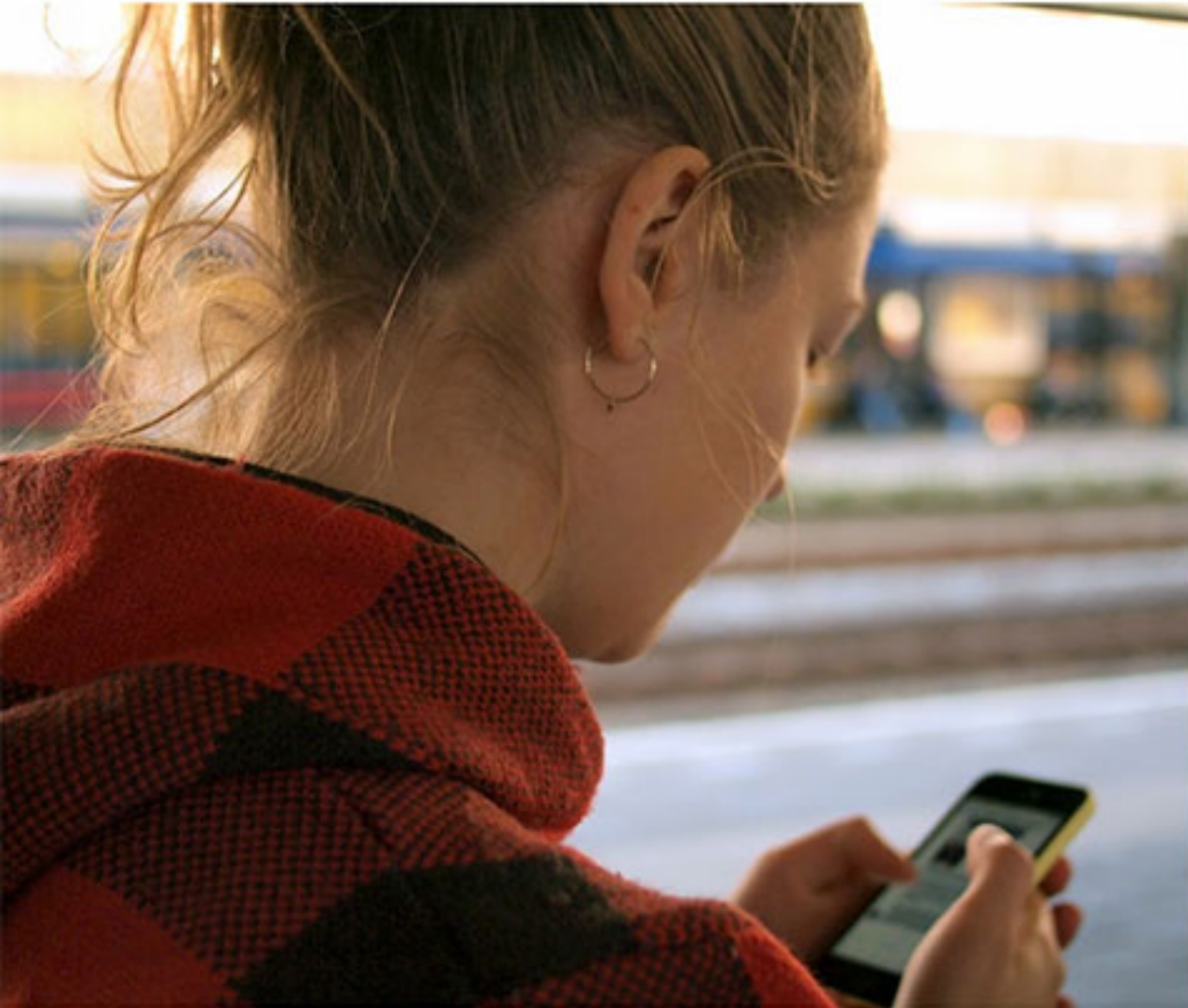
- Luxury service on-demand
- Modern and fuel-efficient fleet
- Customer-focused, computer-coordinated
- The best end-user experience possible
- Statistically optimized response time
- Pre-paid, cashless billing system
- Profitable by design





# Product:

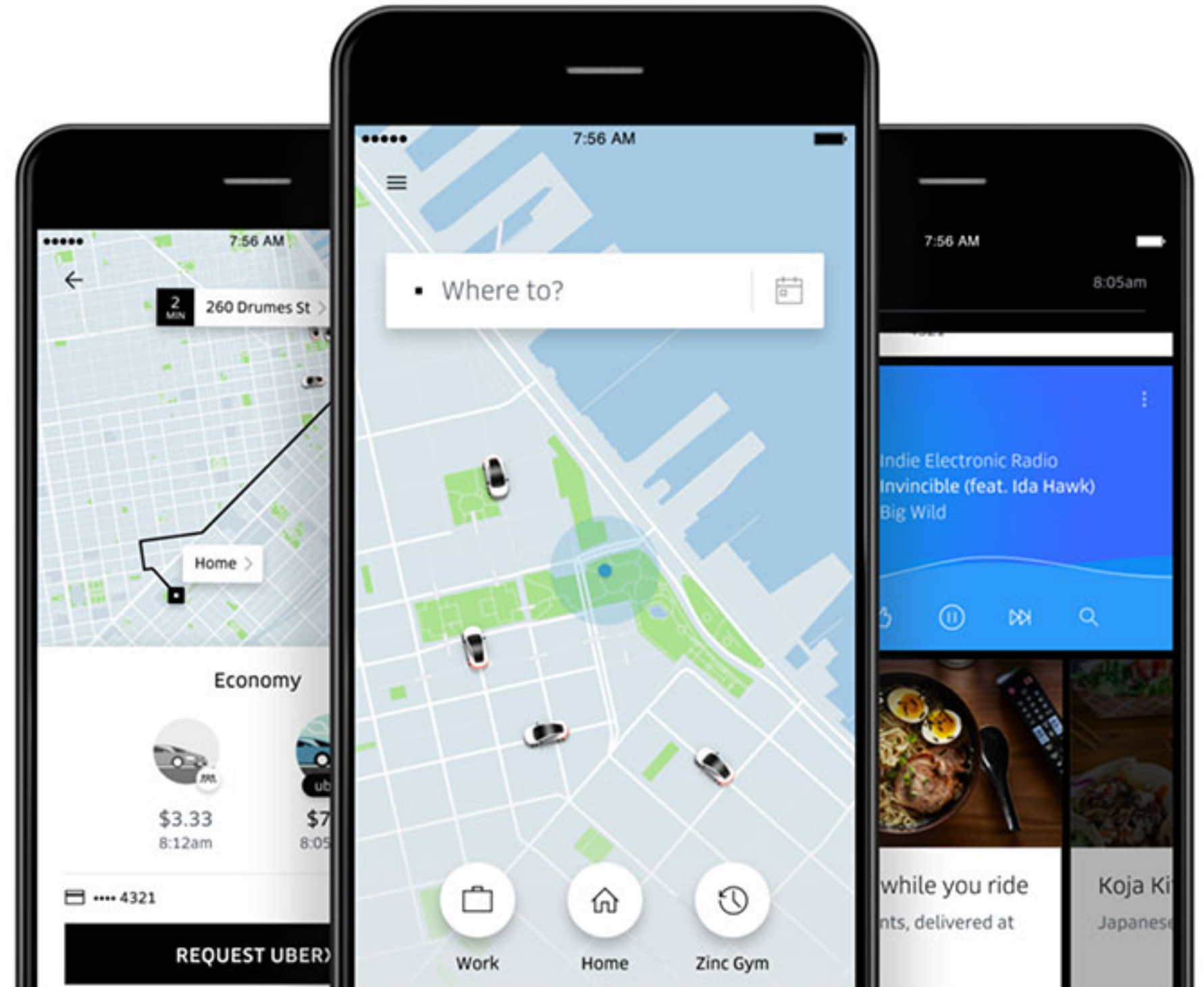
UberCab apps



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

# Product: UberCab.com

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





## Use-Cases



Fast local transport  
where parking isn't  
easy



Trips to/from  
restaurants, bars &  
shows



Airport pickup/dropoff  
(pre-scheduled)



Working while  
commuting (wifi in  
cars)

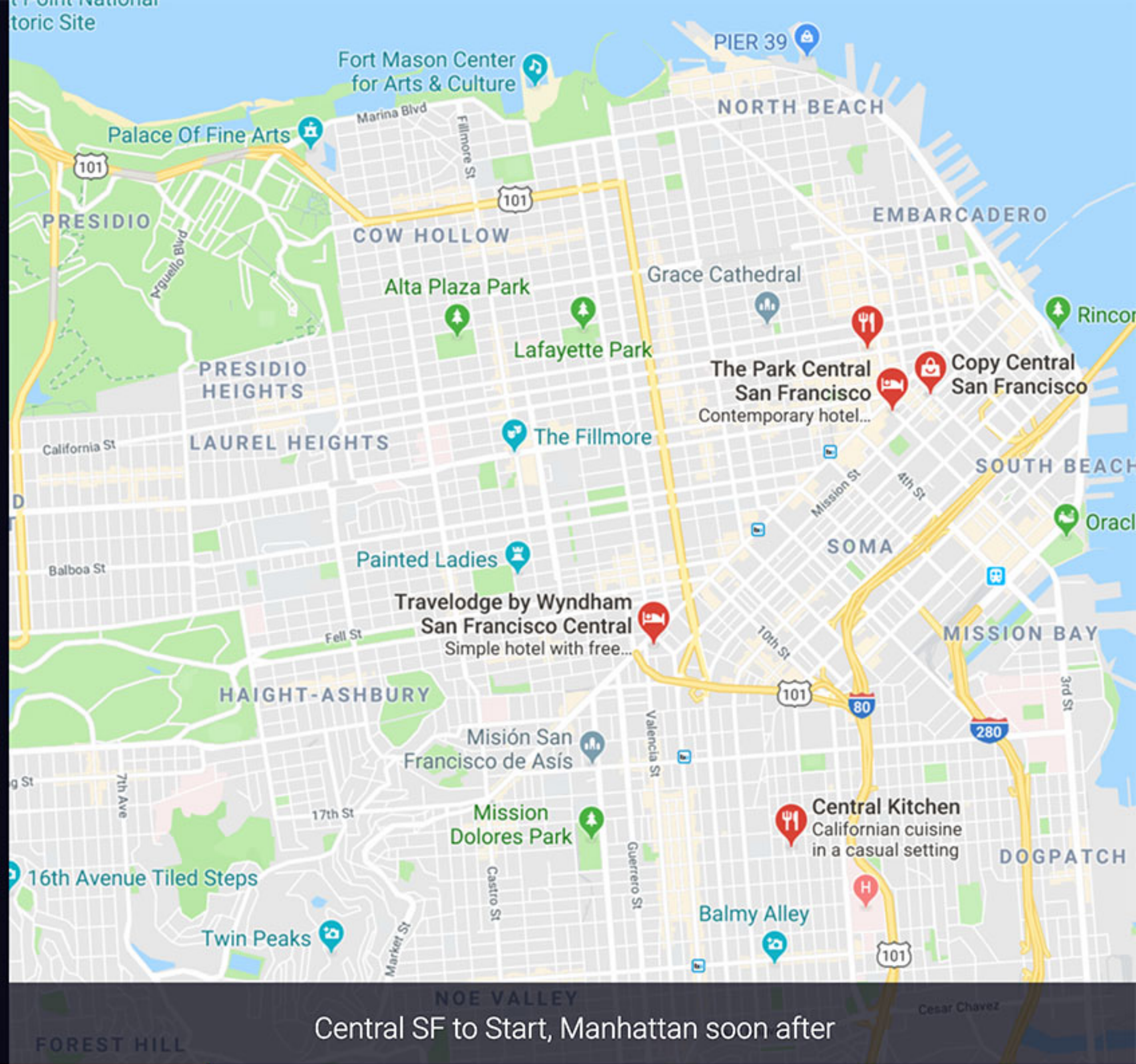


## User Benefits

- 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



# 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



## Demand Forecasting



Cars hover in statistically optimized positions



Minimize expected pickup time given hour of week  
weather/traffic conditions



## Overall Market

\$4.2B

Annually and growing

22%  
of revenues

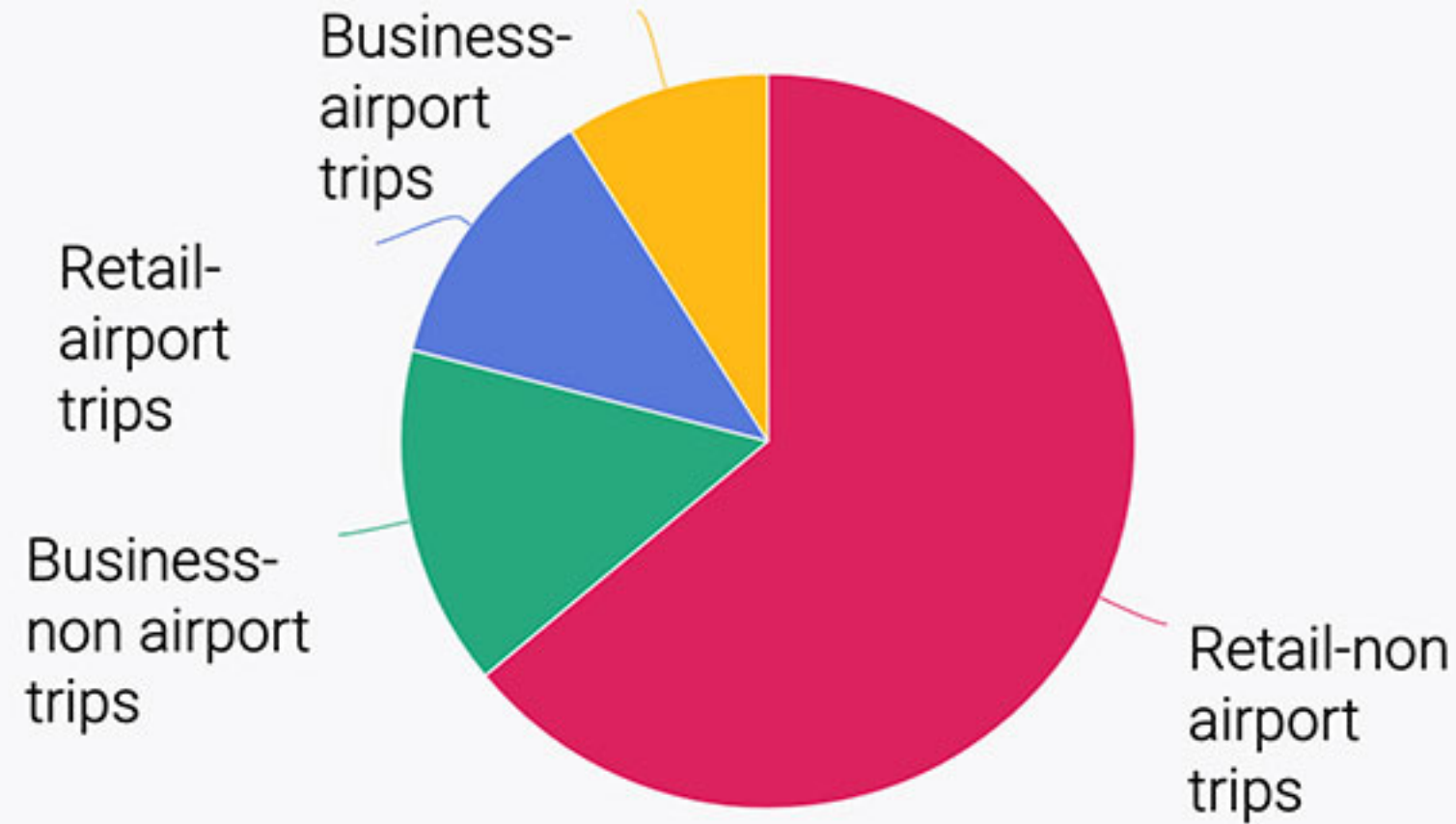
Top 4 players combined





# Composition of Market

## Major Market Segments



2007 Market



Focus on Urban service on-demand

## Target Cities



Focus on SF/NYC to begin



Expand to LA, Chicago,  
Houston, PA, Dallas

50%

This covers 50% of entire  
US market

# Looking Forward: 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.

## Looking Forward: Location-Based Services

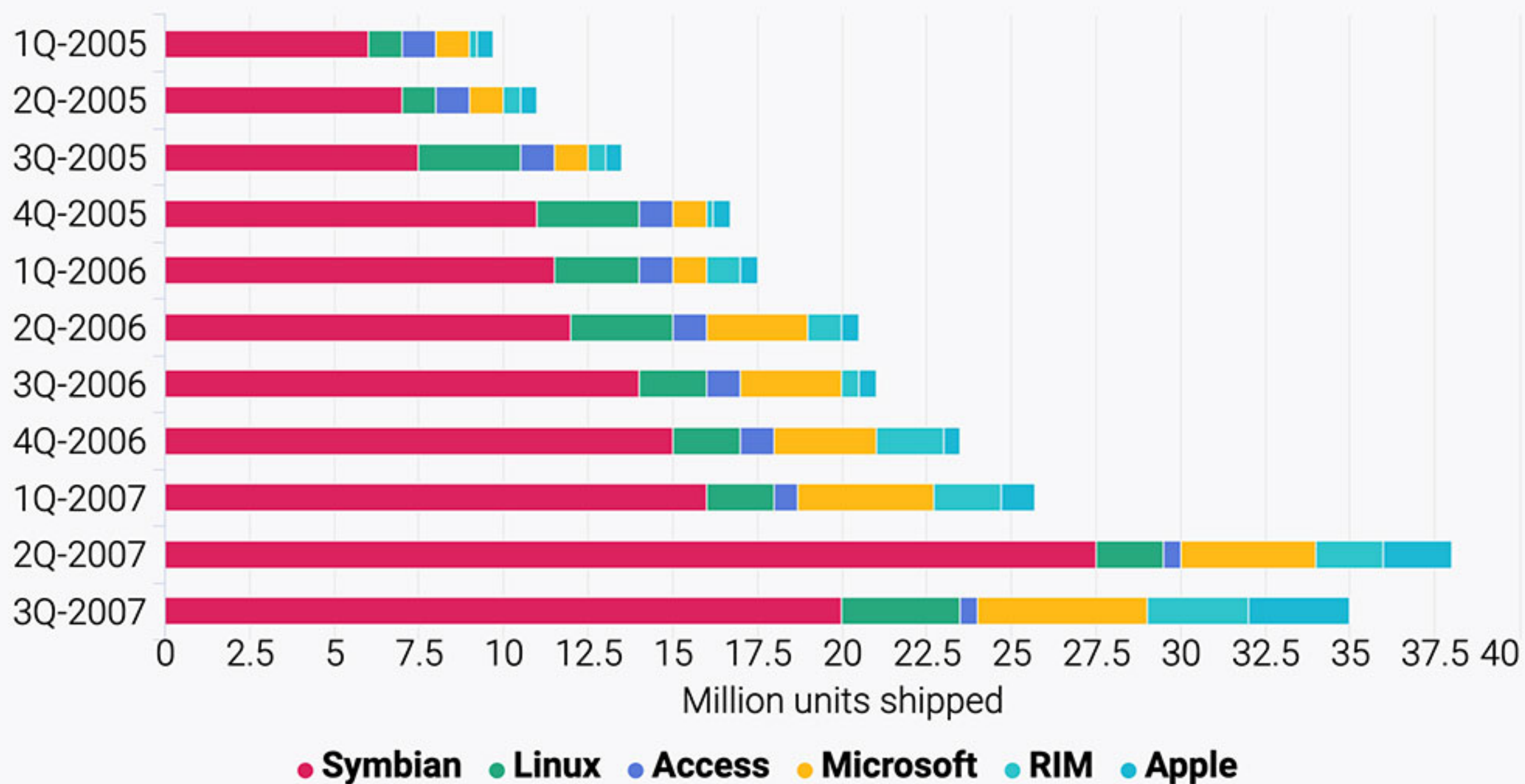


Extend infrastructure to other LBS applications (*Delivery, non-critical medical /governmental use*)

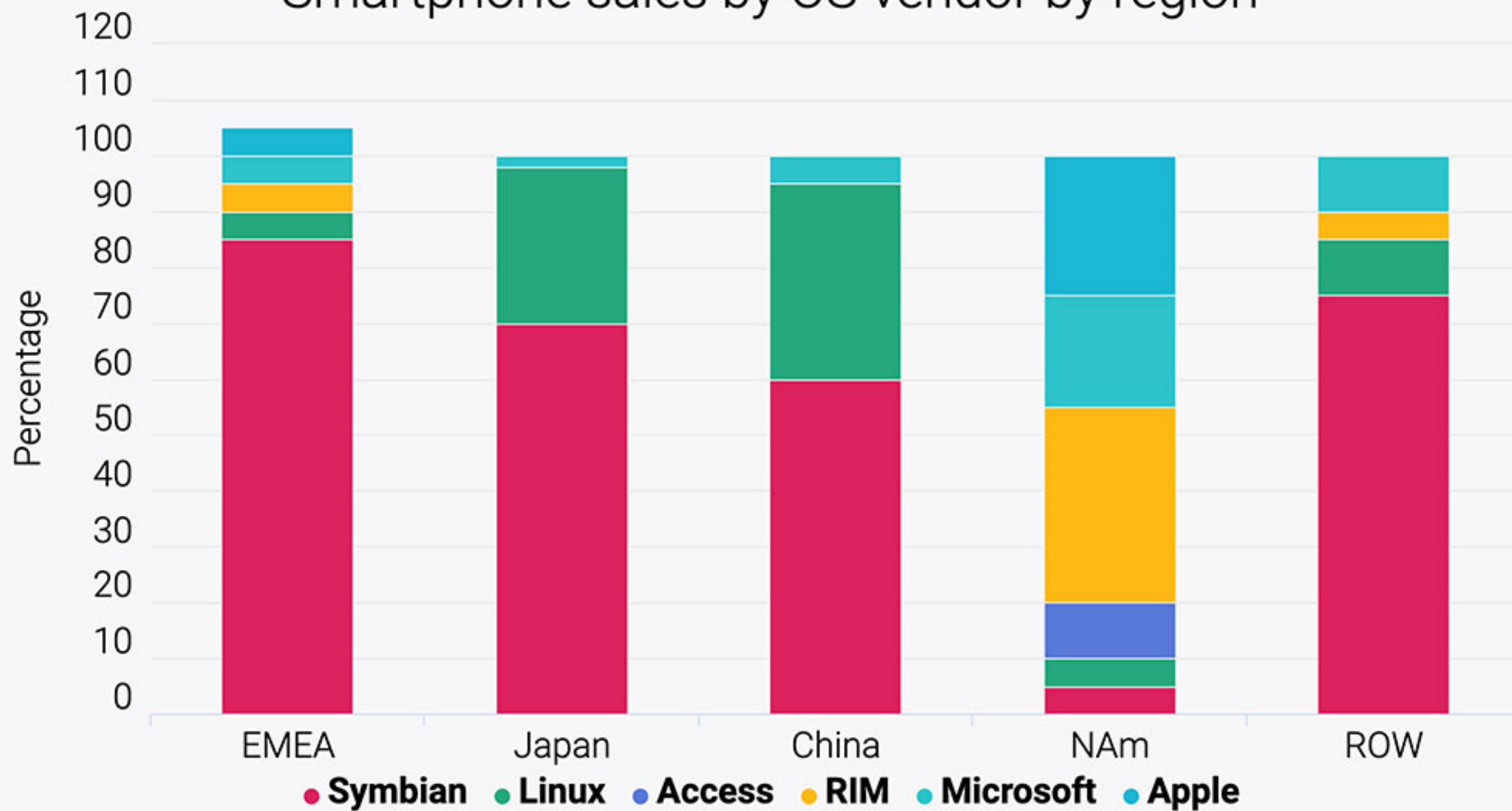
\$3.5B  
Industry Size

Growing to a \$3.5B industry by 2010

## Quarterly worldwide smartphone sales by OS vendor



## Smartphone sales by OS vendor by region



# Future Optimizations



Pay premium for on-demand service



Get here now" costs more than "tomorrow at 5pm"



Discounted rates for Sun-Tues multi-hour bookings



More accurate GPS technology



Cheaper cars by buying used



Less expensive hybrid vehicles (Prius)

# Go-to Market: Marketing Ideas

“ ...The One-click cab

...The NetJets of Limos

...Cabs 2.0

Possible slogans



Become the ubiquitous  
**“premium”** cab service



Invite Only, referred from  
an existing member



YellowCab is the  
only recognizable brand





## **Traction: 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

# Congrats on making it to the end!

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