



Car Sharing Solutions



MANAGEMENT TEAM BIOS



Peter Soutter leads the team at Good Travel Software. Peter's background is the business side of the film and television industries, having worked in script and programme acquisitions for companies including RTE Television, Polygram Film International, Universal Pictures and Propaganda Films in London, Dublin and Sydney. He is a graduate of Trinity College, Dublin.



Simon Wilson is the Chief Technical Officer with Good Travel Software. He holds a PhD in stochastic modelling from the George Washington University, and is currently Professor and Head of the Statistics Discipline in the School of Computer Science and Statistics, Trinity College Dublin.

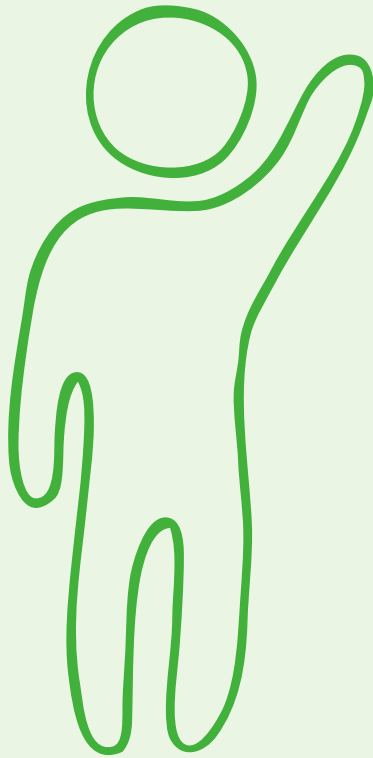
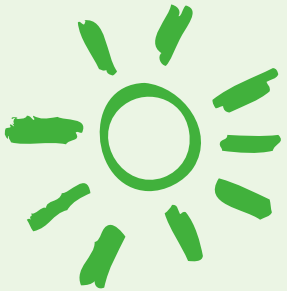


Brian is Good Travel Software's senior system engineer and technical lead. Brian has 7 years of professional web development experience working primarily with PHP, Zend Framework, Java, and Spring.

YIELD MANAGEMENT FOR ONE-WAY AND FLOATING



Inspiration



I was a car share customer in Sydney. It didn't really work for me.

**So, this must be
easy...**





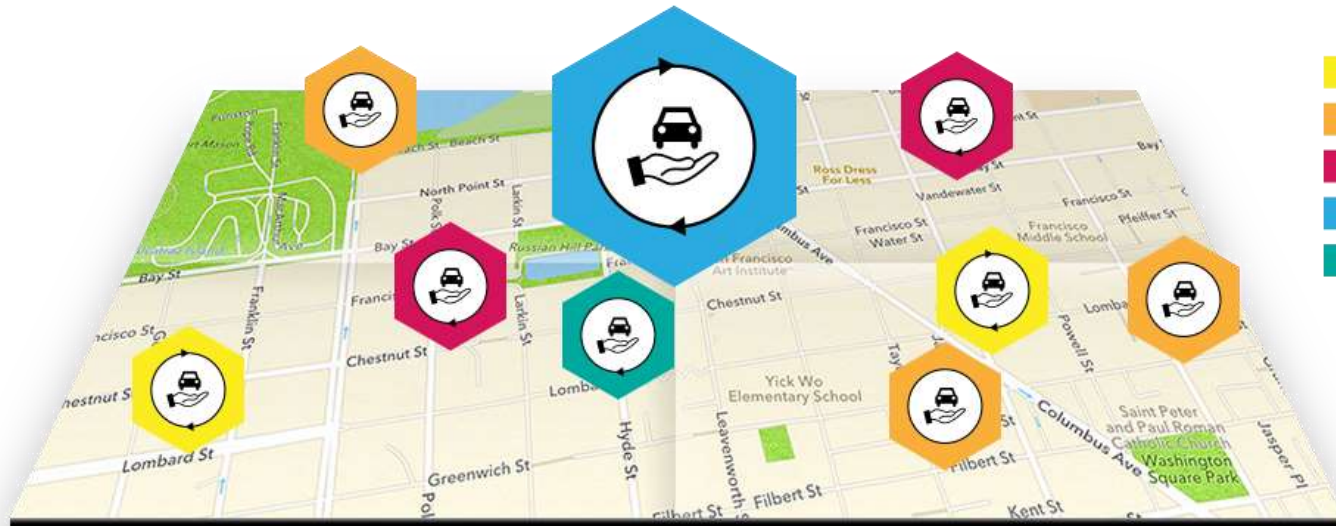
Our Approach



TRINITY COLLEGE DUBLIN
COLÁISTE NA TRÍONÓIDE

THE
UNIVERSITY
OF DUBLIN

$$E = mc^2$$



- €2
- €3
- €4
- €5
- €6

SYSTEM BEHAVIOR

BEHAVES LIKE A CLASSIC YIELD MANAGEMENT TOOL

- ◆ Lower than usual demand at a location and time will lead to a discount

SYSTEM BEHAVIOR

BUT IT DOES MUCH MORE

- ◆ Combines demand goals at both pick up and drop off locations and times
- ◆ A sophisticated prediction model to better estimate these demands when reservation takes place
- ◆ Encourages cars to be moved from locations and times of low demand to those of high demand



ANALYSIS

Analyses demand by a number of factors:

- Weather patterns
- Special events in the city
- Seasonal variations
- Time of day
- Price of journey

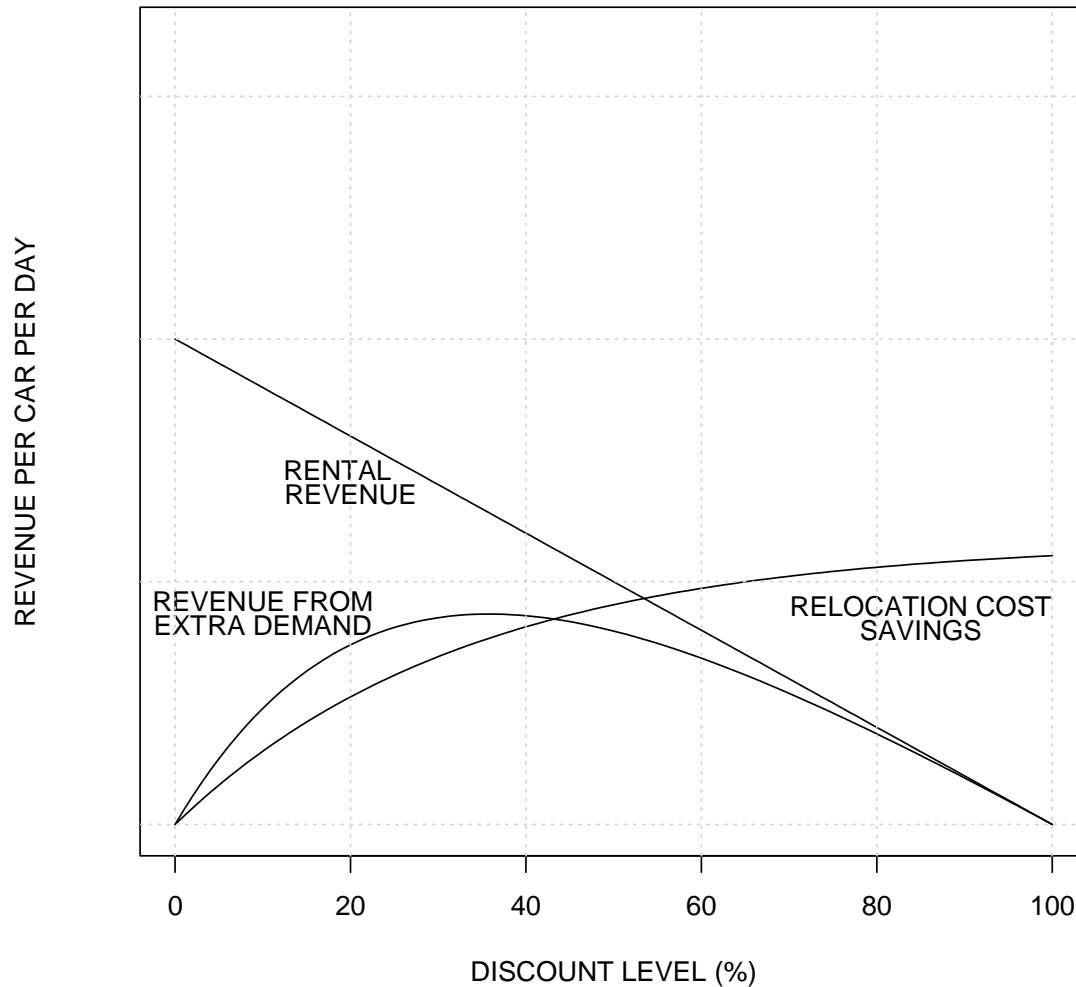


CONFIGURABLE SYSTEM

The thresholds for offering discounts and the discount prices are completely configurable;
They can also be optimised in light of data on effect of price on demand;
The system weighs the desirability of both pick up and drop off in deciding whether to discount.

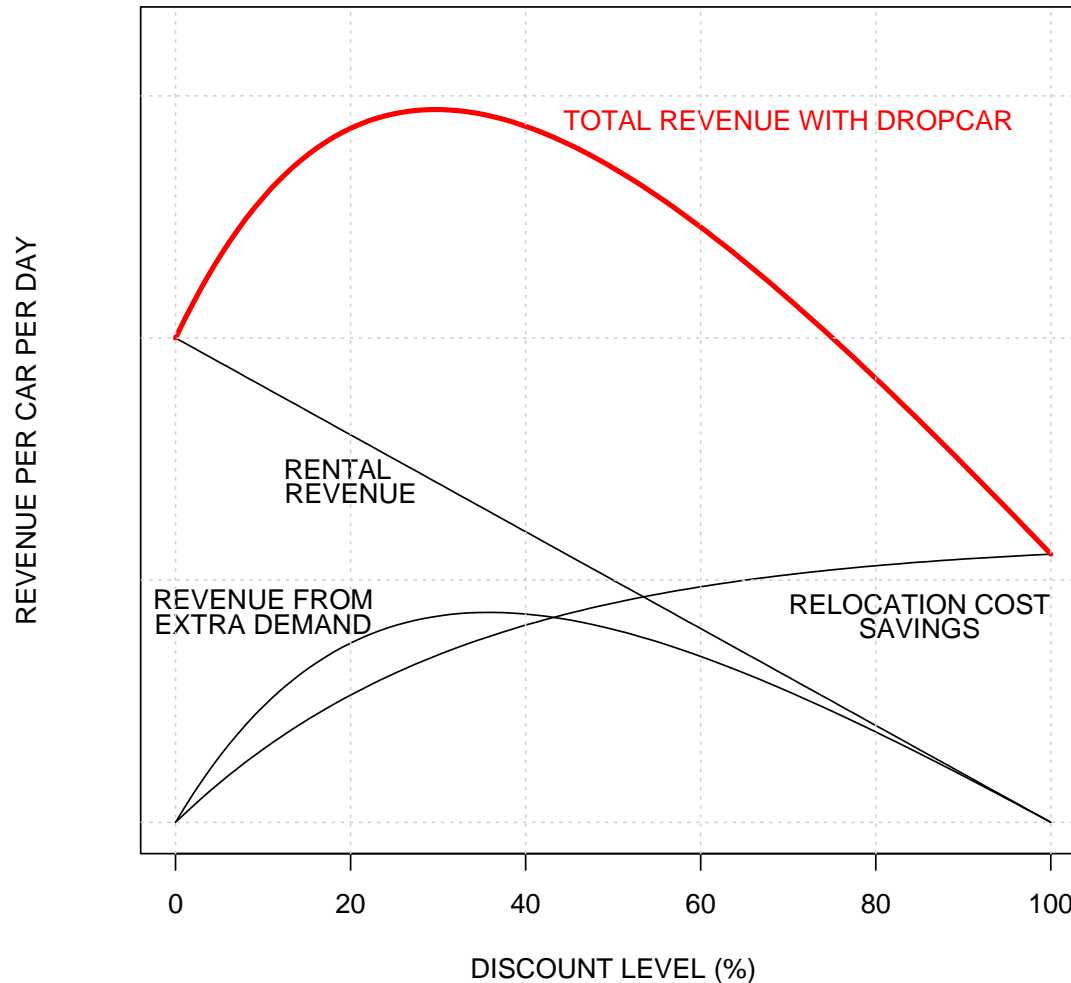
Why use Dropcar?

Extra revenue due to Dropcar



Why use Dropcar?

Total revenue with Dropcar



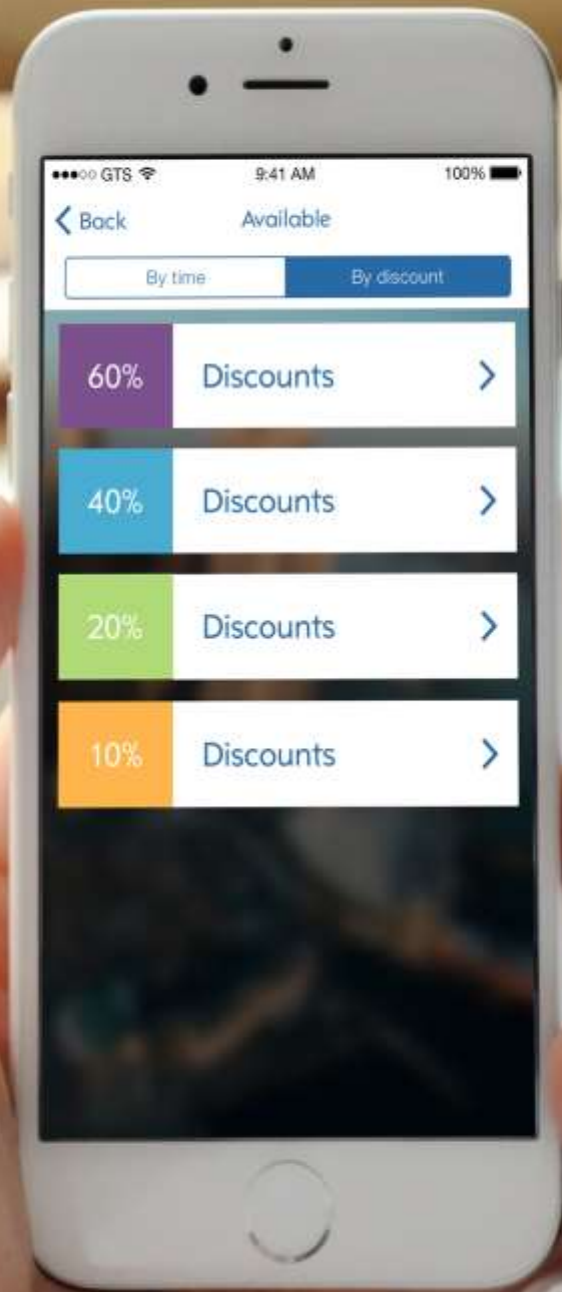


GTS
Car Sharing Solutions

Car Now

Car Later

Car Save



●●●● GTS 9:41 AM 100%

< Back Available

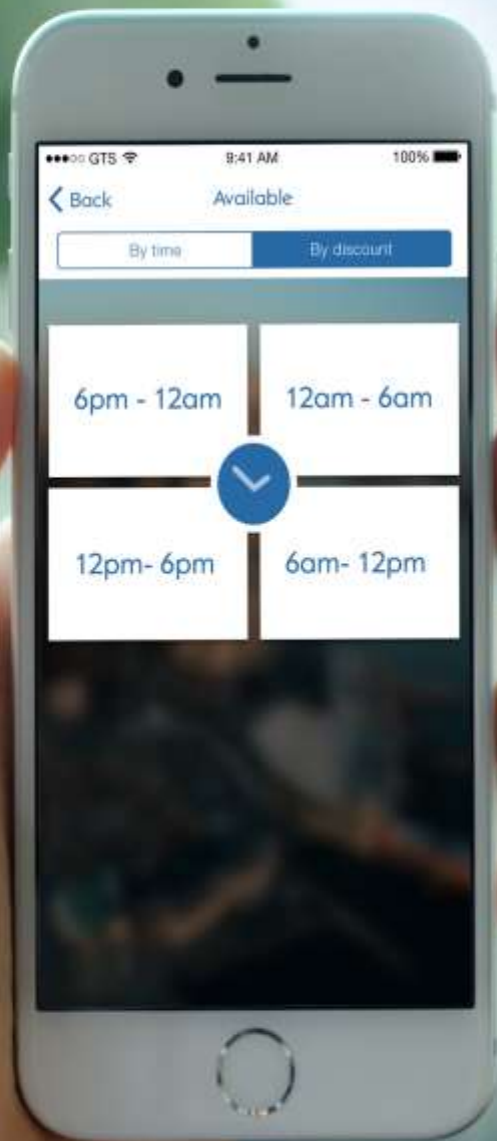
By time By discount

60% Discounts >

40% Discounts >

20% Discounts >

10% Discounts >



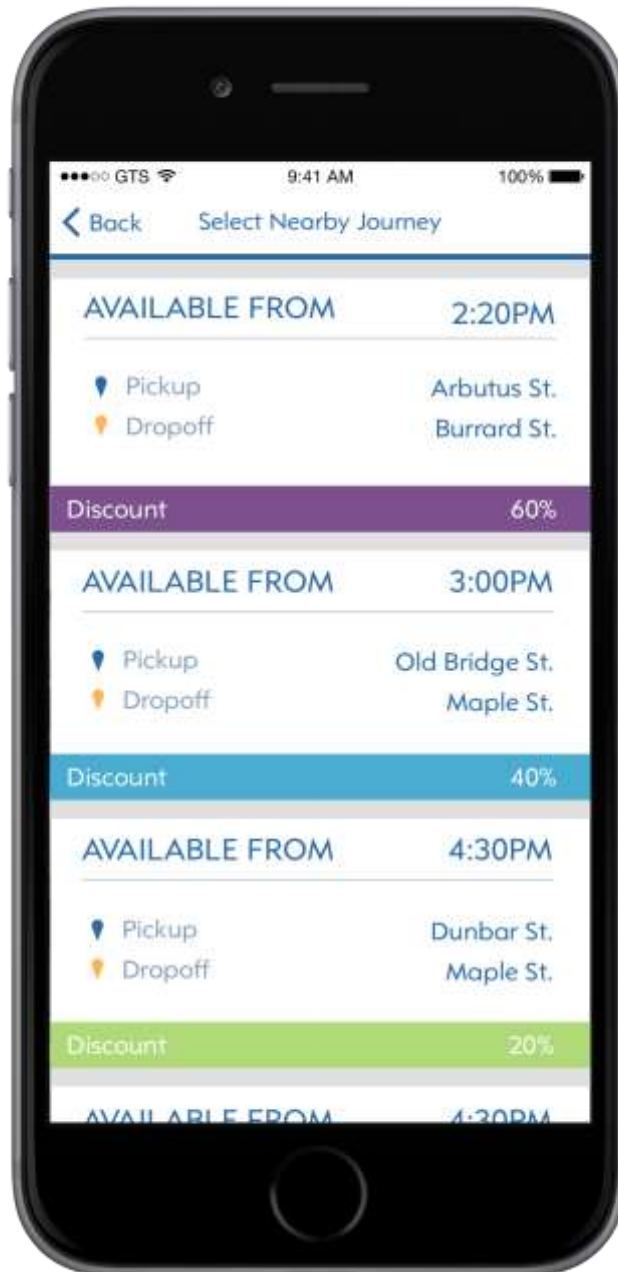
••• GTS 9:41 AM 100%

< Back Available

By time By discount

6pm - 12am	12am - 6am
12pm - 6pm	6am - 12pm





●●●● GTS 9:41 AM 100%

< Back Select Nearby Journey

AVAILABLE FROM 2:20PM

📍 Pickup Arbutus St.
📍 Dropoff Burrard St.

Discount 60%

AVAILABLE FROM 3:00PM

📍 Pickup Old Bridge St.
📍 Dropoff Maple St.

Discount 40%

AVAILABLE FROM 4:30PM

📍 Pickup Dunbar St.
📍 Dropoff Maple St.

Discount 20%

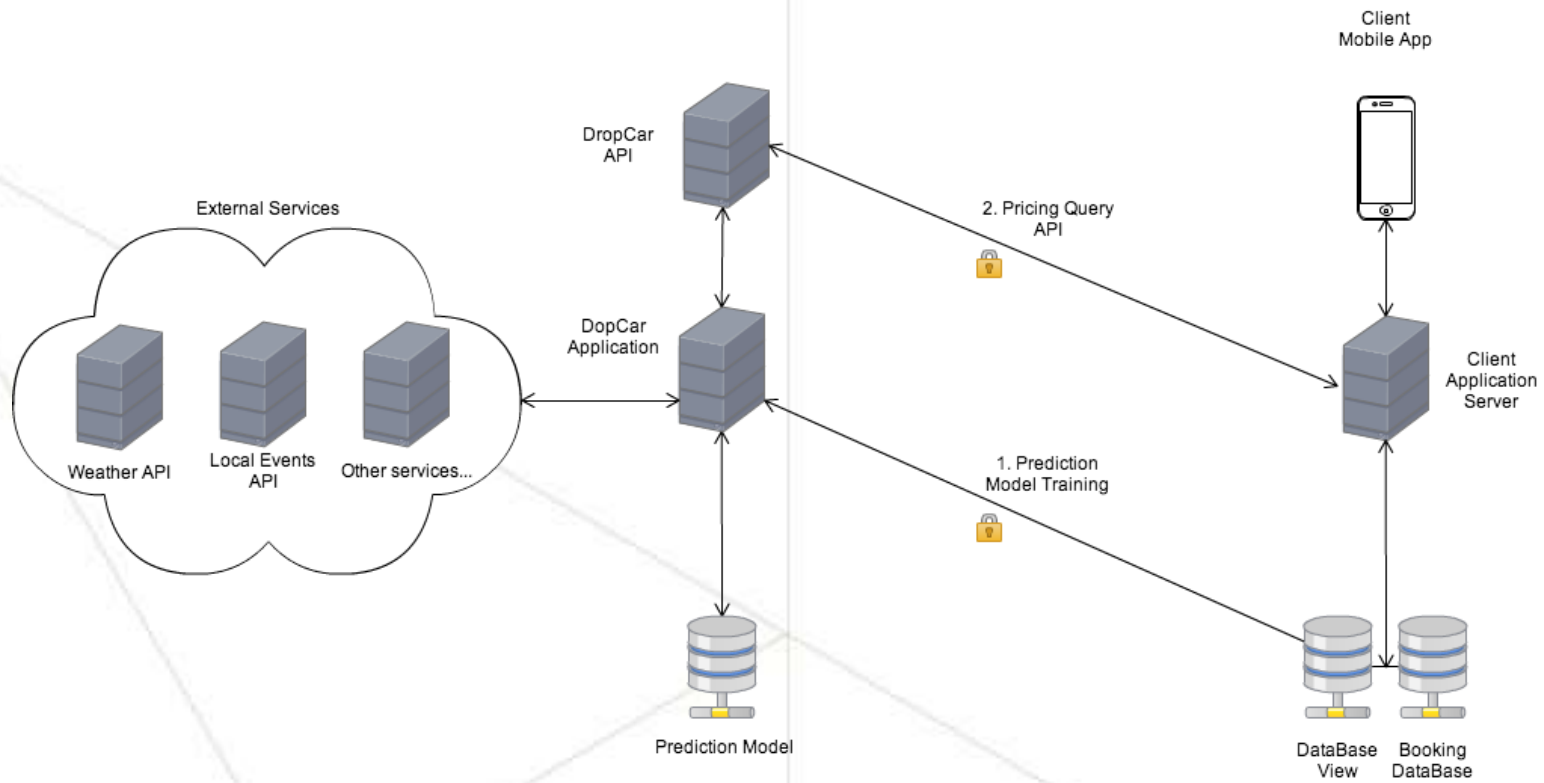
AVAILABLE FROM 4:30PM



DROPCAR INTEGRATION

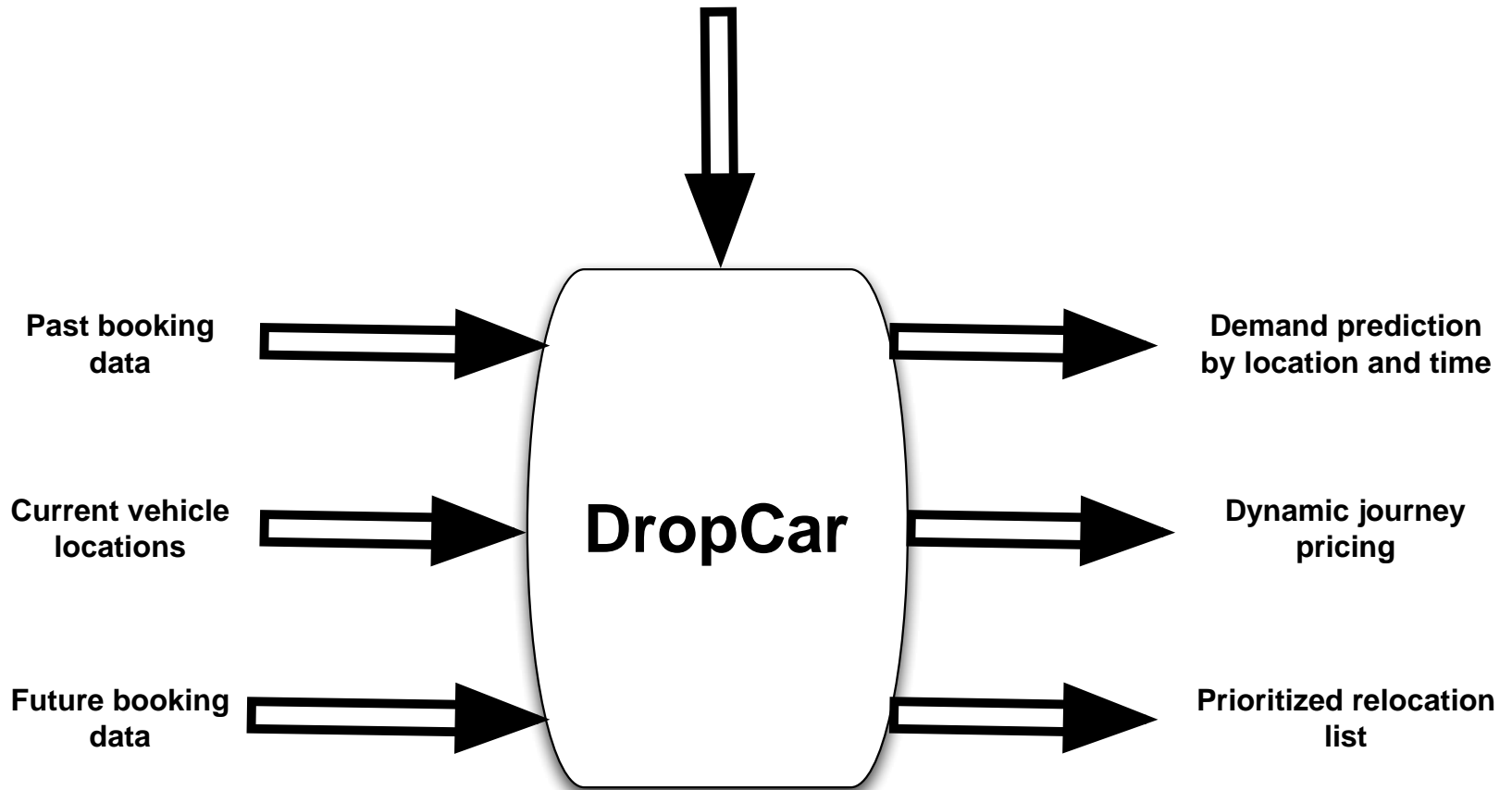


The integration with DropCar is broken down into two aspects (1) **Prediction Model Training**, and (2) **Pricing Query API**.



DropCar

Weather, important events,
traffic,...





PATENT PENDING



Patent around prediction, analysis of past patterns and balancing out the car share fleet



GAMIFICATION

- System can be used with price and discounts
- Gamification can also be used to influence customer behaviour



REWARD SCHEME

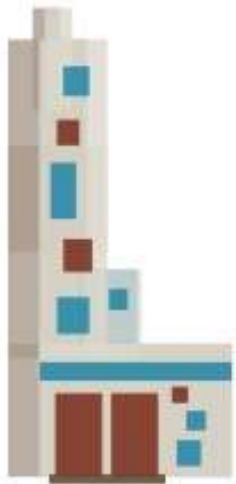
User's behaviour is influenced by free minutes or discounts on future bookings





HARMONIOUS CITY

- Through gamification the customer is encouraged to invest in the values of the system
- Customers can be encouraged to keep the city 'harmonious'
- Customers are rewarded for picking up or dropping a car off in a helpful location
- The customer buys into the idea of everyone having a car when they need one





GOOD TRAVEL
SOFTWARE

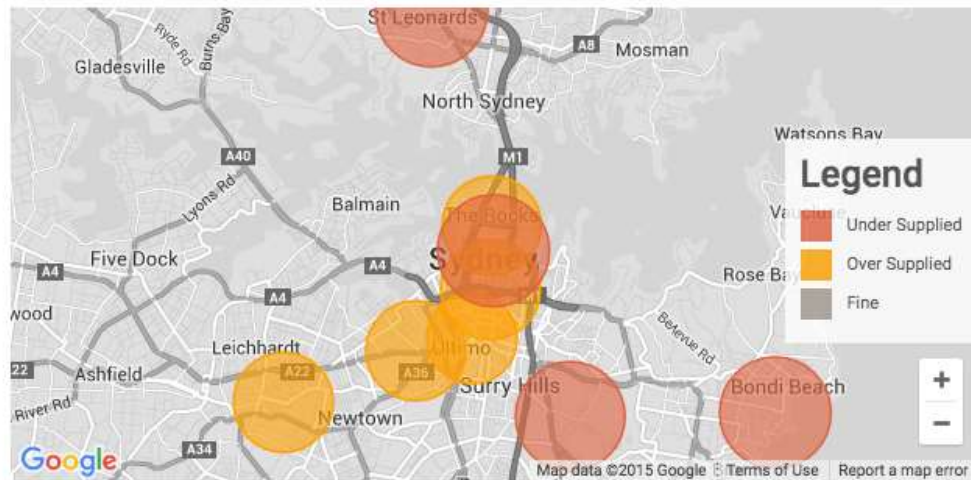


DATA ANALYTICS

BUBBLE CHART PRIORITY DISTRIBUTION

Sydney - Sydney Airport International

Stations around Sydney



Estimated Number of Cars

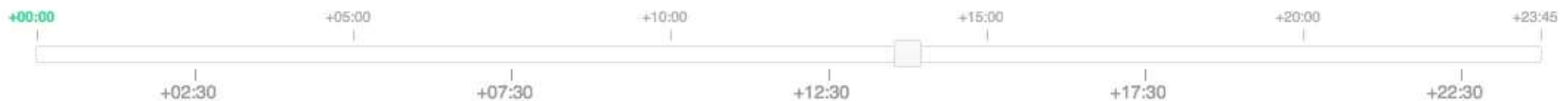


Start Time

Sep 18, 2015 @ 2:30 PM

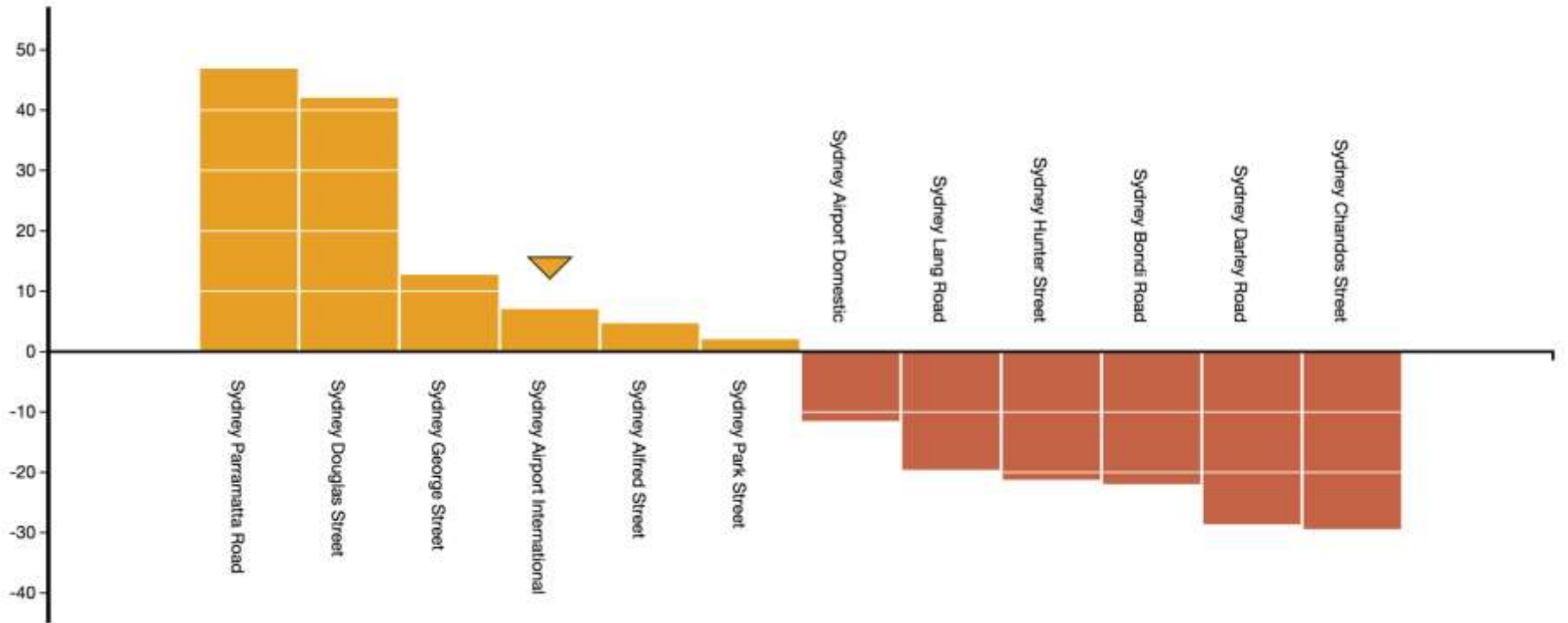
Slider Time

Sep 19, 2015 @ 4:15 AM



NET ACCUMULATION OF CARS

Net Accumulation of Cars



RELOCATION PRIORITY

Relocations:



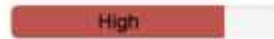
From

Canberra College Street

To

Canberra Airport

Priority:



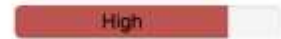
From

Canberra Airport

To

Canberra College Street

Priority:



From

Canberra Wentworth Avenue

To

Canberra College Street

Priority:



From

Canberra Airport

To

Canberra Barry Drive

Priority:



From

Canberra College Street

To

Canberra Wentworth Avenue

Priority:



From

Canberra Barry Drive

To

Canberra Airport

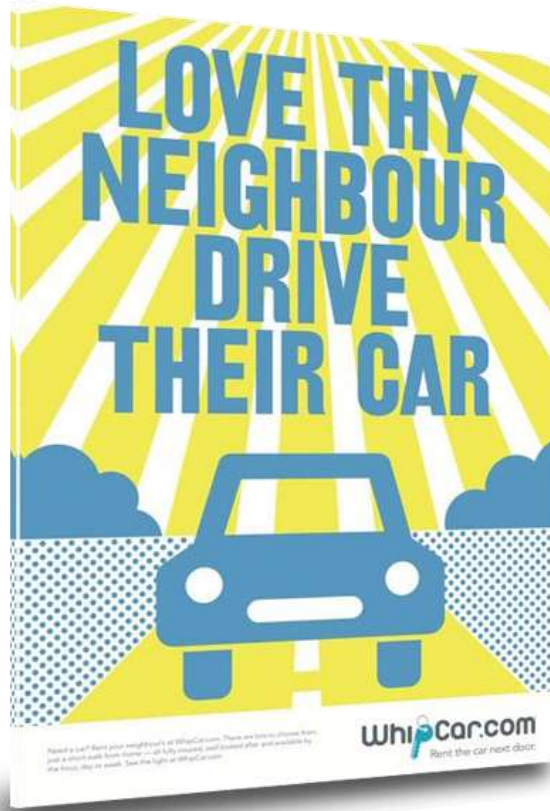
Priority:



The background features a light green color with several thin, dark green lines forming a complex geometric pattern of triangles and polygons. A prominent dark green horizontal bar spans the width of the slide, containing the title text. Another dark green horizontal bar is located at the bottom of the slide.

CAR SHARE MANAGEMENT SOFTWARE

WHIPCAR



P2P SOFTWARE OVERVIEW

- Software used by Whipcar in the UK
- 39,000 Members
- Insurance product that was globally unique for peer-to-peer rentals
- Best-in-class web platform that was a generation ahead of other services
- Powerful mobile platform

BOOKING SYSTEM OVERVIEW



Registration Process



Reservation System



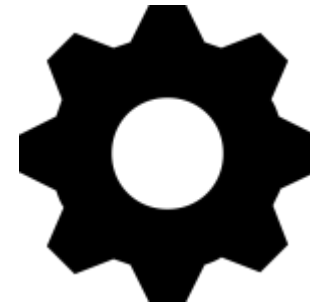
Fleet Management



**Membership
Management**



Payments & Billing



Management Tools



TECHNOLOGY OVERVIEW

Good Travel Software's booking systems are designed to be modular and built using modern well established tools & techniques.





BOOKING SYSTEM MODULES

- Membership Module
- Member Driver Module – License Verification
- Credit Card Interface Module
- Vehicle Module
- Vehicle Rates Module
- Station Module
- Corporate Members Module
- Notification and Messaging Module
- Reservation Module
- In-Car Hardware Module
- Billing Module
- Journey Module
- Reporting Module
- Credit Module
- Mobile App Module

STATIONS

▼ stations


- Users
- Unverified Licences
- Reservations
- Billing
- Vehicle Hardware
- Corporate
- Credit
- Promotions
- Referrals

List of all stations

Station Name	Address	Enabled?	Type	Actions
Public Station 1	Street 1/1	Yes	public	Edit List vehicles Photos
Public Station 2	Street 2/2	Yes	public	Edit List vehicles Photos
Public Station 3	Street 3/3	Yes	public	Edit List vehicles Photos
Public Station 4	Street 4/4	Yes	public	Edit List vehicles Photos
Public Station 5	Street 5/5	Yes	public	Edit List vehicles Photos
Public Station 6	Street 6/6	Yes	public	Edit List vehicles Photos
Public Station 7	Street 7/7	Yes	public	Edit List vehicles Photos

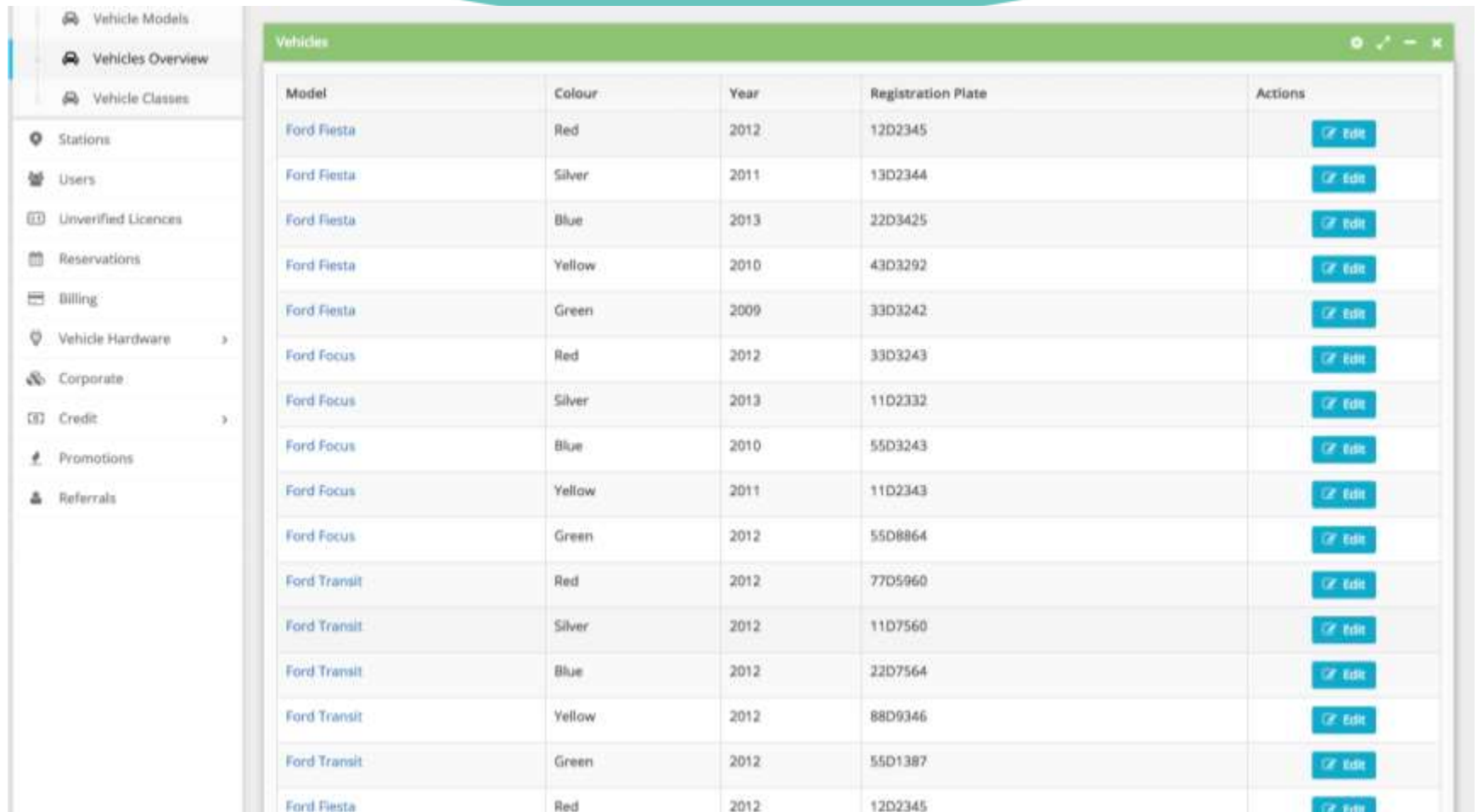
[+ Add new station](#)

Vehicles



The map displays the Dublin region with several orange car icons indicating vehicle locations at various stations. The icons are placed over a map showing major roads, landmarks like the Aviva Stadium, and surrounding areas like Ballyfermot, Inchicore, and Ringsend.

VEHICLES



The image shows a web application interface for managing vehicles. On the left is a sidebar menu with various navigation options. The main area displays a table titled 'Vehicles' with columns for Model, Colour, Year, Registration Plate, and Actions. Each row represents a vehicle with an 'Edit' button.

Model	Colour	Year	Registration Plate	Actions
Ford Fiesta	Red	2012	12D2345	Edit
Ford Fiesta	Silver	2011	13D2344	Edit
Ford Fiesta	Blue	2013	22D3425	Edit
Ford Fiesta	Yellow	2010	43D3292	Edit
Ford Fiesta	Green	2009	33D3242	Edit
Ford Focus	Red	2012	33D3243	Edit
Ford Focus	Silver	2013	11D2332	Edit
Ford Focus	Blue	2010	55D3243	Edit
Ford Focus	Yellow	2011	11D2343	Edit
Ford Focus	Green	2012	55D8864	Edit
Ford Transit	Red	2012	77D5960	Edit
Ford Transit	Silver	2012	11D7560	Edit
Ford Transit	Blue	2012	22D7564	Edit
Ford Transit	Yellow	2012	88D9346	Edit
Ford Transit	Green	2012	55D1387	Edit
Ford Fiesta	Red	2012	12D2345	Edit

Sidebar Menu:

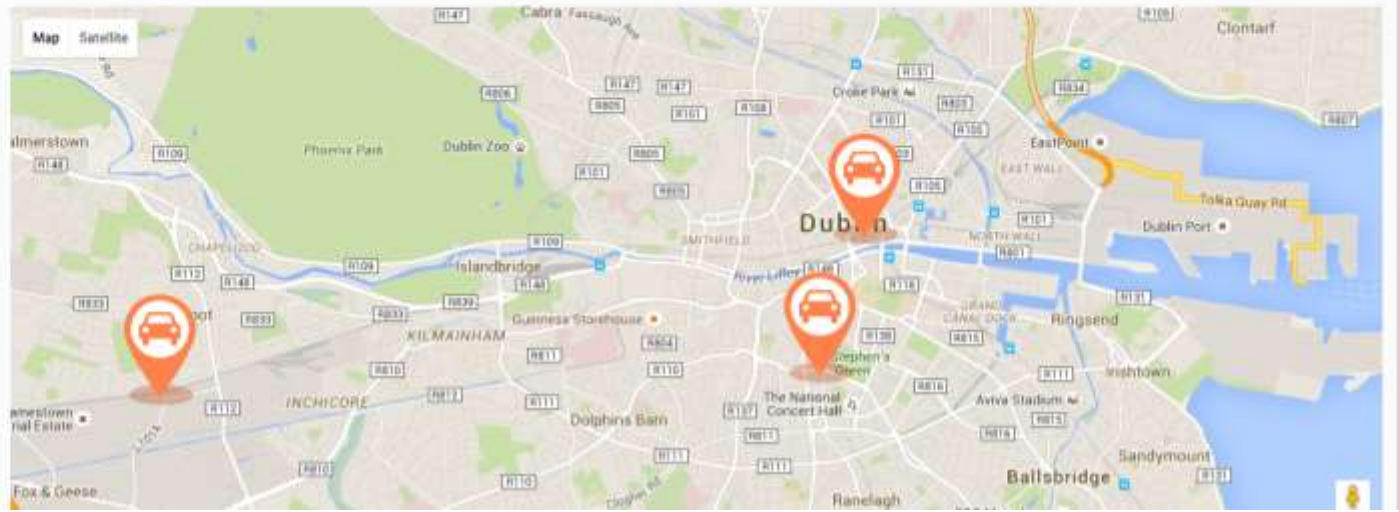
- Vehicle Models
- Vehicles Overview**
- Vehicle Classes
- Stations
- Users
- Unverified Licences
- Reservations
- Billing
- Vehicle Hardware
- Corporate
- Credit
- Promotions
- Referrals

CORPORATE

- Stations
- Users
- Unverified Licences
- Reservations
- Billing
- Vehicle Hardware
- Corporate
- Credit
- Promotions
- Referrals

List of Corporate Stations

Station Name	Address	Enabled?	Actions
Corporate Station 1	Street 1/1	Yes	View Edit Delete
Corporate Station 2	Street 2/2	Yes	View Edit Delete
Corporate Station 3	Street 3/3	Yes	View Edit Delete
Corporate Station 4	Street 4/4	Yes	View Edit Delete
Corporate Station 5	Street 5/5	Yes	View Edit Delete



CREDIT

Credit

Credit Accounts

Search User Search

Email	Balance	Actions
user1@user.com	€10.00	Modify
user2@user.com	€10.00	Modify
user3@user.com	€25.00	Modify
user4@user.com	€0.00	Modify
user5@user.com	€10.00	Modify

PROMOTIONS

The screenshot shows a web application interface for managing promotions. On the left is a sidebar with navigation items: Stations, Users, Unverified Licences, Reservations, Billing, Vehicle Hardware, Corporate, Credit, Promotions, and Referrals. The 'Promotions' item is highlighted. The main content area is titled 'Promotions' and features a '+ Create Promotion' button. Below the button is a table listing five active promotions.

Code	Description	For	Discount	Valid From	Valid To	Expires	Created	Status
GTSRIDE12	12 months 10 euro discount	reservation	€10	2015-01-01 12:00	2015-12-01 12:00	After 12 months	2015-09-18 10:05:16	ACTIVE
GTSSIGNUP	Free Sign Up	sign_up	Free	2015-01-01 12:00	2015-12-01 12:00	After 1 sign up	2015-09-18 10:05:16	ACTIVE
GTSMEMBERSHIP	Discounted Membership	membership_fee	€2	2015-01-01 12:00	2015-12-01 12:00	After 6 months	2015-09-18 10:05:16	ACTIVE
GTSSUMMERRIDE	Cheaper Summer	reservation	€2	2015-05-20 12:00	2015-09-05 12:00	2015-09-05 12:00	2015-09-18 10:05:16	ACTIVE
GTSFive	Cheap First Five Reservations	reservation	€2	2015-05-20 12:00	2015-09-05 12:00	After 5 reservations	2015-09-18 10:05:16	ACTIVE

VEHICLE HARDWARE

 admin@global.com

 Home

Vehicle Hardware

Smart Cards

Card Number	Provider	Type	User	PIN	Actions
3374	Invers	ElectronicalNumber	user1@user.com	1111	Edit Delete
3374	Invers	ElectronicalNumber	user2@user.com	2222	Edit Delete
3374	Invers	ElectronicalNumber	user3@user.com	3333	Edit Delete
3374	Invers	ElectronicalNumber	user4@user.com	4444	Edit Delete
3374	Invers	ElectronicalNumber	user5@user.com	5555	Edit Delete

[Add new smart card](#)



APPLE WATCH APP

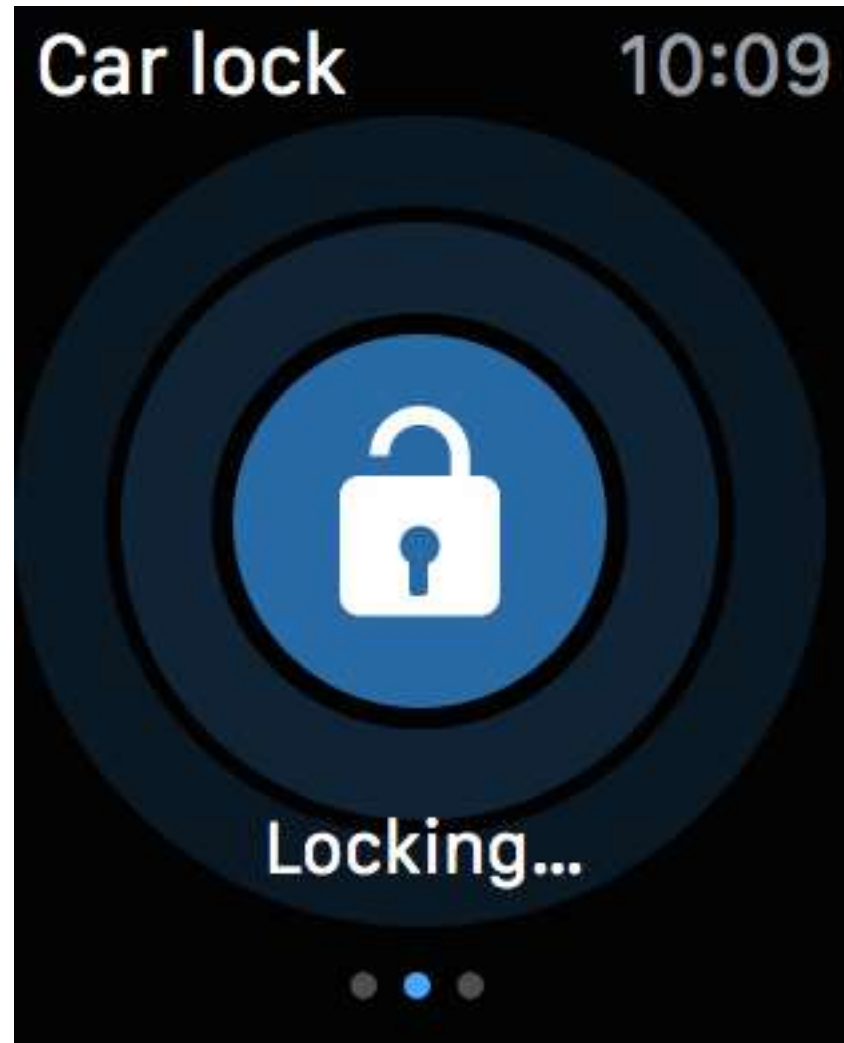
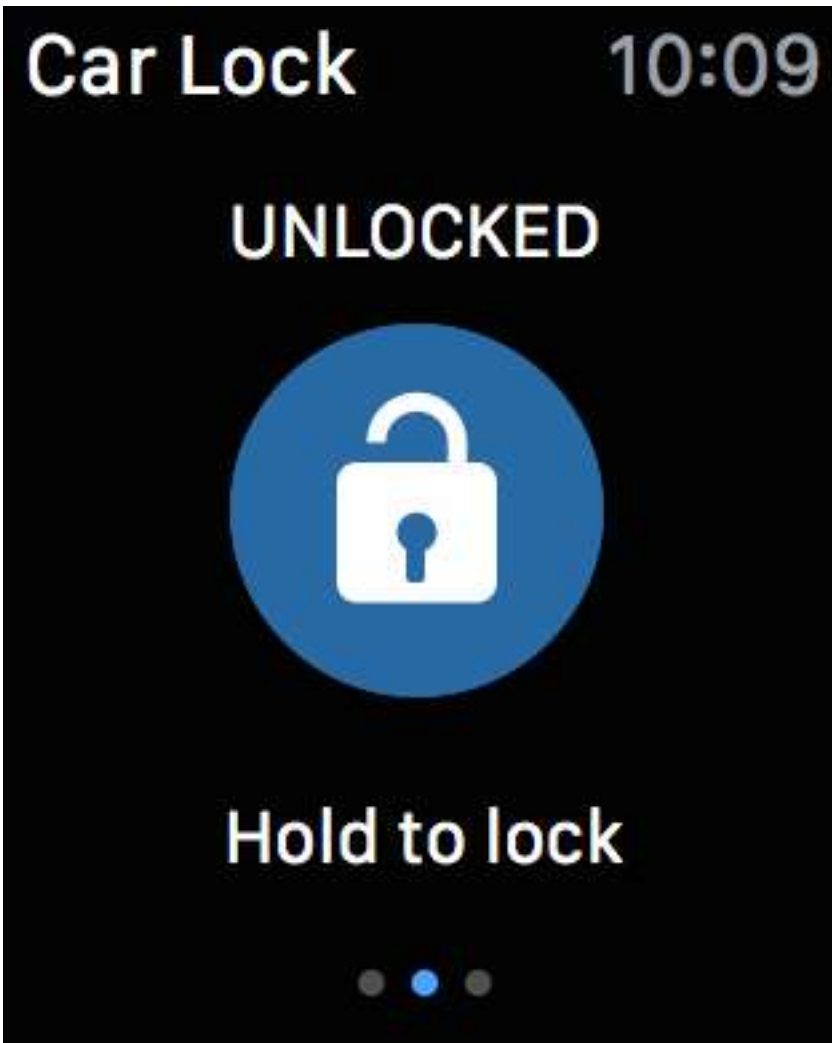


14:40

GOOD TRAVEL

You're late dropping your car off!

Dismiss



Car Lock

10:09

LOCKED



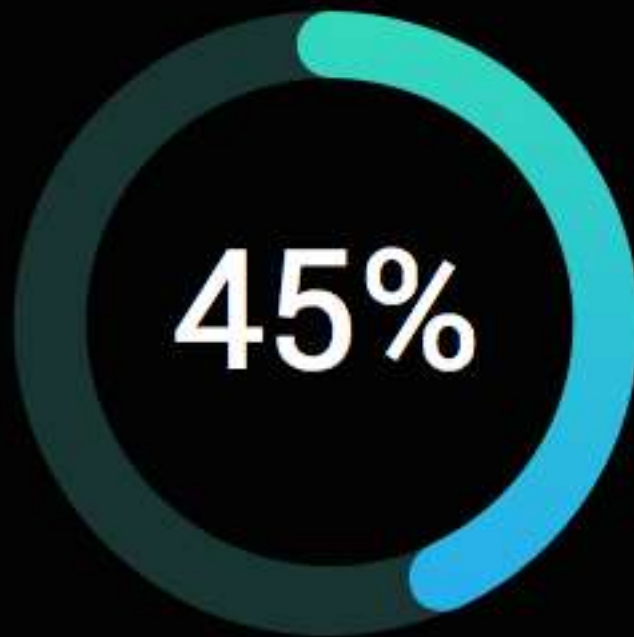
Hold to unlock



Fuel

10:09

45%



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Dublin 8, Ireland



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[@goodtravelinfo](https://twitter.com/goodtravelinfo)