Carsharing and Ridesharing. Two services, one fleet. (and other ways to increase utilization)

Mark Thomas, VP Marketing
Ridecell makes the **leading intelligent platform for new mobility services**, enabling services like ridesharing, carsharing, dynamic fixed route — and autonomous services.
Founded in 2009, with the mission of providing new mobility services

- Silicon Valley (SF)
- Previously operated Summon rideshare service
Utilization drives profitability

Breakeven vehicle utilization is 12%
Utilization drives profitability

4000 car fleet annual revenues ($ millions) by utilization rates

- 15% Utilization: $158m/year
- 30% Utilization: $315m/year
- 50% Utilization: $525m/year

Breakeven vehicle utilization is 12%
## Keys to achieving high utilization

<table>
<thead>
<tr>
<th>Machine Learning</th>
<th>Operational Efficiency</th>
<th>Multiple Services</th>
<th>Cross Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced demand/supply</td>
<td>Predictive fleet management</td>
<td>One fleet, many services</td>
<td>Cooperate with other fleets</td>
</tr>
</tbody>
</table>
A single platform for multiservice mobility—driving higher revenues from shared costs, and increasing retention

Ridesharing
With drivers. On-demand, scheduled, pooled

Carsharing
Free-floating (eg ReachNow, Car2Go)
Supporting seven sub-types of mobility and operations to power each of them.

- Carsharing
  - Free-floating (eg ReachNow, Car2Go)
  - Station-based (eg Zipcar)
- Carsharing Peer-to-Peer (ALPHA)
- Carsharing Residential
- On-demand Car Rental w/ delivery
- Autonomous
  - Pilot and test fleets
- Dynamic Ops for shared and autonomous fleets
- Ridesharing
  - With drivers. On-demand, scheduled, pooled
  - Free-floating (eg ReachNow, Car2Go)

Dynamic Ops for shared and autonomous fleets
Industry's first multiservice offering

- Carshare, rideshare, residential carshare, and rental
- 3 cities in 9 months
- Over 40,000 members
- Strong fleet utilization

Runs on Ridecell:

BMW

ReachNow
A single platform for multiple mobility services
An exceptional white-label experience
An end-to-end business operations solution

- On-boarding
- Rider
- Driver
- Dispatch
- App, web, phone
- Automated dispatch
- Real-time tracking
- Management
- Demand/supply optimization
- Analytics
- Fleet management
- Revenue
- Payments processing
- Intelligent pricing
- Support
- Customer Support
- Training

- App
- Autonomous
- Carsharing
- Ridesharing
- Car Rentals
On-boarding
Rider
Driver

Dispatch
App, web, phone
Automated dispatch
Real-time tracking

Revenue
Payments processing
Intelligent pricing

Management
Demand/supply optimization
Analytics
Fleet management

Support
Customer Support
Training

App

Carsharing
Ridesharing
Car Rentals
Autonomous
Keys to achieving high utilization

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<th>Define and build the right offering</th>
<th>Scale revenue, not costs</th>
<th>Get profitable faster</th>
<th>Prepare for autonomous</th>
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<tr>
<td>Define your ultimate value proposition</td>
<td>Launch in months with minimal upfront costs</td>
<td>Highest utilization and low operating costs</td>
<td>Make your fleet autonomous ready</td>
</tr>
</tbody>
</table>
Mobility as a service evolution

- Self Driving
- Autonomous Mobility as a Service
- Driven
  - Vehicle Ownership
  - Carsharing
  - Ridesharing

Mobility as a Service
The best route to autonomous goes through carsharing (with ridesharing)

**Self Driving**

**Ride Service**

*Autonomous Mobility as a Service*

- Alliance (Airline model)
- Customer base
- Own and service a fleet

**Driven**

- Carsharing
- Ridesharing

- Monopoly (closed system)
- Customer base
- Recruit and manage drivers
The time to act is now!

Don't wait. Experiment & embrace partnerships
The Intelligent Platform for New Mobility Services

info@ridecell.com
@ridecell