Observations from Vancouver

May 18, 2017
About Modo

• A member-owned co-operative based in Vancouver, BC
• Celebrated our 20th anniversary in January 2017
• 17,000+ members and 700+ businesses sharing 500+ diverse vehicles
• Present in 14 municipalities throughout Metro Vancouver, Greater Victoria and Nanaimo
• Carsharing and Fleet Sharing provider for the Cities of Vancouver, Richmond and Surrey, with 1,300+ municipal employees enrolled
• Carsharing software provider to a dozen operators in Canada and USA – by an operator, for operators
# Modo by the Numbers

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<thead>
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<th>FY16 Δ</th>
<th>YOY</th>
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<tbody>
<tr>
<td>Total members</td>
<td>19.3%</td>
<td></td>
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<tr>
<td>Business accounts</td>
<td>18.4%</td>
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<tr>
<td>Effective vehicle count</td>
<td>18.3%</td>
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<tr>
<td>Bookings</td>
<td>14.6%</td>
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<tr>
<td>Kms travelled</td>
<td>26.3%</td>
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CSA Conference  May 18, 2017
Observations

- We are seeing rampant business model experimentation in our industry today
- New variants/entrants target varying needs and create more reasons for people not to need to own a car
- In Vancouver, with 4 carsharing service providers and more than 3,000 shared vehicles on the street, we are seeing a rising carsharing tide that is lifting all boats
  - Increased awareness and visibility
  - Collectively educating the public
- At 20 years old, Modo is growing faster than ever
Observations

• Our real, collective competition is the privately owned and operated vehicle
  • New vehicle sales in Canada hit record levels in 2016, for the fourth consecutive year
  • There are 1.6 million privately owned, light duty vehicles in Metro Vancouver and more are coming

• A long way to go before we can declare victory

• If you’re not already working to experiment and evolve your business model, you’d better get started

• Critical to maintain close relationships with municipalities, transit operators, developers and academics
Challenges

• Accelerating deployment of EV’s in the fleet
• Financing growth generally
• Selecting the optimal carsharing adjacencies
Thank you