



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

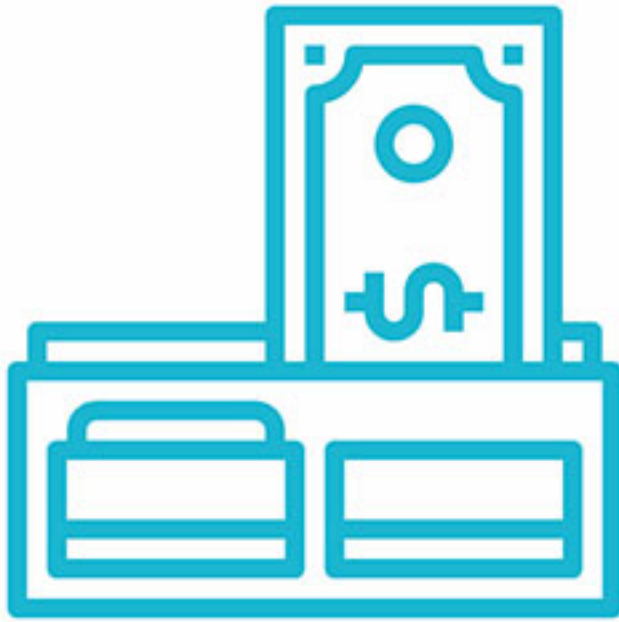


Hailing is done by hand or phone

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

Problem:

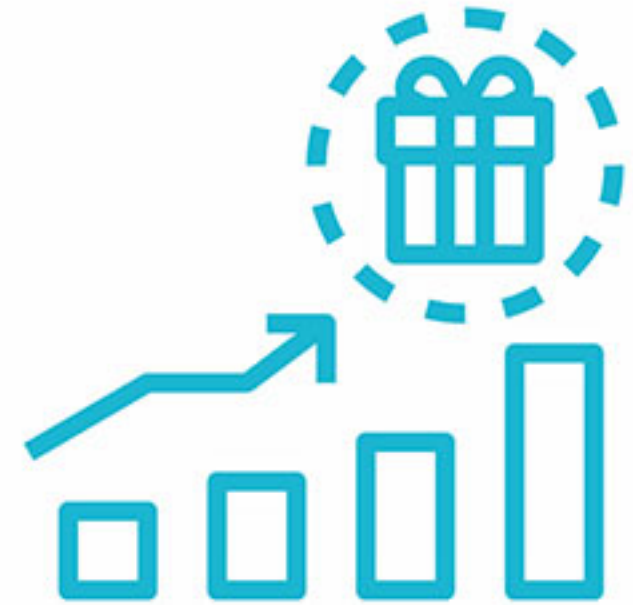
Taxi-monopolies reduce quality of service



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

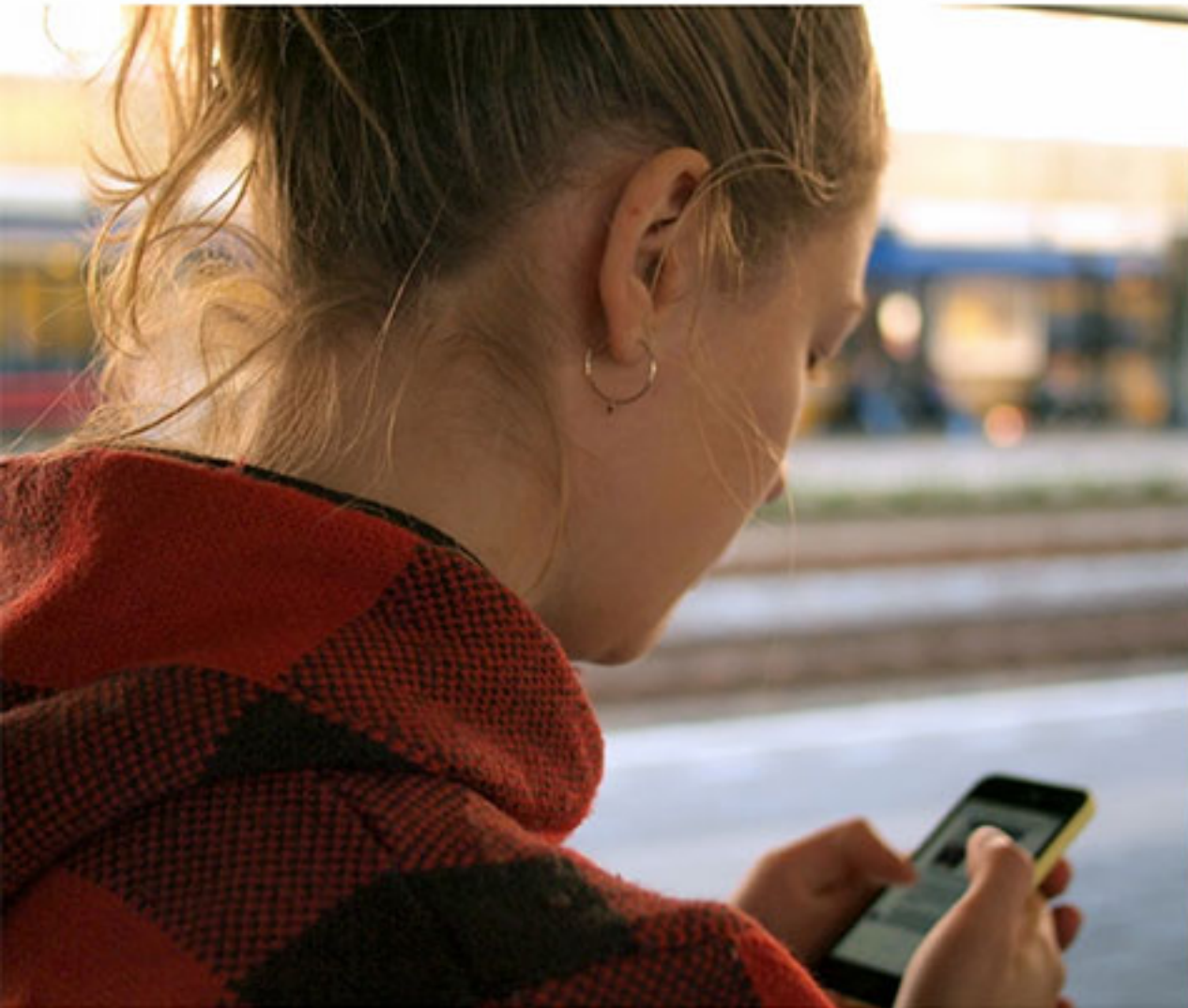


Operating Principles

- 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:

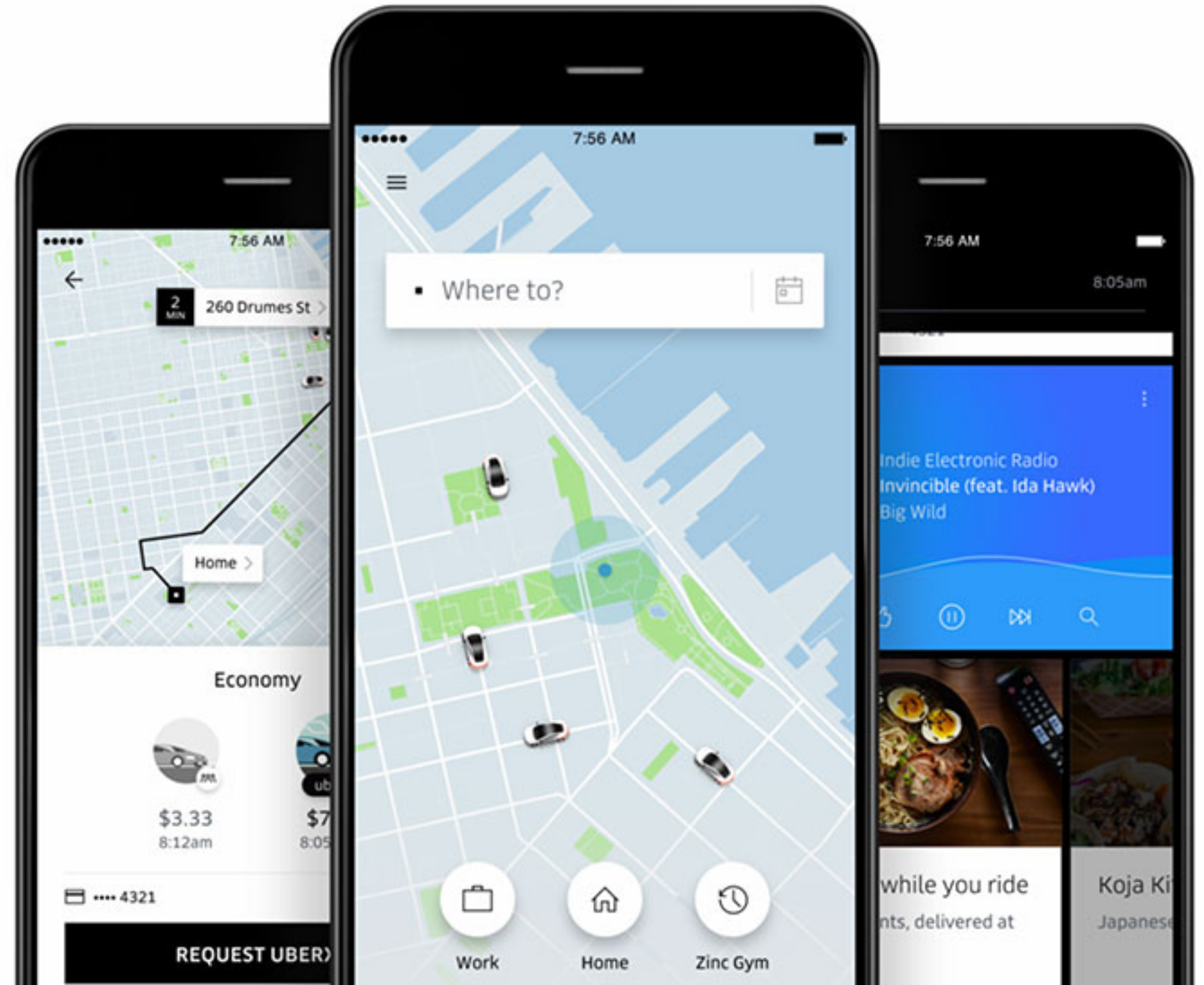
UberCab apps

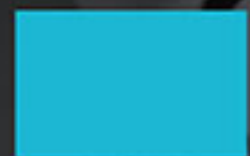


- **1-Click** request from Geo-aware devices
- SMS from any phone: **"pickup @work in 5"**

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)

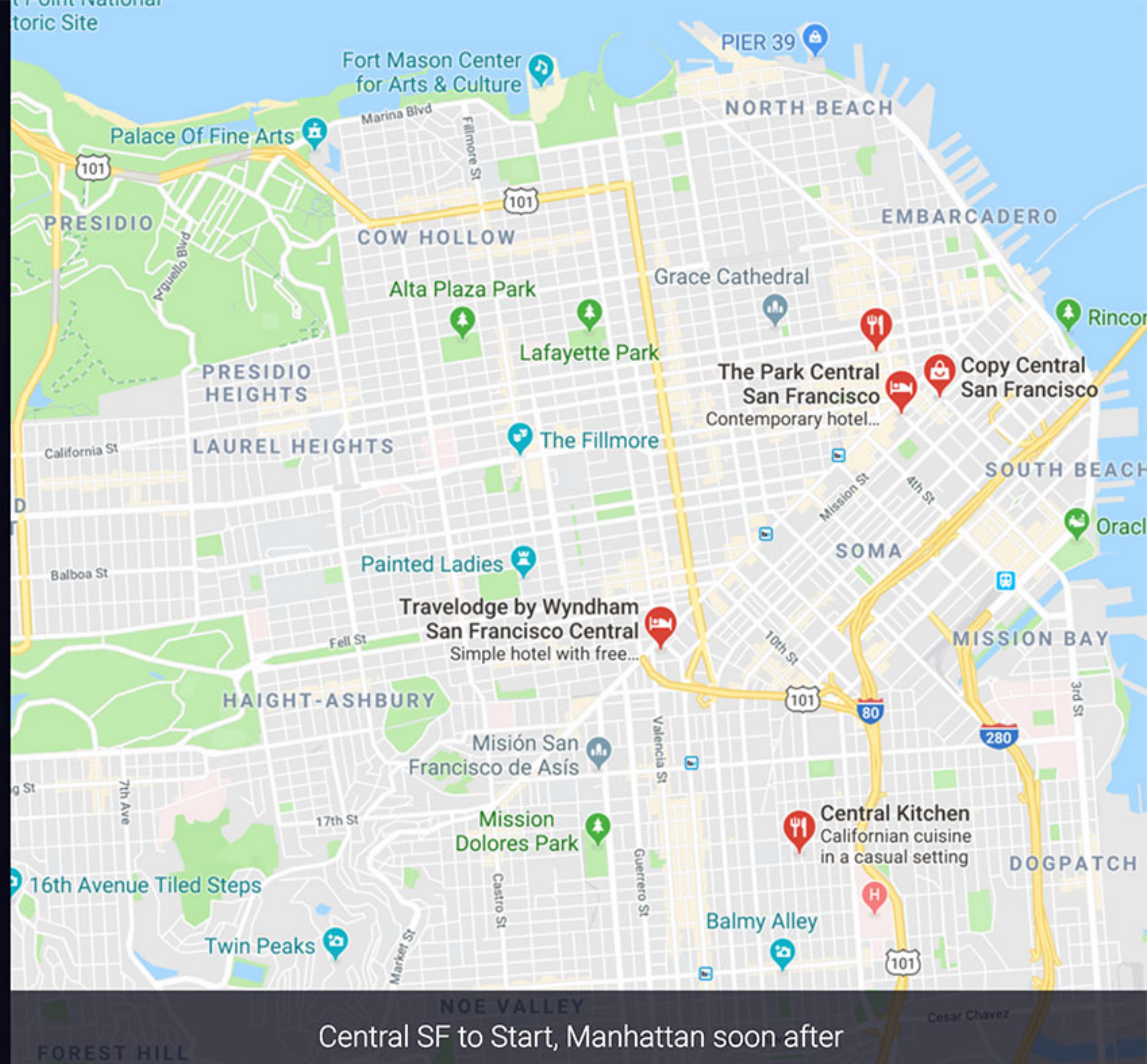


User Benefits

- 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





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

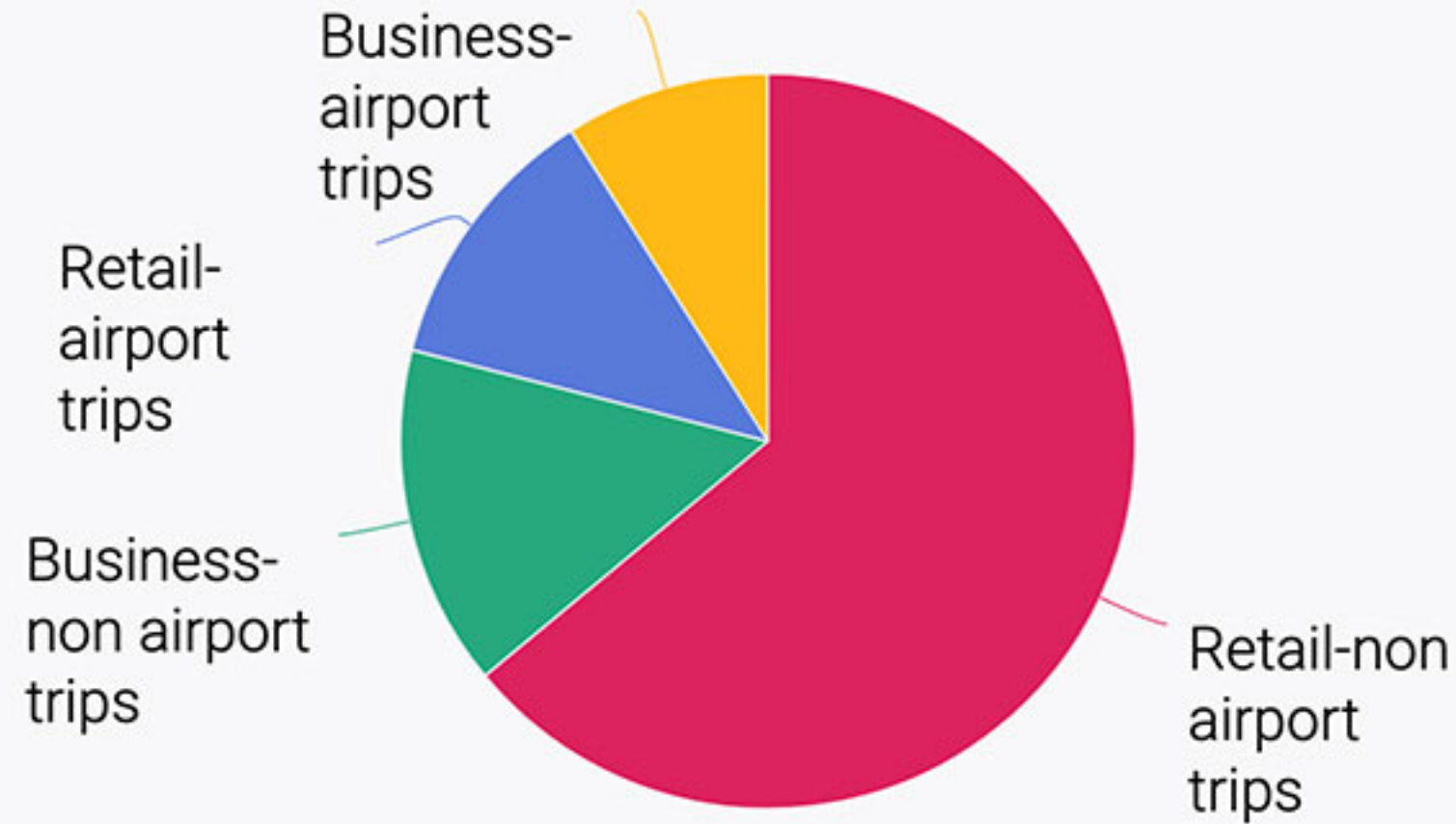
Annually and growing

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

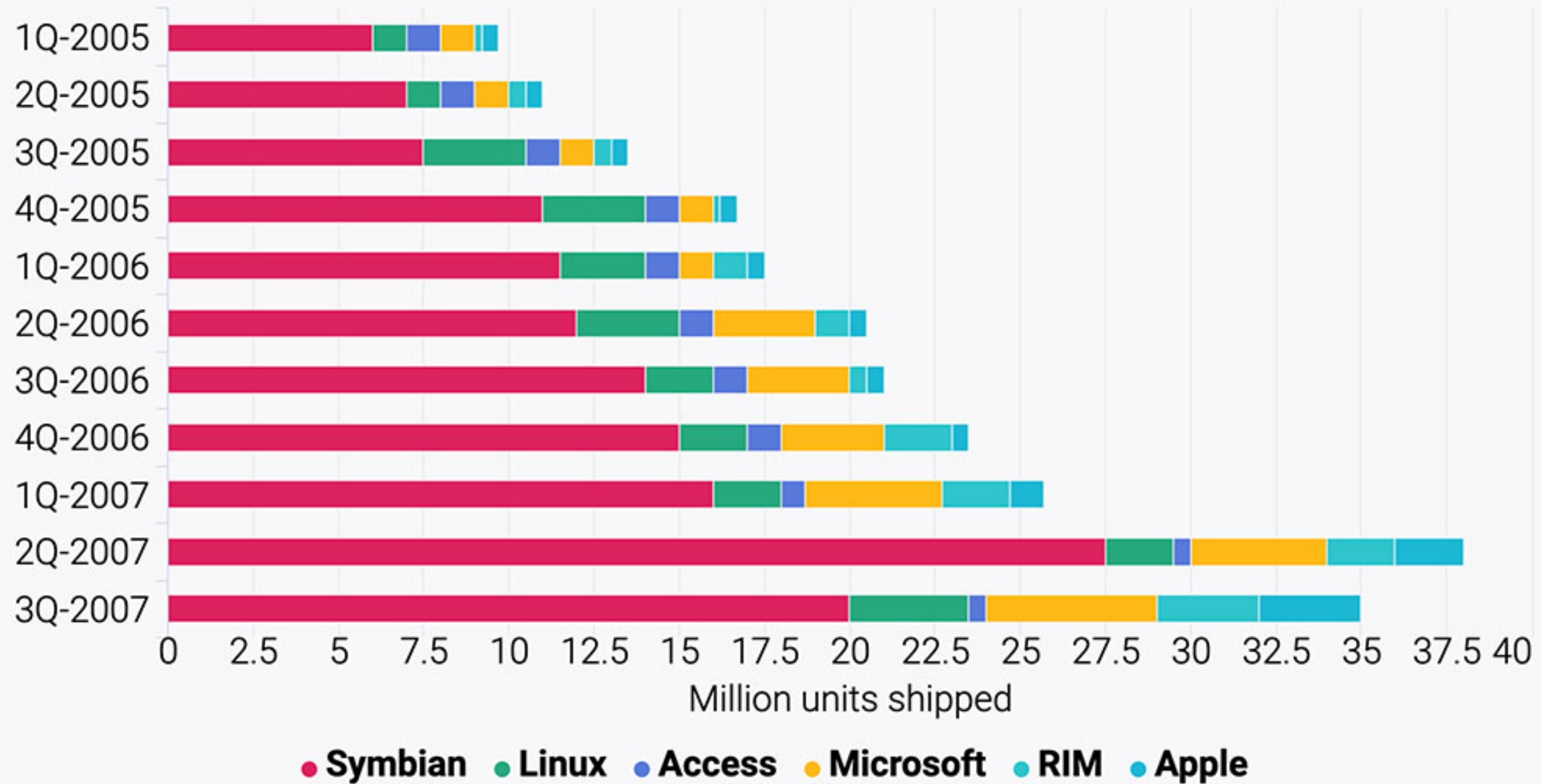


Extend infrastructure to other LBS applications (*Delivery, non-critical medical /governmental use*)

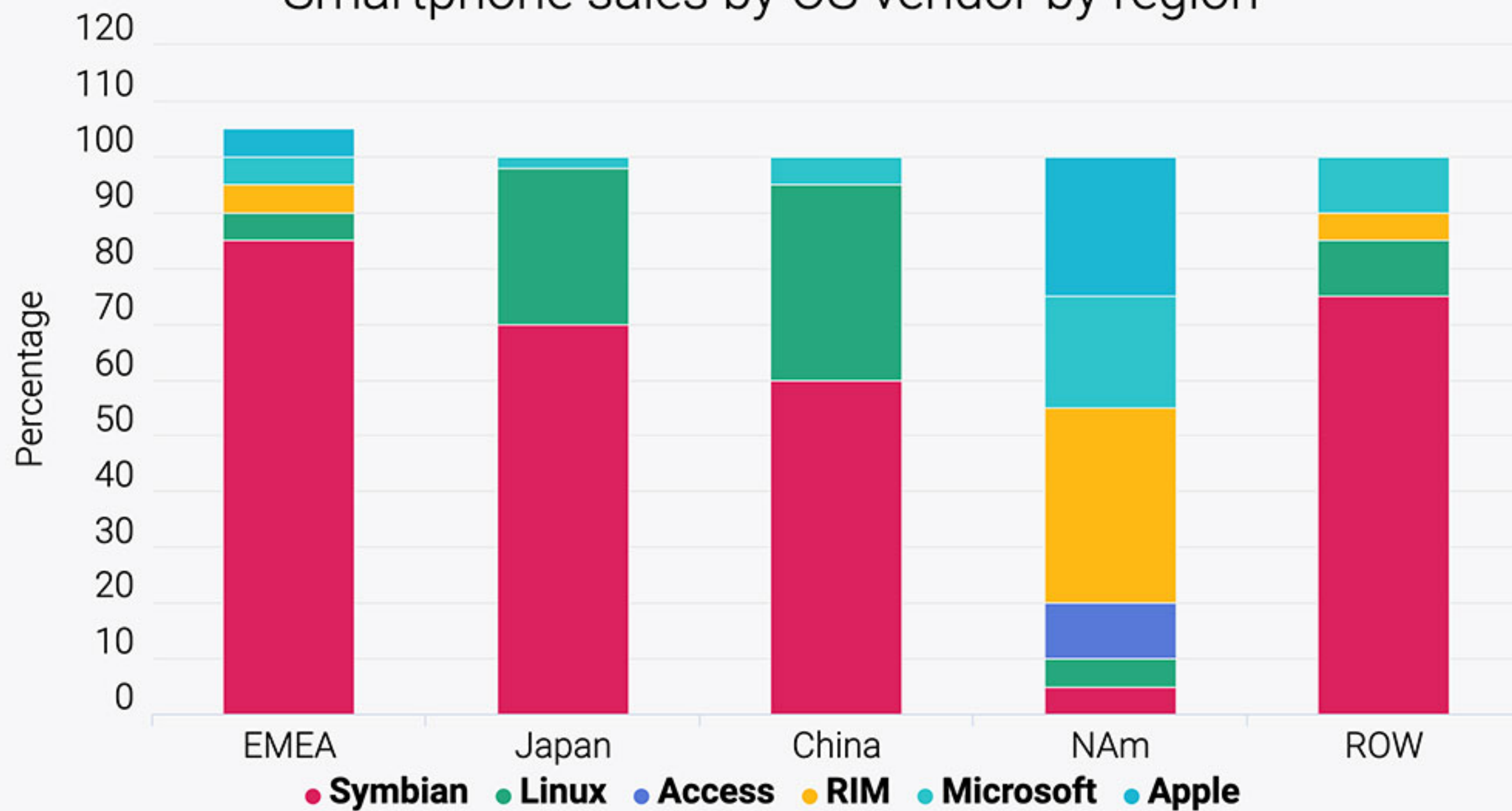
\$3.5B
Industry Size

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