



Next-Generation Car Service

Helping urban professionals travel efficiently
with on-demand luxury cars.

Seed Investor Presentation



ADD VISUAL

A photo of a luxury car like a Mercedes Sedan with the Uber logo on the side, parked in a busy city street with people hailing it using their smartphones.

TREND

The transportation industry will grow to \$4.2B by 2020.

GROWTH DRIVERS

- » 🚗 Increasing smartphone adoption for on-demand services
- » 🌍 Growing demand for environmentally friendly transportation options
- » 🏙️ Urbanization leading to higher demand for efficient transportation

OPPORTUNITY

\$4.2B

Transportation market size by '20

5%

Annual growth rate of industry



ADD CHART

Suggestion: Create a line chart showing the historical and projected growth of the transportation industry from 2008 to 2020. The x-axis should represent years, and the y-axis should represent market size in billions of dollars. Include data points for each year and a trendline to visualize the growth.

PROBLEM

Yet, riders are frustrated because of inefficient taxi services and outdated technology.

✗ PROBLEMS

 **Inefficient taxi dispatch system**

 **Limited vehicle options**

 **High medallion costs**

➔ OUTCOMES

 Increased wait times

 Poor ride experience

 Reduced service quality

Uber

SOLUTION

Next-Generation On-Demand Car Service

Serving professionals in urban areas with fast, efficient, and luxurious transportation.



Reduced wait-time

Automated dispatch system for quick response



Enhanced ride experience

Luxury vehicles and professional drivers



Environmentally friendly

Fuel-efficient hybrid vehicles and optimized routes



ADD VISUAL

A side-by-side comparison of a traditional taxi and an Uber vehicle, showing the luxury car, professional driver, and smartphone app interface.

Include a map in the background with optimized routes and vehicle positions.

Uber has launched in SF and NYC, providing a fast and efficient on-demand car service.

FOUNDED Q1 2009

✓ Completed

- ✓ Launched in SF & NYC
- ✓ Developed mobile apps
- ✓ Grew to 5 advisors & 15 clients
- ✓ Filed provisional patent
- ✓ Established California LLC
- ✓ Reserved UberCab.com

Q1 2022

⚙ In Progress

- ⚙ Expanding to more cities
- ⚙ Optimizing fleet efficiency
- ⚙ Enhancing GPS technology
- ⚙ Implementing marketing strategies
- ⚙ Exploring LBS applications

Q1 2023 - Q4 2023

➔ Planned

- ➔ Reach 50% of US market
- ➔ Increase yearly revenue
- ➔ Expand LBS applications

UberCab would be faster & cheaper than a limo, but nicer & safer than a taxicab.

MODEL

Operating on a B2C model with on-demand car service priced per mile.

CORE SERVICE

\$2.50!? /mile







On-demand car service

- » Fast & efficient rides
- » Luxury automobiles
- » Convenient mobile app

Providing on-demand car service for urban professionals.

FOR URBAN PROFESSIONALS

-  Fast response time
-  Luxury automobiles
-  Great drivers
-  High-tech auto-dispatch



ADD VISUAL

A split-screen image showing the difference between hailing a traditional taxi on the left and using the Uber app on the right. The left side should show a person standing on the street, waving their hand to hail a cab, while the right side should show a person using the Uber app on their smartphone, with a map displaying the nearby available cars and estimated arrival time.

Professionals enjoy efficient hailing and luxury rides.

01



Efficient Hailing

- Request a ride with one-click
- See driver's photo and vehicle details



02



Luxury Experience

- Travel in high-quality vehicles
- Enjoy professional chauffeur service



03

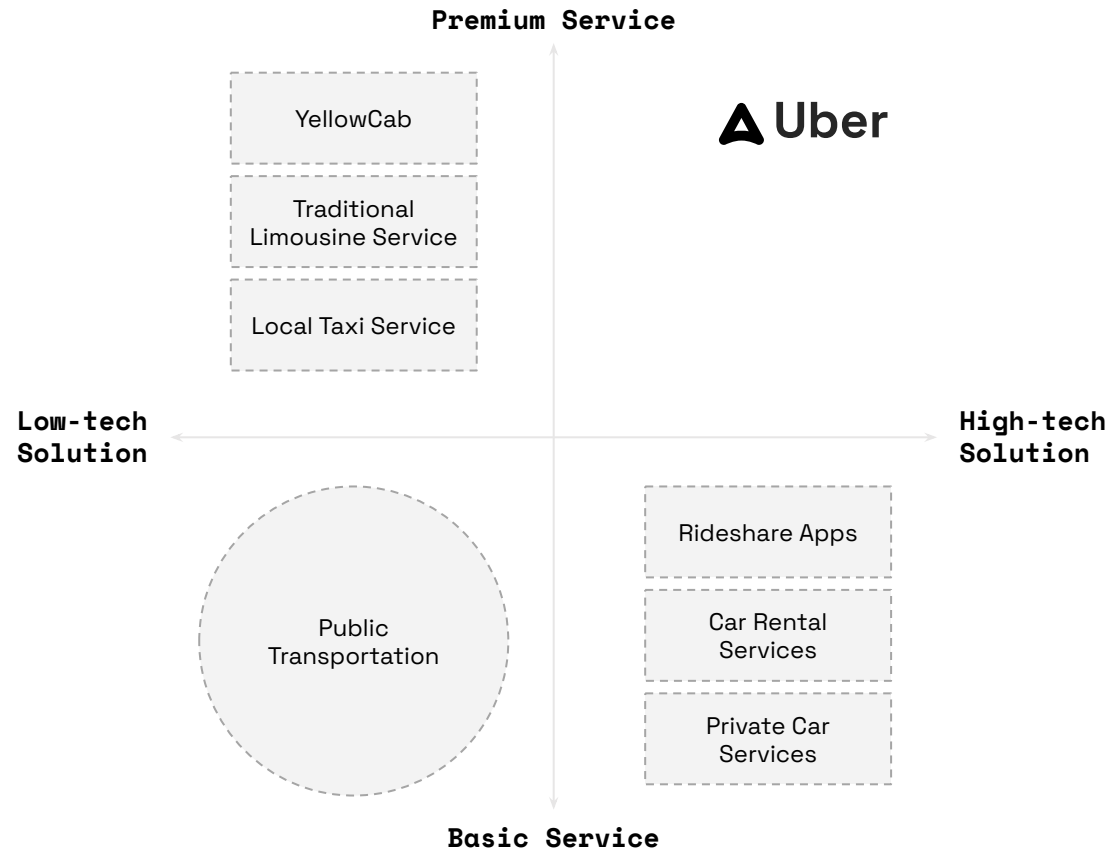


Optimized Fleet

- Reduce dead-time with smart technology
- Environmentally friendly with hybrid cars

ADVANTAGE

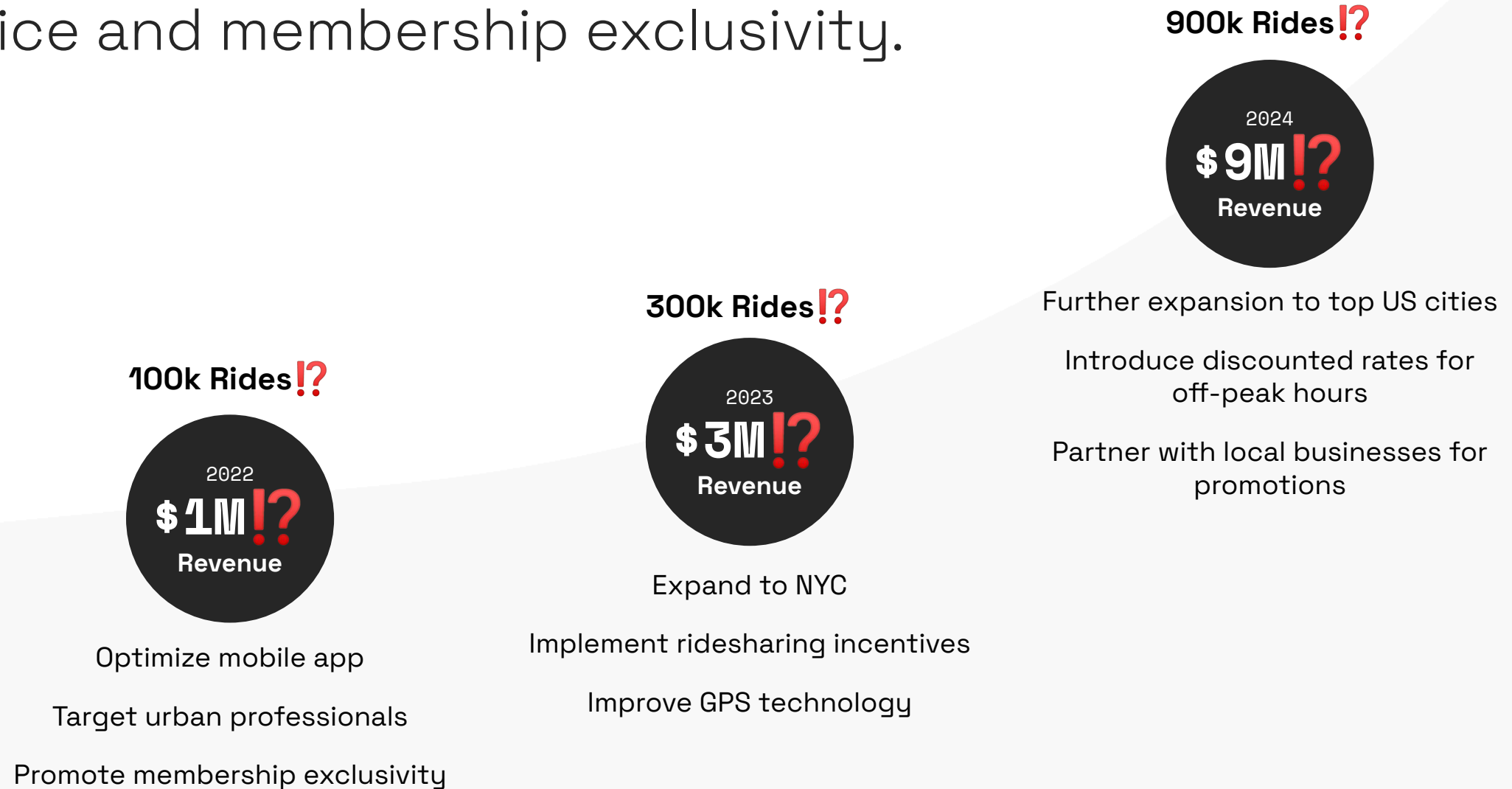
Uber uniquely modernizes on-demand transportation with premium service and high-tech solutions.



KEY DIFFERENTIATORS

- ✓ Members-only service with respectable clientele
- ✓ 1-click hailing and fast response time
- ✓ High-tech solution with geo-aware auto-dispatch

Driving growth with on-demand car service and membership exclusivity.



OPPORTUNITY

Tapping a \$4.2B US market by 2010.

Launch

 US ANNUAL MARKET OPPORTUNITY

\$4.2B

Car Service Industry

Total annual revenue of car service industry in US

TOTAL
AVAILABLE
MARKET

\$1B

Urban On-Demand

Estimated revenue from urban on-demand car services in US

SERVICEABLE
AVAILABLE
MARKET

\$100M

SF/NYC Market

Estimated revenue from San Francisco and New York City market

SERVICEABLE
OBTAINABLE
MARKET

Expansion

ADDITIONAL OPPORTUNITIES

\$1.5B/yr

 LA, Chicago, Houston

\$3.5B/yr

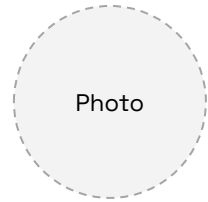
 Delivery Services

\$2B/yr

 Non-Critical Medical

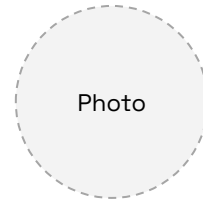
TEAM

Led by a visionary team with extensive expertise in transportation and technology.



Travis Kalanick
Co-founder & CEO

Co-founder of Red Swoosh
Experience in transportation and technology




Garrett Camp
Co-founder & CPO

Co-founder of StumbleUpon
Experience in product design and development



Projecting \$160M in revenue by end of 2027.

	2023	2024	2025	2026	2027
Rides	1,000,000!?	2,000,000!?	4,000,000!?	8,000,000!?	16,000,000!?
Total Revenue	\$10,000,000!?	\$20,000,000!?	\$40,000,000!?	\$80,000,000!?	\$160,000,000!?
General & Admin.	\$2,000,000!?	\$3,000,000!?	\$4,000,000!?	\$5,000,000!?	\$6,000,000!?
Product Dev't	\$1,000,000!?	\$1,500,000!?	\$2,000,000!?	\$2,500,000!?	\$3,000,000!?
Marketing & Sales	\$1,500,000!?	\$2,500,000!?	\$3,500,000!?	\$4,500,000!?	\$5,500,000!?
Total Expenses	\$4,500,000	\$7,000,000	\$9,500,000	\$12,000,000	\$14,500,000
Operating Profit	\$5,500,000	\$13,000,000	\$30,500,000	\$68,000,000	\$145,500,000
Operating Margin	55%	65%	76%	85%	91%


 ADD CHART

Create a bar chart showing the projected revenue for each year from Y1 to Y5. Label the x-axis with the years and the y-axis with the revenue in millions. Use different colors for each year and include a legend to indicate which color corresponds to which year.

Raising \$1M to reach \$1B in revenue by end of 2023.

\$1M

12 Months of Runway

30%

General and Administrative

40%

Product Development

30%

Marketing and Sales

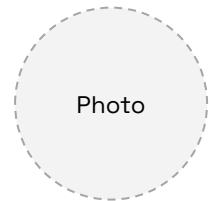
INVESTMENT WILL ENABLE...

- ✓ Expanding our service to new cities
- ✓ Developing and optimizing our mobile app and technology
- ✓ Increasing marketing efforts to acquire more users and drivers



WHY NOW

\$4.2B annual market size and growing
Top 4 players only hold 22% of revenues
Achieved 5 advisors and 15 clients



Travis Kalanick
Co-founder & CEO
ADD YOUR EMAIL HERE



ADD VISUAL

A sleek photo of a luxury car like a Mercedes Sedan with the Uber logo on the side, parked in a busy city street with people walking by



Pitches.ai



**This is an enhanced version of an
original pitch deck from years ago.**

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