

# How to Ask Your Neighbor for a Cup of Car

Transportation startups  
in the Bay Area



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**CarSharing**

**Peer-to-Peer CarSharing**

**One-Way CarSharing**

**Scooter Sharing**

**Peer-to-Peer Bike Sharing**

**Peer-to-Peer Parking**

**On-demand Rides**

**Short Distance Carpooling**

**Long Distance Carpooling**

Ridejoy

scoot

***cabulous!***

Hail & track a taxi from your phone

 RelayRides

lyft

 Wheelz™

  
CITY CAR  
SHARE.org

 TAXI MAGIC

zipcar  wheels when you want them

 U B E R

Side•car

 DriveNow

*Spinlister*

 PARK CIRCA private beta

zimride

 GETAROUND

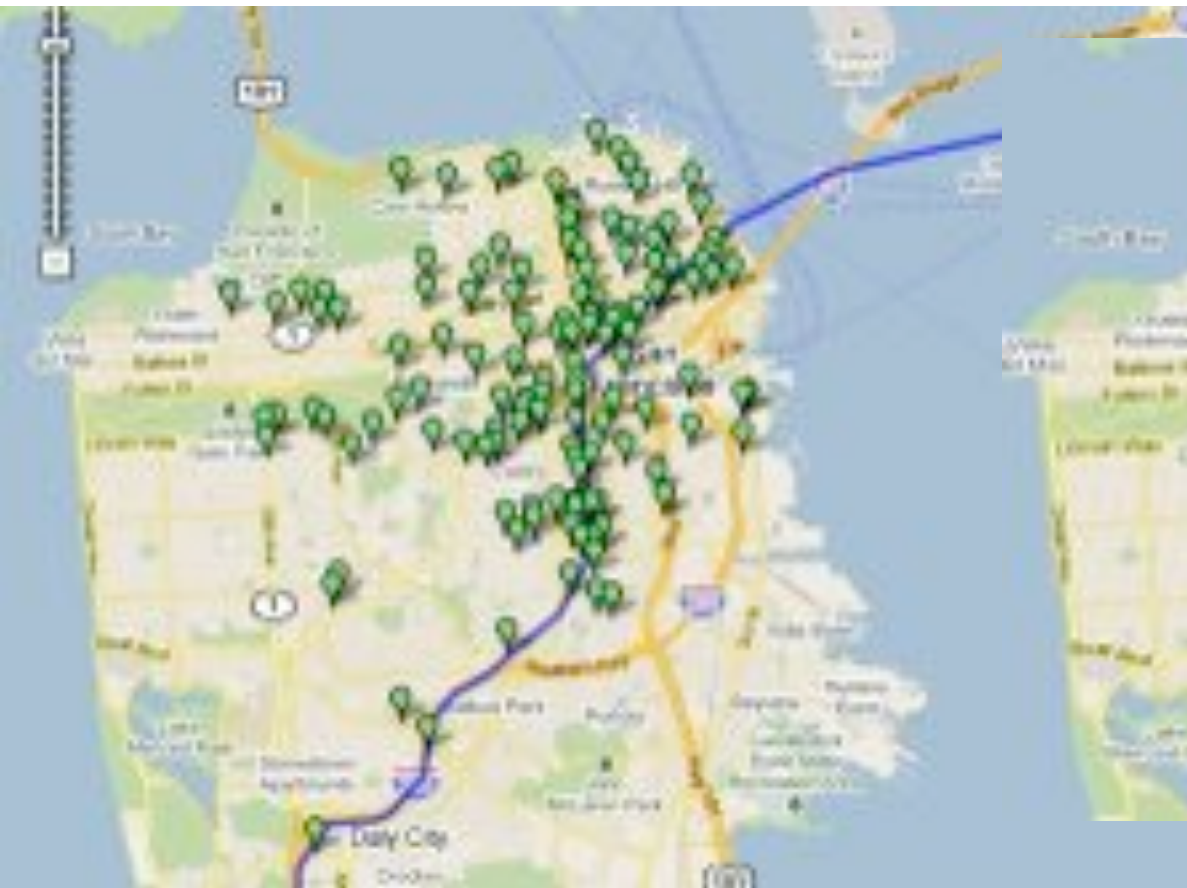


# CarSharing





# CarSharing



# CarSharing



**\$4-20 / month**

**\$5-\$7 / hour**

**\$0.35 / mile**



**\$5 / month**

**\$8-12 / hour**

**180 free miles**

# CarSharing



\$4-20 / month

\$5-\$7 / hour

\$0.35 / mile

**Short distance,  
long time**



\$5 / month

\$8-12 / hour

180 free miles

**Long distance,  
shorter time**

# CarSharing

trekcrunch.com

**Trek Crunch**

Start:  Trip Type:  Vehicle:

Driving	5.2 mi	\$2.00	18 mins
Uber	5.2 mi	\$45.00	18 mins
City CarShare	5.2 mi	\$0.00	18 mins
Digital	5.2 mi	\$0.00	18 mins
Taxi	5.2 mi	\$18.00	18 mins
Transit	5.2 mi	\$0.00	18 mins
Biking	5.4 mi	\$0.00	17 mins
Walking	4.8 mi	\$0.00	17 hrs

Start location and Time

📍  Market St & Van Ness Ave, San Fran

📍   4/11/2012

Destination Location

📍  Lincoln Way & 45th Ave, San Fran

Return Time

📍   4/11/2012





# Peer-to-Peer CarSharing



# Peer-to-Peer CarSharing



**No membership fee**

**Wider Range of Vehicles**

**\$6-\$20 / hour**

**\$30-\$60 / day**

**\$200-\$400 / week**

[Find Cars](#)
[Use current location](#)
**Pick up**


**Drop-off**



## Car rental near San Francisco, CA

0.1

mile

**Francis's Honda Element**

2006 Honda Element

★★★★★(9)

**\$14.99/hour**

\$79.00/day

0.2

mile

**Das Beetle**

2006 Volkswagen New Beetle

★★★★★(52)

Instant Reservation Mobile Access

**\$8.00/hour**

\$60.00/day

0.3

mile

**Beautiful Bimmer**

2004 BMW 3 Series

★★★★★(97)

Instant Reservation Mobile Access

**\$10.00/hour**

\$60.00/day

0.4

mile

**James's Dodge**

2001 Dodge Stratus

**\$8.50/hour**

\$42.50/day

☐ Update car list as map is moved


### Vehicle types

- ☐ Cars
- ☐ SUVs & Minivans
- ☐ Trucks & Vans

### Access

### Features

- ☐ Hybrid
- ☐ GPS
- ☐ Audio Input
- ☐ Bike Rack
- ☐ Ski Rack





CARS



ACTIVITY

LIST YOUR CAR



LOCATION

16th and Mission, 94103

SEARCH

FILTER RESULTS

347 cars available

ID LIST

MAP

### Request Queue

You can handle up to 5 requests at once. Owners compete to respond quickly. The first owner to respond wins your business.



Not finding the car you need? Invite friends and neighbors to test their cars.

SEARCH

START

Aug 21

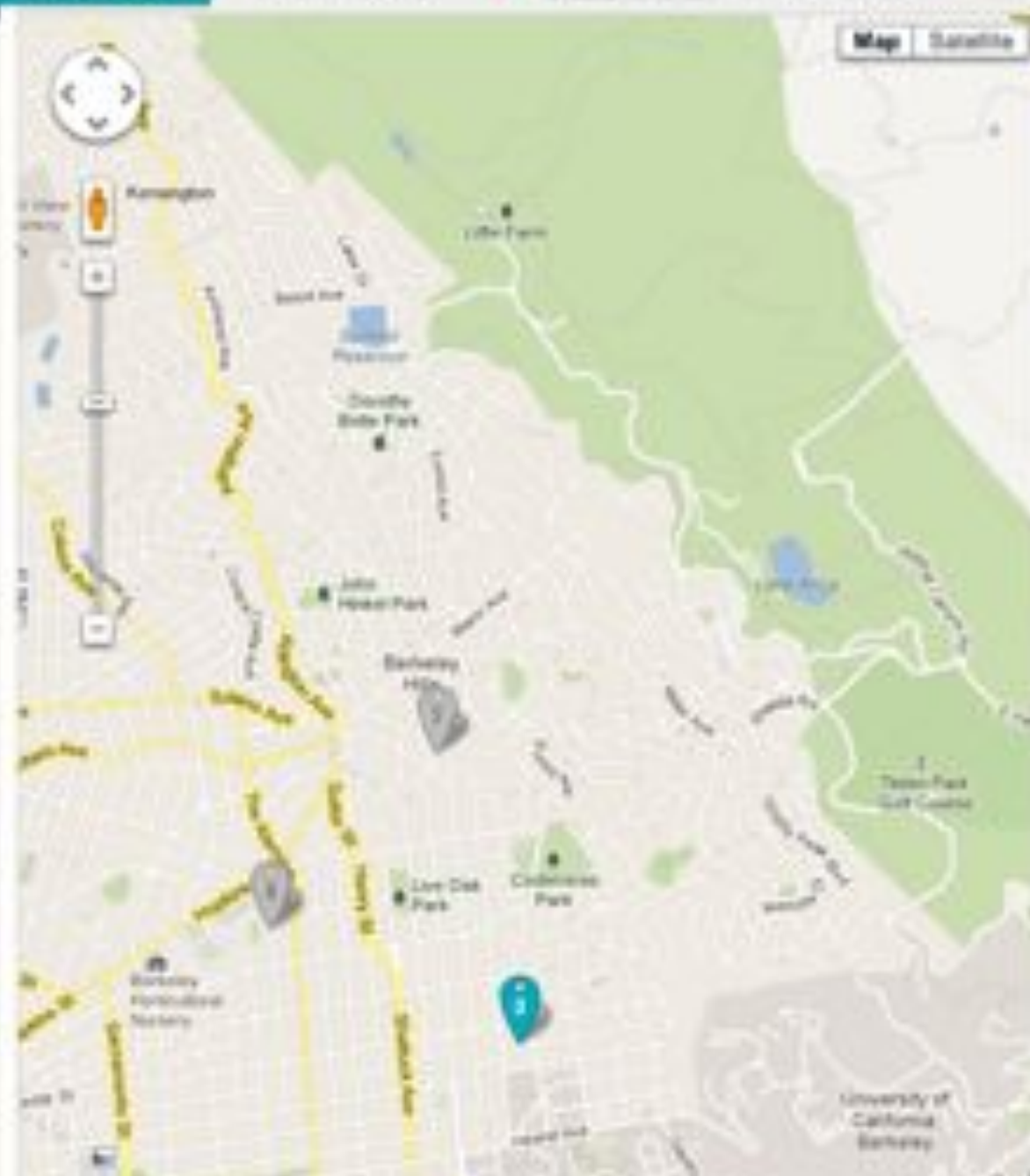
Any Time

END

Aug 21

Any Time

UC-Berkeley



Map

Satellite



1 NISSAN ALTIMA HYBRID 2008

\$9.50/hour



Ryan H.



2 SMART FORTWO 2011

\$8.00/hour



Sean G.



3 MITSUBISHI ECLIPSE 2000

\$8.00/hour



Andrew J.



4 TOYOTA COROLLA 2000

\$8.00/hour



Rafael D.



5 LEXUS LS 1995

\$7.50/hour



Travis R.



6 TOYOTA PRIUS 2008

\$8.25/hour



Allan A.



# Peer-to-Peer CarSharing





# Peer-to-Peer CarSharing

## Variety of Access Methods



# Peer-to-Peer CarSharing



**No wait for membership**

**Facebook**



**+ Driver's License**



**+ Credit Card**



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**Car**



# Peer-to-Peer CarSharing



**Insurance is Included**

**Drivers pay for gas**

**Limit to Mileage**





# One-Way CarSharing



# One-Way CarSharing



**Started on Monday 8/20/12**

**First in US**

**All Electric BMW**

**SFO and OAK airport**



# One-Way CarSharing





# One-Way CarSharing



**\$12 for 30 minutes**

**\$0.32 / minute (\$19 / hour)**

**Allows One Way**

**No need to select reservation length**

**No need to pay for time while at  
destination**

# One-Way CarSharing



# Scooter Sharing





# Scooter Sharing

scoot

**San Francisco Based  
Electric Scooters  
30 MPH max**





# Scooter Sharing

# scoot

**iPhone powered**

**\$5 / ride**

**\$10 overnight**

**Invite Only**



# Peer-to-Peer Bike Sharing



# Peer-to-Peer Bike Sharing

*Spinlister*

**SF and NY**

**\$3-\$20 / hour**

**\$5-\$100 / day**

**\$60 - \$250 / week**







sf

Rider Height ▾

Bike Types ▾



\$12

daily



Mark Whelan

Fixed Gear

5' 10" to 6' 2"

SOMA

Reviews 1



\$25

daily



Karen R.

Road

4' 10" to 5' 2"

Lower Haight

Reviews 0



\$25

daily



Giovanni Walter Valeri

Single Speed

5' 7" to 5' 11"

SOMA



\$25

daily



Joanna Tong

Road

5' 7" to 5' 11"

Lower Haight

# Peer-to-Peer Bike Sharing

*Spinlister*

**Filter by size**

**Variety of prices and types**

**Mountain Bikes**

**Touring**

**Cruiser**

**Hipster**



# Peer-to-Peer Bike Sharing

*Spinlister*

**No wait for membership**

**Facebook**



**+ Credit Card**



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**Bike**





# Peer-to-Peer Parking



# Peer-to-Peer Parking



**Worldwide**  
**Based in SF**  
**iOS and Android App**  
**Hourly, Daily, Monthly**  
**\$0.50 - \$10 / hour**



# LIST FIND

a parking space →

a parking space →

 **PARK CIRCA** [privacy policy](#)



WE'RE  
JUST  
GETTING  
STARTED

Don't be disappointed if there aren't enough spaces yet. Instead, learn how you can help recruit more people in your neighborhood.

## SEARCH FOR PARKING NEAR

CURRENT VIEW

REFRESH 

### Filters

All Sizes 1

All in View 1

### Length of Stay

- ☒ Hourly/Flat
- ☒ Monthly/Move-In/Share
- ☒ Monthly/Traditional

### Type of Space

- ☒ Driveway
- ☒ Covered
- ☒ Covered Lot/Space
- ☒ Secure Storage







# Long Term Vehicle Storage



**Getaround manages, cleans  
and parks vehicle**

**Car is positioned to  
maximize revenue**

**Owner gets paid**

# Long Term Vehicle Storage



**Invite Only**

**Minimum 6 months**

**Guarantee \$1000 / 3 months**



# On-demand Rides



# On-demand Rides



***Cabulous!***  
Hail & track a taxi from your phone



## HAIL A TAXI



Click on your phone to download your mobile app



# On-demand Rides



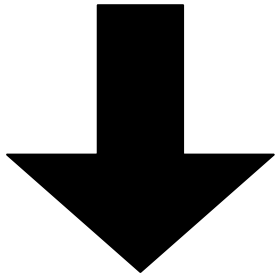
***cabulous!***  
Hail & track a taxi from your phone

**iOS, Android, Web**  
**No Additional Fees**

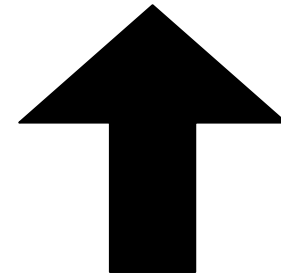
**Cab not guaranteed  
to arrive**



# On-demand Rides



**Works only with  
Luxor in SF  
All Luxor cabs  
support it**



**Works with any  
SF cab company,  
up to driver**

# On-demand Rides



**UBER: On-demand Black Car service**

**UBERx: Hybrid at a lower price**

**UBER SUV: seats up to 6 passengers**



# On-demand Rides



**20-50% more than cab**

**Track vehicle progress**

**Estimated pickup time**

**Guaranteed pickup**



# On-demand Rides

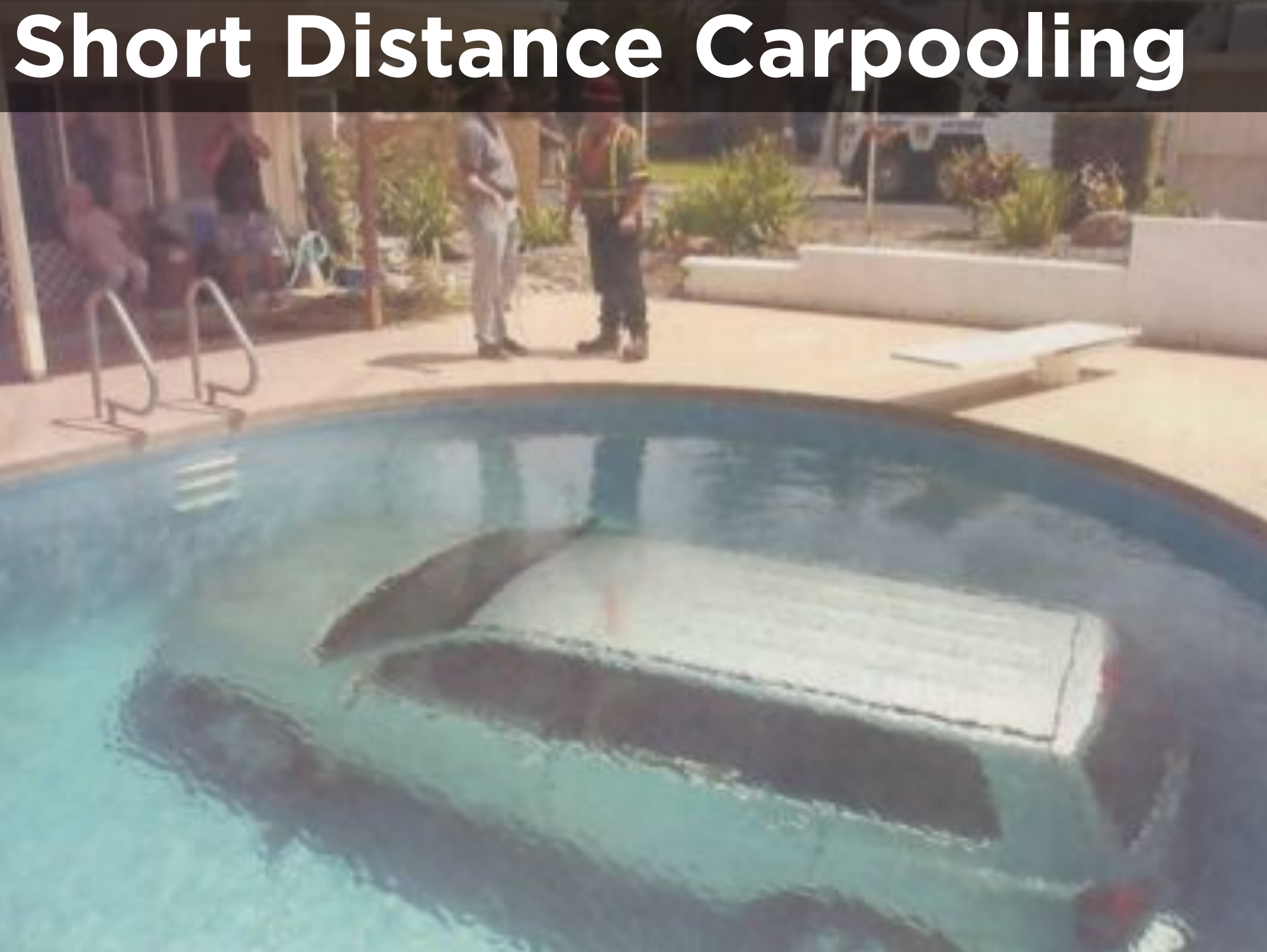


**Payment through app**

**Tip included**

**iOS and Android only**







# Short Distance Carpooling

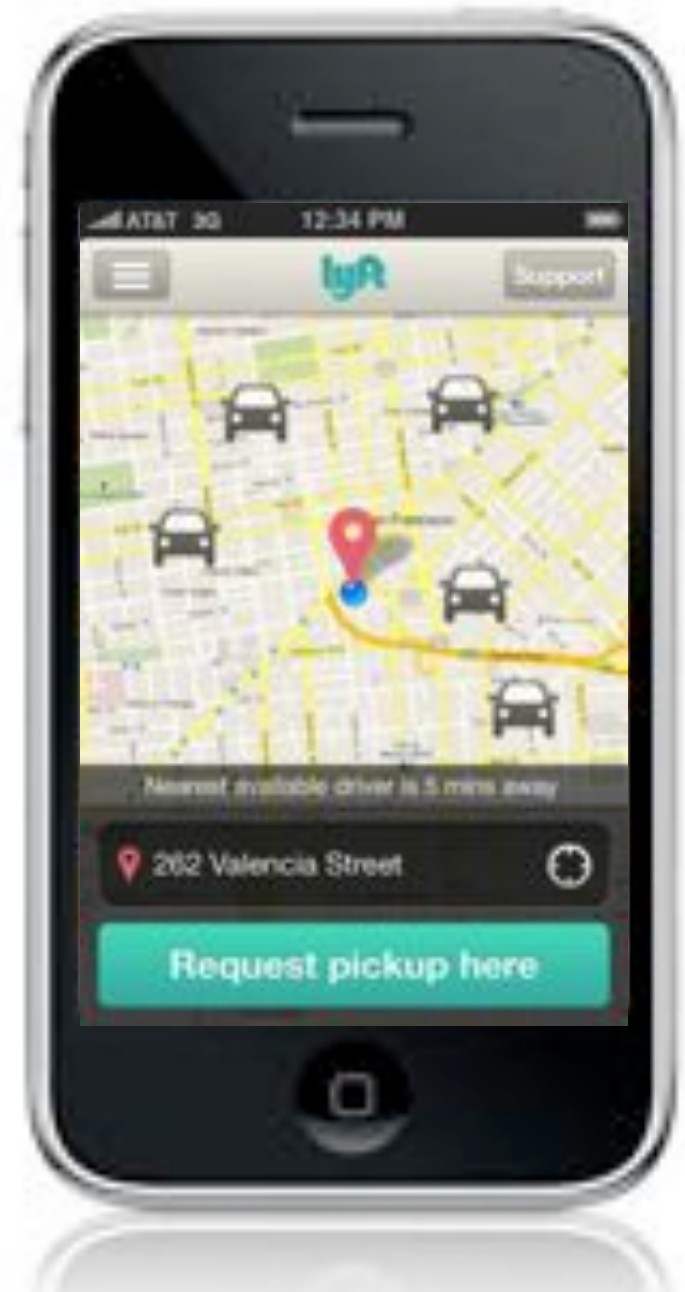


**Enter Start and End**

**Drivers nearby are notified**

**App shows driver approaching**

**iOS Only**



# Short Distance Carpooling



## Car Moustaches



# Short Distance Carpooling

## Side•car

a whole new way to get around

**Finds drivers heading  
same direction**

**Estimates time to pickup**

**iOS and Android**





# Short Distance Carpooling

## Side•car

a whole new way to get around

### Sharing of realtime location



@brendannee I will arrive at 1714 19th St in 13 minutes via @SideCarSF. Follow my progress: [go.side.cr/nKW](http://go.side.cr/nKW)

01:52 PM - 18 Aug 12 via Twitter for iPhone



# Long Distance Carpooling



# Long Distance Carpooling



## City-to-City Carpooling

**Each trip shows:**  
**number of seats**  
**price**  
**destination**  
**dates**











Departing TODAY — Tuesday, August 21st



**San Francisco → Los Angeles**

Same as your start / Departs Anytime

**SOLD OUT**

\$40 / seat



**San Francisco → Davis**

Same as your start / Departs Morning



Solene is a passenger



**San Francisco → Santa Cruz**

Same as your start / Departs 3:00pm

**3** seats left

\$10 / seat



**San Francisco → Davis**

Same as your start / Departs Morning



Andrew is a passenger

#### Filters

Show posts by




Vehicle type

# Long Distance Carpooling



**Facebook:  
Who you know in  
common**

**Common schools and  
employers**

A screenshot of the Zimride booking interface. It shows a dropdown menu for "1 Seat - \$10 one way" with a downward arrow. Below it is a dropdown menu for "One-Way Trip" with a downward arrow. The total price is displayed as "\$10 Total" with a small circular icon. To the right of the total price is a link that says "How it works". At the bottom is a large green button with the text "Book It!".

1 Seat - \$10 one way

One-Way Trip

\$10 Total

How it works

Book It!



Driver

Lauren V

Contact me

Reply rate: 100%

Reply time (avg): 2 hours

3rd year creative writing major // the ride goes fast // I don't have any crazy pet peeves or anything, so eating, smoking, ipods, talking, not talking, sleeping is all totally cool with me :) // check out a few of my travel stories on <http://www.zimride.com/blog/category/stories-from-the-road/>

Verifications

✓ Facebook connected (441 friends)

✓ UCSC student / 13 network

Report a problem

# Long Distance Carpooling



**iOS and web**

**Smart routing**

**Flexible date searches**





# Share rides with friendly people.

Bringing together 6,188 rides with real people to and from 943 cities.

Like 1.3k Tweet 100 100

I'm a

☐ Driver

☒ Passenger

starting from

SF, CA

going to

Portland, OR

leaving on

August 25

Find ride matches

Showing 5 ride offers leaving near SF, CA going towards Portland, OR leaving on Saturday, August 25.

Saturday August 25



Bay Area → Portland

\$65 / seat

Moving a Honda Civic Hybrid to Portland. This is a one-way trip.



Los Angeles → Portland

\$65 / seat

Returning home so if you need a ride to Santa Cruz, Berkeley, San Francisco, South of Oregon...



Los Angeles

→

Portland

Off bound end of month

Santa Rosa

→

Portland

Sanoma county anywhere to Portland or Seattle, \$65

# Long Distance Carpooling



**Facebook:  
Who you know in  
common**

**Common schools and  
employers**



# Summary





# More Information

**<http://bn.ee/sf>**

**Brendan Nee**

email: **me@bn.ee**

twitter: **@brendannee**