

How to Ask Your Neighbor for a Cup of Car

Transportation startups in the Bay Area



Brendan Nee
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@brendannee

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

 PARK CIRCA private beta

 DriveNow

Spinlister

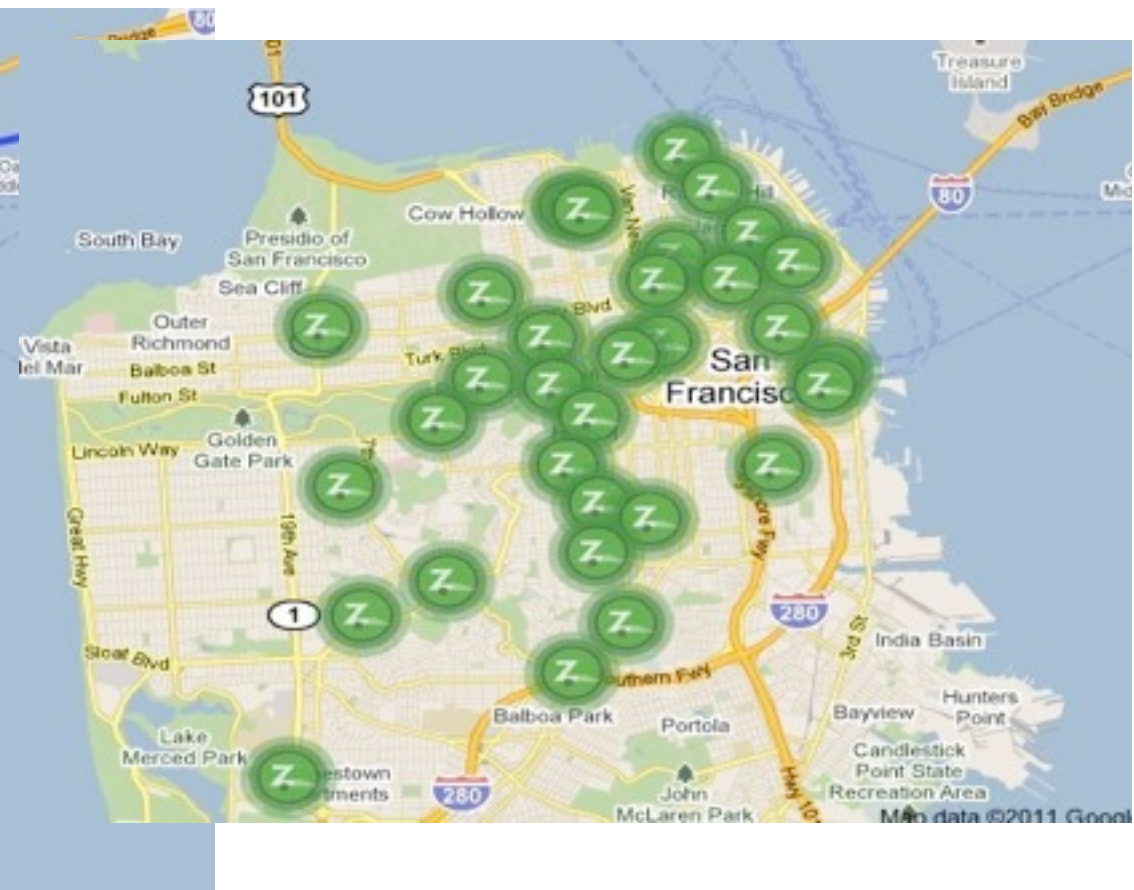
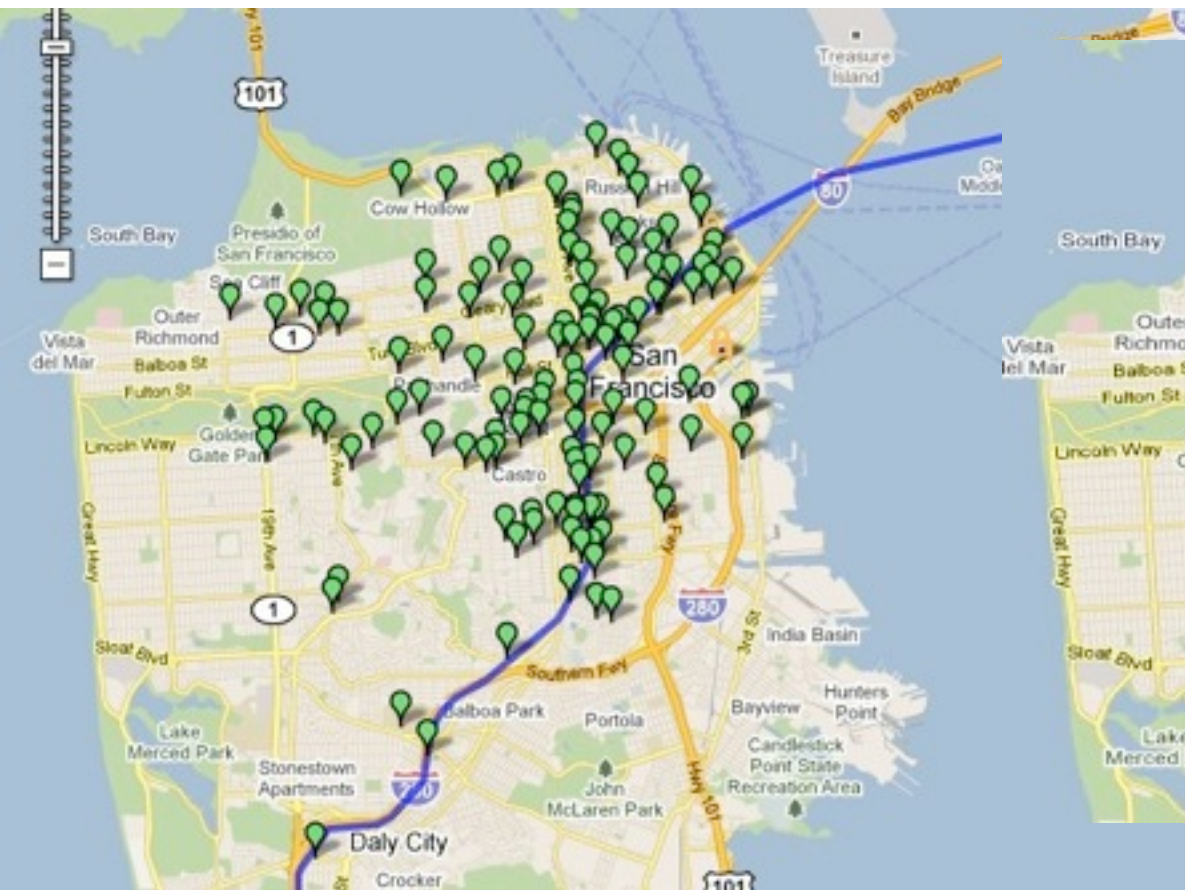
zimride

 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 / month

\$5-\$7 / hour

\$8-12 / hour

\$0.35 / mile

180 free miles

**Short distance,
long time**

**Long distance,
shorter time**

CarSharing

trekcrunch.com

Welcome me9@bn.ee Logout

Trek Crunch

Sort: Time Trip Type: One Way Change trip options

Driving	5.2 mi	\$2.92	18 mins
Uber	5.2 mi	\$43.16	18 mins
City CarShare	5.2 mi	\$0.00	18 mins
Zipcar	5.2 mi	\$5.00	18 mins
Taxi	5.2 mi	\$19.61	18 mins
Transit	5.3 mi	\$0.00	36 mins
Biking	5.8 mi	\$0.00	37 mins
Walking	4.9 mi	\$0.00	1.7 hrs

Start Location and Time

Market St & Van Ness Ave, San Fran
[Map from my current location](#)

8:00pm 8/21/2012

Destination Location

Lincoln Way & 45th Ave, San Francis

Return Time

9:00pm 8/21/2012 [Update Trip](#)

Map Satellite

Permalink to Route Tweet This

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 miles



Francis's Honda Element

2006 Honda Element

★★★★★ (5)

\$14.99/hour
\$79.00/day

0.2 miles



Das Beetle

2006 Volkswagen New Beetle

★★★★★ (52)

Instant Reservation Mobile Access

\$8.00/hour
\$60.00/day

0.3 miles



Beautiful Bimmer

2004 BMW 3 Series

★★★★★ (97)

Instant Reservation Mobile Access

\$10.00/hour
\$60.00/day

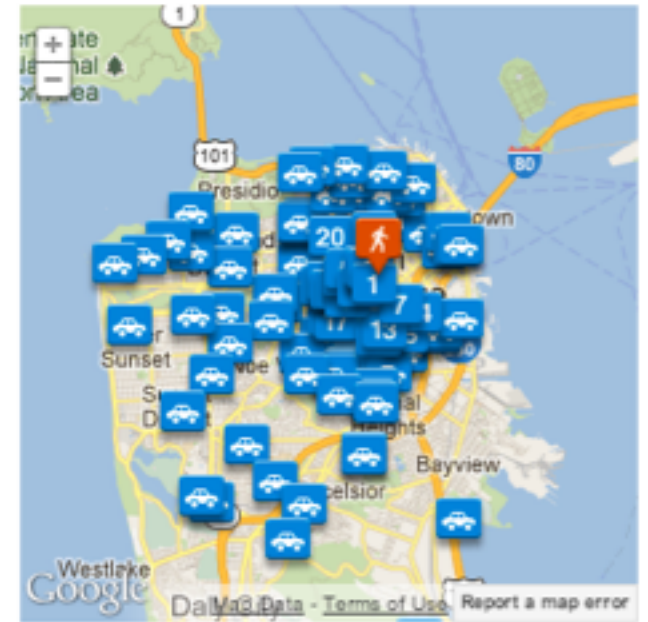
0.4 miles



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

Features

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

Access



CARS



ACTIVITY

LIST YOUR CAR



LOCATION

16th and Mission, 94103

SEARCH

FILTER RESULTS

347 cars available

LIST

MAP

Request Queue

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

mercedes
2006 Mercedes-Benz CLK35...
\$15 for 1 hour

Map data ©2012 Google - [Terms of Use](#) [Report a map error](#)



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

SEARCH

START

Aug 21



Any Time



END

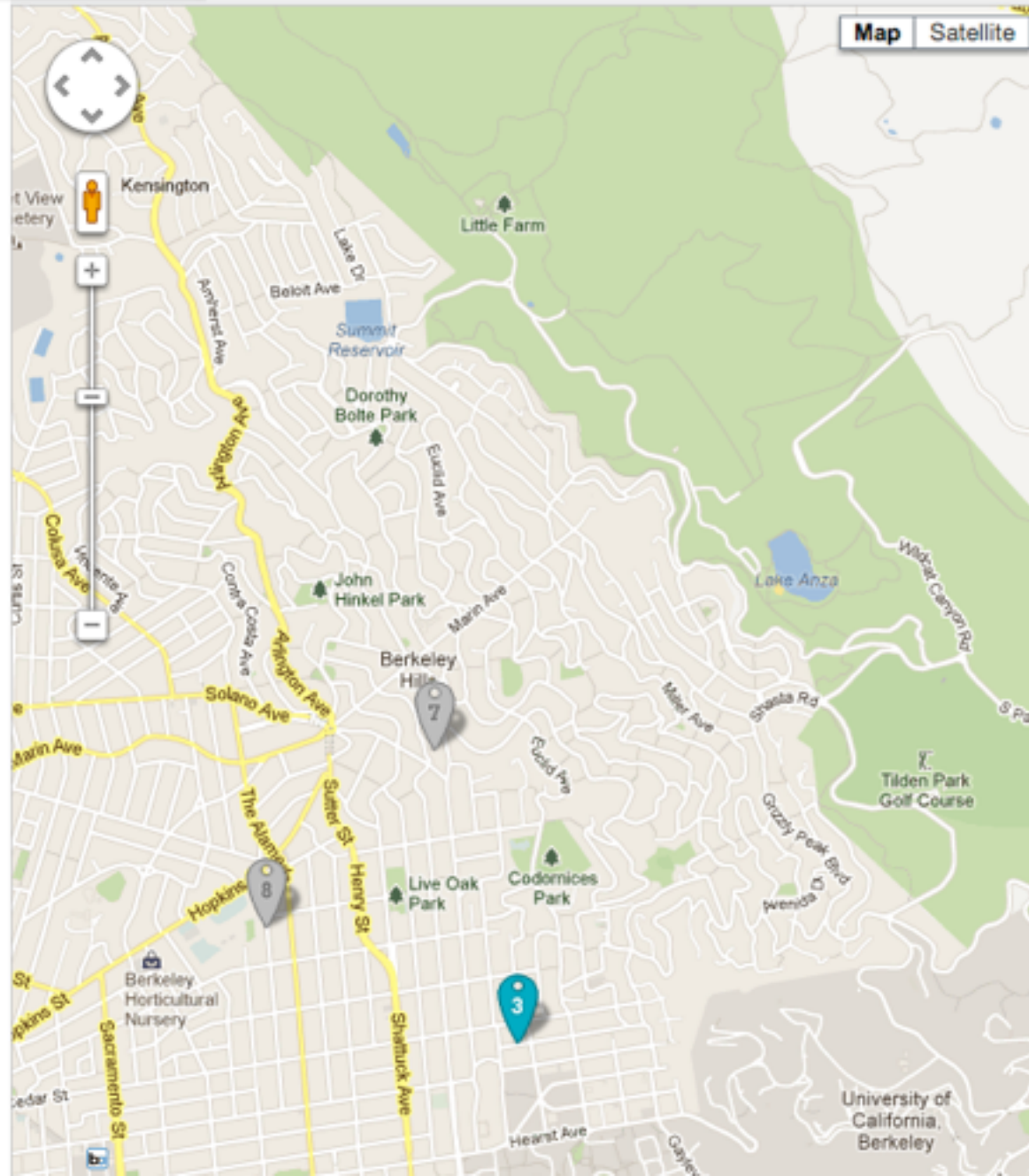
Aug 21



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***Helmut D.*

5

**LEXUS LS 1995****\$7.50/hour***Travis R.*

6

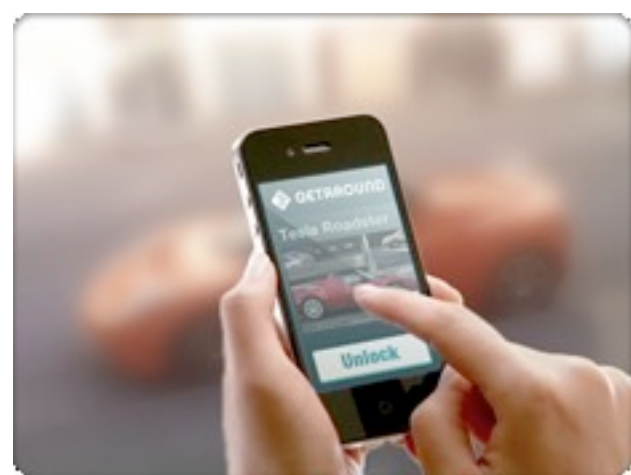
**TOYOTA PRIUS 2008****\$8.25/hour***Xtina A.*

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



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

The image is a screenshot of the DriveNow website. At the top left is the DriveNow logo. To the right, there is a search bar labeled "Find cars in" with a "Select City" dropdown menu. Below the search bar are language options for "Deutsch" and "English". The main heading reads "Premium Car Sharing by BMWi, MINI and Sixt". The central part of the page features a world map with four callout boxes highlighting service locations: San Francisco (CA), USA (with a Golden Gate Bridge icon), Dusseldorf, Germany (with a tower icon), Munich, Germany (with a church icon), and Berlin, Germany (with the Brandenburg Gate icon). At the bottom, there is a login section with an "Email" input field, a password field (represented by dots), and links for "Login" and "Password forgotten".

DriveNow Find cars in

[Deutsch](#) [English](#)

Premium Car Sharing by BMWi, MINI and Sixt

San Francisco (CA), USA

Dusseldorf, Germany

Munich, Germany

Berlin, Germany

[Login](#)
[Password forgotten](#)

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

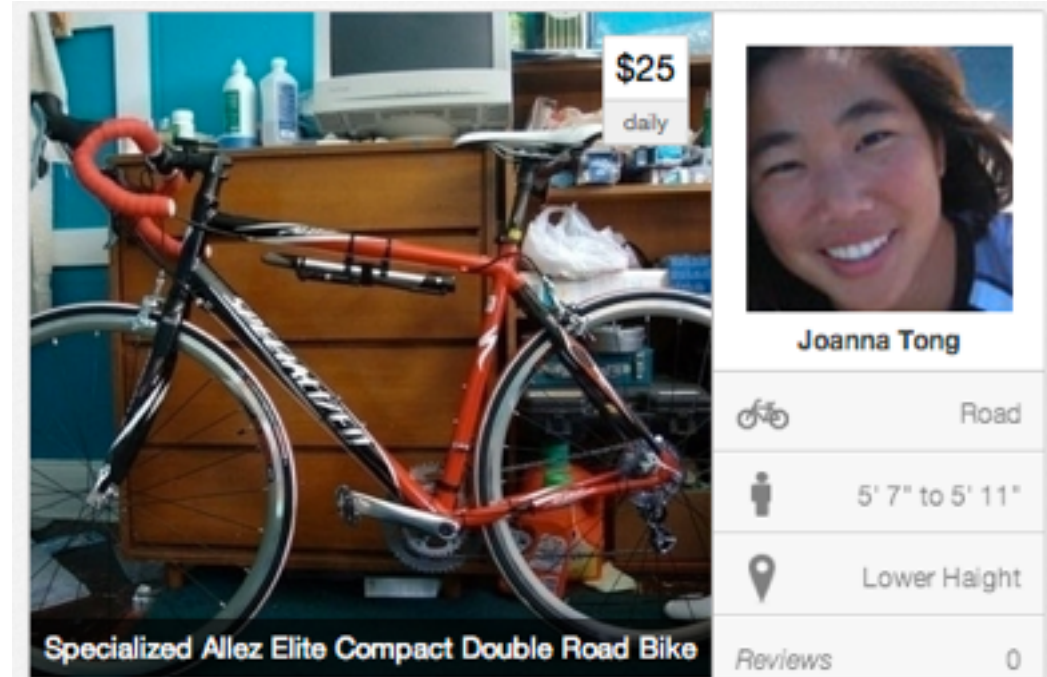
Spinlister

SF and NY

\$3-\$20 / hour

\$5-\$100 / day

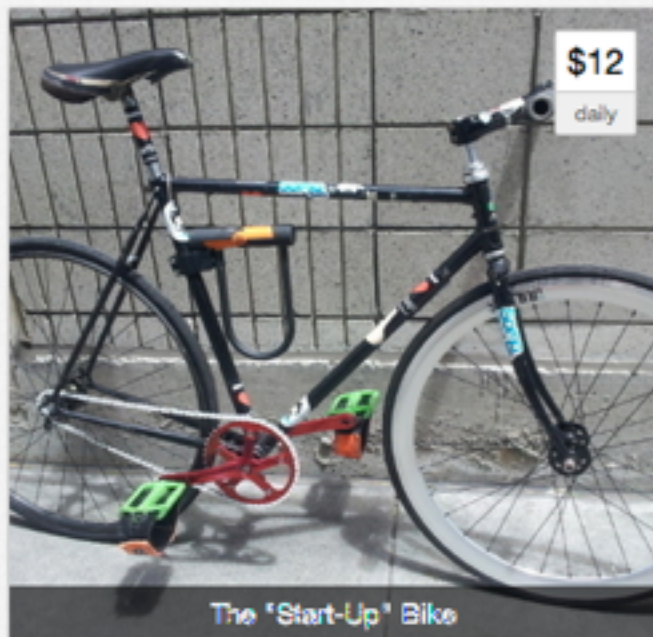
\$60 - \$250 / week





Rider Height ▾

Bike Types ▾

**\$12**

daily

**Mark Whelan**

Fixed Gear



5' 10" to 6' 2"

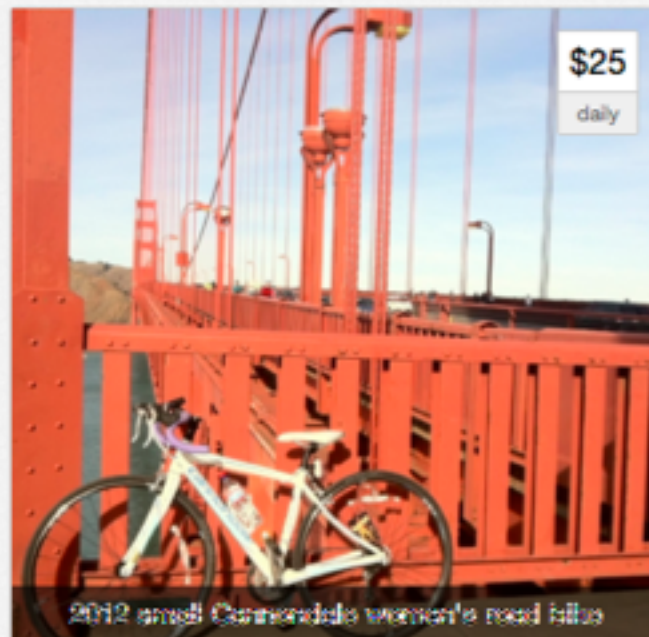


SOMA

Reviews

1

The "Start-Up" Bike

**\$25**

daily

**Karen R**

Road



4' 10" to 5' 2"

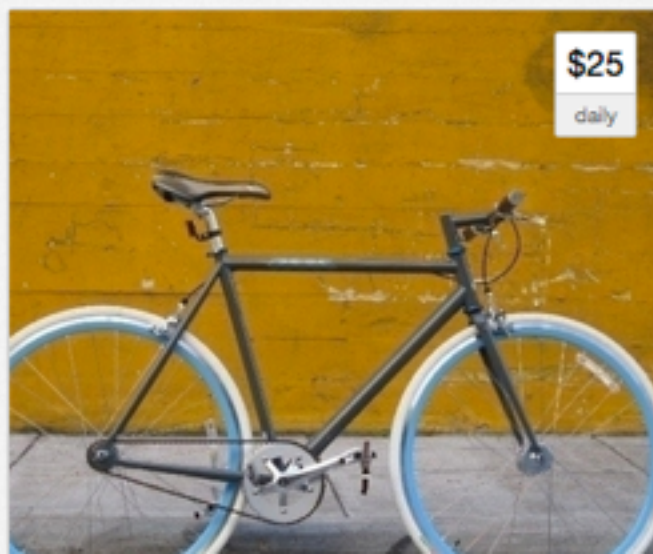


Lower Haight

Reviews

0

2012 small Cannondale women's road bike

**\$25**

daily

**Giovanni Walter Vtieri**

Single Speed



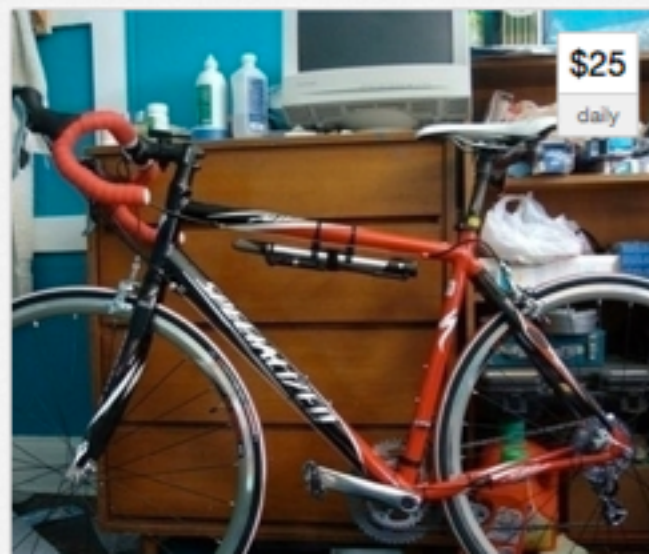
5' 7" to 5' 11"



SOMA

Reviews

0

**\$25**

daily

**Joanna Tong**

Road



5' 7" to 5' 11"



Lower Haight

Reviews

0

Peer-to-Peer Bike Sharing

Spinlister

Filter by size

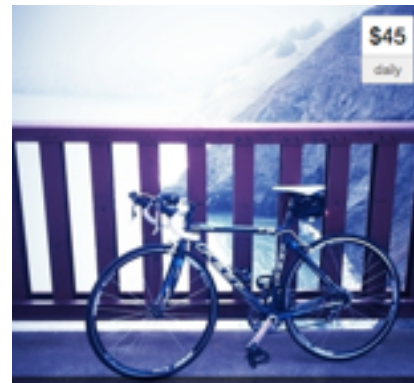
Variety of prices and types

Mountain Bikes

Touring

Cruiser

Hipster



Peer-to-Peer Bike Sharing

Spinlister

No wait for membership

Facebook



+ Credit Card



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

a parking space →

FIND

a parking space →



PARK CIRCA

private beta



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

All In View

Length of Stay

- Hourly/Flat
- Monthly Micro-Share
- Monthly Dedicated

Type of Space

- Driveway
- Curbside
- Carport or Lot Space
- Secure Garage



Long Term Vehicle 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



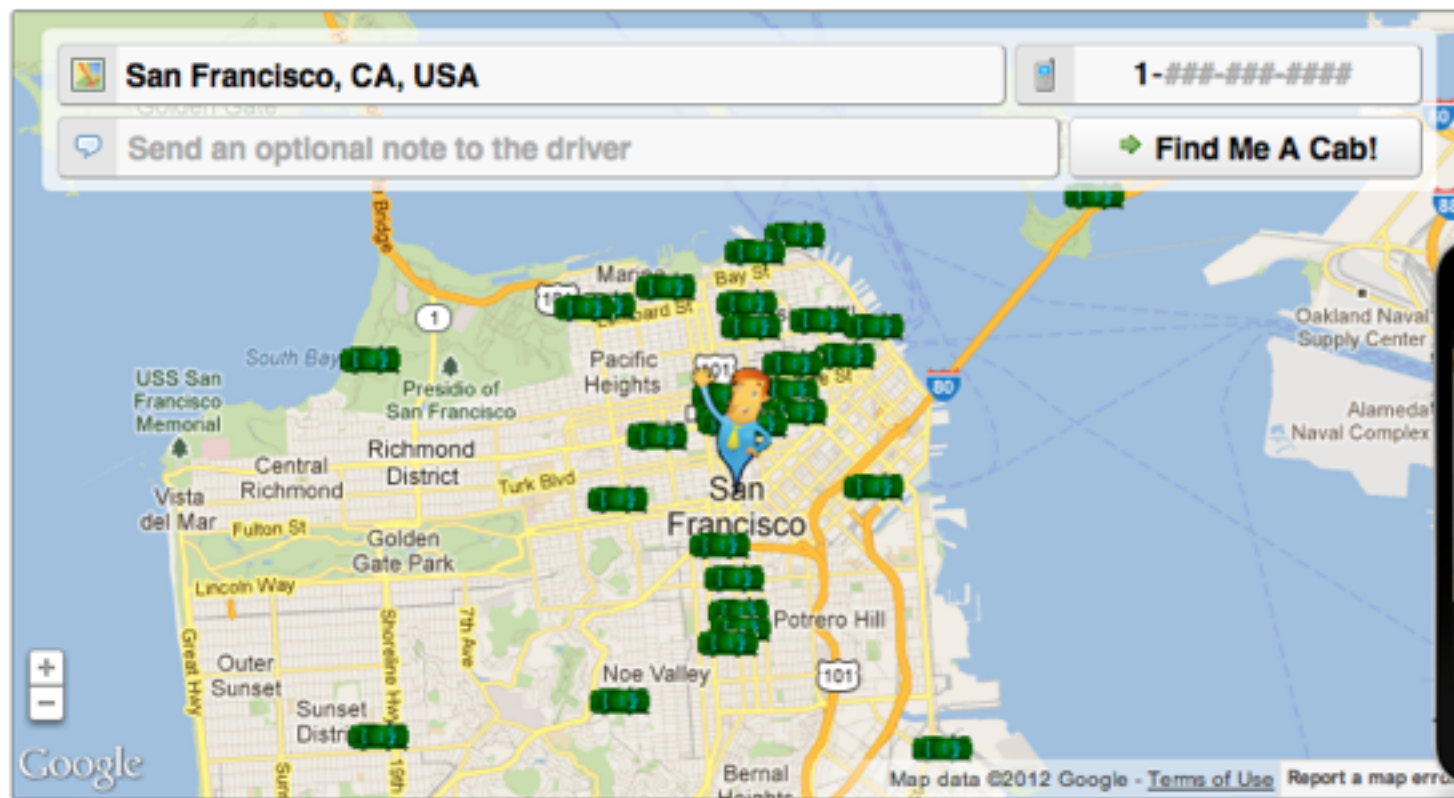
On-demand Rides



Cabulous!
Hail & track a taxi from your phone



HAIL A TAXI



Click on your phone to download your mobile app

On-demand Rides



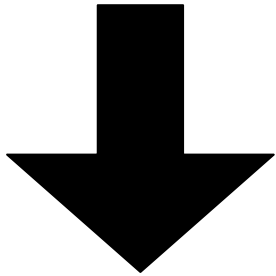
cabulous!
Hail & track a taxi from your phone

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

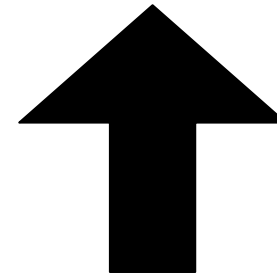
**Cab not guaranteed
to arrive**



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



U B E R

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



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

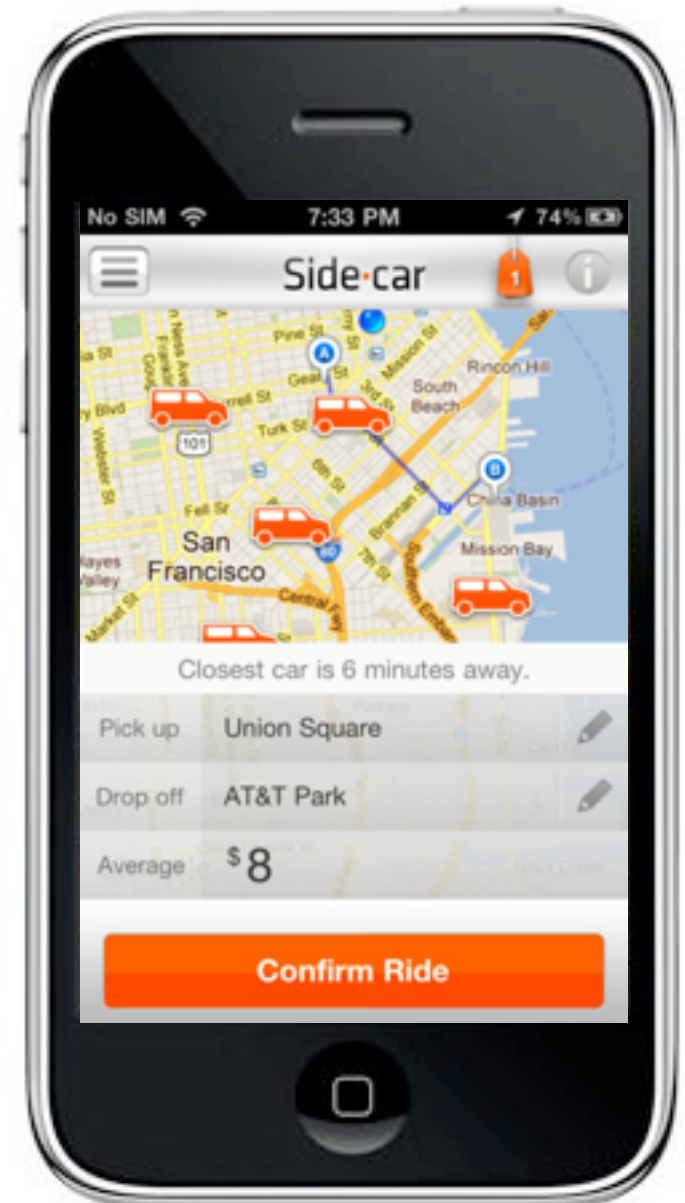
Side•car

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

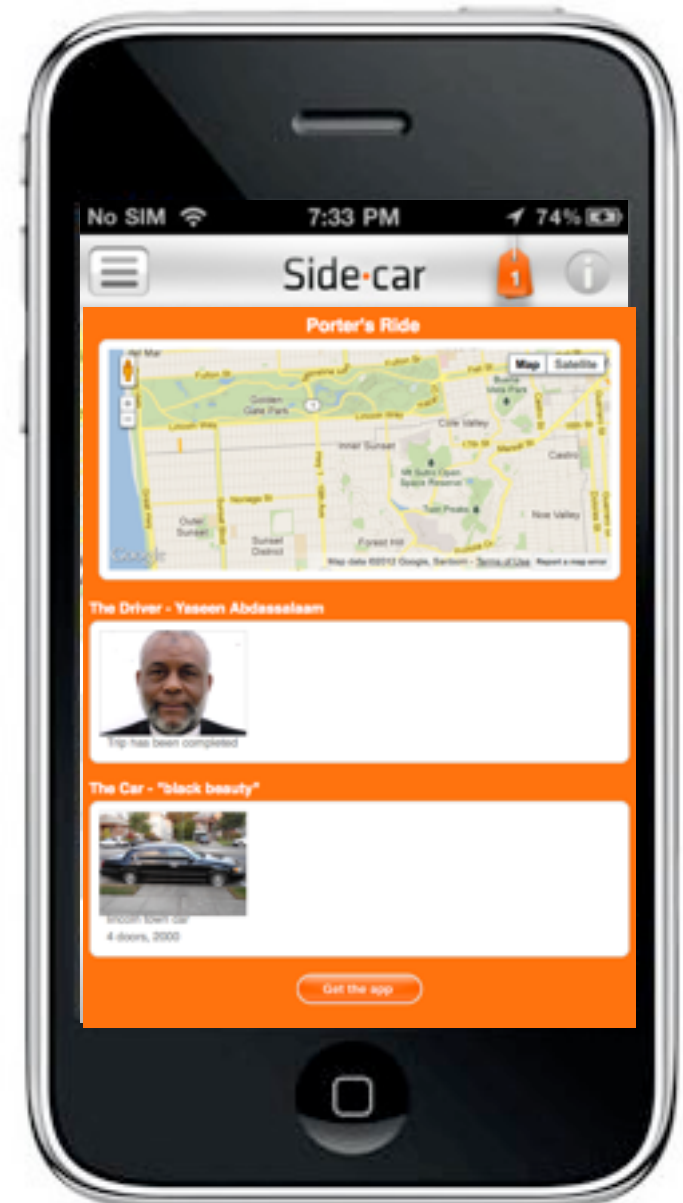


Porter Haney

@porterhaney

@brendannee I will arrive at 1714 19th St in 13 minutes via @SideCarSF. Follow my progress: 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





 San Francisco, CA

 Going to...

 08/21/12

[Search](#)

Departing TODAY — Tuesday, August 21st

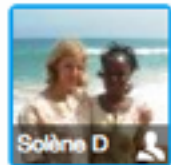


San Francisco → Los Angeles

Same as your start / Departs Anytime

SOLD OUT

\$40 / seat



San Francisco → Davis

Same as your start / Departs Morning



Solène 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

All

 Drivers

 Passengers

Vehicle type

All

 Car

 Bus

Long Distance Carpooling



**Facebook:
Who you know in
common**

**Common schools and
employers**

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](#)

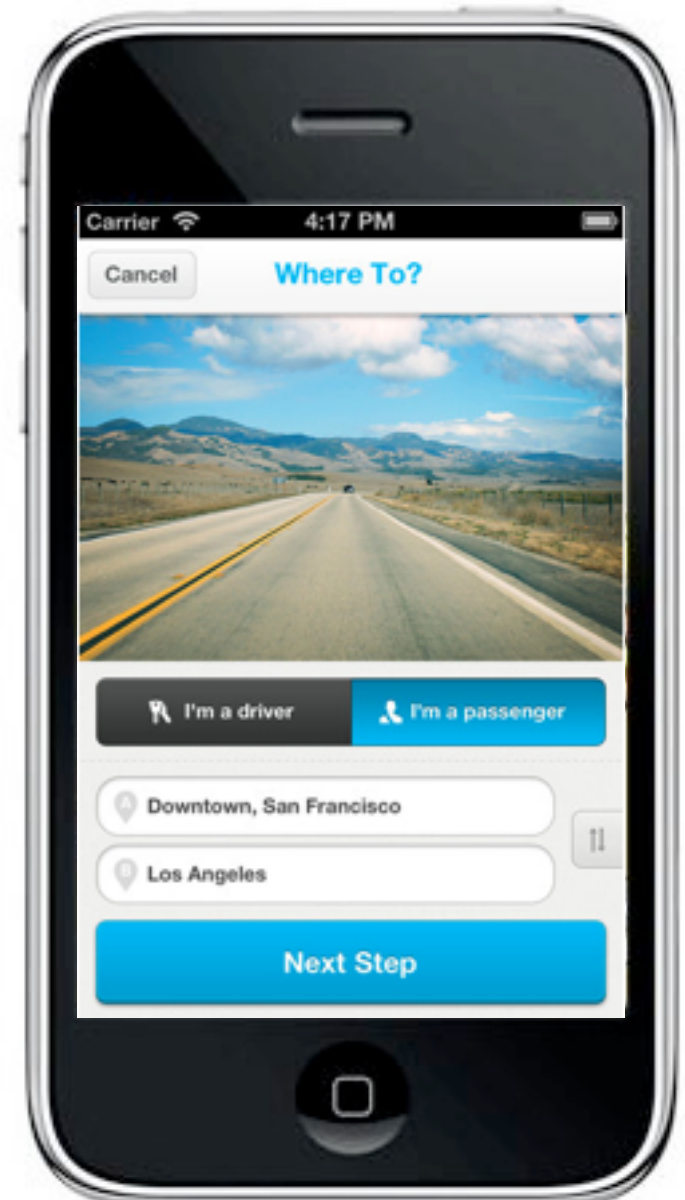
Long Distance Carpooling



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 Send Tweet 159 +1 160

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**

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

\$65 / seat



Los Angeles → **Portland**

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

\$65 / seat



Los Angeles → Portland

OR bound end of month



Santa Rosa → Portland

Sonoma county anywhere to Portland or Seattle, 8/25

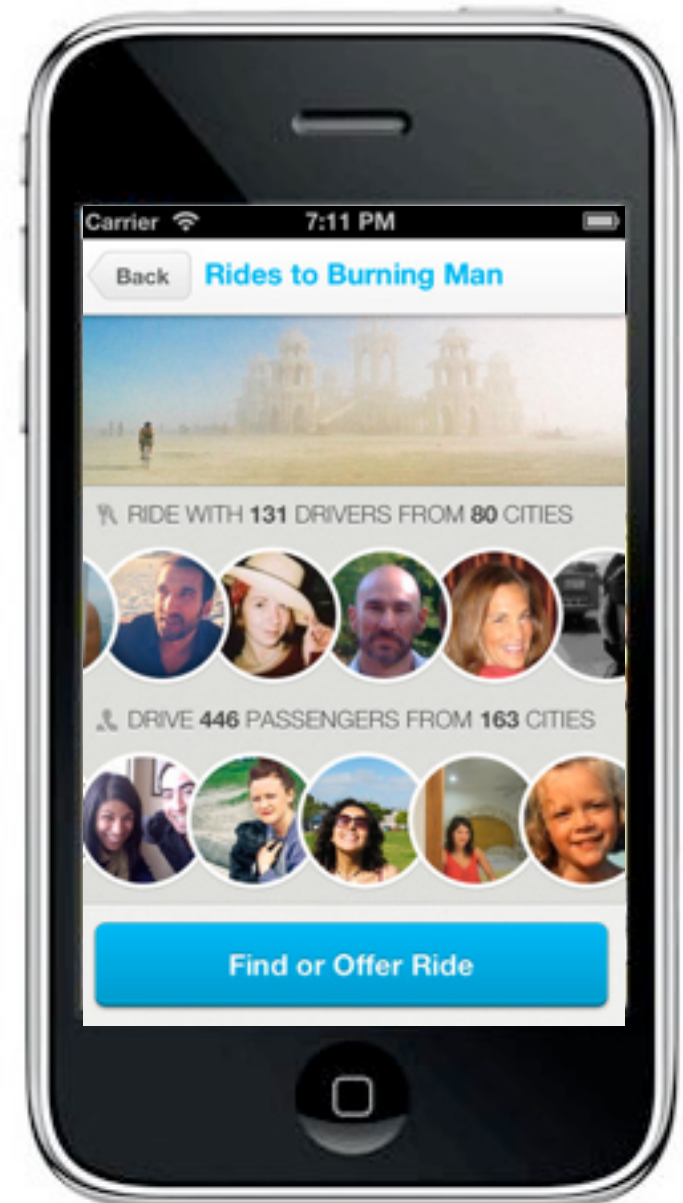


Long Distance Carpooling



**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**