

# REINVENTING VEHICLES FOR HIRE

# AGENDA

1. ANNUAL REPORT
2. INDUSTRY & MARKET CONDITIONS
3. POTENTIAL STRATEGIES
4. NEXT STEPS

# 2015 ACHIEVEMENTS



# 2016 INITIATIVES



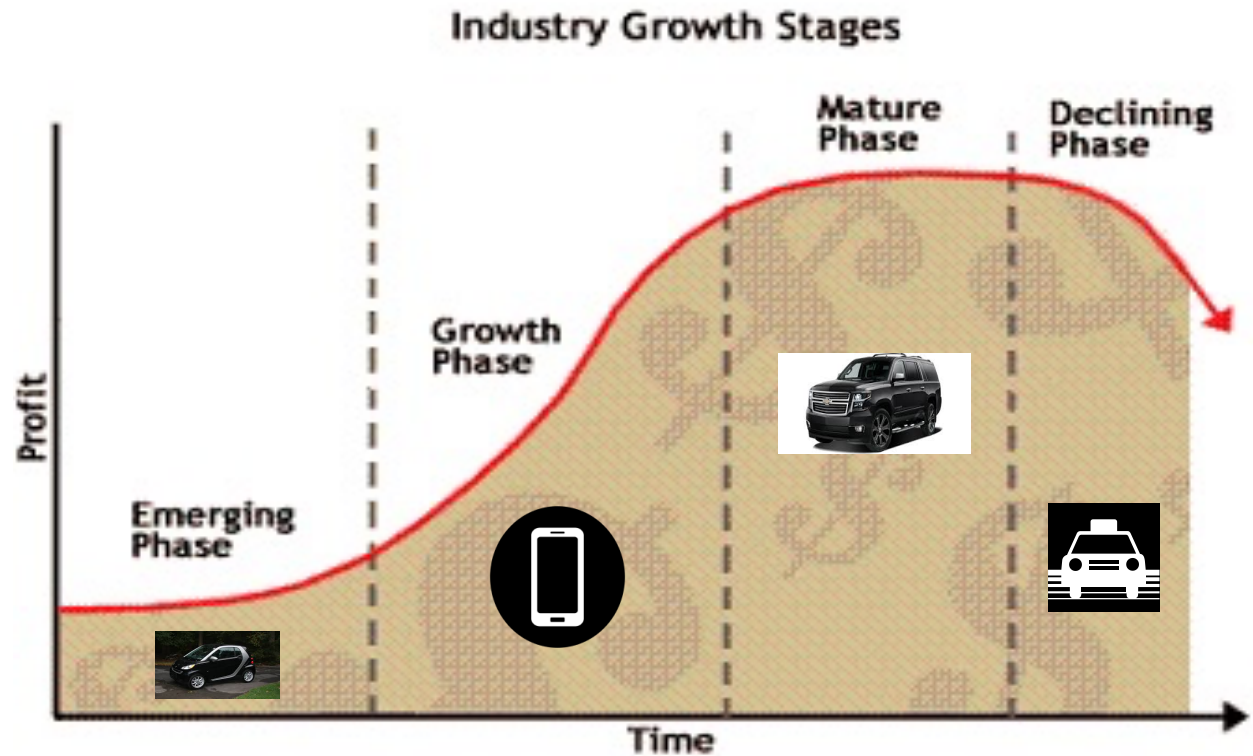
## Thomas Frey at *FuturistSpeaker.com*:



*In the 1700s over 97% of the people in the U.S. were involved in agriculture in one way or another.*

*Today that number is 1.4%, yet we produce far more food. Agriculture is an industry that has gone through several iterations of 50% unemployment.*

# VEHICLE FOR HIRE INDUSTRY



# STREET HAIL IS IN DECLINE

Number of Trips and Fare Amount  
/ FISCAL YEAR

TotalAmounts ● Trips

\$234,353,388



FY2015

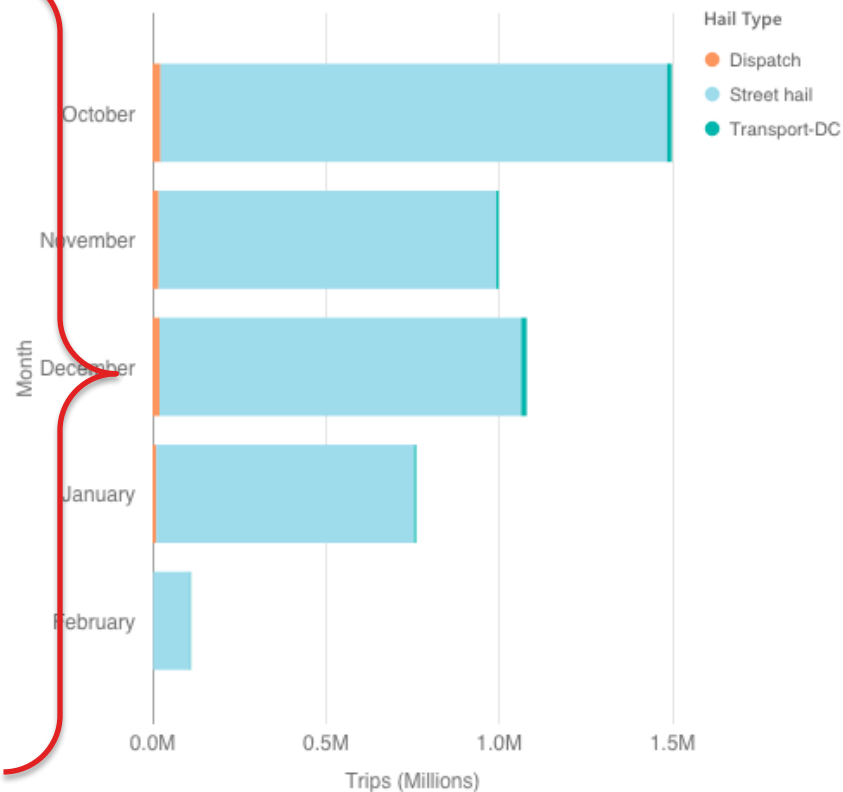
- 97% of trips are street hail
- Trip vol. grew only 3%
- Active drivers grew 11%

\$66,971,310

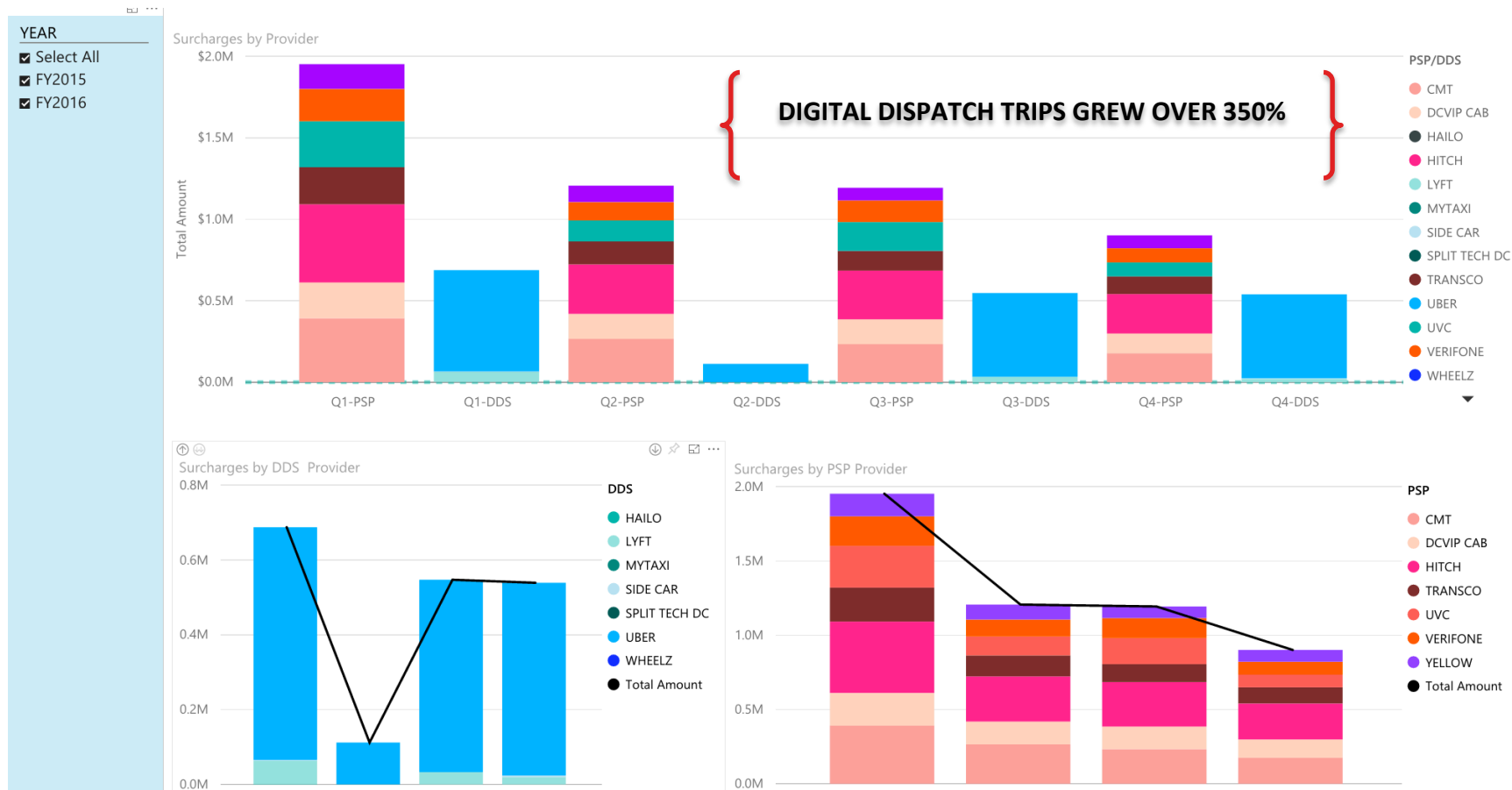


FY2016

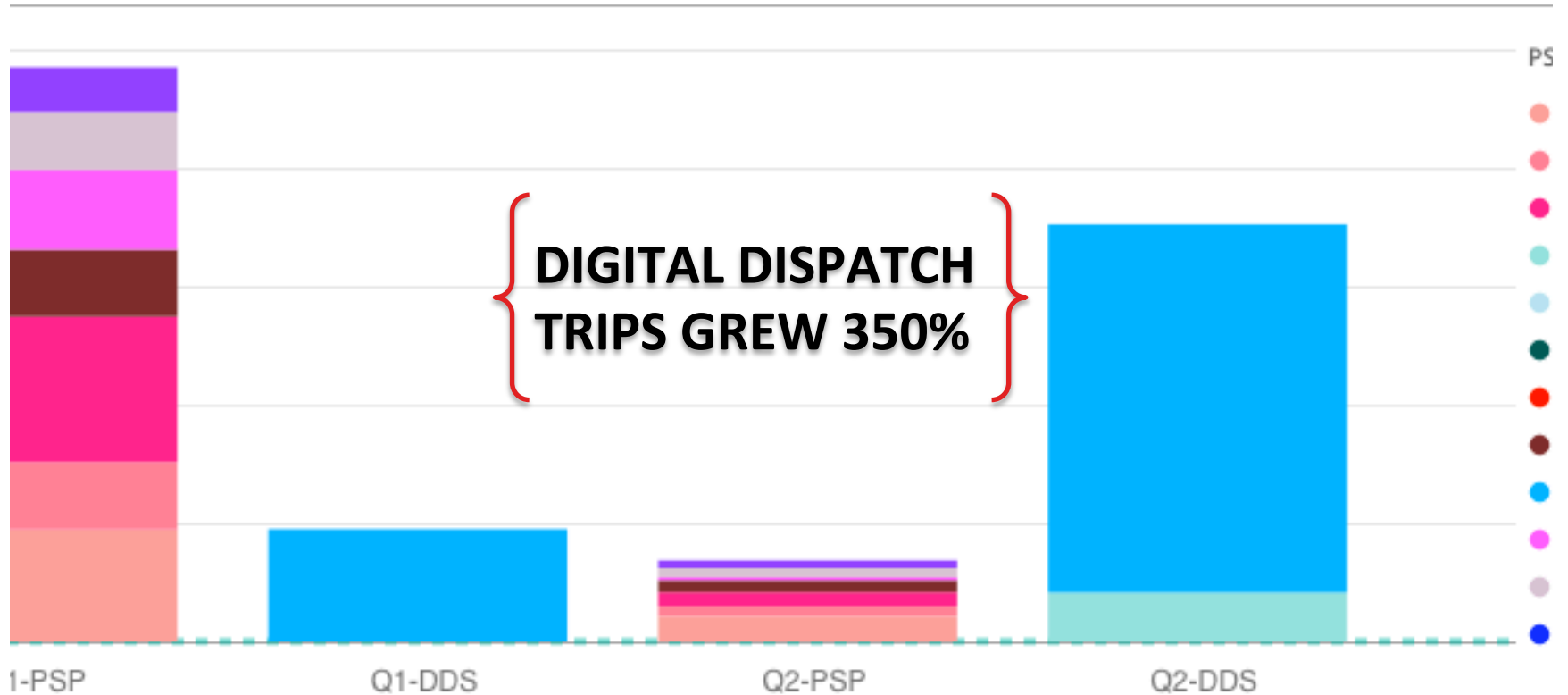
Trips  
BY HAIL TYPE FY2016



# EHAIL HAS EXPLOSIVE GROWTH



# EHAIL HAS EXPLOSIVE GROWTH





# COMPETITION WILL INTENSIFY

## New Players



**FLIGHTCAR™**  
RUNS ON (CAR)MA



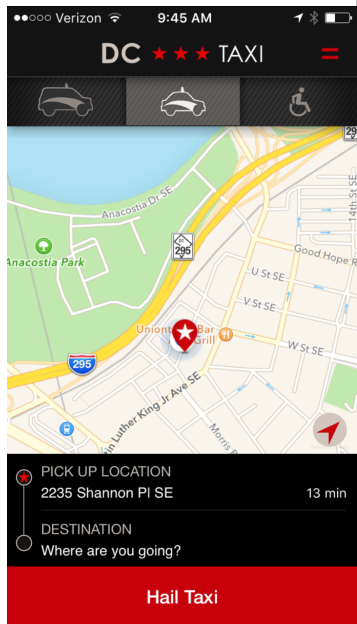
# STRATEGIES FOR A DECLINING MARKET

- Invest in customer service
- Divest into growing ehail market
- Consolidate operations and merge
- Focus on niche segments such as seniors and passengers with disabilities
- Leverage grant opportunities

# BENEFITS

CATEGORY	OPPORTUNITIES
DRIVER	<ul style="list-style-type: none"> <li>• New income streams</li> <li>• Transferrable skills</li> <li>• Work for different brands</li> </ul>
COMPANY	<ul style="list-style-type: none"> <li>• Rent cars to non-commercial drivers</li> <li>• Join car-sharing programs</li> <li>• Train drivers</li> <li>• Offer call center/concierge service</li> <li>• Pool insurance</li> <li>• Invest in marketing</li> </ul>
PASSENGER	<ul style="list-style-type: none"> <li>• Affordable and convenient rides</li> </ul>

# APP LAUNCH



MILESTONE	January	February	March	April
Enhance Role of Cooperative & Industry Participation	Yellow	Yellow	Yellow	Yellow
Release new features as audible alerts and driver photo.	Green	Green		
Enhanced payment process so drivers can get their money sooner w/o having to wait for ACH		Yellow		
Complete phase 1 integration approach so drivers can use MTS		Yellow		
Roll out training by company or association or sign up for training at DCTC		Yellow	Yellow	Yellow
Developing marketing campaign		Yellow	Yellow	Yellow

# ***Xclass***

- **A FRAMEWORK FOR THE FUTURE**
- **ENCOURAGE DEBATE**
- **A 100% OPEN PLATFORM**
- **RULES BASED ON SERVICE NOT LEGACY DEFINITIONS**
- **A SOLUTION THAT DEFIES STEREOTYPES**

# Xclass

THE NEXT LOGICAL STEP AFTER APP LAUNCH

LOW EQUIPMENT COSTS

ZERO UP-FRONT FEES

ALL DIGITAL - NO STREET HAILS

OPEN TO ALL DRIVERS