



## Key Info

HQ **San Francisco, US**



Industry to learn from

**Transportation**

Founded

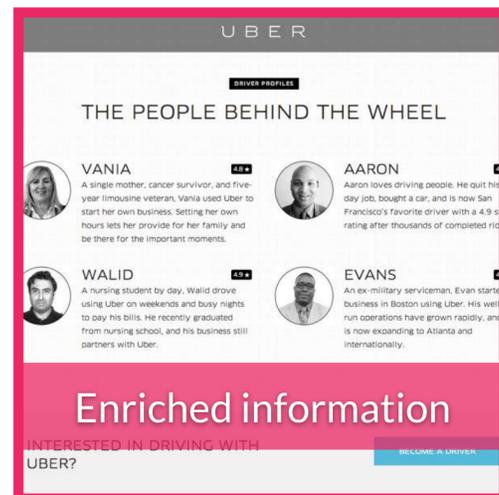
**2009**

## Facts

- Despite being banned in Brussels, Uber is still offering its service to local customers.
- Uber has raised over 8 billion in funding from 70 investors.

## Why Innovative?

### 1. Uber in 3 key offerings



Passengers can see the average rating, the names & a photo of their drivers before the car arrives. After the ride, they can also rate the driver, just as the drivers can rate the passengers.



The price of the ride depends on the demand. If high demand, then the price increases. However, users can always request a fare quote to have an idea of how much the trip will cost.



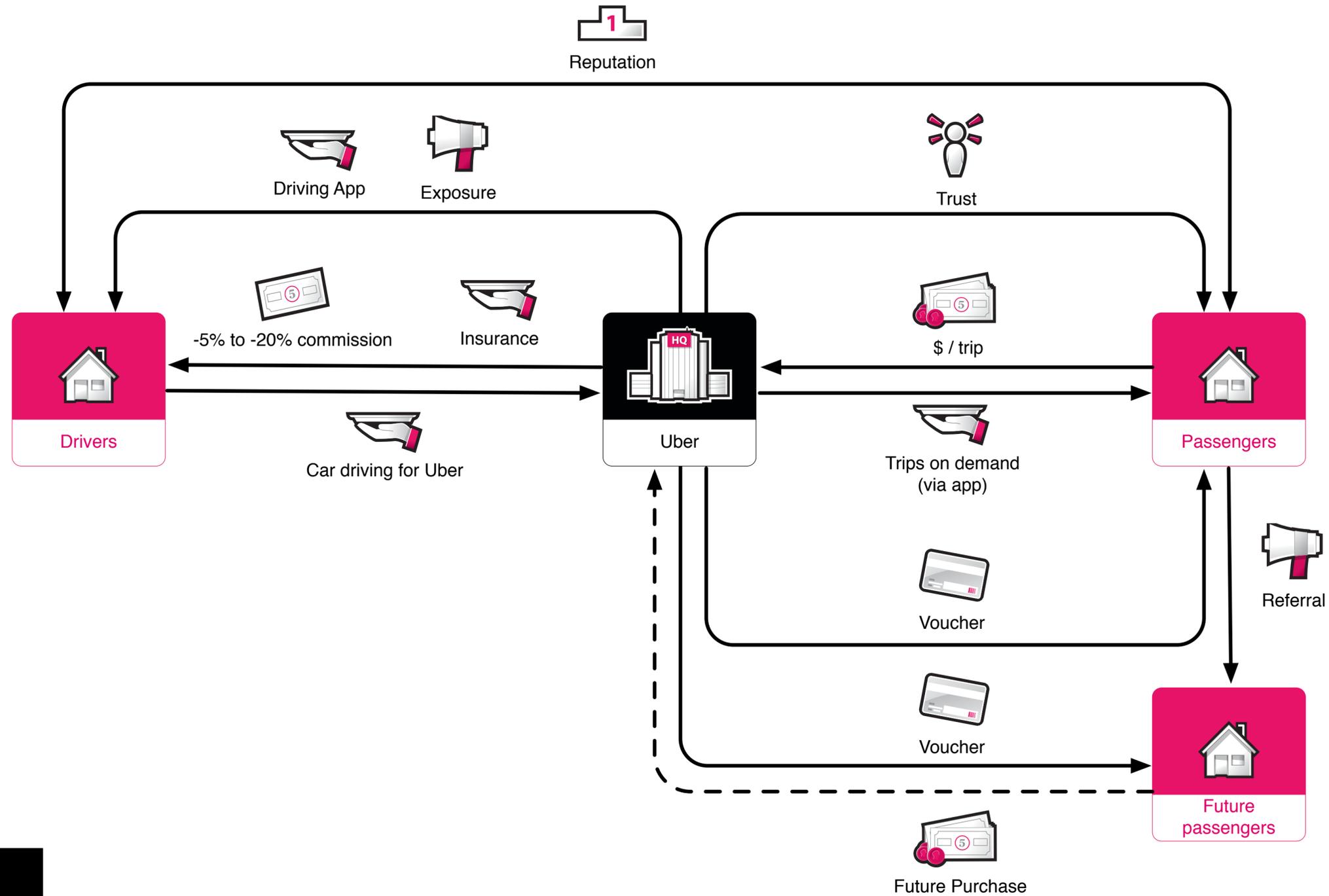
By letting anyone with a decent car & driving ability earn extra money in their spare time by becoming an Uber driver, Uber is increasing the use of existing cars.

### 2. On which trends does this company focus?

- Shared Economy
- Mobile internet
- Big data (for pricing)
- Cashless payments

### 3. Does it bring people out of their comfort zone?

- The taxi industry argues that Uber undercuts prices & less secure/safe for the users. To Uber's defence, it screens all potential drivers & let go of drivers with an average rating below 4 out of 5.
- You can not pay by cash & have to store your credit/debit card information on Uber's website in order to be able to use the service.



## Business Model

### 1. How do they make money?

Uber takes a 5-20% commission on all the rides made through its service. Since all payments are done automatically through the app, Uber ensures to capture a part of the transaction.

### 2. Other companies with similar business model.

- <https://www.lyft.com/>
- <https://www.side.cr/>
- <https://relayrides.com/>

### 3. Business Model characteristics

- Platform based
- Crowd based