



RideScout and Joseph Kopser:
The Nexus of Mobility and Energy
Zurich, Switzerland, 8/19/2015



How RideScout views the World

Single occupancy vehicles are the leading cause of wasted fuel and time



Wasted fuel leads to over reliance on parts of the world that don't like us



People feel they have to drive in order to have reliable to/from transportation



Luckily, young people are turning to their smartphones for answers on demand



Rate of Transportation Evolution is increasing...

"I want to see my options in real time."



Car ownership is on the decline.



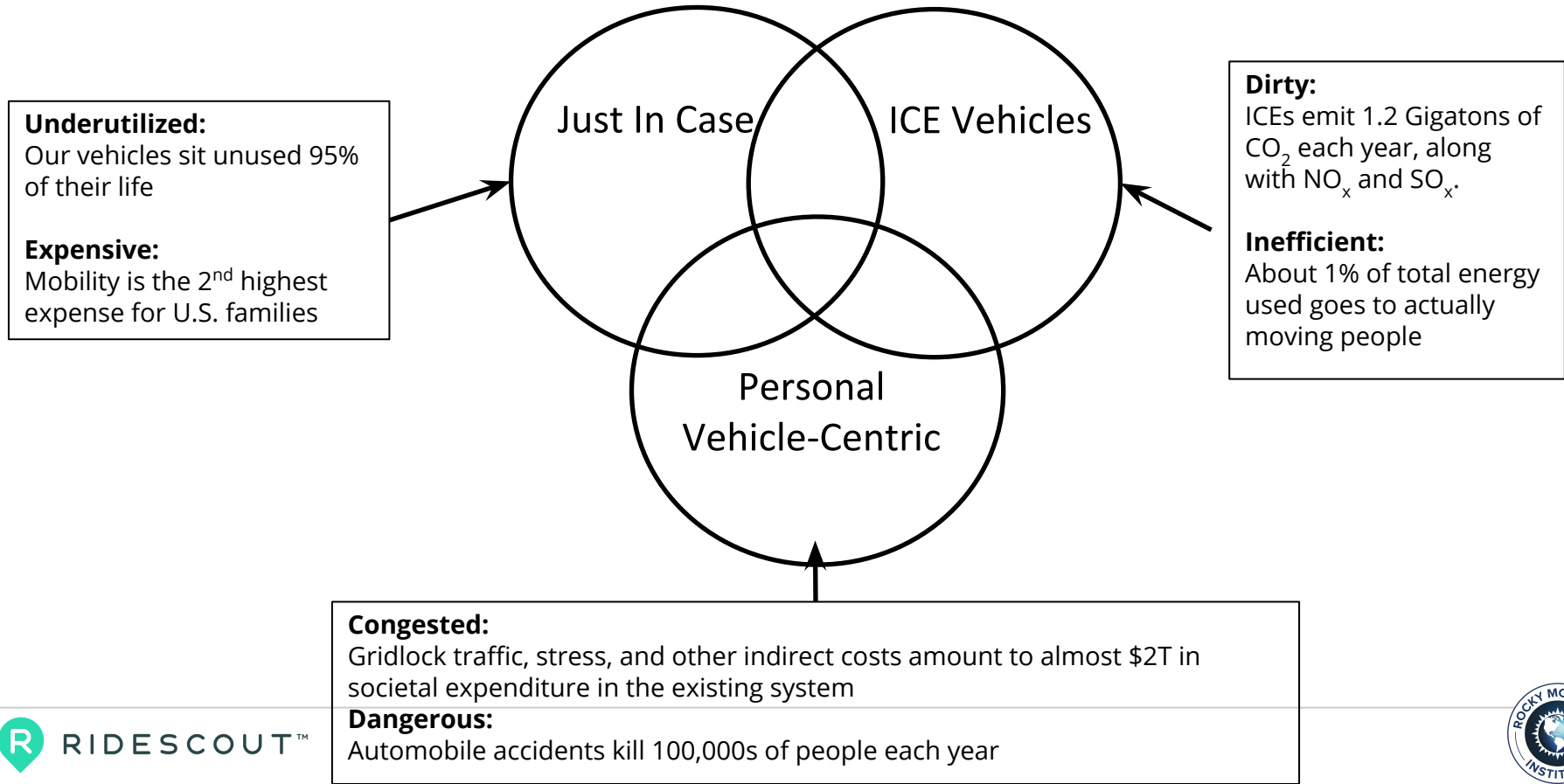
"I want to pay for things when I use them."



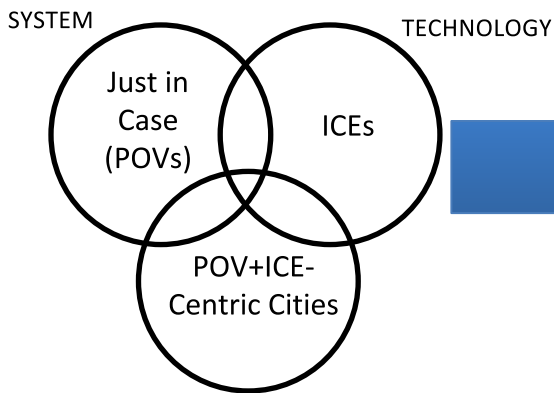
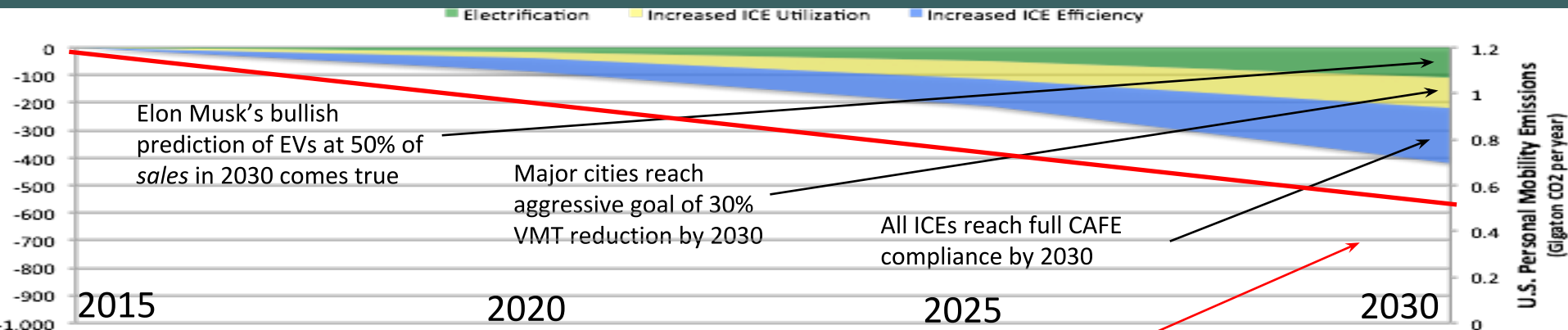
Driving is now a distraction to texting instead of the other way around.



The Big Picture: The Mobility Paradigm is Inefficient

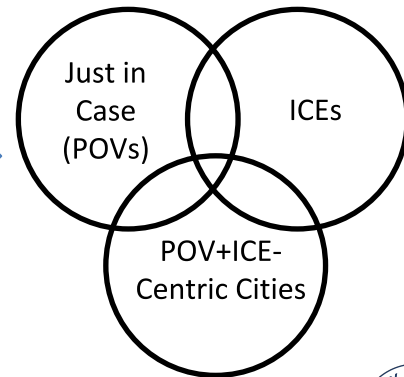


The Big Picture: Examining the Mobility Paradigm



U.S. Personal Mobility Carbon Budget to avoid 2 degree C global temperature increase*

NO PARADIGM SHIFT



The Big Picture: Examining the Mobility Paradigm

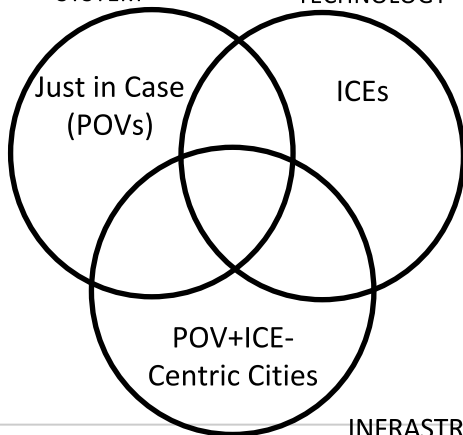
Social Change

- Rise of the sharing economy,
- Social media ubiquity
- Urban population growth,
- Flat per capita VMT & deferred vehicle ownership



SYSTEM

TECHNOLOGY



INFRASTRUCTURE

Disruptive Technology

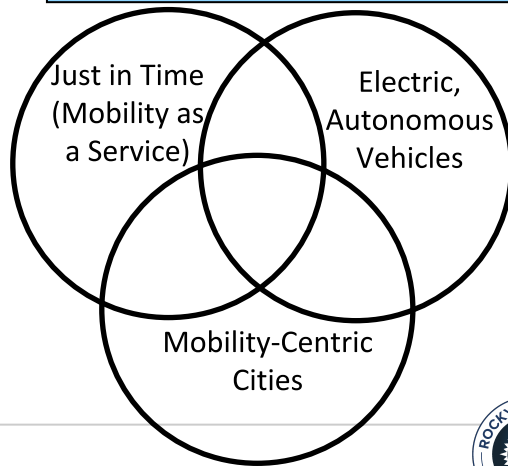
- Data explosion and processing capability
- Self-driving, connected vehicles
- Battery & sensor costs dropping
- Smart phones



Societal Pressure

Many cities, states, and the federal government enacting aggressive CO₂ reduction goals

Some cities are enacting fossil-fueled trip reduction goals and programs



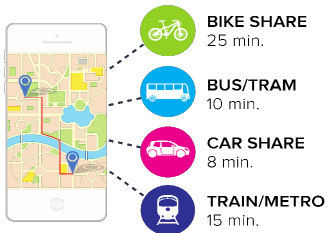
DISRUPTIVE
PARADIGM SHIFT

Mobility of the Future



01. MOBILITY AS A SERVICE

on-demand,
multimodal, tech-
enabled



BIKE SHARE
25 min.

BUS/TRAM
10 min.

CAR SHARE
8 min.

TRAIN/METRO
15 min.

02. MOBILITY-FRIENDLY CITIES

walkable, bikeable,
transit-friendly

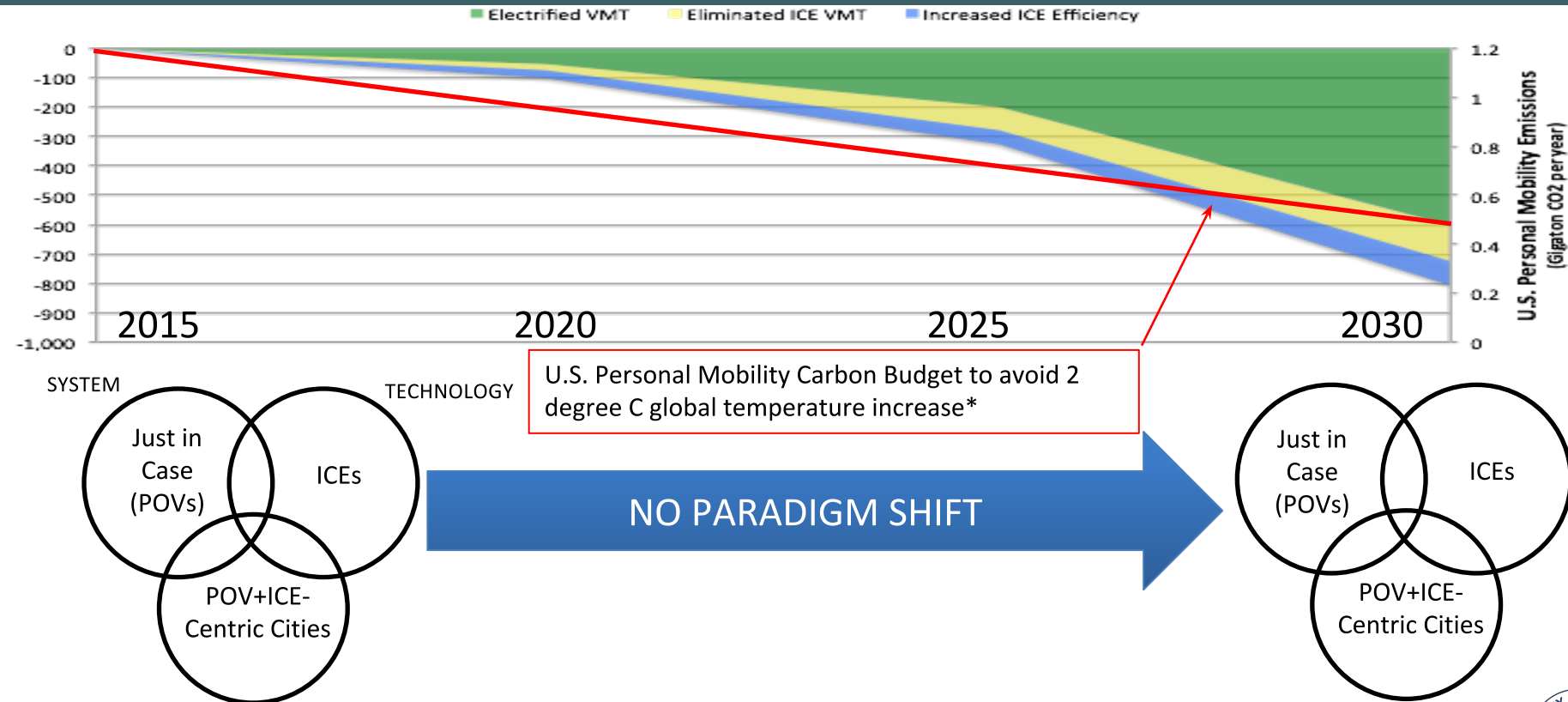


03. ELECTRIC, AUTONOMOUS VEHICLES

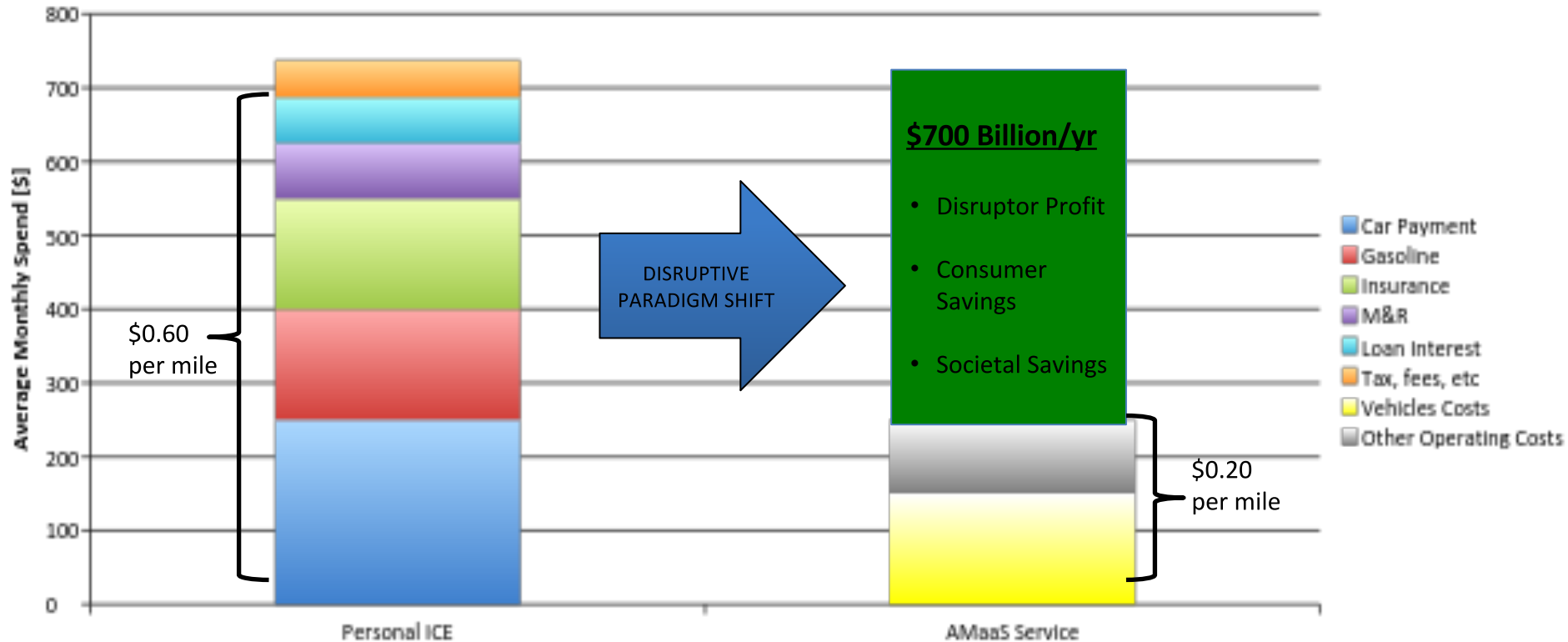
efficient, highly
utilized



The Big Picture: Examining the Mobility Paradigm



What's on the Table



What is RideScout Doing About it?

The Consumer:

"With so many options, what is the best way for me to get from point A to point B?"

The Ride Provider:

"How do I get the attention of customers in this increasingly crowded market?"

The Municipality:

"How do we expose our community to all the transportation options we offer?"



What is RideScout Doing About it?



Typical Car Free/Lite User Today



Bus



Train



Taxi/Ride-Hail



CarShare



RideShare



BikeShare



RideScout Streamlined User with Ride Kit



Single Monthly Invoice
Single Account Creation

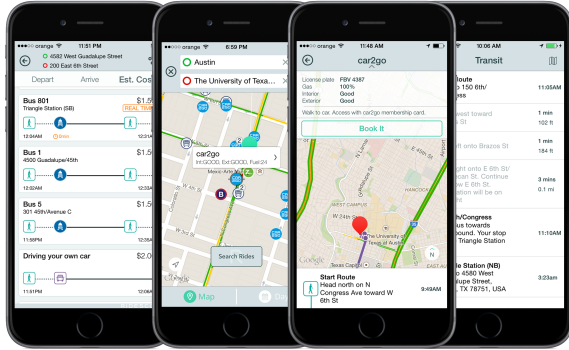


Ride.Kit SDK™

Ride Provider Apps



Mission and Vision



Seamless mobility for all...



Currently available in 69 cities