

A Brief Introduction to Uber

DR. JONATHAN HALL, HEAD OF ECONOMIC RESEARCH

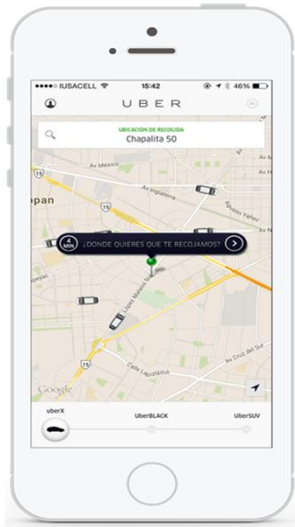
U B E R

Simply, Uber is a technology platform that uses a smartphone application to connect riders with drivers

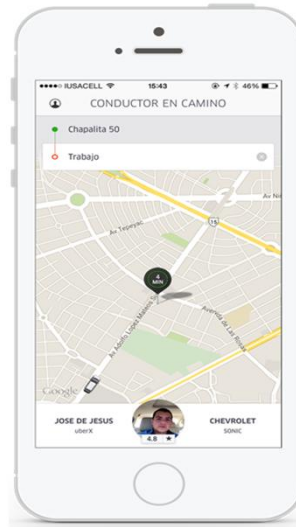


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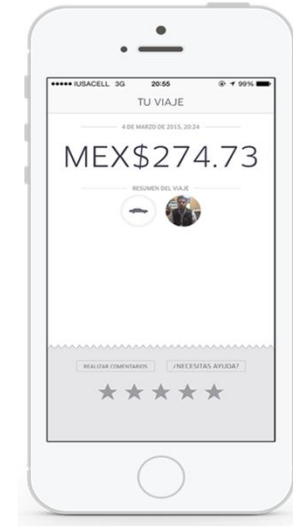
How does it work? Easy - push a button, get a car



Request
Choose your service level
and current location



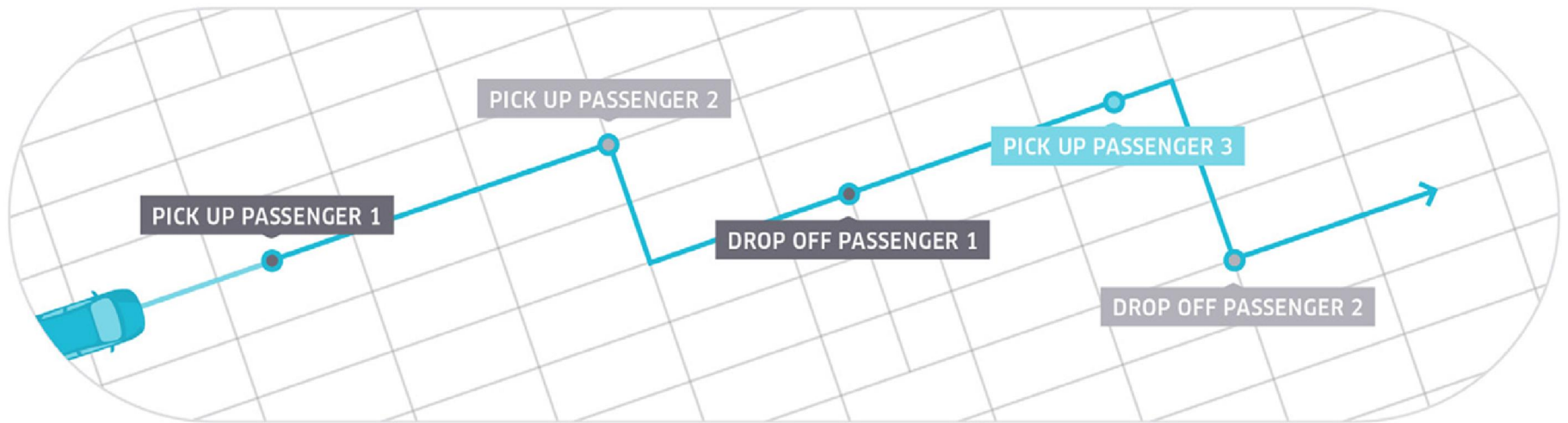
Enjoy the ride
No need to carry cash



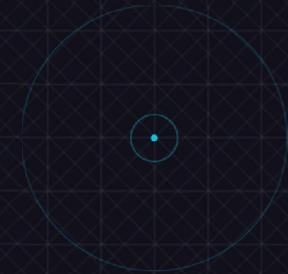
Rate
Riders rate drivers and
drivers rate riders

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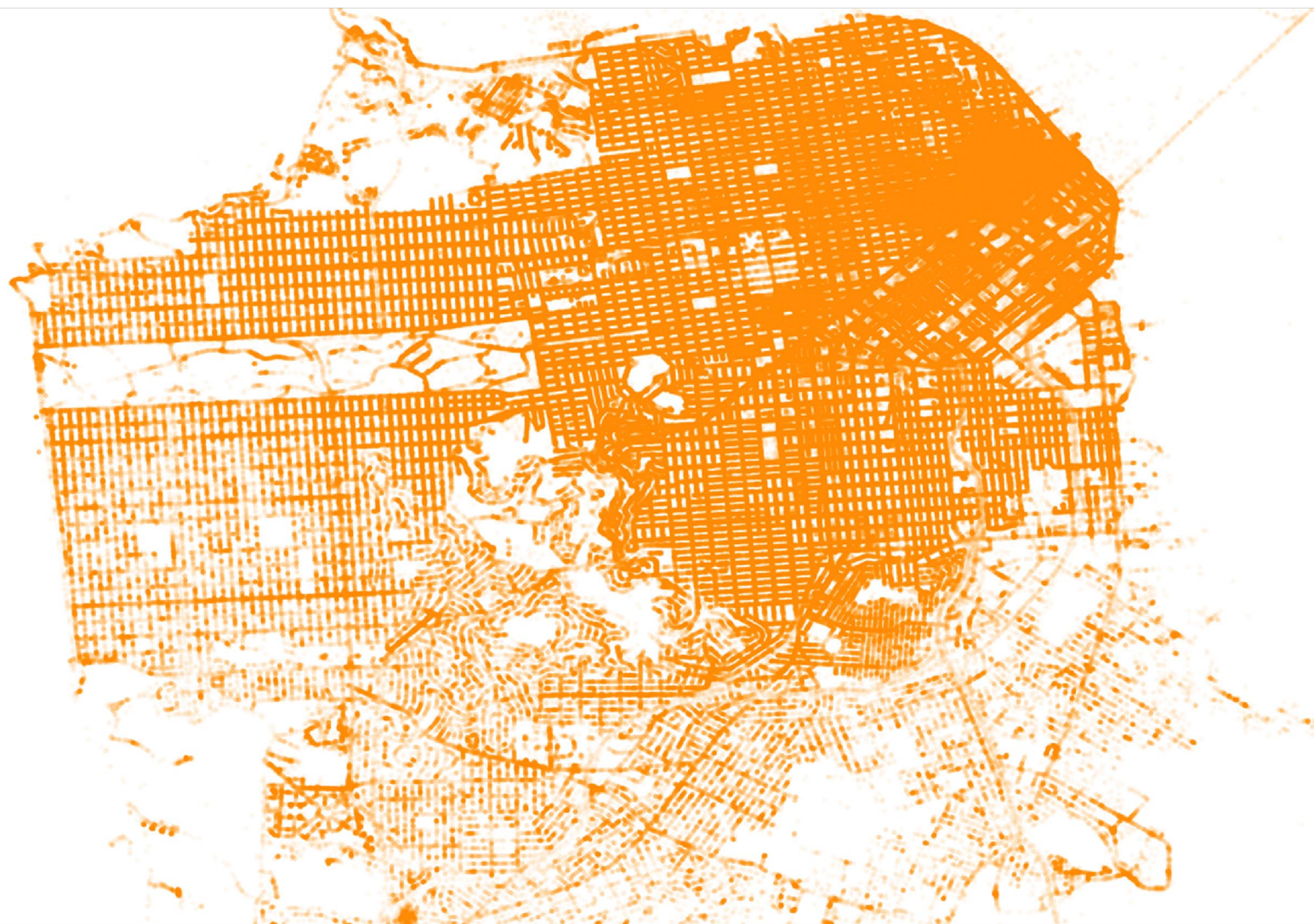
uberPOOL and Utilization

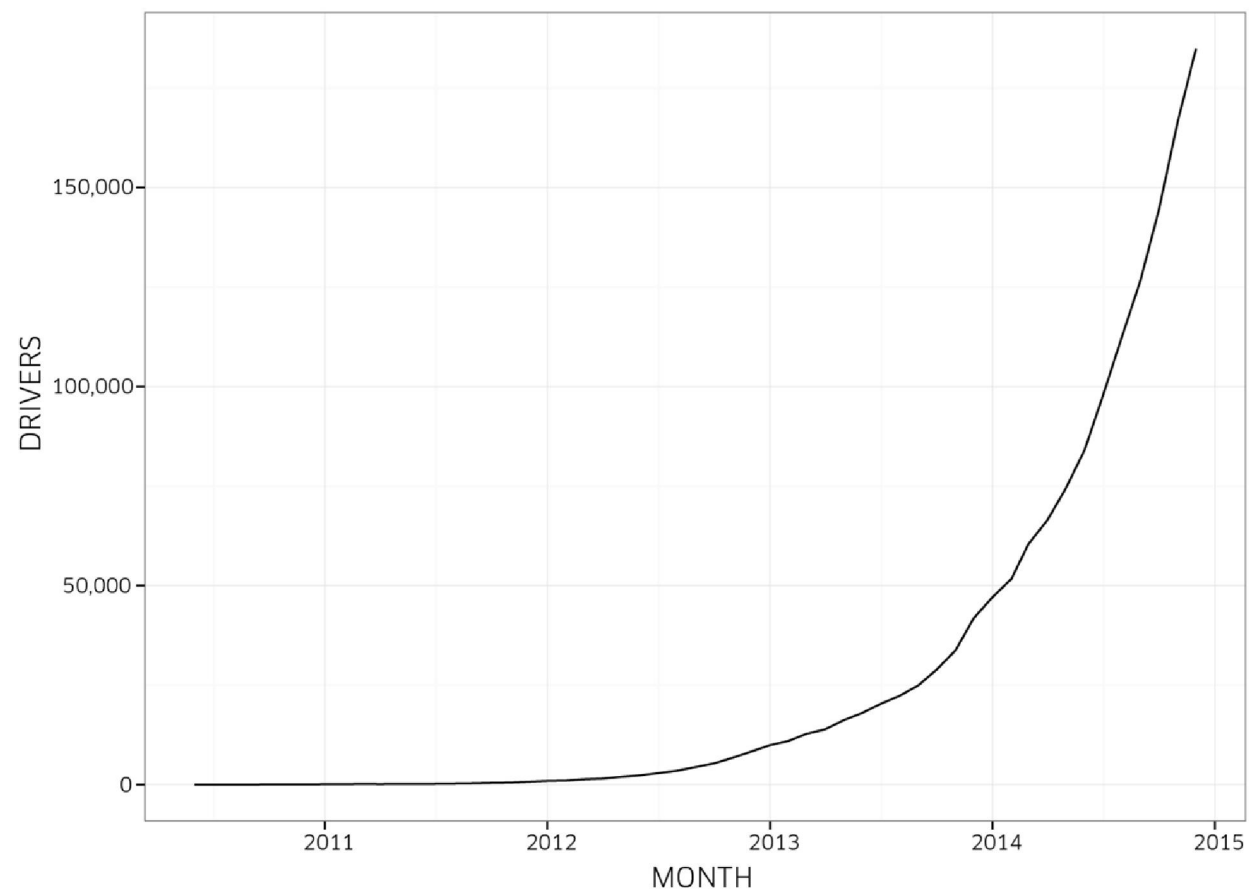


IMPACT AT SCALE

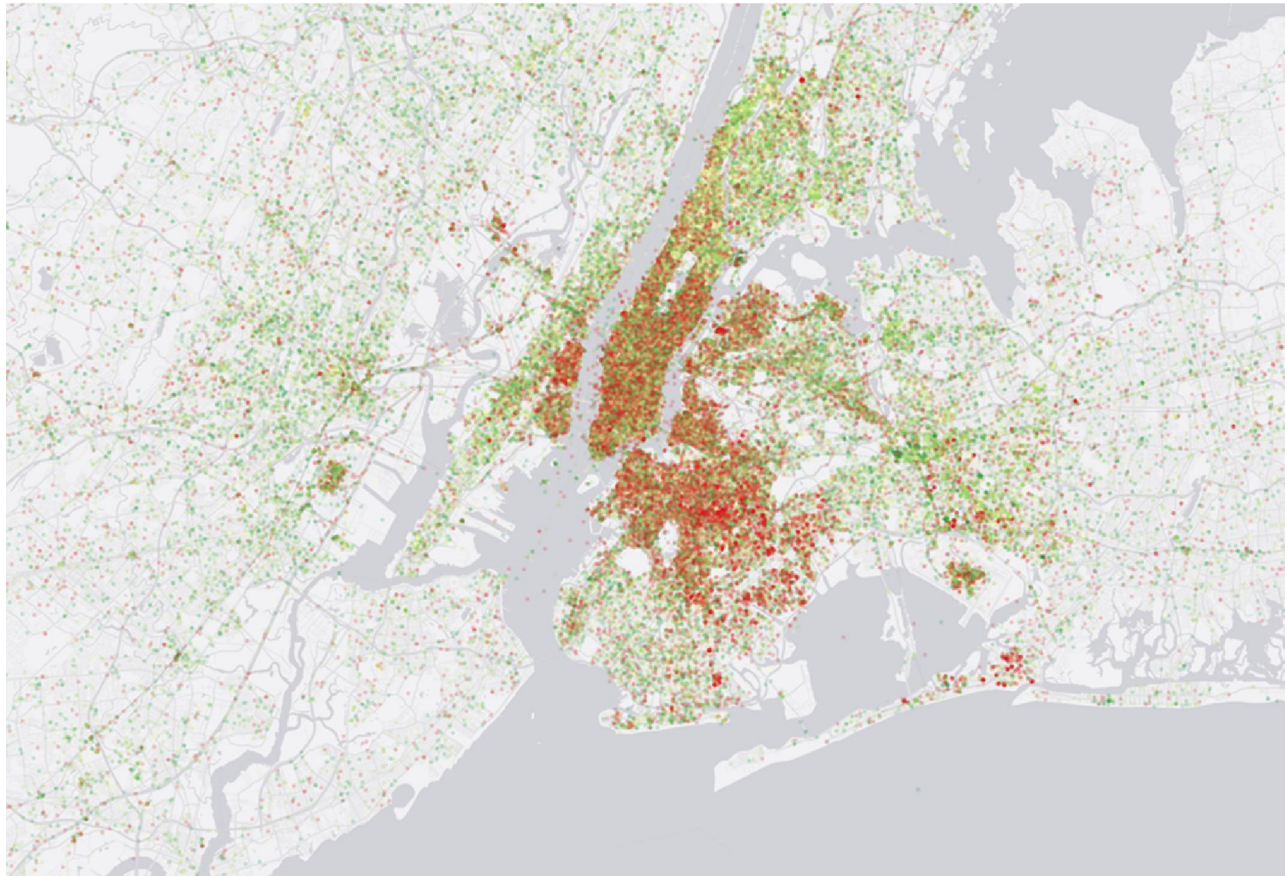


U B E R





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U B E R

UBER BRINGS TRANSPORTATION TO EVERYBODY

NYC, NEW YORK

Each dot represents the location
of somebody signing up to use
uber. Dots are color coded by date
of signup.

- OLDER SIGNUPS
-
-
- MOST RECENT SIGNUPS

Random selection of 200,000 signups in
NYC area. Data from December 2013 to
July 2015.

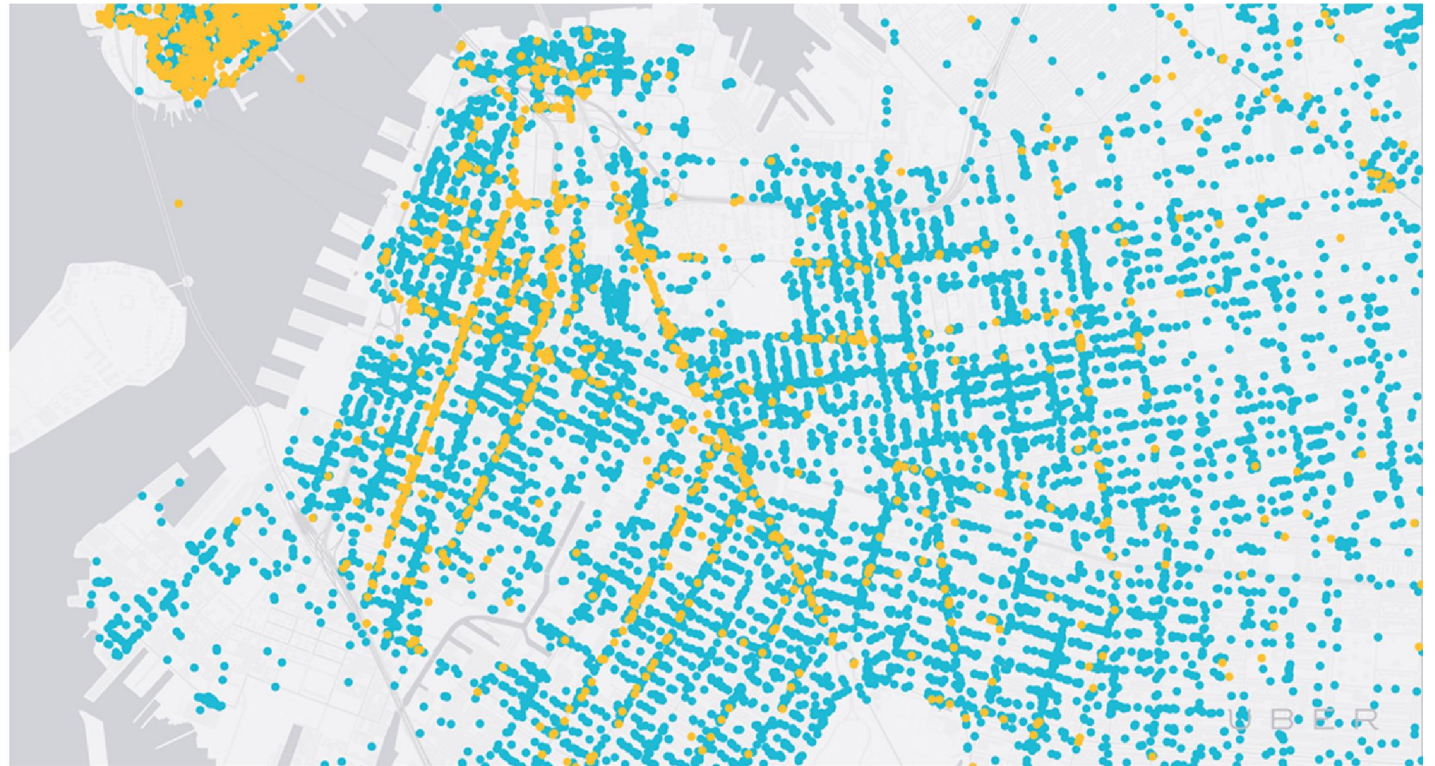
UBER PICKS UP RIDERS WHERE TAXIS DO NOT

BROOKLYN, NEW YORK

Each dot represents the location of a
completed Uber or yellow cab trip.

- Yellow Cab Trips
- Uber Trips

Data represents pickup locations for completed trips from the
month of October 2014. Taxi data from the New York Taxi and
Limousine Commission.



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IMAGINE A WORLD WITHOUT CAR OWNERSHIP

Presented by Jonathan Hall
jvh@uber.com