RideScout

Realtime Multi-Modal for Your City
How we see the world today (3 Wrongs and a Right)

Too many Single Occupancy Vehicles are leading to wasted fuel and time

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

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

Luckily, young people are turning to their smartphones for answers on demand
From Owning to Sharing: “Access without Responsibility”

“I want to see my options in real time”

"The young buyers are dying off"  
Ferdinand Dudenhoeffer  
Head of University of Duisburg-Essen's Center for Automotive Research.

“I want to pay for things when I use them,”

Driving is now a distraction to texting instead of the other way around.
Government is Here to Provide Order But Cities feel the pain

Most cities run transit under capacity

Antiquated hardware discourages ridership---Mobile ticketing is the answer

Regulations struggle to keep up with innovative systems

Commuters are seeking new ways to get to work
Our Newest Transportation Challenge:
An overwhelming number of single mode transportation apps =
Fragmented, hard to find information

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?”
Solution: RideScout
RideScout 2.0

RideScout Enterprise

Ride.Kit 2.0
We significantly upgraded our technology for the Person

By building a RideScout 2.0 app with:

1. Look, Book, and Pay Capability
   - RideScout 1.0 was Look only capability
   - Enables RideScout to become the one stop shop for all alternative mobility transactions

2. Integrated Jumio’s Driver’s License Verification
   - Enables users to qualify for multiple vehicle rental services with a single verification

3. Integrated Braintree In-app Payment Capabilities
   - Critical functionality to revenue growth

4. Integrated car2go reserve, pay, and open functionality
   - Expected RideScout user growth of 10K users per city

5. Developed mobile “check out” for bike rental (B-Cycle)
   - Negotiated exclusive partnership for 25-city rollout
   - Enables 10K new accounts per city

6. Integrated mobile ticketing for Austin transit
   - Enables 30K new accounts in Austin
We extended our technology reach for the Provider

By building a RideScout SDK, a.k.a. Ride.Kit, which:

1. Is a 3rd Party ride provider integration tool
2. Connects transportation apps using advanced deep linking technology
3. Integrates more transportation providers, generating more demand for alternative mobility at large
4. Enables faster scalability of RideScout 2.0 to national and international markets
5. Is underlying technology for our Rider’s License™ for “shared book and payment” via RideScout profile (Available Q1.2016)
And we are expanding our technology platform with new Enterprise solutions for the Municipality

By building the world’s first cloud-based infrastructure for transportation-as-a-service which will include:

- **Multimodal Data Visualization**: web-based platform helping transportation managers optimize multimodal systems, through data aggregation and visualization (rel Q4.2015)
- **Web App Trip Planner**: a web-based version of the RideScout trip planning app with a focus on complex multimodal and commute support (rel Q1.2016)
- **NextGen Commuter Benefits**: a web-based tool for large employers to visualize, analyze and shape commuting patterns by leveraging the RideScout mobile app for behavioral change (rel Q1.2016)
- **RideScout Rewards**: a program to distribute RideScout Points in return for positive transportation choices, and a platform for consumers to redeem these Points for additional mobility benefits.