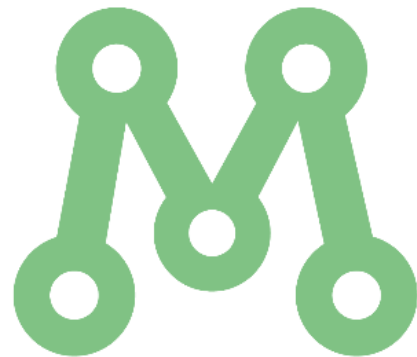


MATCH RIDER



*Once upon a time there
was a machine . . .*

Source: Harald Lesch



MATCH RIDER

Reliable carpooling made easy for daily commutes and spontaneous rides using fixed meeting locations and routes

www.MatchRiderGO.de

Our vision is that a ride with Match Rider is more reliable and more convenient than with the bus, train or taxi.



AXEL SPRINGER
PLUG AND PLAY
ACCELERATOR



Universität Stuttgart

SHAREBW



Baden-Württemberg

MINISTERIUM FÜR WISSENSCHAFT, FORSCHUNG UND KUNST



Heidelberg

What problems *could* carpools solve?



Environmental

Reduce traffic and resulting CO2 emissions



Financial

Cut commuter costs



Infrastructure

Fill gaps in public transportation

But...

Existing solutions are **not** solving these problems.

Why?

It is too much a loss of time and convenience to drive a detour to pick someone up. The incentive is not high enough for drivers to participate.



Driver Incentive



Reliable Offers



Flexibility

The Solution with MatchRiderGO

1



Focus on specific, high traffic commuter routes

2



Find reliable drivers at reliable times for a reoccurring schedule

3



Pay the drivers a guaranteed rate of 5 cents / km

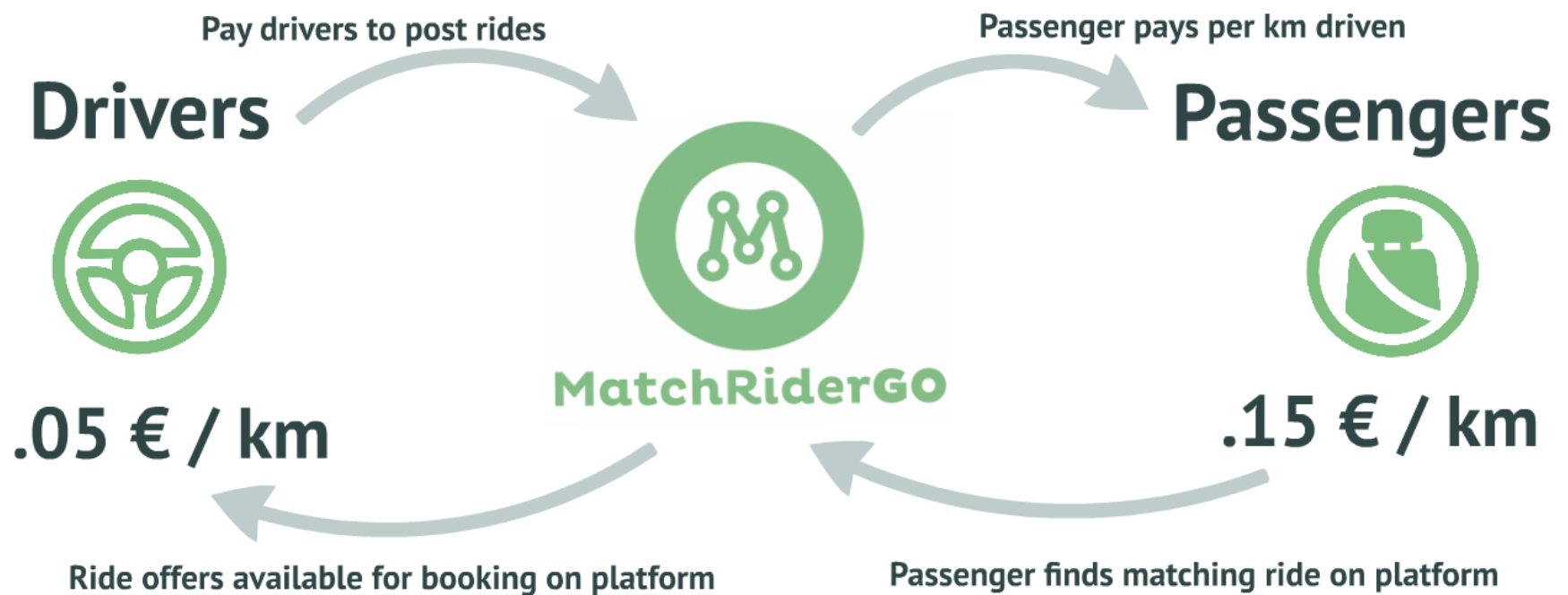


Passengers pay 15 cents / km

Business Model

B2C

Revenues from Bookings



Value Proposition



Partner

- Guaranteed payment, independent of bookings
INCENTIVE!
- Fixed meeting points along the route - easy to find and no detours necessary
SAVE TIME AND MONEY!
- Ride details for the booking directly in the driver app
FAST AND EASY!



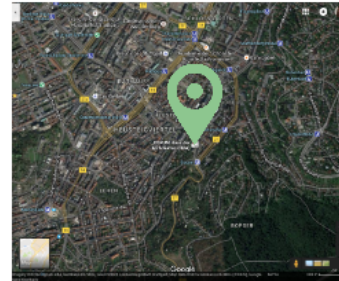
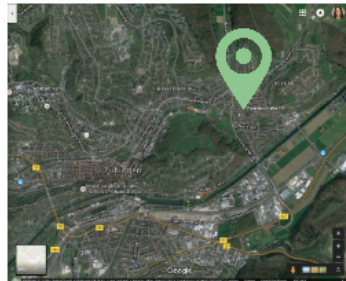
Customers

- Set rideplan and meeting location
FLEXIBILITY!
PLANABILITY!
- Driver incentive to complete the rides
RELIABILITY!
TRUST!
- Cheaper and faster than the existing public transportation
SAVE ON TIME AND MONEY!

Business Case

Departure: 6:30 a.m. - 8:30 a.m.

Daimlerstraße 13, Tuebingen < > Danneckerstraße 54, Stuttgart



36.60 €

241 €

2.253 €

1:30 - 2:00

5x

20-30 min.

2-4x

15 min.

Single ticket

Monthly ticket

Annual ticket

Trip time

Offering

Frequency

Transfers

Walking time

12.30 €

150 €

1.600 €

0:45 - 1:00 (41km)

12x

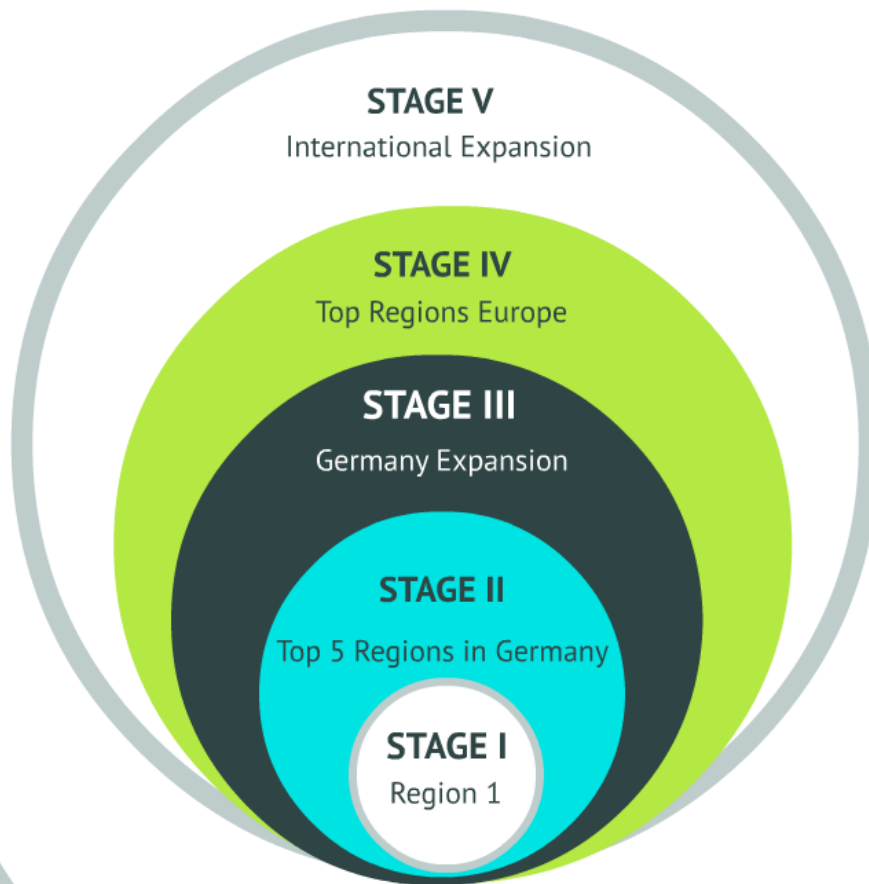
10 min.

0

15 min.

Go-To-Market Strategy

Roll-Out MatchRiderGO in Top 5 Target Regions in Germany within the next 24 months



1. Stuttgart metropolitan Region
2. Rhine-Neckar Region
3. Rhine-Main Region
4. Rhine-Ruhr Region
5. Nuremberg
6. Hanover
7. Bremen
8. Central Germany
9. Connections between regions
10. Munich
11. Hamburg

Milestones

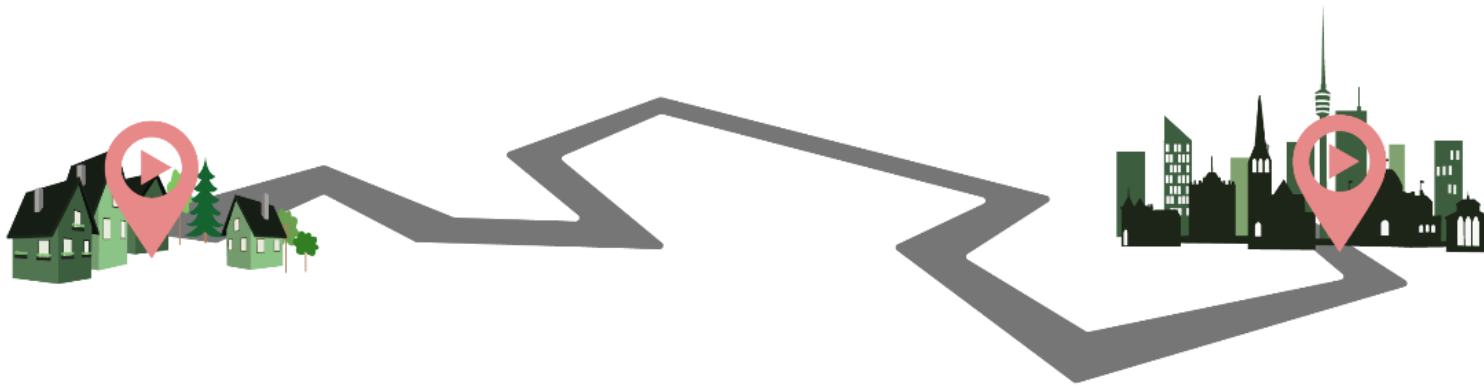
Pilot Project Stuttgart <-> Tuebingen

6 Weeks June - July 2016

ShareBW prize together with University of Stuttgart



Analyzed > Researched > Designed > Built > Acquired >
Marketed > Evaluated > Funding



Market leader with 40
seats daily

Status Quo Stuttgart

Market Ready:
Launch on May 15th



- Native *passenger apps* deployed and in the market
- Native *driver apps* developed and deployed in the market
- New app functionalities as e.g. *driver tracking*, communication functionality, driver rating, holiday schedule for driver etc.
 - *Business processes* continually tweaked and enhanced
 - *Established route requirements*
 - Driver-recruiting and on-boarding processes enhanced
 - *Driver COA sinking*
 - Thorough *stakeholder analysis* conducted
 - *Marketing strategy* developed

Status Quo Heidelberg

Launch on September 4th

Pendler nach Heidelberg?



WE WANT
YOU!

 Heidelberg www.MatchRiderGO.de

The City of Heidelberg

- pays Match Rider
- pays our drivers

Success factors

- Reliable offer
- Fast implementation
- More flexible and cheaper at equal transportation capacity than public transportation

Road-Map



6-Month Plan

Market

- 8 routes Stuttgart region at the end of 2017
- New routes in the Rhine-Neckar region in 2018
- Three more contracts with cities in Germany

Technology

- Driver and passenger app enhancement
- Lower cost for driver management
- Enhanced back end for route integration into the apps

Team

- Alfie, Katina, Frank, Benedikt, Amit full-time
- Florian part-time
- Interns!

Finance

- Revenues from bookings
- BMVI mFUND
- BMWi ZIM
- Public Private Partnership
- Investors, Angels
- Revenues Software

Management Team



Frank Anders Finance Director

- Dipl.-Volkswirt
University of Heidelberg
- 8 years experience in personal and finance management
- 3 years experience in technical project management
- GIS technician

Katina Schneider Marketing Director

- B.Sc. Communications Arts and Sciences, minor Enviro-Economics
Michigan State University (USA)
- 8 years experience in sales, development of market strategies and PR

Alfie Swartzbaugh CEO + System Architect

- B.A. Economics and MBA IT and International Business,
University of Illinois (USA)
- 20 years experience in software development for logistics for companies and public authorities

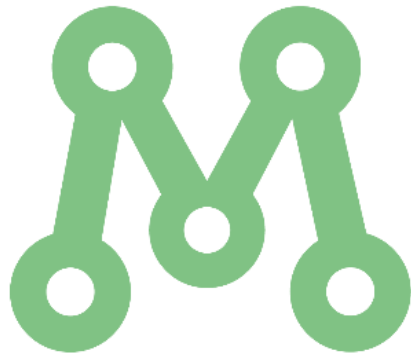
Dr. Benedikt Krams Partner Management

- Finished his phd studies in 2016 at
University of Stuttgart
- 5 years leadership research cluster Sustainable Mobility
- M.Sc. Information Systems, Dipl-Kfm. (FH)

And the moral is...

Source: Harald Lesch

Thanks! Questions?



Dr. Benedikt Krams
Partner Management

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+49 (0)151 238 75 213

Supporters:



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