

Build-A-Business Project

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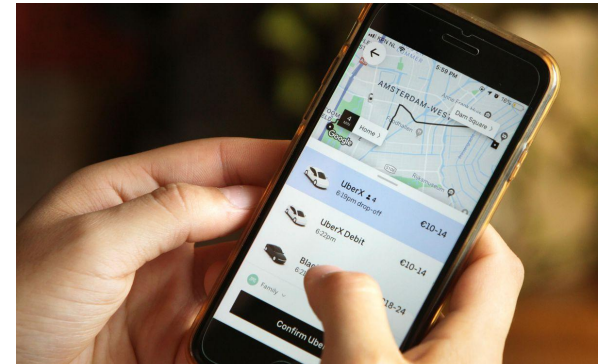


What is Uber, and what is it known for?

Uber is a ride-sharing company that gives its customers the opportunity to request a ride from the convenience of their cellular device. The price and affordability is what puts Uber ahead of many similar companies, and taxis. What makes Uber unique is the fact that the price of the ride depends on the availability of rides or the amount of drivers in the area, and they offer fast trips any time and almost anywhere.

"We are not setting the price. The market is setting the price. We have algorithms to determine what that market is."

-CEO of Uber



Uber's Demographics

- Uber's headquarters are located in San Francisco California
- Uber currently has over 22,000 employees, not including drivers. There are around 3.9 million drivers.
- In 2019, Uber pulled in a gross revenue of 14.1 billion dollars.
- In 2020, so far, Uber has earned a gross revenue of 3.1 billion dollars. Due to Covid-19, Uber discussed that their gross bookings were down at least 75% through the month of June. In Quarter 2 of 2020, Uber lost 1.8 billion dollars.

CEO



Dara Khosrowshahi

CFO



Nelson Chai

CLO



Tony West



Governance and Leadership

Dara Khosrowshahi

Chief Executive Officer (CEO)

Previous CEO for Expedia

- ❖ Helped grow Expedia into one of the worlds largest online travel companies.
- ❖ **Beloved** by his employees and named one of the Highest Rated CEOs on Glassdoor.
- ❖ Passionate advocate for refugees in crisis around the world

Nelson Chai

Chief Financial Officer (CFO)

Previous CEO for Chicago-based Warranty Group

- ❖ Brings more than a decade of experience in senior positions at some of the world's leading publicly traded financial services and insurance companies.

Tony West

Chief Legal Officer (CLO)

Previous Attorney General of the United States

- ❖ More than 20 years of experience in the public and private sectors.
- ❖ Previous Executive Vice President of Public Policy at PepsiCO.
- ❖ Attorney General Eric Holder presented him with the Edmund J. Randolph Award, the Department of Justice's **highest honor**.

Uber's Mission, Vision, and Values

“We ignite opportunity by setting the world in motion. Make transportation as reliable as running water, everywhere, for everyone.”





PRODUCT EXPANSION

“UBER US”

UBER US

Feature on the Uber app where Uber drivers are not only drivers but also certified tour guides for their local areas.

- Able to provide a unique and positive experience with Uber services
- Able to obtain more like the local culture, foods, secret insta worthy spots
- Cheaper service than competitors
- Something to do besides watching TV if you are bored



Advantages

- Better Experience


- Obtain more than just a ride (Sightseeing)
- Encourages to connect with drivers

- Exclusive Content

- Driven to famous local smaller shops/restaurants, 24/7 active local attractions, hidden history, secret instagram worth spots, and immersive cultural experience
- Easy to work with app interface: Tour guides post 3 locations they will visit. Then if the User likes to visit them they book a UBER

Advantages Continued...

- Available to Everyone
 - Cheaper than most competitors
 - Focused mainly towards large groups because commission is based on size of group
 - Charges by the hour instead of distance, however the user has the option to charge by distance as well
- Accessible anywhere
 - Uber is still a driving service
 - Could pay your friend to give you a tour guide of the city
 - Available everyday from certain hours



“Connecting you with the people,
places, and things you love...”

~ Uber slogan

“UBER US today!”