

Agenda Item# 87

**Additional material provided
after initial posting of
supporting material but prior to
meeting.**



POP-UP Rideshare

Popping up when riders need
us the most

Problem

Conventions cause traffic congestion, due to a lack of transportation resources.



Typical Rideshare companies have long wait times, and are disorganized for large conventions



Rides typically surge during this time, costing 2-4X the normal rate to the consumer



Drivers are not properly incentivized, or organized to handle the large conventions

Solution

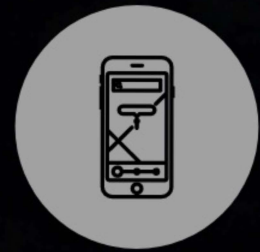
We POP-UP to help alleviate convention congestion



We partner with fortune 500 brand sponsors, that drastically reduce cost to riders



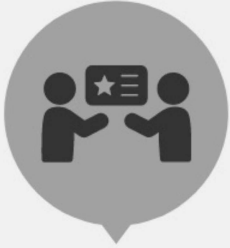
Drivers earn more, and are properly incentivized to not take other rides, reducing all surge prices



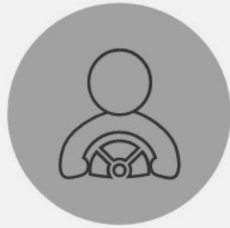
Drivers are more organized reducing long wait times and traffic congestions

How it works:

We only operate, and POP-UP during large conventions, where we have a brand partner.



Client must be a member of the sponsor and download our mobile application to use the service.



Drivers go through a full background check, vehicle check and meticulous selection process



Not hailed from the street but from your phone, at designated pick-up locations



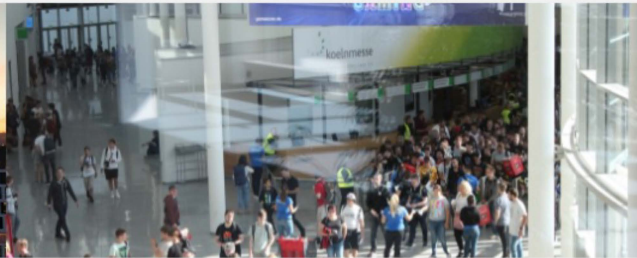
Guaranteed pick-up from our procured fleet at a substantially reduced rate

Key Differentiators



Brand Partnership

Sponsors off-set the cost to riders



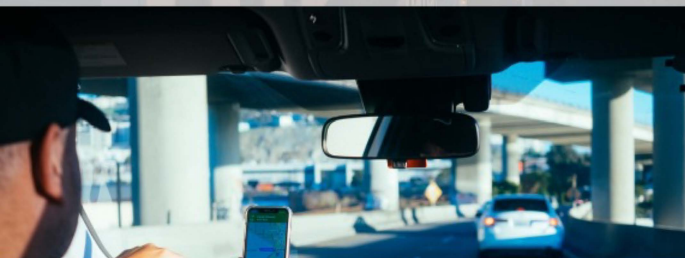
Members Only

Convention Attendees



1-Click Hailing

Easy to use mobile application



Optimized Fleet

Organized and incentivized for drivers



Faster Response Time

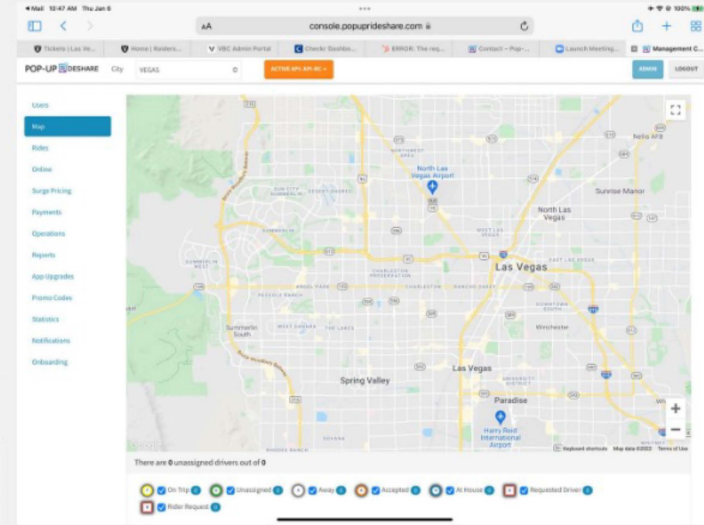
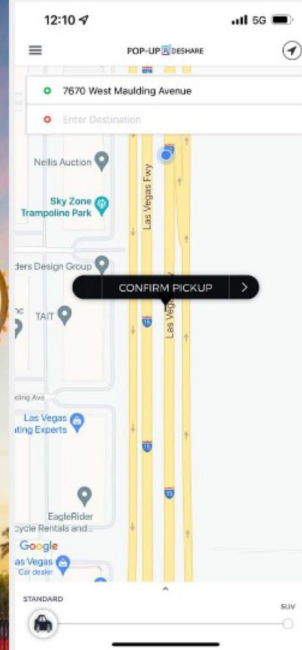
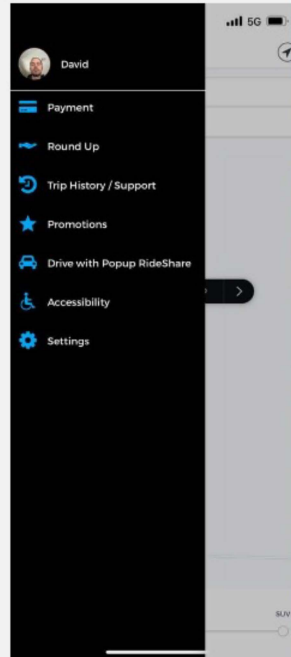
Reduces long wait times



Great Drivers

Full Background and Vehicle Check

Product



Safety First

POP-UP Rideshare has a meticulous selection process, that is seamlessly tracked in our dashboard.

10:50 AM Thu Jan 6

app.hubspot.com

Contacts

58 records

Active Import Create contact

Search name, phone, email Contact owner Create date Last activity date Lead status More filters Table actions Save view

	NAME	CREATE DATE (PST)	PAGE SOURCE	CHECKER STATUS
☐	George Zhouf	Jan 3, 2022	Generic	invitation sent
☐	Larry Ehrlich	Jan 3, 2022	Kickback	consider
☐	Patrick Johnson	Dec 29, 2021	Generic	clear
☐	Robert Bouchard	Dec 11, 2021	Kickback	consider
☐	Anton Bates	Dec 9, 2021	Kickback	clear
☐	Thomas Tomczak	Dec 7, 2021	Kickback	clear
☐	Glendy Aguilar	Dec 7, 2021	Kickback	invitation sent
☐	Michael Vickers	Dec 7, 2021	Kickback	consider
☐	Joseph Marte	Dec 7, 2021	Kickback	clear
☐	Michelle Chavez	Dec 7, 2021	Generic	consider
☐	Antoine Cedric Fregoso	Dec 6, 2021	Kickback	clear
☐	Ernesto Fregoso	Dec 6, 2021	Kickback	clear
☐	David Pattenauide	Dec 6, 2021	Kickback	consider
☐	Carlos Del Rio Jr	Dec 6, 2021	Kickback	clear
☐	Alister Lindstrom	Dec 6, 2021	Kickback	clear

Help

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POP-UP RIDESHARE City VEGAS

ACTIVE APPS: 40/40/0

Admin Logout

Users Map Rides Online Surge Pricing Payments Operations Reports App Upgrades Promo Codes Statistics Notifications Onboarding

Onboarding Status Activation Status Last Comm. Days in Pending Checker Payoneer

Driver License Insurance City Approval Car Registration Car Photos Profile Photos

Registration Sticker

Search By Name... NAME

RESET FILTERS EXPORT CSV

Showing 15 items

Driver ID	Name	Onboarding Status	Activation Status	CheckR	Payoneer	City Approval	Car Registration	Driver License	Insurance	Car Photos
57	Tiana King	Pending	Deactivated Other	Not requested	Not registered	Approved	Mazda CX-5	Approved	Mazda CX-5	Mazda CX-5 Front Back Inside Trunk
53	David Evans	Pending	Inactive		Not registered	Pending	Chrysler 300	Pending	Chrysler 300	Chrysler 300 Front Back Inside Trunk
51	Larry Ehrlich	Pending	Deactivated Other		Not registered	Approved	Hyundai Palisade	Approved	Hyundai Palisade	Hyundai Palisade Front Back Inside Trunk
49	Todd LaSalle	Pending	Deactivated Other		Not registered	Approved	Hyundai Sonata	Approved	Hyundai Sonata	Hyundai Sonata Front Back Inside Trunk
45	Ricky Teschler	Pending	Active		Not registered	Approved	Volkswagen Passat	Approved	Volkswagen Passat	Volkswagen Passat Front Back Inside Trunk

User Benefits

- POP-UP Rideshare is faster & cheaper than a traditional rideshare or limo
- POP-UP Rideshare is nicer & more comfortable than a regular taxicab



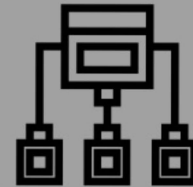
Technology



Mobile phones +
intelligent
scheduling.



Payment/utilization.
Reputation tracking.



Innovative
Dashboard Software

Go-to Market Plan



Referral:

Invites are only available and promoted through brand partners



Marketing:

We plan to launch an outdoor and digital social media marketing campaign to promote each convention we POP-UP for

