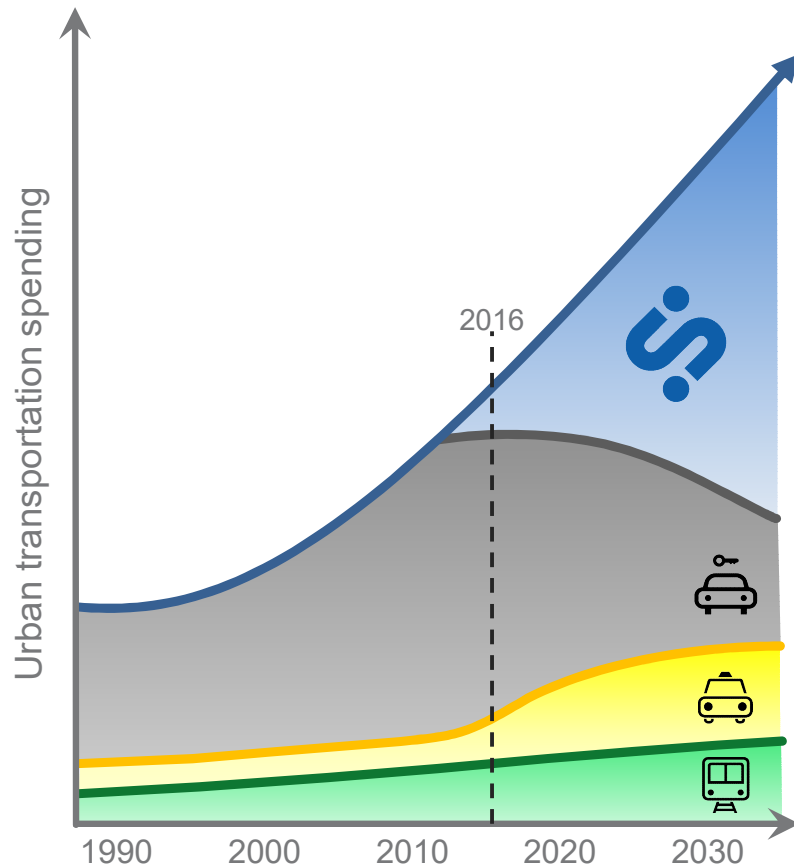


 split
smarter shared rides
transportation planning board

June, 2016



a \$2.5 trillion opportunity



- Urban population is rapidly increasing, in the US and around the world.¹
- The annual U.S. public transit budget is 2.5 times smaller than what's needed.²
- Ridehailing primarily acts as a one-to-one replacement of traditional taxi service.³
- Interest in car ownership is on the decline, especially among the youngest people.⁴
- We are on the cusp of affordable, and convenient “microtransit” becoming widespread.⁵



¹ [World Urbanization Prospects: The 2014 Revision](#), United Nations ² [Beyond Traffic](#), U.S. Department of Transportation.
³ [Uber Is Taking Millions Of Manhattan Rides Away From Taxis](#), FiveThirtyEight. ⁴ [Percentage of Teen Drivers Continues to Drop](#), Michigan News.
⁵ [How the Microtransit Movement Is Changing Urban Mobility](#), CityLab.



Split provides on-demand shared rides



1 REQUEST A RIDE



2 WALK TO YOUR PICKUP POINT



3 SHARE THE RIDE

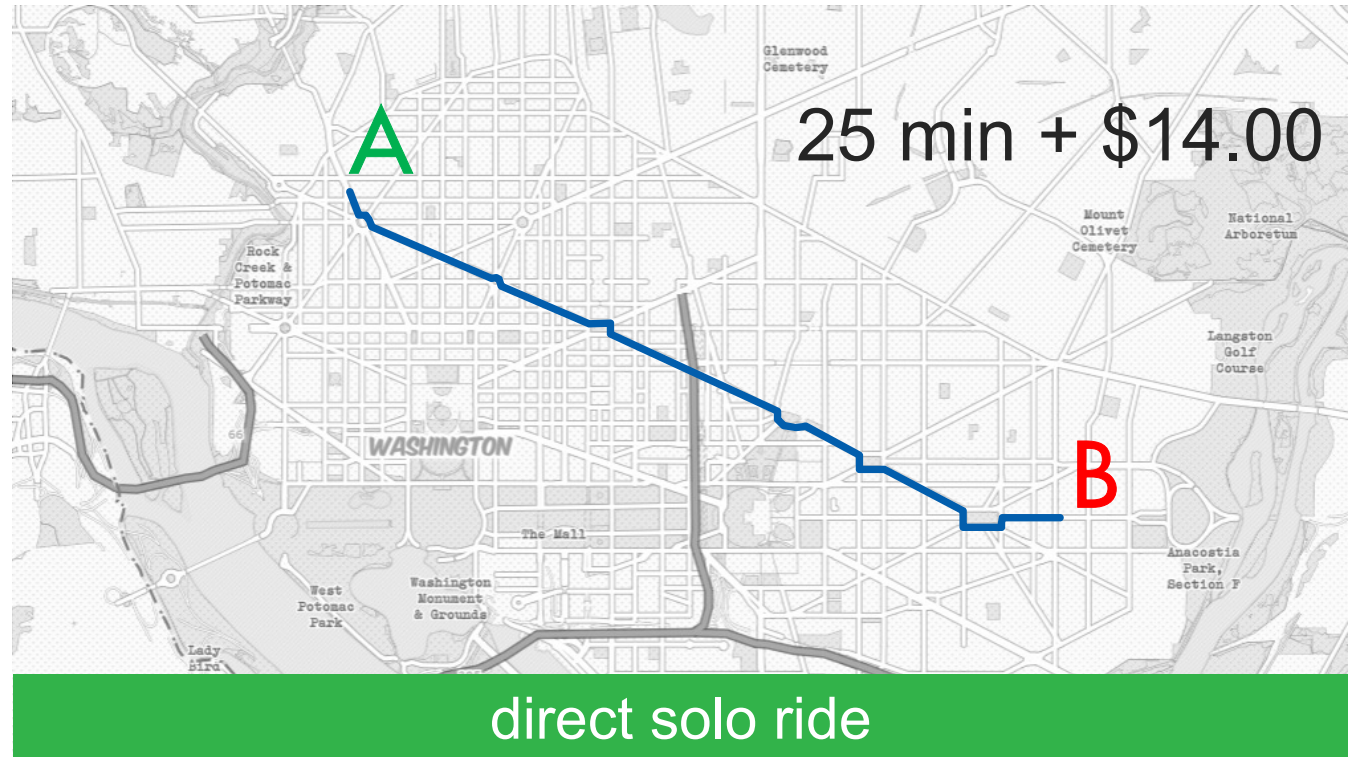
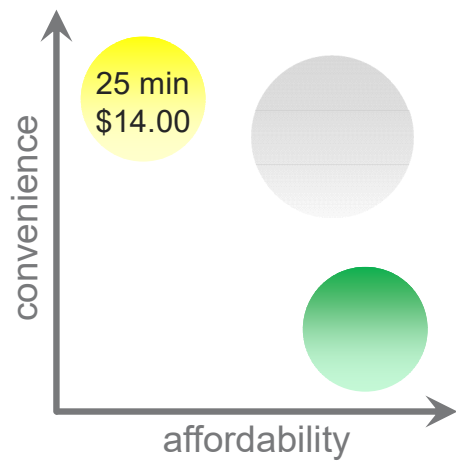


4 HOP OUT & WALK

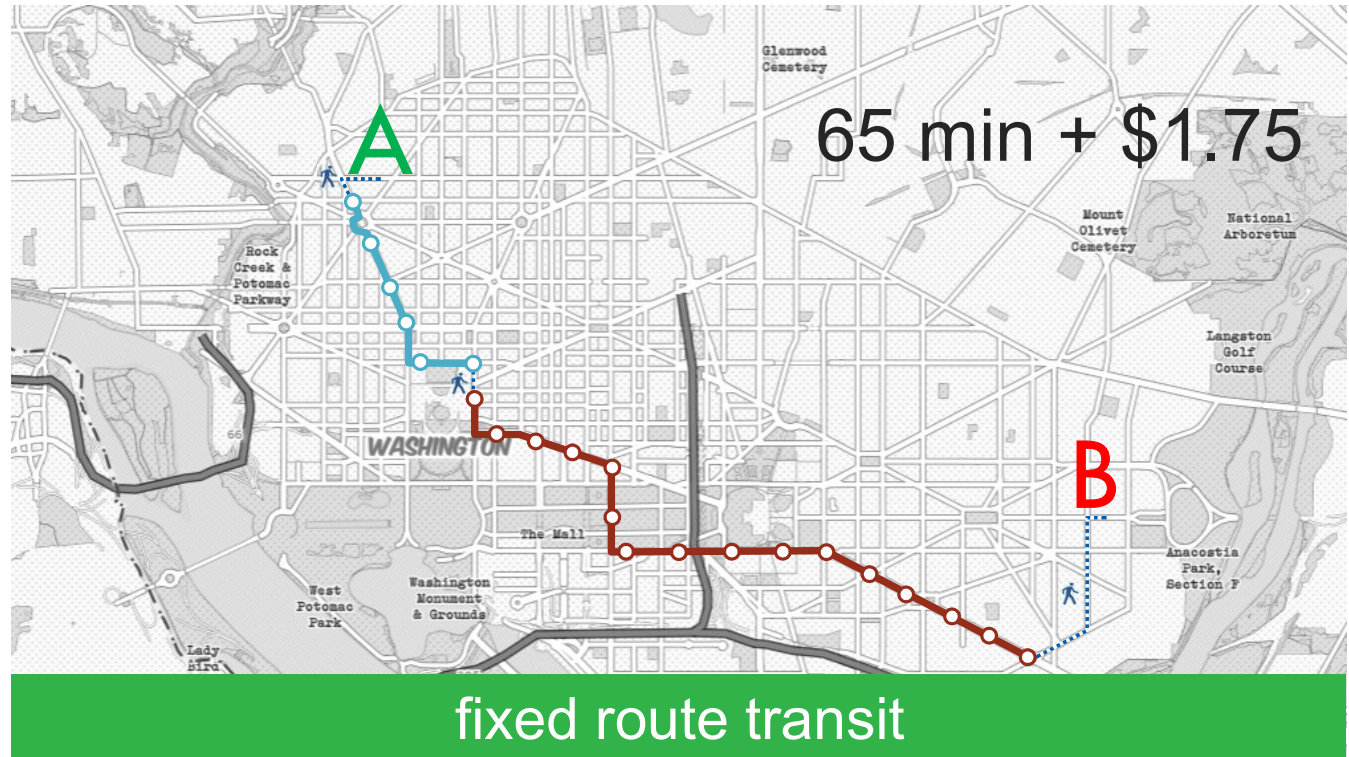
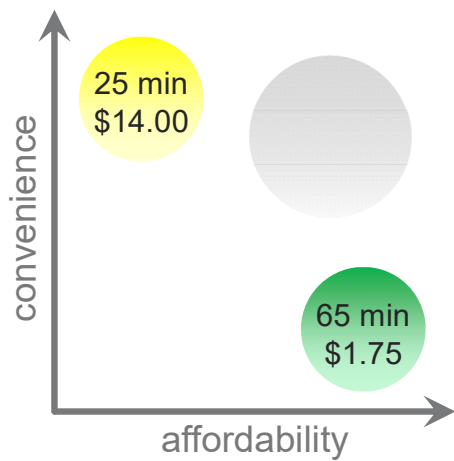
Washington, DC
Launched May 2015



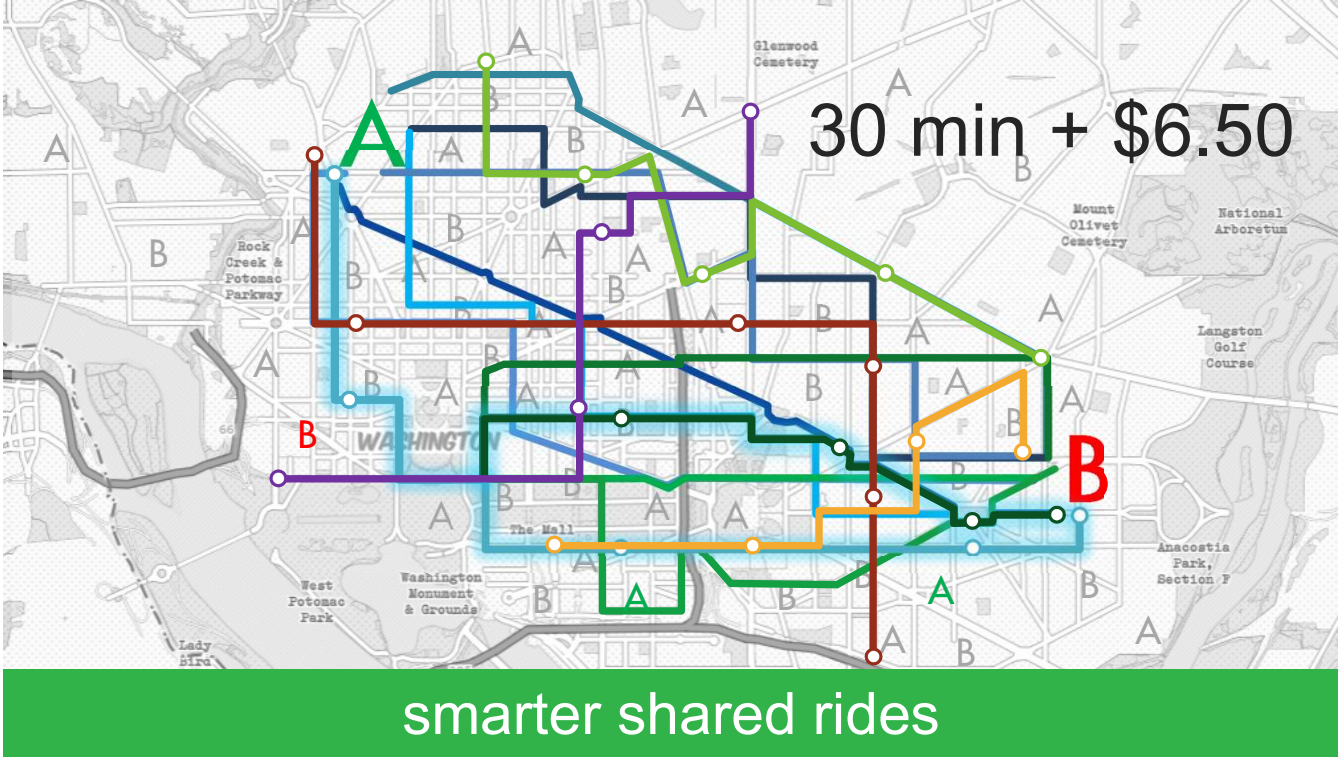
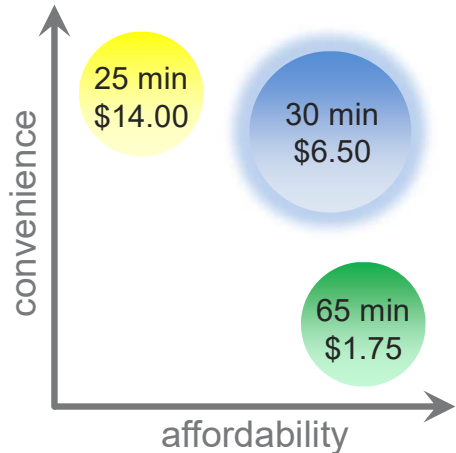
a convenient way to get from A to B



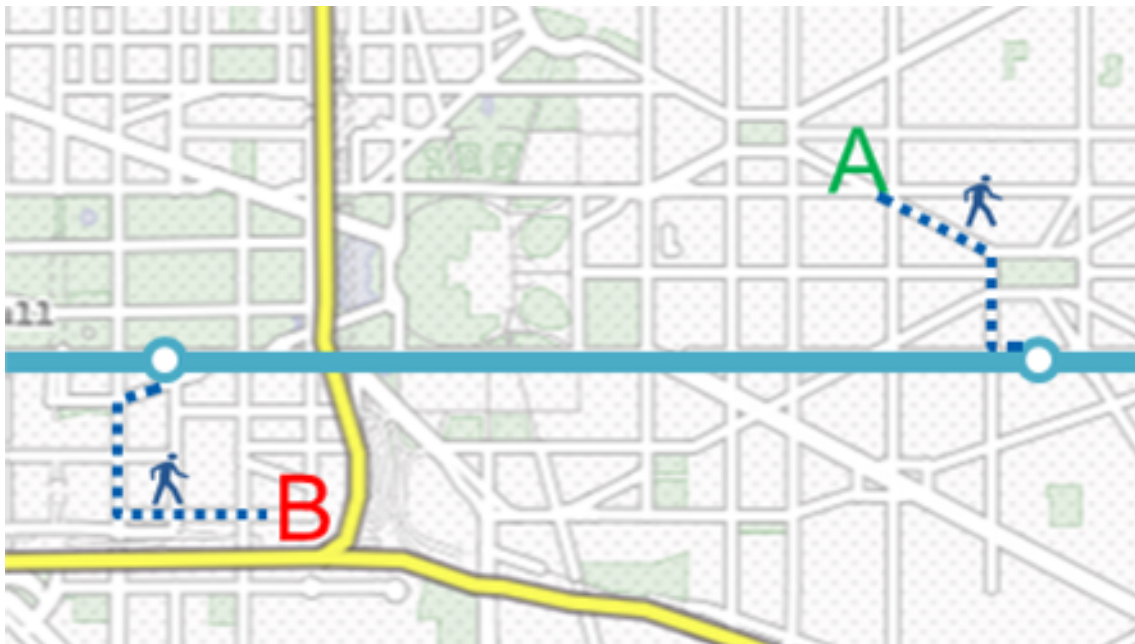
an affordable way to get from A to B



a smarter way to get from A to B



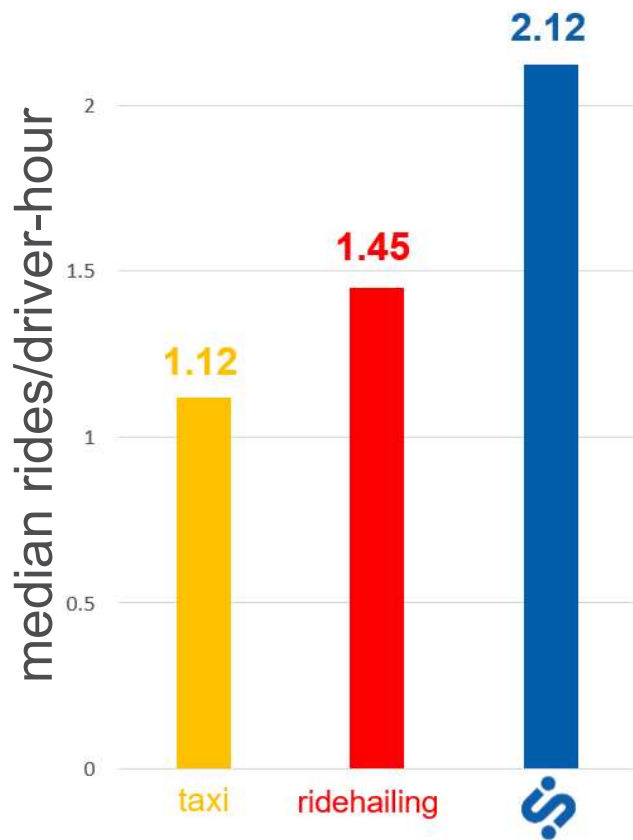
the importance of our point network...



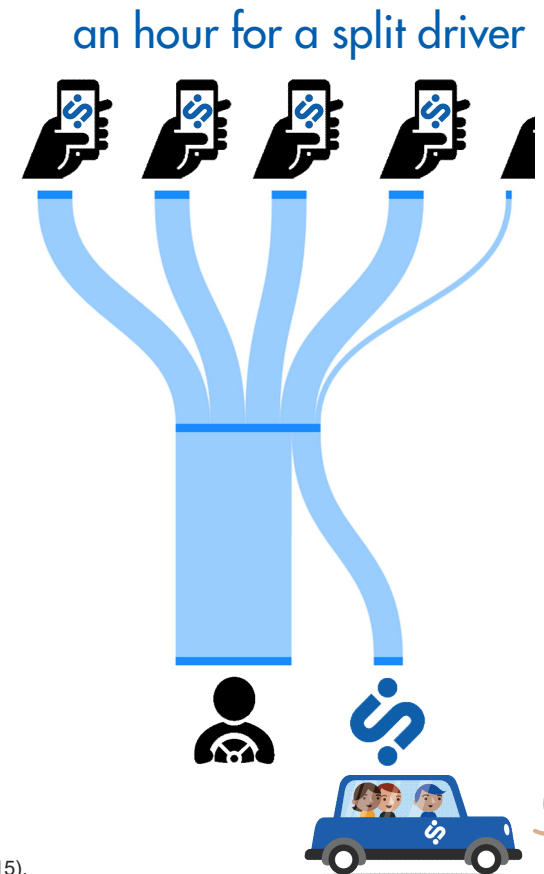
- streamline pickups
- avoid difficult one-way streets
- clear point of contact between driver and passenger



...because the name of the game is efficiency



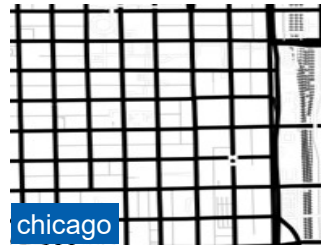
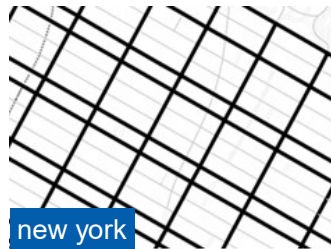
- Smartphone-based ridehailing is 30% more efficient than traditional taxi service
- Split's current efficiency is **70% higher than taxi service** and is **growing at 10% each month**
- More efficiency means **lower ride prices** and **higher driver earnings**



J. V. Hall and A. B. Krueger, "An Analysis of the Labor Market for Uber's Driver Partners in the U.S." (2015).
J. Cramer and A. B. Krueger, "Disruptive Change in the Taxi Business: The Case of Uber," (2016).

and our goal is to serve myriad cities

Split's generalizable, scalable algorithm works on complex road networks





Let's Split!