

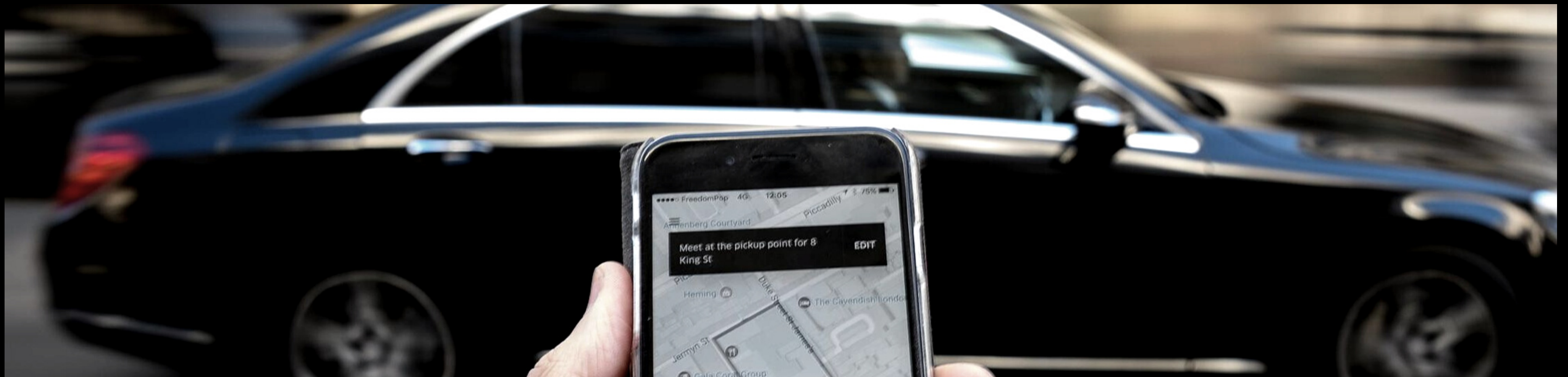
01

Strategic Management Final

Maya Kapur - Shawn Fletcher - Andrea Makhlouf

Jordyn Pasinkoff - Charis Tang - Jiayu Duan

Uber Pitch Deck

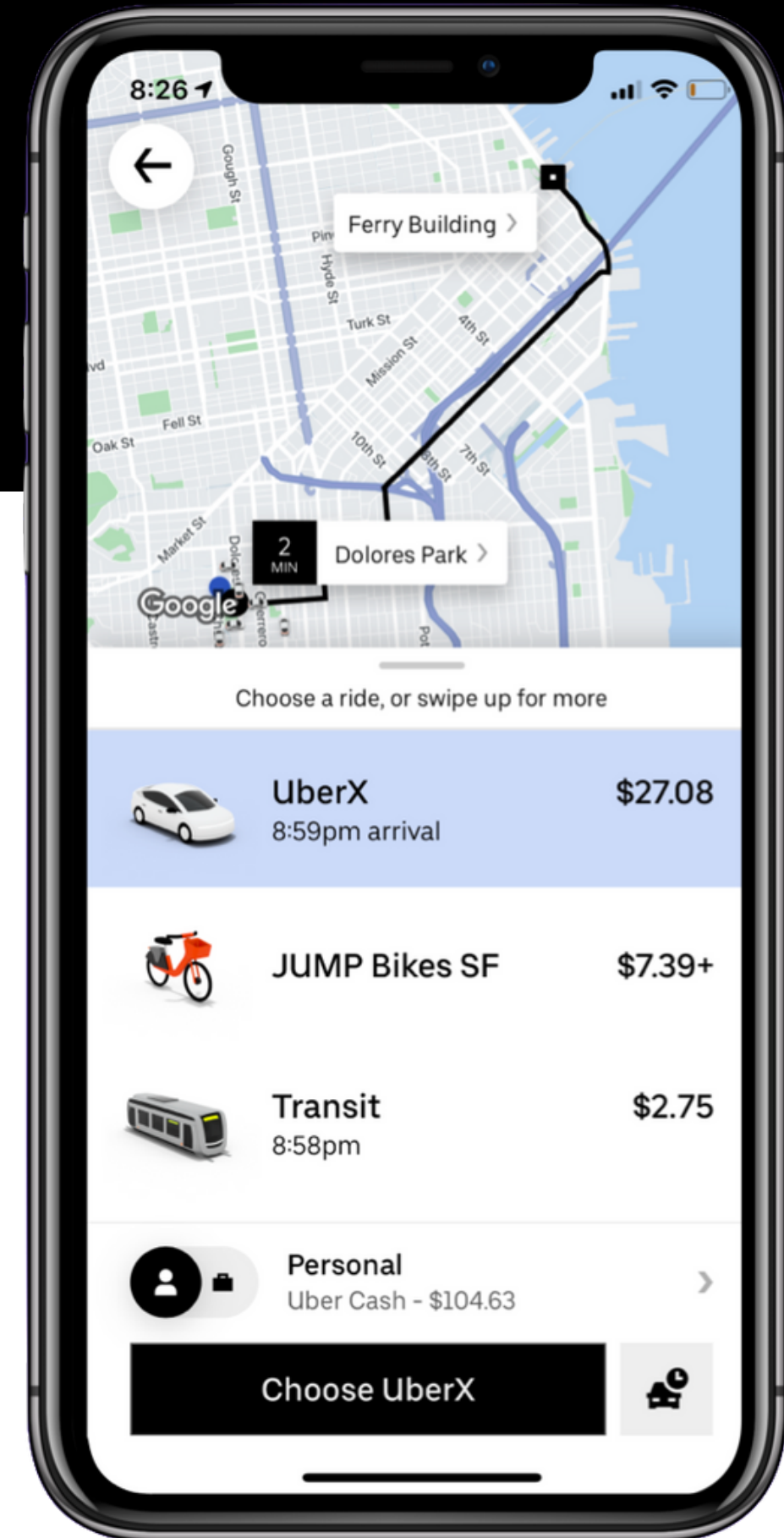


02

What is Uber?

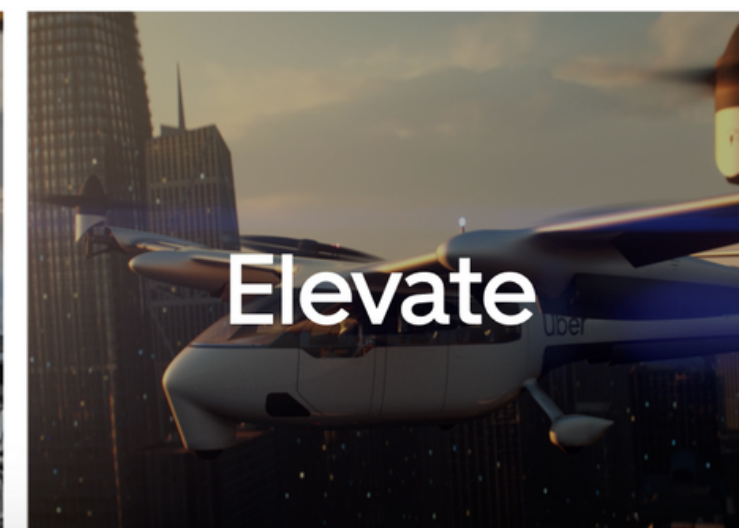
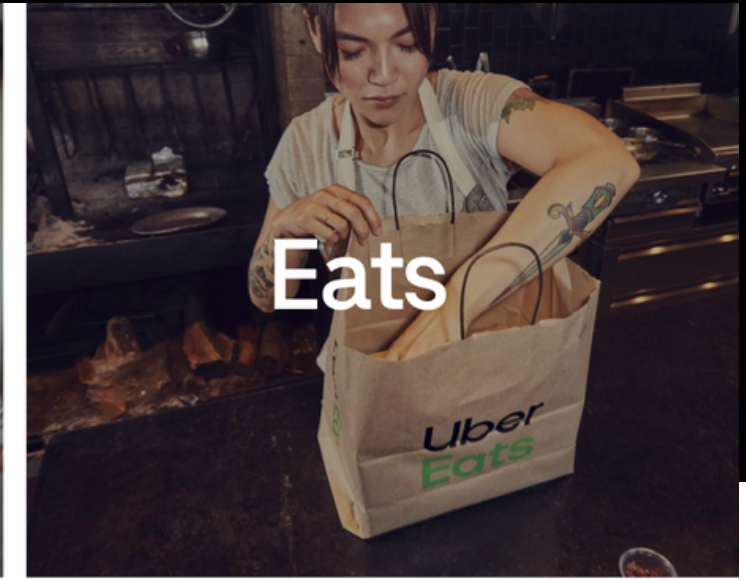
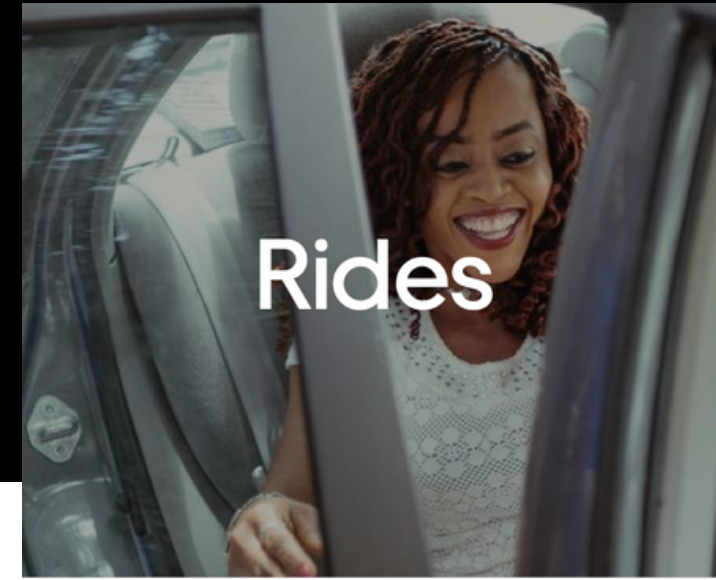
Uber, is a multinational rideshare and delivery service. Uber was founded in 2009 by Garrett Camp and Travis Kalanick. It is an innovative rideshare platform that connects consumers with drivers or deliveries through a smartphone application, where the customer can request a ride or delivery service in a matter of seconds.

The app allows riders to hail rides from drivers within their area, shows an accurate map and deliver time, and allows anyone to participate.



03

Uber Services



69

Countries

900+

Cities¹

04

INTERNAL ASSESEMENT

Insights that lead to strategy

Income cost

In the proportion of income cost, insurance expenses occupy the main component

Driver loyalties

Why have driver loyalties when the drivers are going to be on multiple apps anyway

Marketing budget

Large marketing budget hasn't really helped

05

INTERNAL ASSESEMENT

Insights that lead to strategy

Negative PR

Negative image effects include many allegations of sexual assault

Security

The security aspect is aimed at both customers and drivers

Uber driver arrested for sexual assault in Palo Alto

A Woman Was Assaulted by a Man Posing As Her Uber Driver

Uber driver arrested in rape of passenger on Storrow Drive

The Dark Realities Women Face Driving for Uber and Lyft

11 Female Uber and Lyft Drivers Open Up About Being Harassed by Passengers

Female Uber driver says company did nothing after passengers assaulted her

Uber sued for \$10 million by woman who was sexually assaulted by her driver

Women Harassed by Uber and Lyft Drivers Want Answers—Not a \$5 Credit

Uber Driver in New Jersey Accused of Raping a Female Customer

San Diego Uber Driver Charged with Rape of an Intoxicated Person, Faces 8 Years in Prison

The Dark Realities Women Face Driving for Uber and Lyft

BUSINESS

Uber Received Nearly 6,000 U.S. Sexual Assault Claims In Past 2 Years

The dark realities women face driving for Uber and Lyft

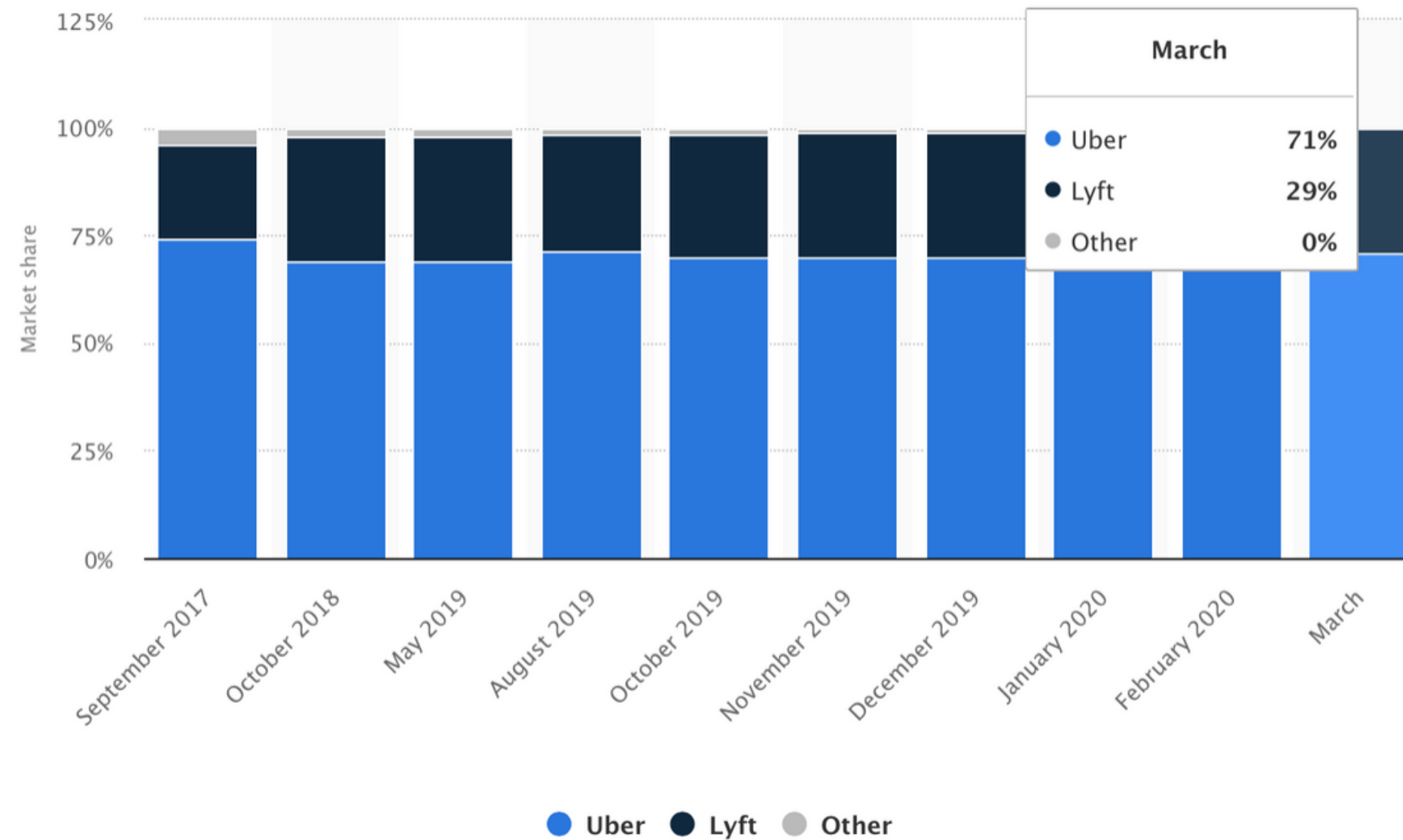
Women Who Say They Were Assaulted and Harassed by Uber Drivers Continue to Fight for a Trial by Jury

Dark realities of Uber, Lyft: Women drivers speak about on-job harassment

07

**EXTERNAL
ASSESSMENT**

MARKET SHARE



[statista.com](https://www.statista.com)

\$2.8 Trillion

Total Available Market (TAM)

\$795 Billion

Serviceable Available Market (SAM)

Size of the Market

Uber 2020 Investor Presentation

Ride-Share



Direct
Competitors

Indirect
Competitors



10

Priorities & Goals

Adjusting the business model to become profitable.

PRIORITY 1

The emergence of pressure from peer competitors as one of the threats facing the company.

PRIORITY 2

Government regulations are also a major obstacle to company work.

PRIORITY 3

Negative PR and disputes of brand image.

PRIORITY 4

Adjusting the business model to become profitable.



Strategies we propose

CUT COSTS

- Insurance
- Driver loyalties
- Marketing budget

ADDRESS KEY ISSUES

- Safety:
 - Camera
 - Option for male or female driver

NEW MARKETS

- UberKIDS
- UberTOURS (City Tours)

13

Cut Costs

Address Key Issues

New Markets

Impact of the
Strategy

Uber

x

Quaran
Team

SINCE 2020

THANK YOU