

**JoinRide**

**Project presentation**

# Problems we've noticed

1

Traffic jams on ring roads and access roads, causing excessive emissions and wasting time.

2

High cost of maintaining your own car.

3

Limited availability of public transport in suburban and rural areas; expensive alternatives.

4

Traffic exclusion of people who do not have a car and/or driving license.

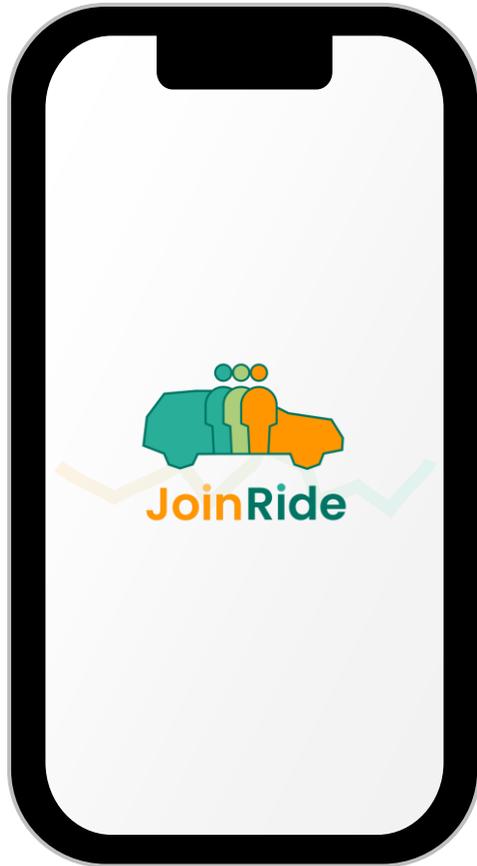
# Our goals

- 1** Reduction of traffic jams on access routes, losses of time, expenses and emissions of greenhouse gases.
- 2** Improving communication in suburban areas, creating a systemic and global solution that bridges the gap between public transport, buses, Uber and BlaBlaCar.
- 3** Popularization of solutions reducing consumption and supporting local social integration.

# Our solution

- 1** A mobile application that facilitates daily carpooling by private cars to the city, shopping malls, schools, clinics, business districts, etc.
- 2** A system that will allow for quick, partially automated arrangement of journeys without voice communication and text messages.
- 3** A platform that is easier to use than existing solutions, competitively priced, even in comparison to public transport.

# Systemic solution



## Product

A mobile application that allows you to easily find and fill free spots in commuter cars of people from the area.

## How it works

1. Drivers determine their standard, daily routes with a typical calendar, based on popular pick up and drop off points in their city (protecting the address and data).
2. Drivers activate the routes as needed, making the planned journeys visible only to friends or neighbours.
3. Passengers can join the journey by clicking on a free seat in your car. The process of booking a seat takes only a few seconds.
4. Possible settlements are made in cash or automatically. The system records who gave a lift to whom and records points accordingly.

# Economy behind the project

## Initial financing

We plan to obtain funds for the launch of the IT system and pilot implementation in the first locations around Warsaw in the form of a fundraiser among the supporters of the project and the foundation.

## Next steps

Further financing of the project will be based on crowdfunding and voluntary contributions from system users. In order to maximize the pace of project development and simplify the functionality of the application, in the first years we will not charge for using the application.

## Support

Due to the potentially huge ecological impact of the project, we count on obtaining grants and support from local governments or funds supporting projects in the field of ecology and transport.

# Strategy and implementation

## Market entry

Facilitated with local advertising on Facebook groups of suburban towns and local media. Implementation supported by competitions in 2-3 cities, publicized by large media.

## Strategic core

Project run by the foundation to guarantee the priority of social and environmental goals.

# Scalability of the project

## Global potential

Commuting "from city to city" and communication in areas with limited access to public transport are needed practically all over the world and generate significant costs.

## Growing need

As the ecological footprint increases, the need to coordinate trips will increase as it is the easiest way to reduce emissions.

## Technologies of the future

The foundation (system operator) may in the future become a shareholder of companies creating solutions in the field of autonomous transport.

# Market potential

## Example 1: RideSharing

There is a need for RideSharing and on-demand rides, and there are ways (e.g. a rating system) to keep drivers and passengers safe. This, as well as lower prices is why so many people use Uber.

60%

of residents of the cities where Uber operates have used it

\$85.8  
Trillion

Size of the global RideSharing market

## Example 2: CarSharing

CarSharing, although smaller, is growing rapidly. In Poland, PANEK network is developing very dynamically, constantly expanding the offer of their cars and gaining the trust of more and more people.

2000  
cars

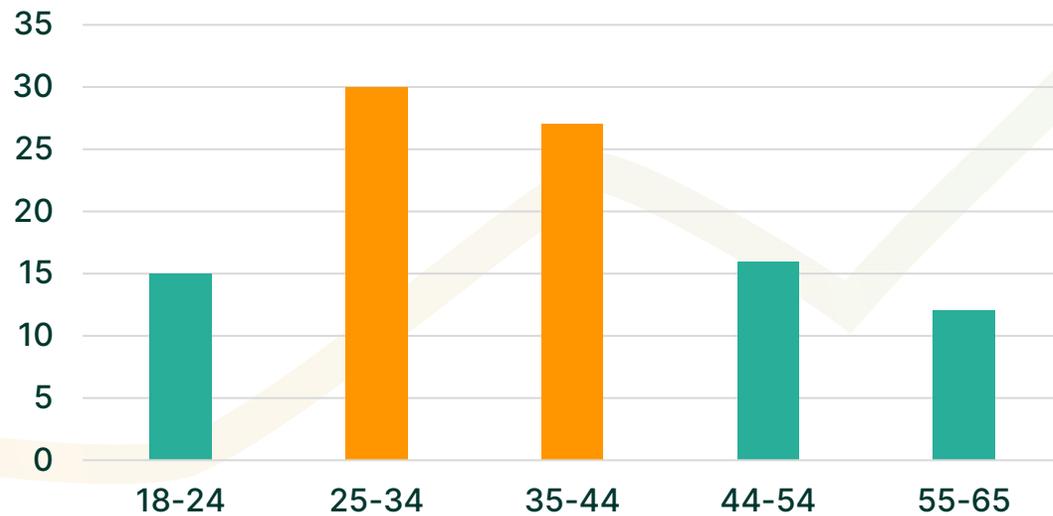
are offered in the PANEK CarSharing network

\$2.5  
Trillion

Size of the global CarSharing market

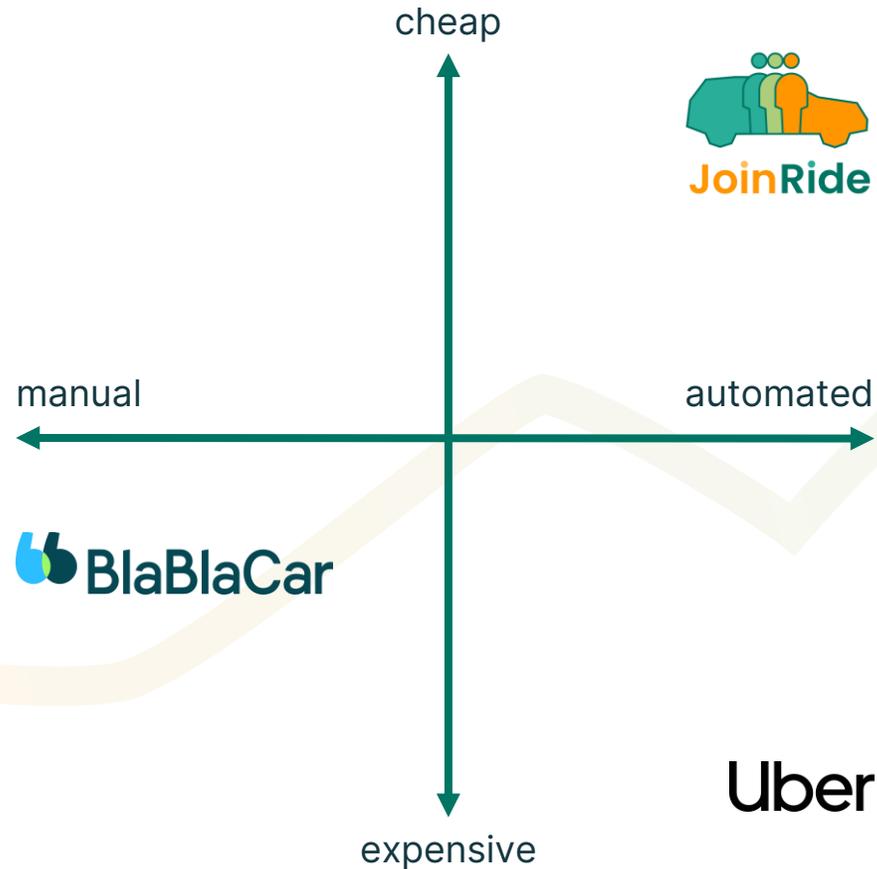
# Client profile

Share of RideSharing users and the taxi segment in Poland in 2020 by age group (%)



- Numerous users among **all age groups**
- Usage increased in **early career** and **peak productivity** (25-44)
- Dominance of **computerized** age groups

# Market gap



- JoinRide is distinguished by **confidentiality**
- Rides are visible only in a self-defined group (of **friends** or **neighbours**)
- Routes are relatively **standardized**
- Transactions supported by the internal system of **points**

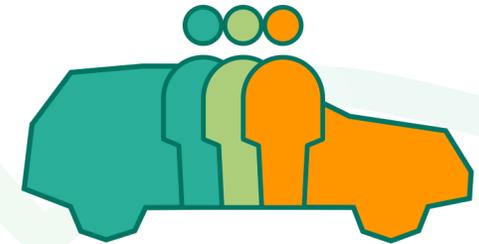
# Competitive advantage

Uber

Much **higher prices** of rides

 BlaBlaCar

**System fees** and the need to process the transaction through the operator



JoinRide

Mutual provision of services and their **automatic** billing

# Cooperation

Cooperation with **local carriers** who, based on data from the system, could plan some **unique connections**, for example:

- a trip to the shopping centre once a week,
- or a daily course to the swimming pool in the neighbouring village.

# Our team



**Piotr Krupa-Lubański**  
CEO



**Paweł Borowiecki**  
CTO



**Krzysztof Mikulski**  
CFO



**Mikołaj Weiss**  
CMO



**Julia Kowalczyk**  
Moderator



**Elżbieta Pernak**  
EU Subsidies



**Katarzyna Majcher**  
Map Engineer

# Financial information

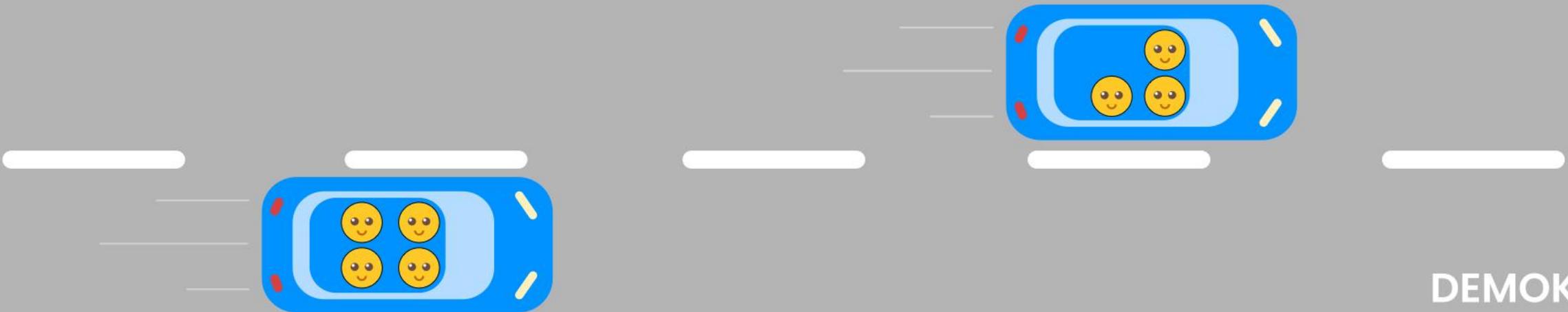
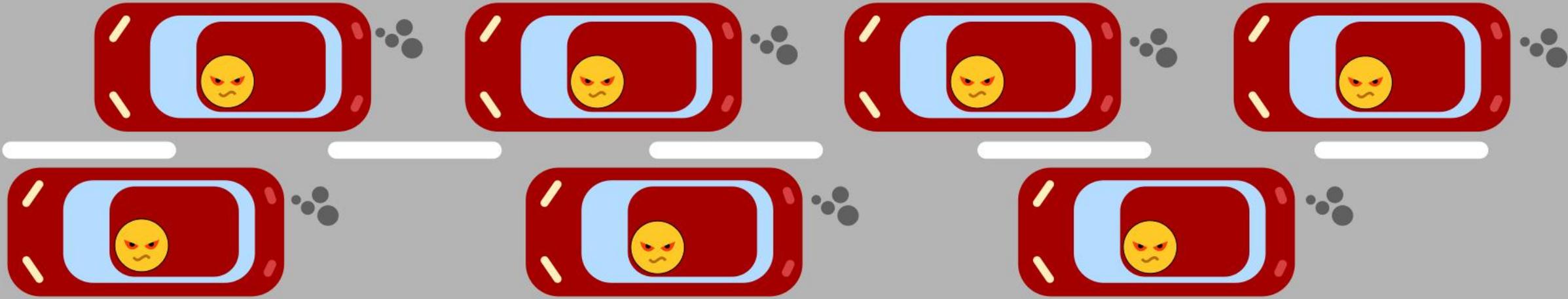
**40,000**  
EUR

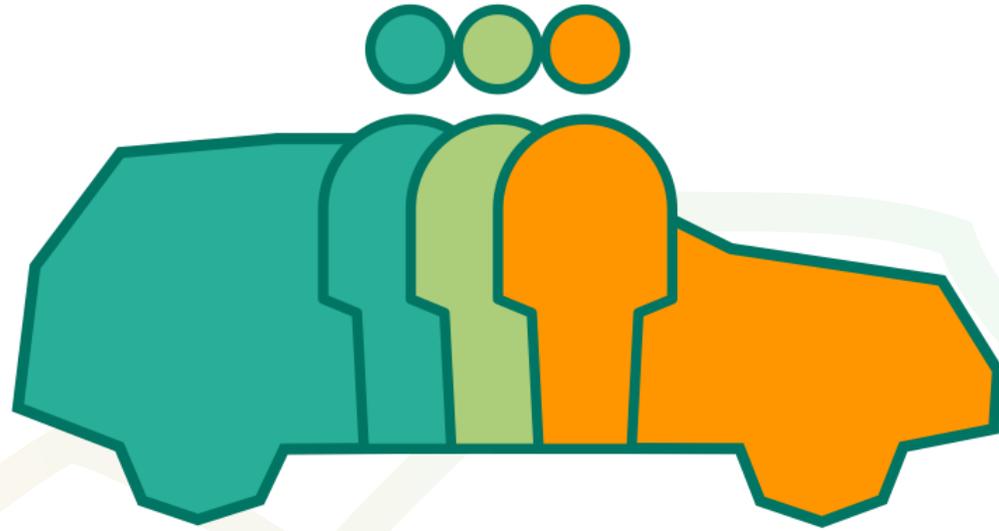
the cost of creation of the system  
and implementing it on the local  
market around Warsaw

**20,000**  
EUR/year

minimum annual cost of  
promotion, moderation and  
technical supervision

# Count the faces on both sides of the road.





JoinRide

# Contact information



**Piotr Krupa-Lubański**



[piotr.krupa@demok.pl](mailto:piotr.krupa@demok.pl)



+48 533 344 220