California Transportation Commission

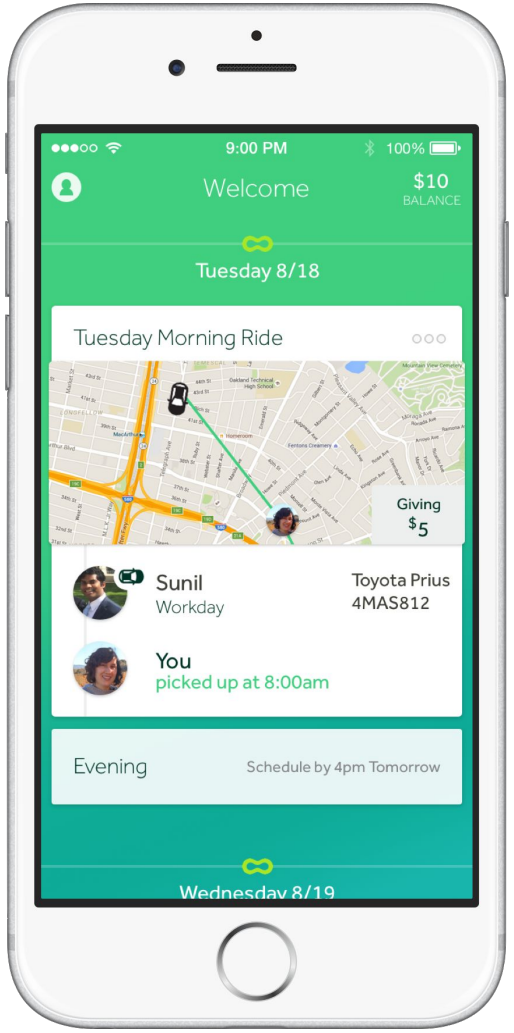
June 2016

Our world

Our mission

Eliminate traffic and reimagine transportation, giving life back to commuters and communities.

Product



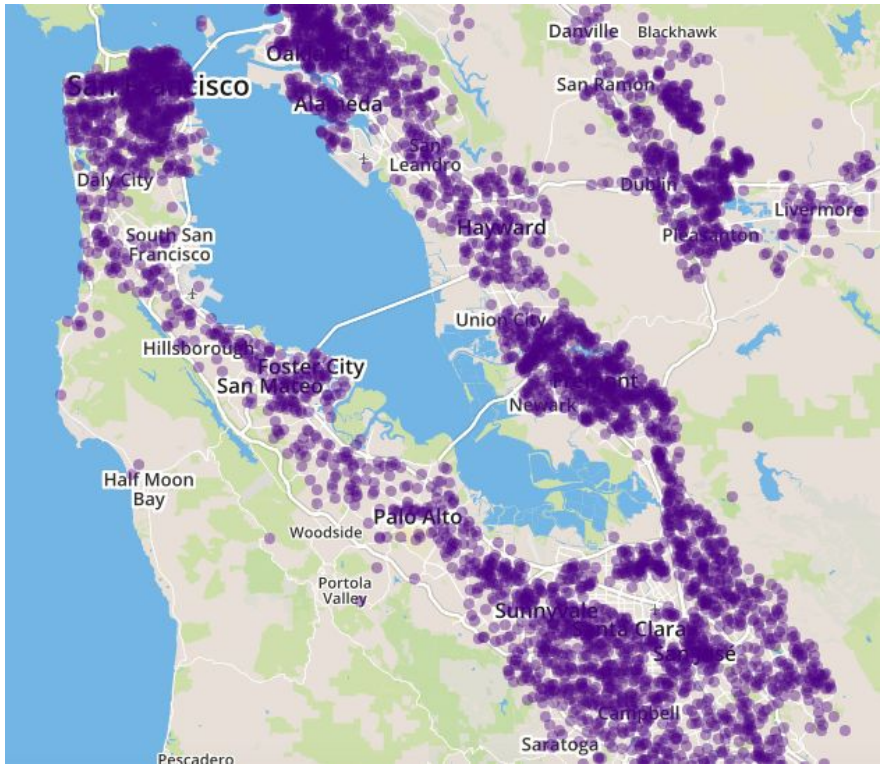
How Scoop Works

- Scoop creates custom, trip by trip carpools for commuters based on their origin, destination, and preferred commute time
- Employees schedule each one-way trip in advance
- Riders split the cost of the commute with the Driver. For an average 20 mile trip:
  - Rider gives $6
  - Driver gets $5
  - Scoop receives $1
- **If you use Scoop to get to work, we GUARANTEE you a return trip or we'll pay for an alternative.**

Scoop impact: first 10 months

20,000+ commuters

Largest Bay Area carpool network



- ✓ **80,000+** trips completed
- ✓ **40,000+** vehicles out of employer parking lots
- ✓ **10x volume** of next largest carpooling business
- ✓ **600,000 pounds CO^2** saved
- ✓ Average user schedules **~5 trips per week**

Public + Private Partnership

Public Sponsors

Private Partners

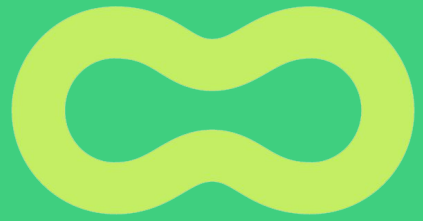
Policy investments to reduce congestion

- **Carpool & managed lane investments**
  - Increased coverage + connected corridors
  - Better enforcement protocols
  - Managed lane revenue → alternative commute incentives

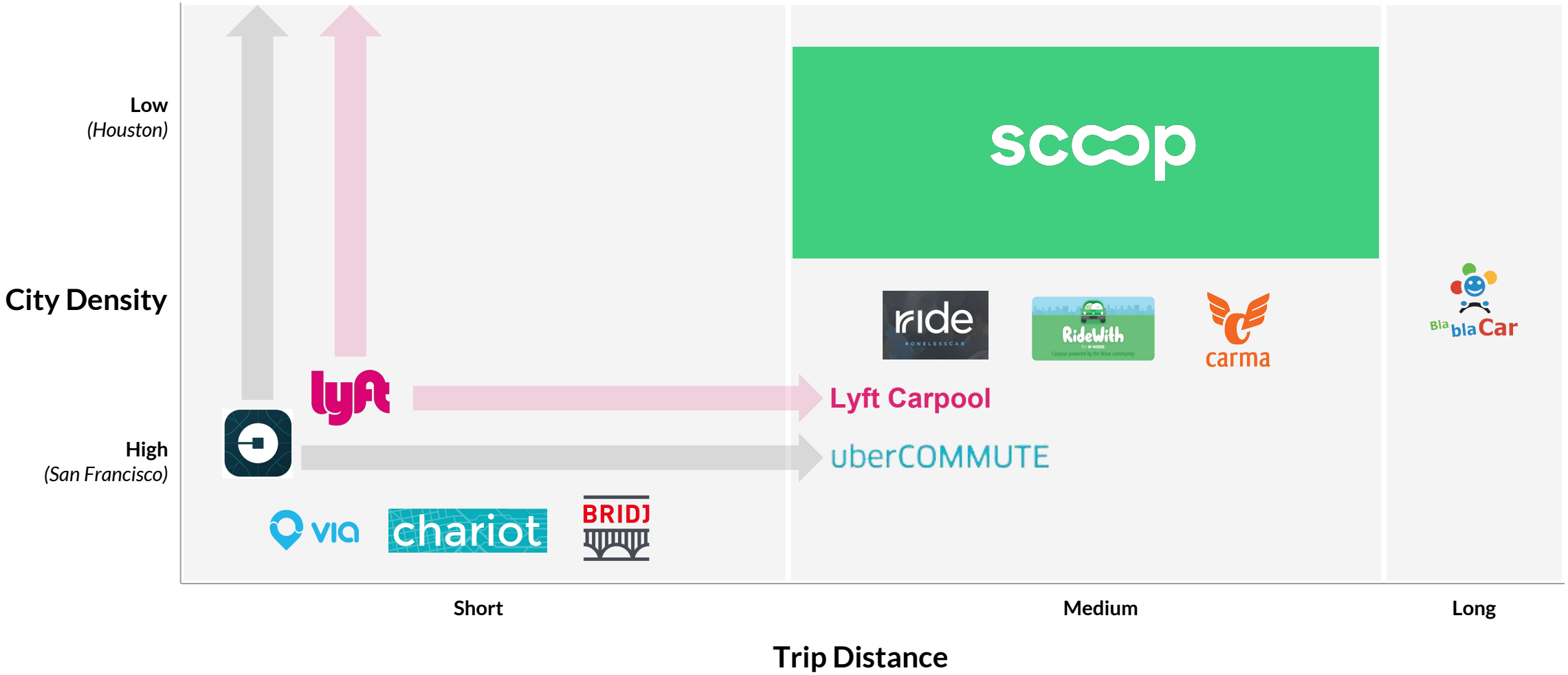
- **Carpooling as a pre-tax benefit**
  - Allow state-wide pre-tax carpool subsidies
  - Would ease/increase corporate sponsorship

- **Update zoning parking requirements**
  - Reduce parking space requirements on current / future development

Appendix



Mobility landscape

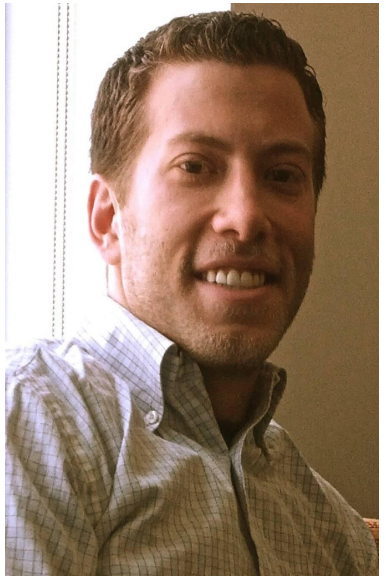


Founders

Rob Sadow, CEO

- Manager @ Bain & Co (6 years)
- Speciality in Customer Strategy & Marketing problems
- Former extern at Better Place (Israeli electric vehicle startup)
- Wharton ‘08
- High school carpool driver

Jon Sadow, CPO



- PM @ Google (4 years)
- 8th member of “autonomous” Consumer Surveys team focusing on mobile & i18n
- GW Finance / International Business ‘10 (1st in class)
- High school carpool rider