

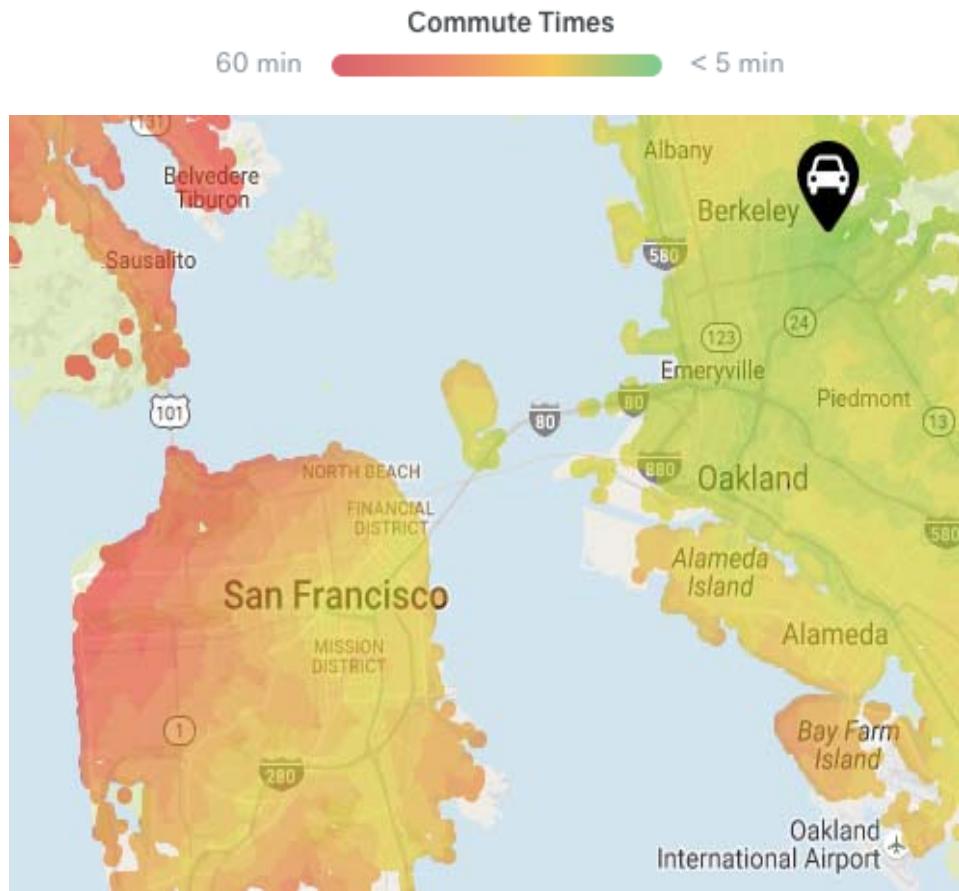


Go Car



Go Life, Go Ride

Wannie, Advaita, Sunny



Commute Time from Berkeley to San Francisco

Source: [Trulia Map](#)

Research

San Francisco Commute time
(Driving for Full Commute)

East Bay to San Francisco

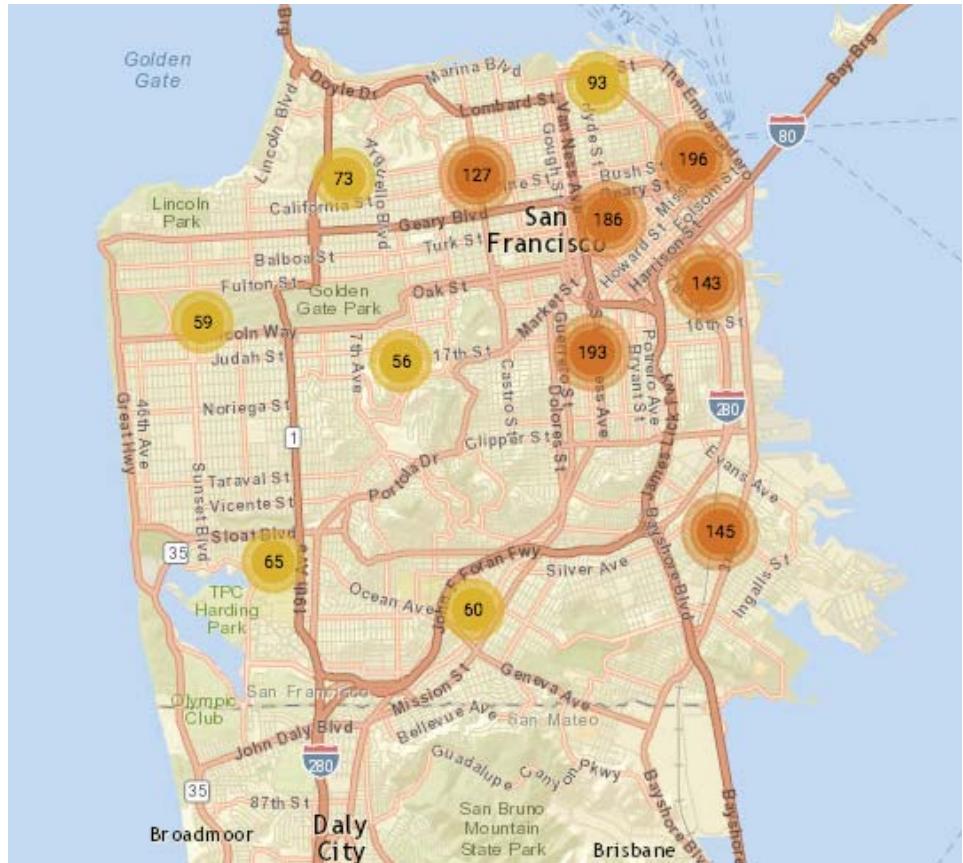
41 mins

South Bay to San Francisco

39 mins

Within San Francisco

31 mins



San Francisco Off-street parking lots and garages map
Source: [SF Open Data](#)

Research

San Francisco Average Parking
Fee: **\$375** / month

San Francisco Off-Street Parking
Lots and Parking Garages:
1396



Problem Statement

1. Car use is very inefficient. Only uses couple hours a day.
2. Parking spot is hard to find and expensive
3. Street parking makes city traffic more congested



Persona

Kelly
Lives in South Bay

Have to drive from South Bay to SF everyday.

Pain Points:

- Spent 15 minutes for parking everyday.
- Spent \$400 a month for parking.
- Pay 300\$ for the car loan every month, but only use it for little bit time.

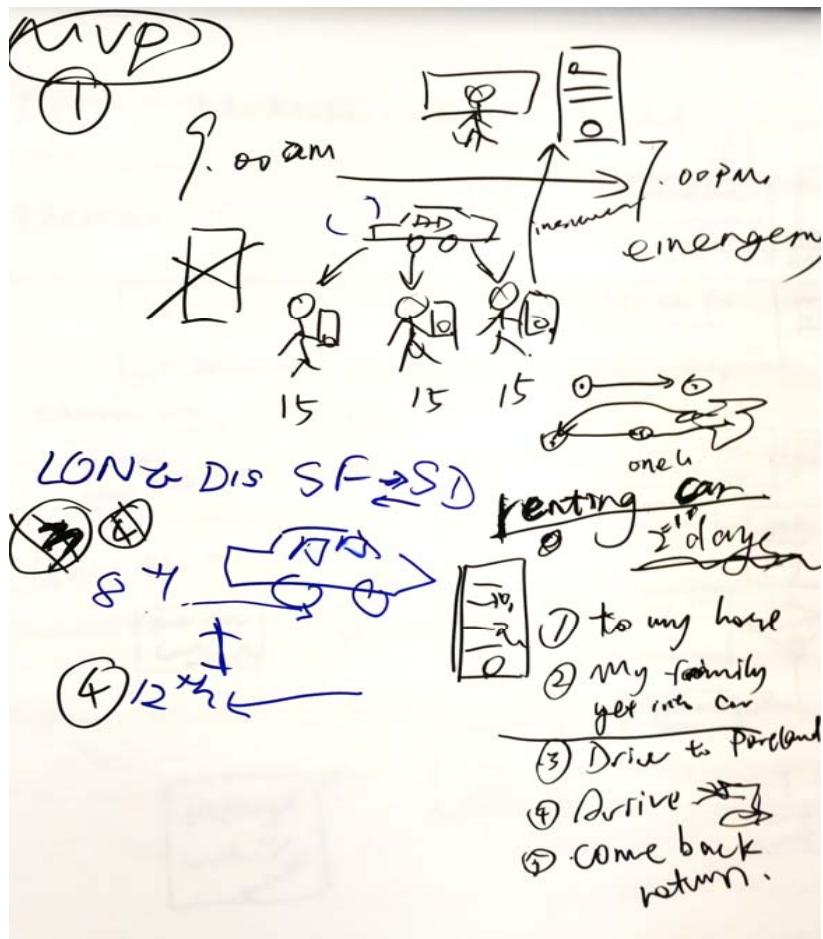


Persona

Jane
Lives in East Bay
Take Muni or Uber for work.

Pain Points:

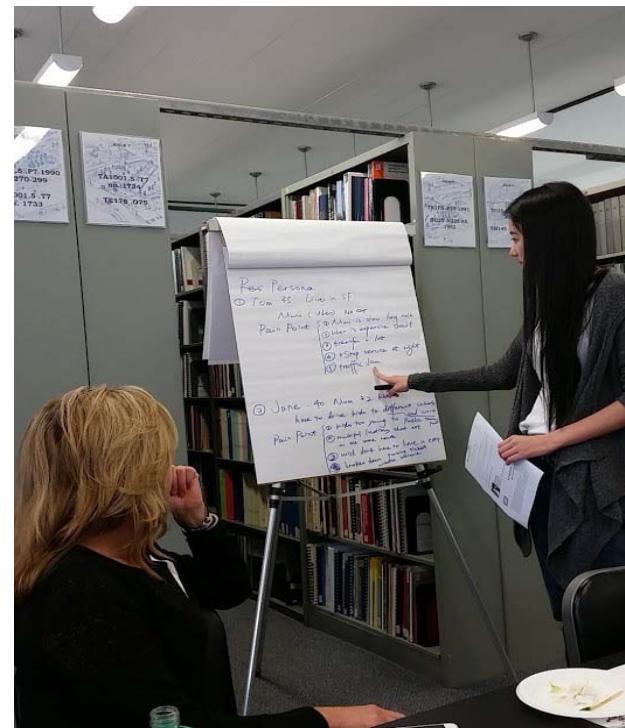
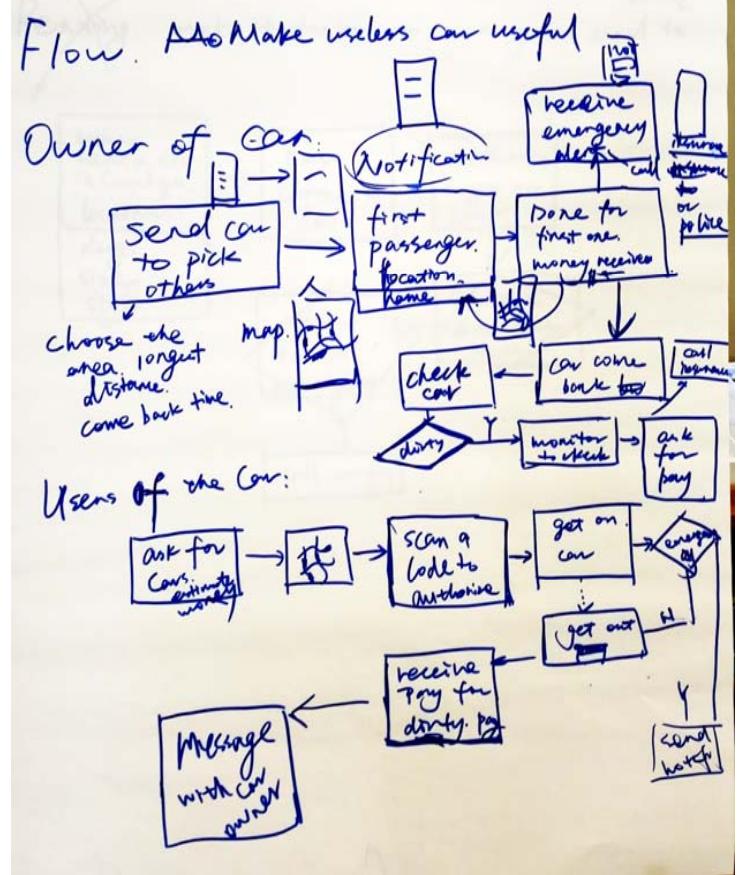
- Muni is very slow and long walk.
- Transfer a lot when taking muni.
- Muni stop service at night.
- Uber is expensive.
- Hard to balance transportation needs between family members (husband, kids)



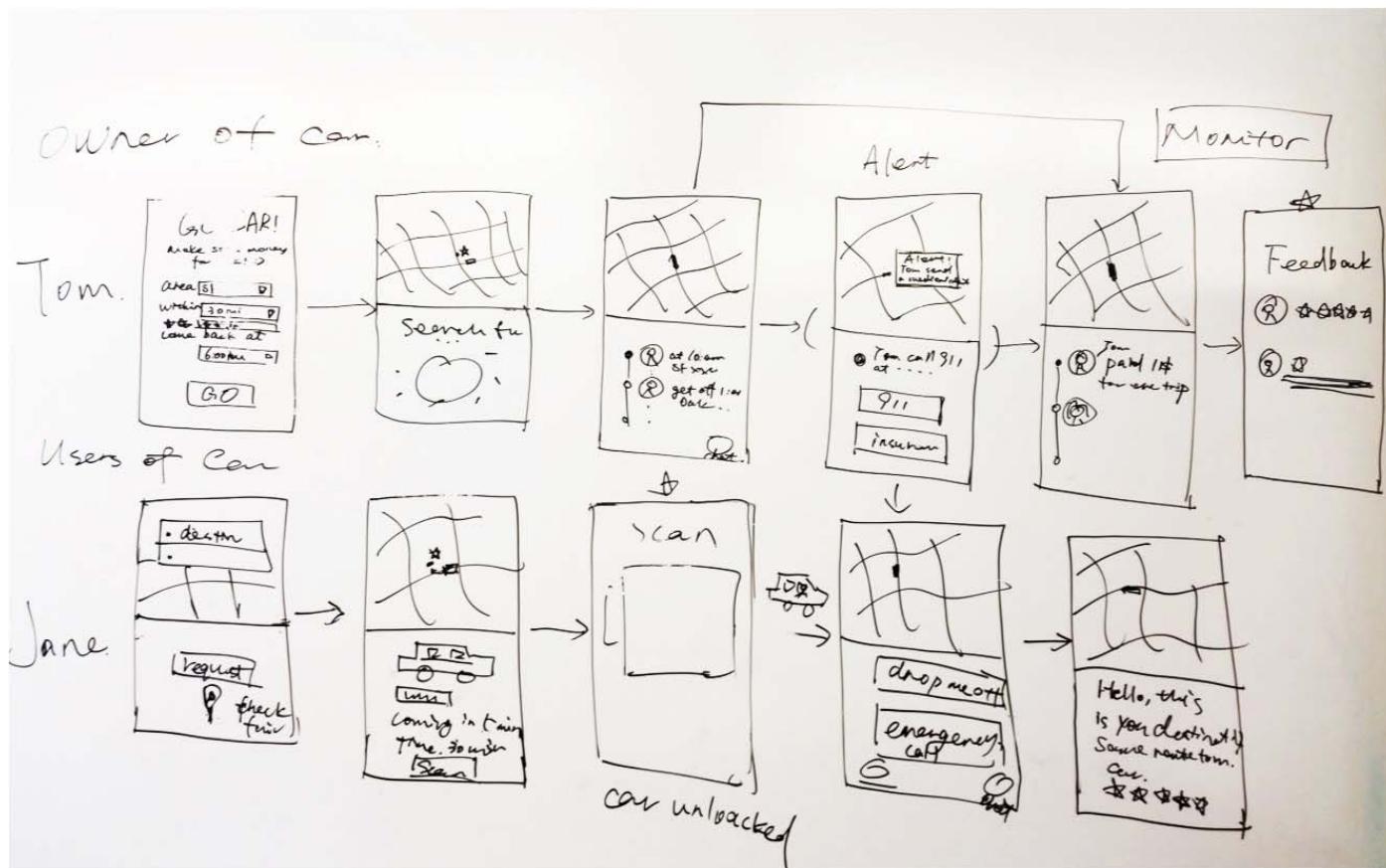
Ideation



User Flow



UI Design



GoCar

Make some money for me. :)))

Area

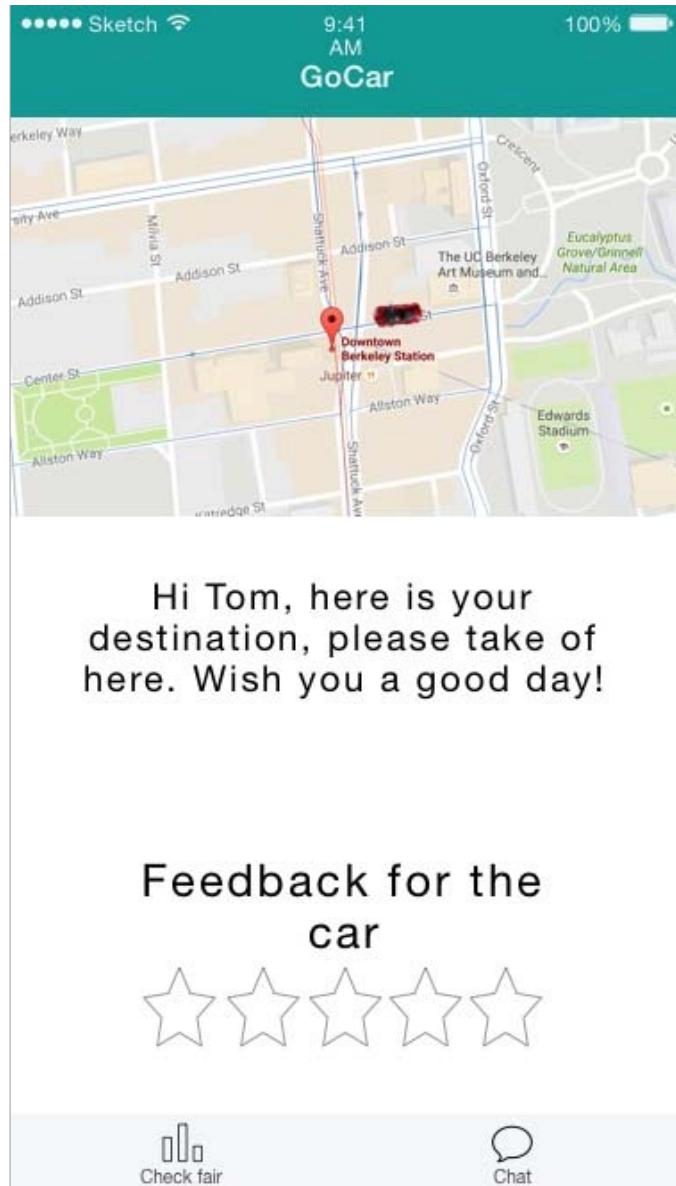
Within

More than

GO

Product Demo





Why choose GoCar

1. Works with any self-driving vehicles
2. Scalable. Works in both cities and remote areas.
3. Individual car owners make profit.
4. Riders get more affordable and easy to access ride-sharing service.

Car for Hire Market

100 Billion

Target Audience

Self-driving car owners who use mobile devices

239.8 million cars in US, 1 billion worldwide

216 million mobile users in US, 4.77 billion worldwide

Revenue Model

Fee: **2.75%** per transaction

We offer flat fee model in San Francisco, Seattle, Boston, etc.
(Car owner gets rider's subscription fee before the rides)

Next Step

1. Make sure there are enough accessible vehicles for elderly and disabled.
Offer them discount. Using biometrics for identification.
2. Liability Insurance (accidents, emergencies, rights / responsibilities of owners and passengers)
3. Reward high-rating car owners and passengers
4. Integrate with current transit system. For example better rates at BART stations to solve “First mile, last mile” problem.

Future Technology :

