



Share your cab rides, save money

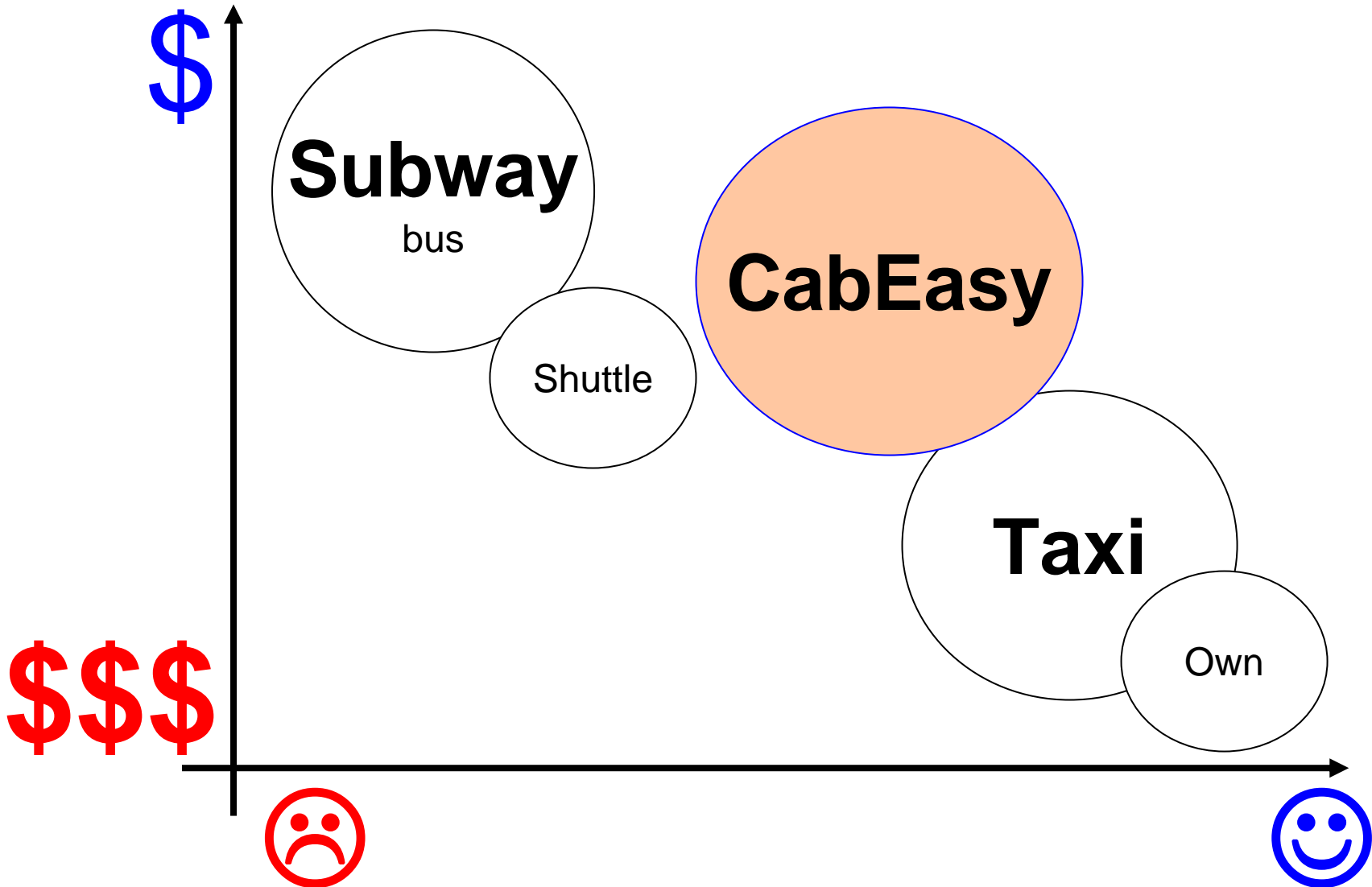
[www.CabEasy.com](http://www.CabEasy.com)

**Revenue model workshop**  
**Ultra Light Startups presentation**

# Summary + Market

- CabEasy allows taxi users to share cab rides
- 172M taxi trips in New York in 2005, 73M in Paris in 2006
- 200M airport passengers (NYC + Paris)
- Over \$6B spent on cabs in NYC+Paris

# Transport Means to Airports



# Business Model

## Freemium

- Free for basic use
- Premium subscription
  - ⇒ Transport for airport: \$28 (Subway) to \$280 (Car service)
  - ⇒ Maxi potential savings: \$140, \$180, ...
  - ⇒ Unlimited use, advanced features (SMS alerts, preferred listing,)
- Corporate white label platform
  - ⇒ Specific application, customized interface

# Business Model

## Other options???

- Pay per contact
- Kickback from limo companies
- Charge in advance and take a fee
- Corporate white label only
- Geo-advertising
- White label platform for airlines, travel sites
- ... ?

# Revenue Goal + Biz Dev

- 1<sup>st</sup> milestone goal: 100K paying customers
  - ⇒ 196M airport travelers in NYC & Paris
  - ⇒ 20% use cabs, 2 persons per cab on average = 20M cab rides
  - ⇒ 10% market penetration = 2M CabEasy users
  - ⇒ **5% paying customers = 100,000 premium accounts**
- Biz dev ideas ...
  - ⇒ Partnerships with airlines (branded or white label)
  - ⇒ Partnerships with flight booking / travel sites
  - ⇒ Street marketing in / around airports
  - ⇒ Street marketing around taxi stations in urban areas