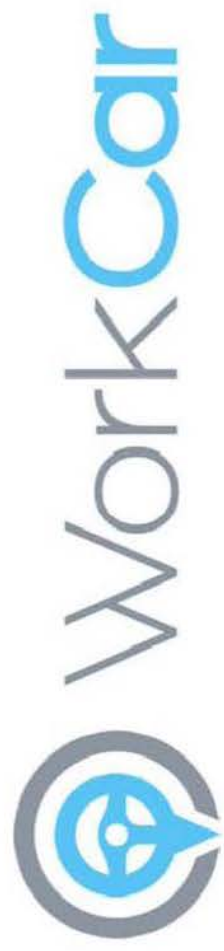


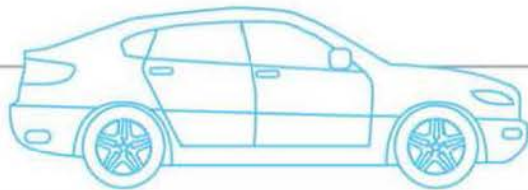
Driving the  
Sharing Economy!



**Brian Santos, CEO**  
brian@workcar.com

# THE OPPORTUNITY

The on-demand ridesharing space is growing!



The sharing economy is now a multi-billion dollar industry.



Uber and Lyft have over 1,000,000 drivers on their platforms worldwide.



Ridesharing is a global phenomenon with niche apps in several local markets.



Peer-to-peer marketplaces are disrupting traditional rental businesses.

# THE PROBLEM

People cannot drive for ridesharing networks because:



They don't have a car.



Their old car does not qualify for ride sharing services.



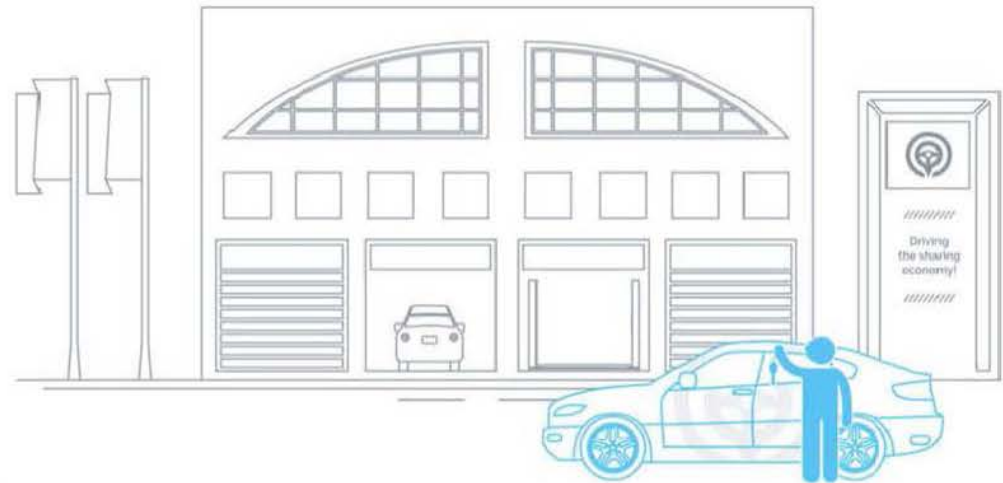
They have no money for a down payment or have poor credit.



Traditional options are not flexible enough.

# THE WORKCAR SOLUTION

Put safe drivers into qualified vehicles!



No credit check



No down payment

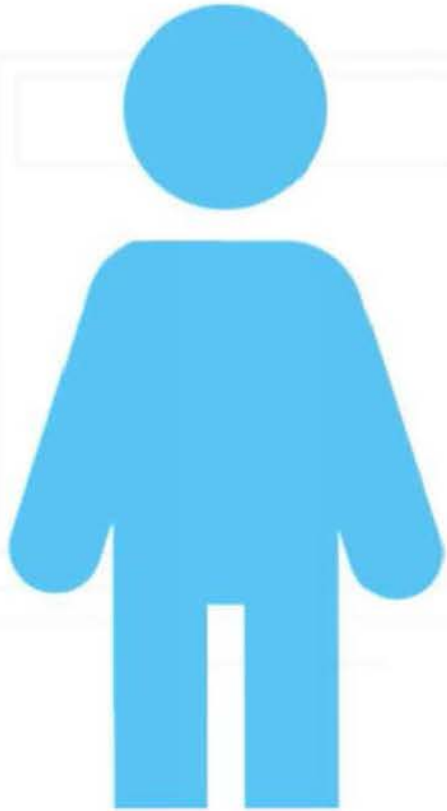


No long-term commitment



Flexible "rent-to-own" contract

How does  
WorkCar work?



## THE WORKCAR PACKAGE

- Rent-to-own agreement
- Safe & clean vehicles
- Wireless GPS dongle
- TNC ridesharing insurance
- WorkCar application





## OUR BUSINESS MODEL

### WorkCar makes money in two ways:

From flexible rent-to-own contracts - 20% gross margin

What we charge our customers minus what we pay the finance company = WorkCar revenue

From marketplace rentals - 30% per rental

When a WorkCar member rents a vehicle from another WorkCar member we take a cut.

Classified ads (e.g. Craigslist, newspapers)



PPC ads (SEM, social media)

## GO-TO-MARKET

How WorkCar reaches customers:

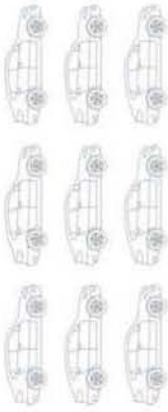
"Street team" style marketing (event sponsorship, fliers, job fairs, colleges)



WorkCar referral program (word of mouth + incentives)

# REFERRAL PROGRAM

**PLATINUM**  
9 CARS/MO  
\$600/CAR



**GOLD**  
6 CARS/MO  
\$400/CAR



**SILVER**  
3 CARS/MO  
\$200/CAR





## COMPETITORS

DEALERSHIPS



HyreCar



Rent-to-Own



-

-

-



No Credit Check

-



Insurance included

-

-



No Down Payment

-

-



Marketplace

-

-

-



No commitment

-

-



TNC Warranty

-



-

-





Brian Santos  
CEO



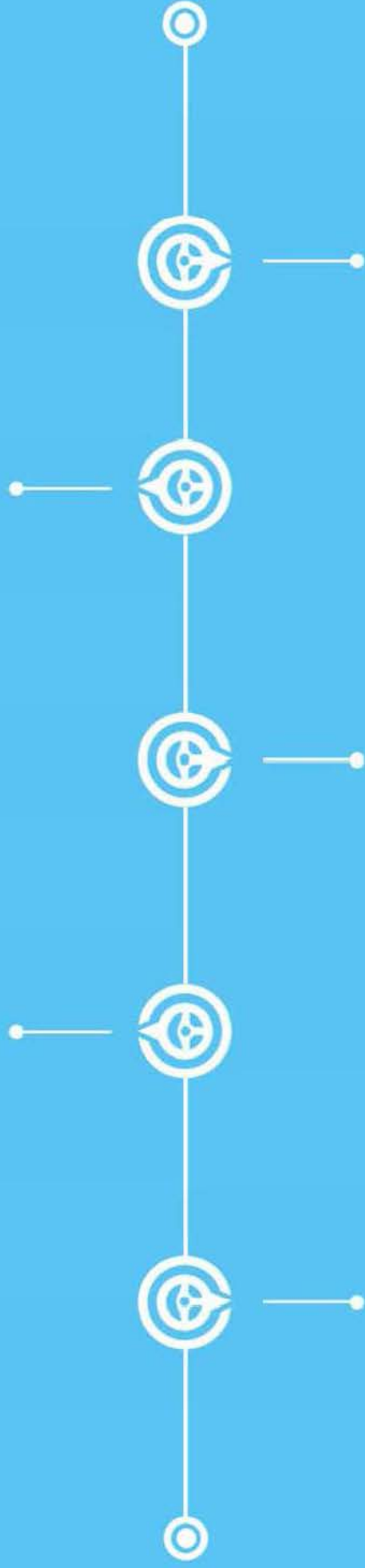
Nina Birkart  
Operations



Richard Horning  
Legal

12 cars in active  
rental mode

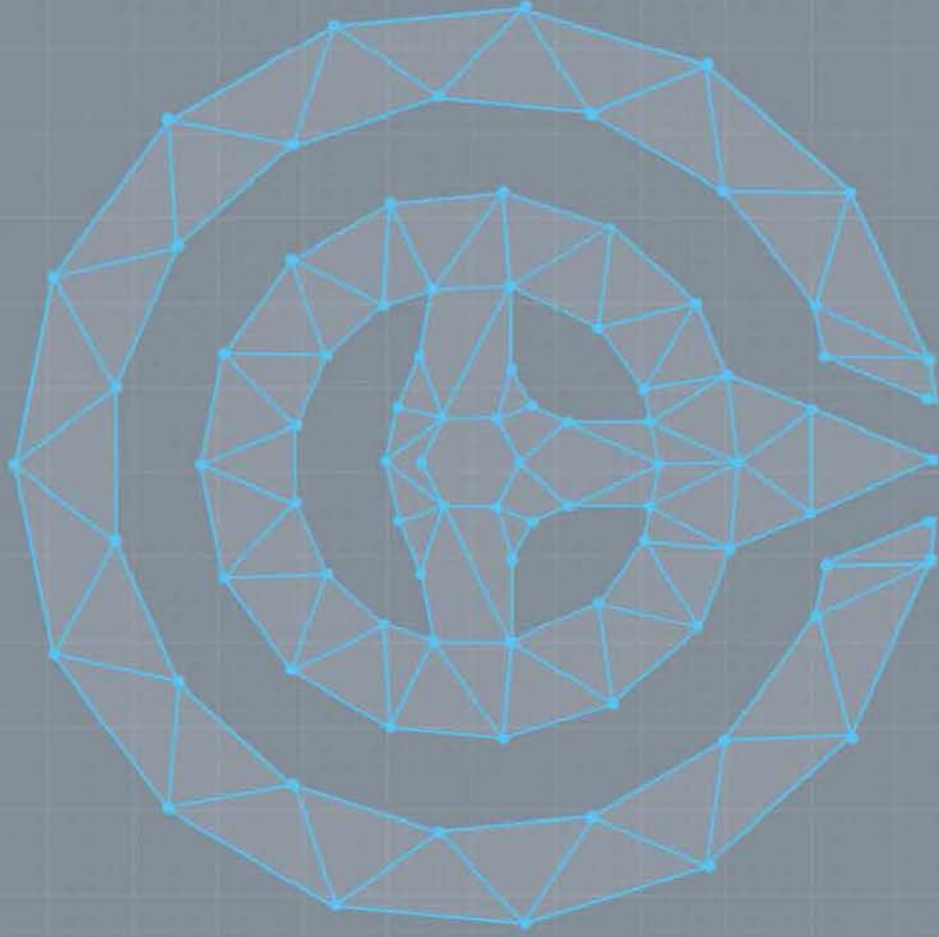
B2B partnership  
with Verizon  
Wireless



\$200k raised;  
\$350k+ in  
managed assets

Fleet purchasing  
deal with Ford  
established

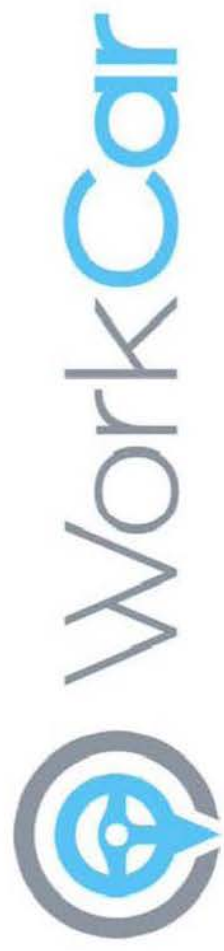
Web and mobile  
applications in  
development



## USE OF FUNDS

- Raising \$2,000,000
- Build & launch WorkCar web & mobile applications.
- Recruit & build salesforce referral network.
- Deliver on a national customer acquisition strategy.
- Grow to 500 cars in the San Francisco Bay Area.

**Brian Santos, CEO**  
brian@workcar.com



**Driving the  
Sharing Economy!**

## WorkCar Evolution



APPENDIX A

## REFERENCES

**There's an app for that:**  
<http://econ.st/1y4UrmY>

**GM and Lyft to Shape the Future of Mobility:**  
<http://bit.ly/1mvS4qc>

**Lyft Is Gaining on Uber as It Spends Big for Growth:**  
<http://bloom.bg/1ShF1Xt>

**Uber turns 5, reaches 1 million drivers and 300 cities worldwide:**  
<http://wapo.st/1SyUSwt>

