

hopp.

**Road Buddy Finder**



Hopp Technologies, Inc.

# Hopp: The World's First Social Carpooling App & Website



*“If they had this when I went to UCLA, I would be going home every weekend, I’m honored to be part of Hopp”*

**Matt Barnes.** NBA champion, All The Smoke.



# Introduction



**Hopp** is designed to be the ultimate social carpooling app and website that connects drivers travelling long distances with riders based on similar interests.

**Hopp Technologies, Inc.**

**Fabrice Allain, CEO / Co-Founder**

**(310) 266-9367**

- **Cost for long distance travel** is too high through hired driving services.
- **Public Transportation** is inconvenient or unavailable.
- **We know of no other app** that match potential road buddies going the same direction, so people are resorting to Craigslist or Facebook to find rides which is not safe at all.
- **Trust** is difficult to earn. People need to feel secure about who they are travelling with.
- **Air Pollution** from too many cars on the road.



## Save Money

As passenger



## Save Time

Less Stops, Carpool Lane



## Make Money

As Driver



## More Trust

Dual Review, Background Checks, Social media & website links available between users



## Buddy finder

Make friends, new relationships or network with common interests



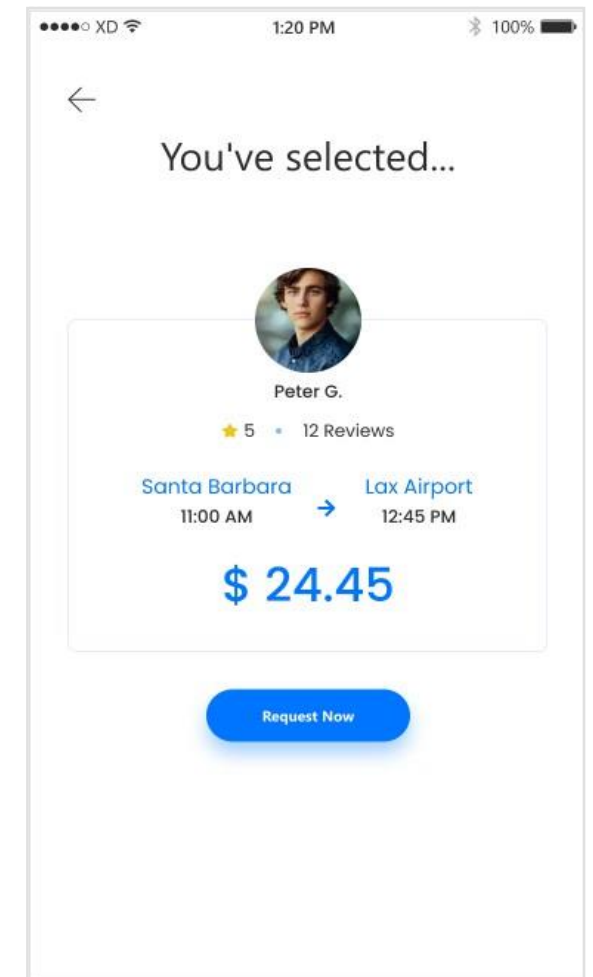
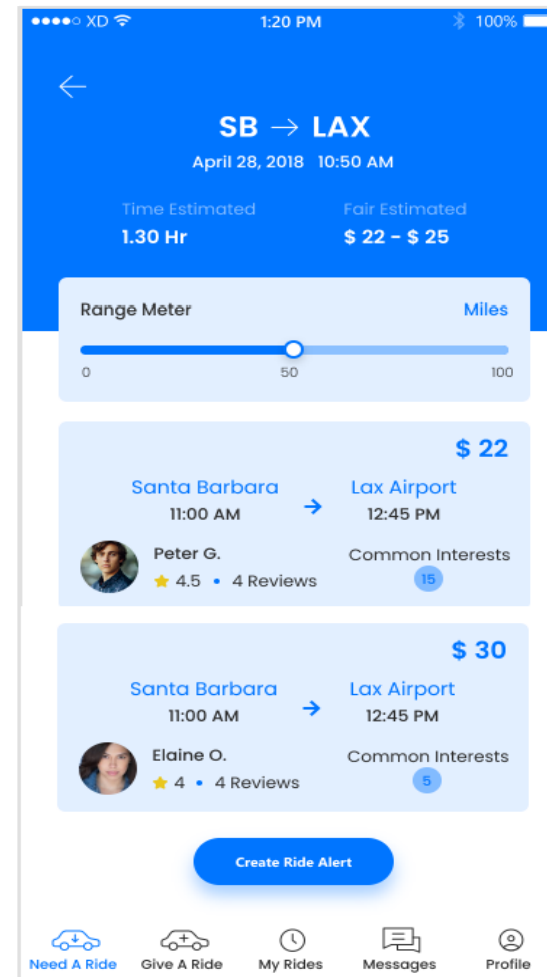
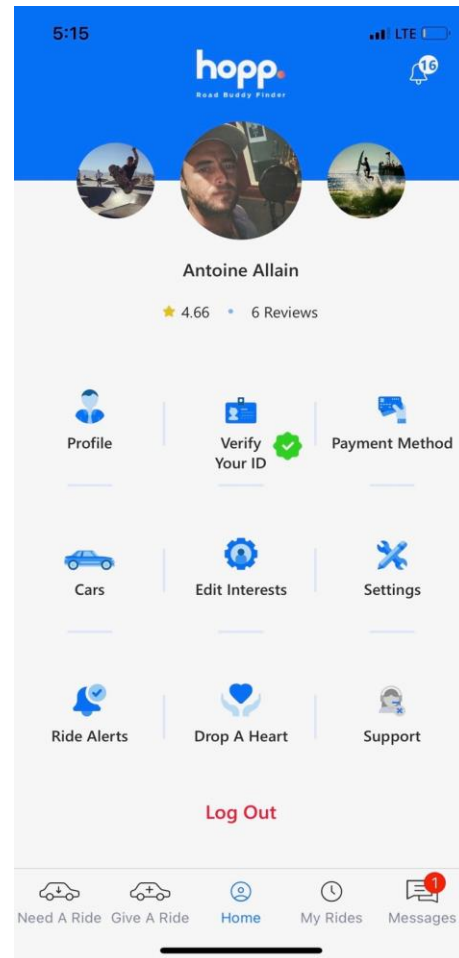
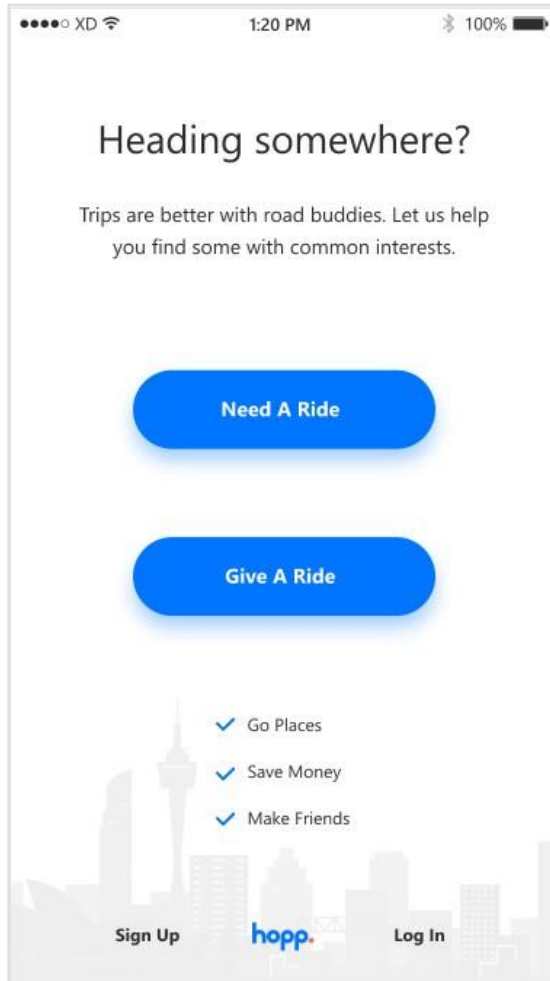
## Help Planet

Reduce Carbon Footprint

# How Hopp Works



INPUT TRIP PARAMETERS -> REVIEW RIDES -> BOOK!



# Screenshots of HOPP APP



2:26

Profile

First Name: Fabrice  
Last Name: Allain

Date Of Birth: 01/14/1967

Select Gender:  Male  Female  Other

Email Address: fabquib@yahoo.com Verified

Code: +1   
 Mobile Number: 310-266-9367 Verified

Add Bio: frenchy from SB, epicurian,, foodie, surfer ....

Status: Single

Facebook: https://www.facebook.com/fabinsb Verified

Twitter: https://twitter.com/

Instagram: https://www.instagram.com/fabinsb Verified

Snapchat

1:20 PM

Preferences

Available seats: 3

Women only:

Men only:

Pets Allowed?:

Smoking Allowed?:

Music?:

Roof Rack?:

Bike Rack?:

Continue

1:20 PM

Interests

For the best ride experience, let us match you with the right road buddy. Enter your interests and we'll do the rest!

Hobbies:

Music:

Sports:

Sport Teams/Fans:

Profession:

Education:

Continue

Skip

1:20 PM

Let other hoppsters know about your experience

Peter G.

Driving Skills:  Unpleasant  Good  Excellent

Experience:  😞  😐  😊  😄

Cleanliness:

any comments

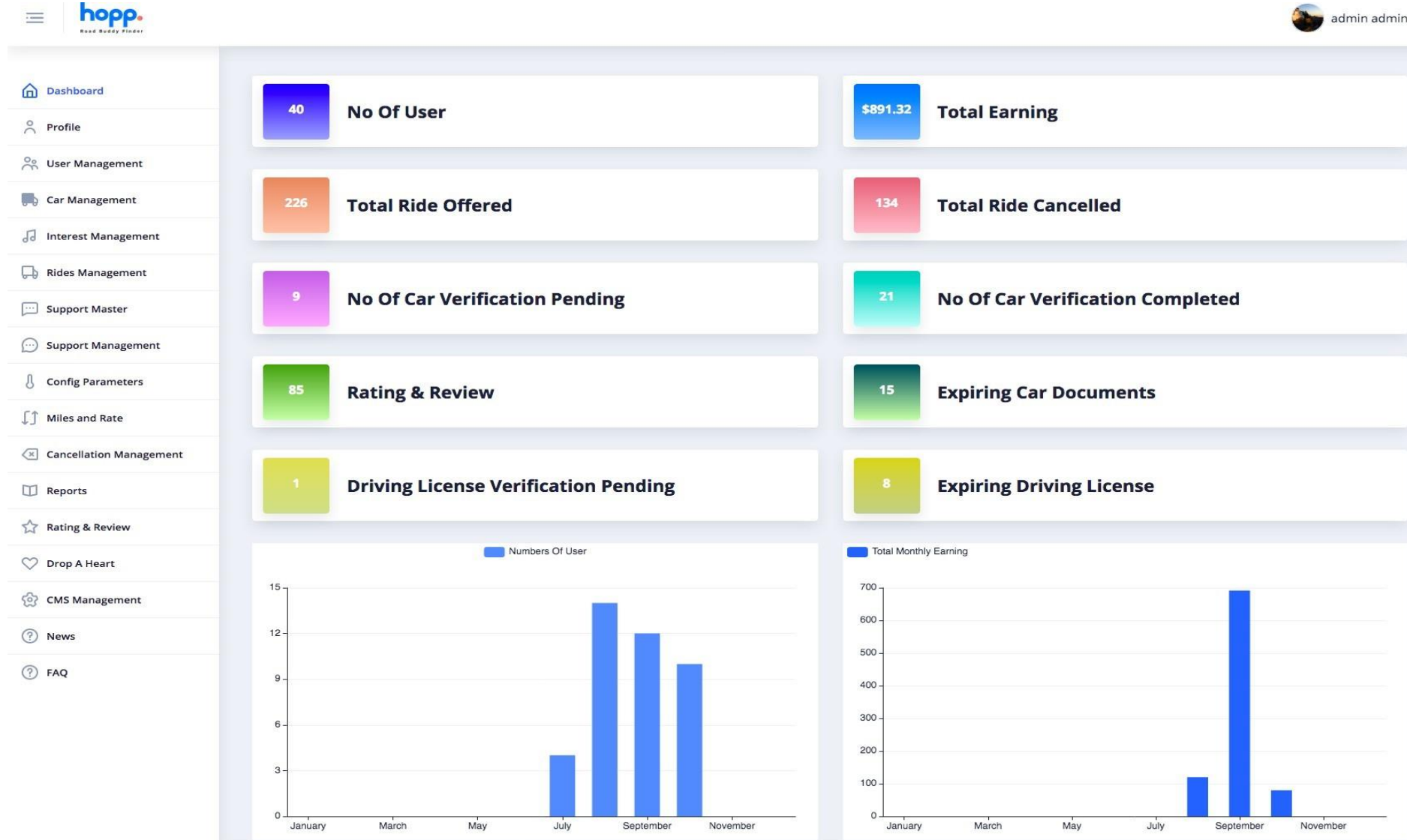
Drop a heart

Since both of you are single, you can drop a heart for Peter G. if you liked him And Would like to continue chatting.

Submit



# Control & Admin Portal Screenshots



# Business Model



We take a tiered platform fee of \$2.99 - \$6.99 from Rider on each transaction.



We take a tiered platform fee of \$1 - \$2 from Driver on each transaction.



# Marketing Strategy



**Hopp** digital and multi-channel marketing strategy consists of driving as much traffic and awareness to the **Hopp** website and app as possible and in a short-term period.

We will work to transform this traffic into leads and increase conversion to create our future **Hopp** community with user acquisition and fan base.

- **Social Media Accounts**

**Hopp** social media accounts (Facebook, Instagram, TikTok, Twitter, LinkedIn, Snapchat...) will be used to target a large user base that enjoys road trips, traveling and connecting.

- **Pre-Launch Strategy/Driver Acquisition**

For a successful launch, it's important to have an inventory of "offered rides" by drivers for riders to see and choose from. We have allocated a marketing budget to reward the first 2000 drivers with an additional \$50 on top of the fare of their first completed ride. This strategy will start 6 to 8 weeks prior to the launch of **Hopp** through a campaign of video and content creation on social media, as well as venues such as universities and colleges.

- **Social Media Advertising**

Create disruptive video series, viral explainer videos, photos and contents; run ads on all social media platforms targeting demographics based on age and zip codes in cities as we launch.

# Marketing Strategy



- **Social Media Influencers**

Run online marketing campaign with social media influencers discussing why they prefer using **Hopp** for their travels.

- **Life Hack Bloggers**

Target bloggers that are always talking about life hacks. Their audience is already receptive to improving and making their lives more efficient and green. **Hopp** can be a solution to their daily commutes and long distance travel difficulties.

- **SEO/Content Creation/Google ads and PPC**

Create compelling content that answers the problems **Hopp** aims to solve. Park long tail keywords in blog titles to carve out space on the Internet for **Hopp** to commandeer.

- **Public Relations and Press Release**

Create press releases to be published by various online and printed magazines and newspapers. Reach out to various Podcasters, YouTubers and Vloggers.

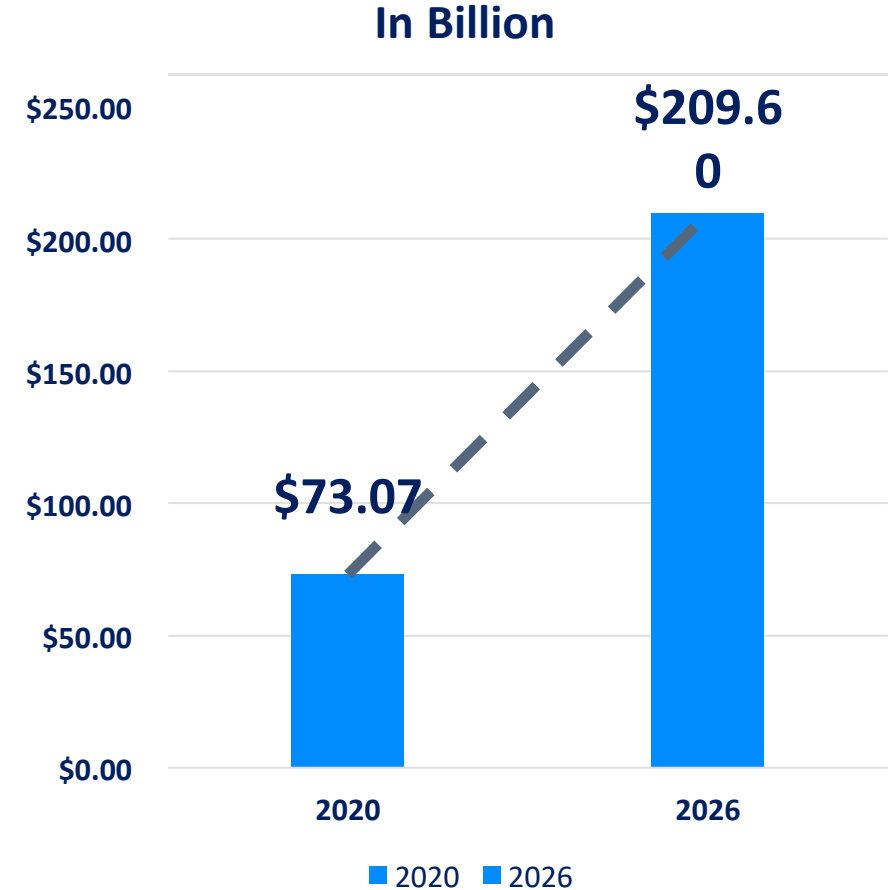
- **Events/Offline strategy (Post Covid19)**

Participate in community events across California such as music festivals, beer, wine and food festivals, etc. by setting up **Hopp** booths and tents to educate and connect with new potential **Hoppsters**. Aim to create partnerships with event planners and producers and sponsor their events to increase overall brand awareness (Burningman, Coachella, ski resorts, sport events, clubs, restaurants, bars, etc.)

# Market Validation



- The Ridesharing Market was valued at USD 73.07 billion in 2020 and expected to reach USD 209.60 billion by 2026 and grow at a CAGR of 19.2% over the forecast period (2021-2026). The increase in demand for cost-saving and timesaving transport will drive the market.
- The increasing cost of vehicle ownership, the need for reducing traffic for environmental concern, and government regulations promoting ridesharing options are some of the major factors driving the adoption of ridesharing services across the world.
- The demand for ridesharing is set to rise in the US due to the increasing number of traffic congestions in cities. It is estimated that Traffic jams cost US drivers an average of over USD 1,200 a year in wasted fuel and time, and much more in Los Angeles, the city with the world's most significant rush hour traffic delays.



# Market Validation



**1,600,000**

Daily Commutes  
between Santa  
Barbara and San  
Diego.

**2,650,000**

Daily Commutes  
in Bay Area.

**76.4%**

Drive alone to  
their  
destinations.

**9.4%**

Already carpool.

**32,000,000**

People go to  
music festivals  
every year.

**903**

Average  
number of miles  
travelled to  
attend a music  
festival.

# Competitor Analysis



## Other Carpool Apps / Websites

	HOPP	BLABLA CAR	WAZE	RIDESVP	SCOOP
Mobile App	√	√	√		√
Website	√	√		√	
Leaving From...	√	√	√	√	√
Going To...	√	√	√	√	√
When?	√	√	√	√	√
Time?	√	√	√	√	√
PETS yes/no	√	√			
SMOKING yes/no	√	√			
Review/rating	√	√			
Payment System	√	√	Google Pay		Credit System
Profile/Bio	√	√	√	√	√
Car info	√	√		√	
Documents Verifications	√	√			
Similar Interest implementation	√				
Spotify API	√				
Google Mao API/GPS	√				
"Drop A Heart" Feature	√				
Woman to woman service	√				
Pictures of car	√	√			
		Not in USA	No Marketing	Not Launched Yet	Not in USA

# Market Leader – Bla Bla Car



## Bla Bla Car

- Founded in France in 2006
- World's Leading Long-Distance Carpooling Platform
- 80M Members
- 25M Travellers per Quarter
- 22 Countries throughout Europe and Russia (None in USA)
- \$300M+ Raised from Investors as of September 2015
- Valued at \$1.6B as of September 2015

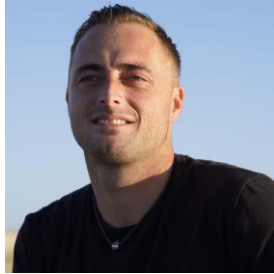


# Giving Back



As an environmentally conscious business, we are committed to donate a portion (TBD) of annual profits to an environmental foundation.





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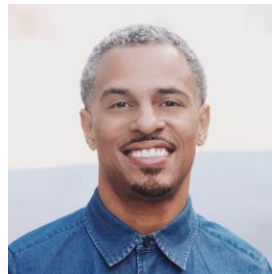
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# Hopp Team



hopp.

Road Buddy Finder

Thank You

