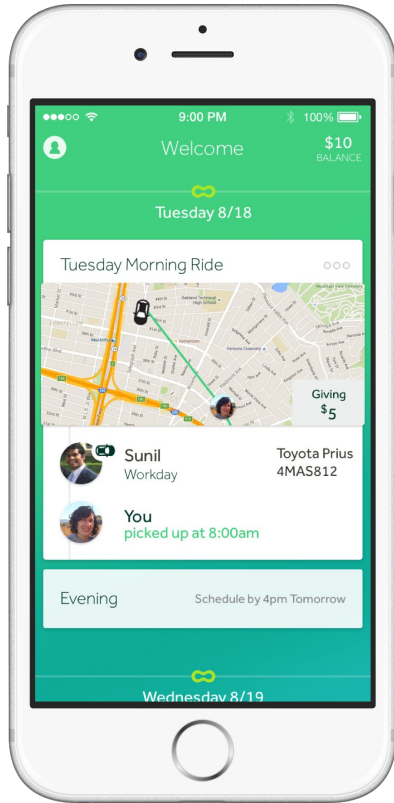


scoop

Scoop Overview for Public Works Committee

May 2016

Scoop: Automated enterprise carpooling



Less traffic = more life.

Scoop is the first and largest fully automated carpooling solution for commuters.

We help commuters get to work cheaply, safely, simply, and sustainably.

Fighting traffic with the best of the Bay



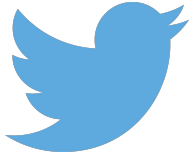
METROPOLITAN
TRANSPORTATION
COMMISSION



STANFORD
RESEARCH
PARK



SYNOPSYS®



cādence



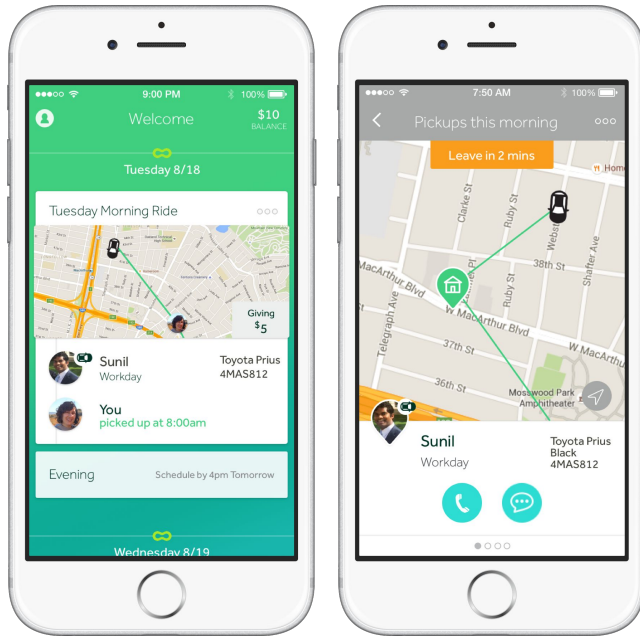
CHAMBER OF
COMMERCE



What is Scoop?



First fully automated carpooling App for employees

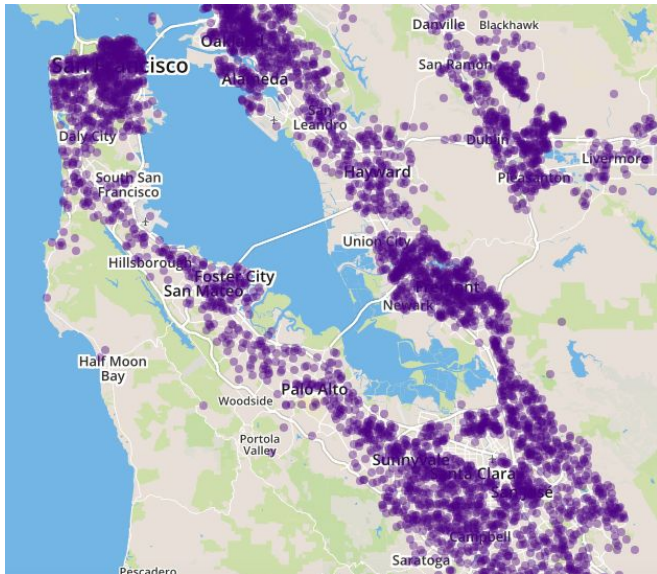


How Scoop Works

- 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



15,000 users Bay Area wide

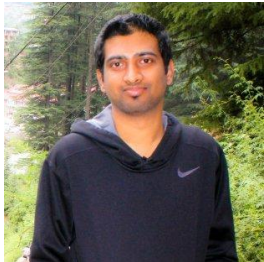
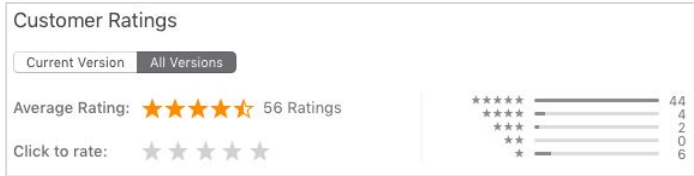


- ✓ **Open in:** Pleasanton, San Francisco, San Jose, Palo Alto
- ✓ **50,000+** trips completed
- ✓ **500,000+** miles of driving reduced
- ✓ **200 tons CO²** saved

Top rated App with strong customer feedback



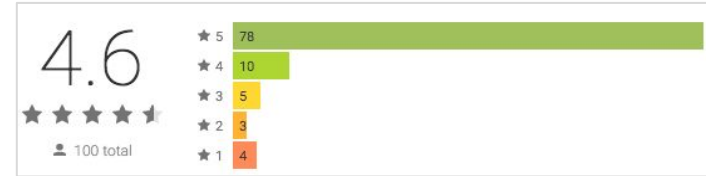
Apple App Store - 4.5 Stars



"I have been using Scoop for past 5 months now, and it's **nothing short of an amazing experience**. It's my everyday commute where I get to **socialize with some great people** and get to work and **back home safe.**"

-Avinash from Cadence

Google Play Store - 4.6 Stars



"This app is really cool, **all my colleagues love it!** It lets you meet different coworkers and also the ability for networking."

- Vishnu from Cisco



"**Cheap, convenient, safe,** and the customer service is great!"

- Betty from Veeva

Scoop for Oakland



How Scoop would approach an Oakland launch



STEP 1

Partner with key organizations to drive awareness

STEP 2

Scoop to develop and execute marketing plan with each partner

STEP 3

Scoop provides regular updates and reporting on performance

Step 1: Partner



Partner with key organizations to drive the awareness required to be successful:

- City of Oakland
- Large private employers (e.g. Kaiser Permanente, UCOP, Clorox)
- Large public employers
- Oakland Chamber of Commerce

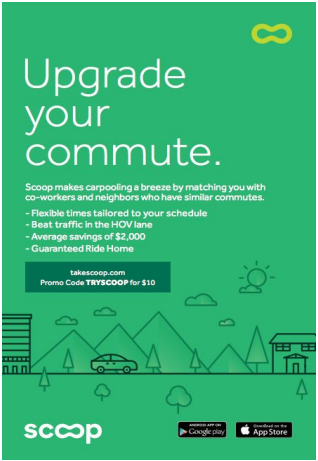
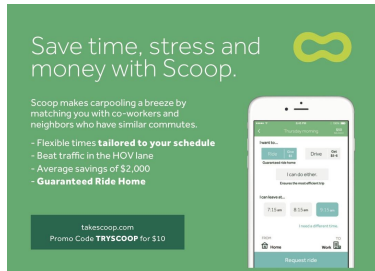
Step 2: Market to commuters



Announcement Email



Postcards



Posters

Banners



Tabling Events



Table Tents



Step 3: Regular updates and reporting



Scoop will share monthly reports customized to partner needs

Regular Scoop reporting

- Employees participating
- Cars out of parking lot
- Trips taken
- Miles reduced
- Environmental impact
- Testimonials

| Time Frame: [Date - Date] | |
|-----------------------------|-------------------------|
| Category | Result |
| Total Employer Downloads | xx |
| Total Active Users | xx |
| Cars out of the parking lot | xx |
| Total Matched Carpoolers | xx |
| Top Employer User | NAME: xx trips |
| \$ Saved Employees | xx |
| Miles saved | xx |
| Emissions Saved | xx Tons CO ² |

Contact information



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Thank you!

