Agenda

1. Company History
2. Values/Mission
3. Products
4. Markets

chariot
1/Company History
Capacity on public mass transit is strained worldwide ...
Ridesharing/taxis are too expensive and causes too much congestion.
Yet, around the world, people share inexpensive vans to get places.

Colectivos in Mexico

Dollar Vans in Brooklyn

Sheruts in Israel
So, we reinvented the commute, starting in 2014 with no tech and rented vans
Then leveraged technology to expand the service
To today, where we have ~100 routes around the country
Today’s Chariot

Don’t call it a van! It’s a Chariot.

- All vehicles are now 15-seater (14 passenger) Ford Transit vehicles
- We own or lease all vehicles
- All drivers are full or part-time employees

- Acquired when we had just one market and 12 employees, a single office.

- Chariot is part of Ford Smart Mobility, Ford Motor Co’s separate subsidiary that’s 100% focused on developing a suite of mobility products
## Why our Customers love us

<table>
<thead>
<tr>
<th></th>
<th>Chariot</th>
<th>Buses</th>
<th>Uber/Lyft</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Costs</strong></td>
<td>Low startup cost: Only pay for actual vehicles used; per ride cost decreases with scale</td>
<td>High capacity vehicles mean more unused seats &amp; higher cost at launch</td>
<td>Little to no startup cost, but higher cost per ride</td>
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<tr>
<td><strong>Scalability</strong></td>
<td>Easily add additional vehicles as demand grows over time</td>
<td>Each new vehicle added is a big jump in costs; difficult to completely utilize full capacity</td>
<td>Very scalable, but drivers can not be controlled or told to be in an area</td>
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<tr>
<td><strong>Rider Experience</strong></td>
<td>Reserved seats; reliable timing; nimble vehicle; standardized quality; high-quality drivers</td>
<td>No guaranteed seats; cumbersome navigation; limited stops</td>
<td>Guaranteed seats; variable route and timing, varying contractor driver quality</td>
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</tbody>
</table>
2/Values & Mission
Vision

Eliminate Chaos & Congestion by providing communities the most valued and sustainable mobility experience
Mission

Delivering customers the best transit solutions that are reliable, accessible, safe and easy
3/Products
Our bread and butter

- Commuter routes are open to the public, and available for anyone to ride.

- Ride cost is $3-5, or monthly passes can be purchased for between $69-$119 (pre-tax)

- Commuter service is available during morning and evening rush hour

- Rides can be purchased via our Android or iOS mobile apps.
Commuter (B2C)

1. Chariot crowdsources demand from passengers.
2. When the data show that demand can sustain a route, we launch a campaign.
3. Campaign gets enough support, and route launches.

Hello, New York
We're bringing you a reinvented commute.

Add home (17 Main St.)
Add work (100 1st St.)
Arrive by 6:00 PM

Get Started

Williamburg Brooklyn ➞ Midtown Manhattan
Proposed by ALEX, Williamsburg Brooklyn

Route fully supported!
We plan to launch this route shortly.

Make it happen!
Pledge your support and get a week of rides when it launches.

Support this route

Chariots will run from Williamsburg Brooklyn to Midtown Manhattan in the morning, and reverse in the evening. Chariot will launch this route when it has 35 supporters.
## Enterprise (B2G / B2B)

<table>
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<tr>
<th>Cities (Small/Large)</th>
<th>First/Last Mile Routes</th>
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</thead>
<tbody>
<tr>
<td>Companies (Small/Large)</td>
<td>Intercampus Routes</td>
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<tr>
<td>Schools/Universities</td>
<td>Property Developers</td>
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<tr>
<td>Healthcare</td>
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### Logos

- Amazon
- UCSF
- Salesforce
- Pinterest
- GoPro
- Twitter
- Rakuten
- Dropbox
- San Ramon Valley
- Airbnb
- Marin Transit
- VMware
- Facebook
- University of San Francisco
- Tesla
- Intuit
- ServiceNow

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Nights and weekends!

- Realizing that we had vehicles and drivers sitting idle on nights and weekends, Chariot launched private charters in 2015.

- Booking a charter means you get an entire vehicle and a driver for whatever period of time you purchase.

- The most popular charters are for wine tasting, weddings and corporate retreats.
4/Markets
Active Markets

SF Bay Area

Seattle

Austin

New York
Go to Market Strategy

Governments, Municipalities and B2B clients will “anchor” Chariot for each new market.

**Step 1**
- DIRECTORS OF B2B & B2G
  - IN MARKET PREP:
    - Market Analysis
    - Meetings with local government, municipalities, and potential B2B clients.

**Step 2**
- B2B & B2G LAUNCHES:
  - Close B2B & B2G deals
  - Launch closed routes for select clients, governments
  - Must meet specific threshold for revenue per month to launch the market

**Step 3**
- MARKET LAUNCH (B2C):
  - Pre-Launch Marketing B2C: User Acquisition and Growth
  - Crowdfunding Commuter Routes
  - Begin route transition to public

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