

RideFlow: A new way to commute

Concept Summary

RideFlow is a scheduling and networking platform that helps employees organize car pools to save both them and their company the cost of the commute.

The web-based scheduler program is at the heart of what provides benefits to employees. It allows them to create times and pickup dates of work-related transportation needs. It then shares that with acquaintances and friends that have been invited into the group. Through using RideFlow, an employee's transportation costs are greatly reduced, as are the hassles and stress of commuting. Furthermore, social networks are strengthened, and a company's carbon footprint is lessened.

Corporations are encouraged to work with Rideflow because we save them money. The unused portion of the transportation allowance is directly remitted to them, and the administration cost of the employee account is completely eliminated. The management of the relationship between garages and toll companies would no longer be an issue as it would be handled by Rideflow and we would provide the added cache of being a green initiative just at a time when the social consciousness is leaning towards it.

There are some carpool websites out there. However, they do not provide scheduling support, address safety concerns, and they do not always ensure that their users get a ride. By allowing people to only share their schedule with people they already know, Rideflow addresses safety issues inherent in riding with strangers. By providing scheduling support, Rideflow ensures loyal users get updated ride information and a ride 100% of the time. Rideflow is also the only corporate carpooling website currently on the web.

The target market is large companies in dense metropolitan areas that want to either save money, reduce administration, or want to increase their commitment to sustainability. Revenue would be generated by billing a flat nominal fee lower than the savings generated on a per-employee basis.

Value Proposition:

Value Proposition	Stakeholder	Explanation
Cost Savings	Company	Reduction of transportation stipend.
	Employee	Possible elimination of out of pocket transportation/parking costs.
Service	Company	Removing all administrative functions.
	Employee	Ease of scheduling daily commute through Rideflow's web platform.
Sustainability	Company	Real sustainability initiative which lends green cache to the company.
	Employee	Fulfills the individual desire to be environmentally sensitive.
	Community	Possible solution to reducing traffic and pollution in large cities.

Each of the above value propositions are real benefits to our stakeholders and tie in to the Rideflow strategy of increasing the user base as quickly as possible to maximize revenue. Economic logic promotes adoption by users

and push from corporations. Ease of use through the Rideflow platform builds loyalty and the networking function allows us to tap into already existing relationships to grow. Sustainability also drives usage. As more users are exposed to our system, more revenue can be generated and more opportunities to leverage that network can be found. Ultimately, the network's size is the key to our success.

Market Opportunity:

We believe that we should target large companies first to quickly build our network. Target companies would be the Fortune 500. The top 50 employ about 11.54 M people with perhaps 2.3 M driving to work. Employee stipends are approximately \$60. A flat monthly fee of \$5 per employee would generate \$ 11.5 M.

Start-up costs would have three main expenses: the hardware cost, the software development cost, and salaries to promote and effectively operate the company. We estimate this at about \$100,000. Operating costs will primarily be wages and are about \$10,000.

One other company that currently offers car pooling service is eRideShare. They target the riders and drivers but recently established a corporate partnership with Southwest Airlines. However, eRideShare offers no incentive structure for the corporation to benefit financially and still depends upon the riders to promote the service and organize. RideFlow, on the other hand, offers a financial benefit to the corporations and leverages the corporate relationship to promote the service atop any promotion that RideFlow does itself.

Product/Service Description:

RideFlow service has two primary components: administrative management of transportation stipends and the online services for all users and user groups. RideFlow's service is a web-based platform that is a calendar, contact list, message board. These three applications all tie into Microsoft Outlook and is a two-way self-updating application, enabling a user to make updates from RideFlow to Outlook or vice versa.

When a corporation contracts with RideFlow, monthly transportation stipends are established – amount of money for stipend, location of employee parking and toll passes. RideFlow announces the benefits of car pooling and a description of services to the employee population. When employees sign up with RideFlow and organize into car pool groups, each group is allocated a transportation stipend for one car for a monthly parking pass or a toll pass. RideFlow provides each group with a monthly stipend that covers the cost of parking or tolls.

Management Team

Joanne M. Gotianun, Alex L. San Andres and Mark Taylor are the RideFlow management team. Joanne is an entrepreneur. She co-founded a pharmaceutical and convenience store retail chain in the Philippines. Alex is an architect and real estate developer. He worked on commercial and residential project in the US and abroad. Mark is an entrepreneur who co-founded an architectural stone veneer company in Canada.

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