



Executive Summary

Problem

We solve problems encountered by drivers and riders in the ride-hailing industry. These problems include low driver income, subpar customer service, disregard for driver welfare, unprofitable rides, high churn rate among drivers, safety concerns for both parties ~~and the absence of environmental and ESG responsibility within the market.~~

Solution

Our approach aims to achieve several key objectives. Firstly, by offering higher commissions, we ensure drivers can earn a better income to support themselves and their families. Secondly, we prioritize excellent customer service to benefit drivers and riders alike. Thirdly, we focus on fostering a supportive and secure environment for drivers. Fourthly, we implement fair pricing strategies to minimize unprofitable rides.

Additionally, we strive to enhance driver satisfaction and reduce turnover through various measures. Furthermore, we maintain a thorough driver vetting process and integrate safety features into our app. Lastly, our commitment to ESG responsibility involves promoting environmental sustainability and supporting social causes.

Experience

Under CEO Billie Attaway's leadership, ZPHR focuses on efficiency, innovation, and a collaborative work environment. Billie's extensive entrepreneurial experience, including recognition as Regional Entrepreneur of the Year and placement on the Inc. 500 list twice, informs his strategic vision. His commitment extends beyond accolades; he actively mentors aspiring entrepreneurs and contributes to entrepreneurial communities. Billie has assembled a team of individuals in Marketing, Operations, and Business Development who have actual ride-share experience and know firsthand the problems riders and drivers face. **Move the last sentence to be the second sentence.**

Target Market

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With over 10,000 rides given, thousands of conversations with riders and drivers, and a combined experience of over six years. The management team has identified the ideal rider and driver profile.

Our Ideal drivers each have over a year of ride-share driving experience and over 2,000 rides given with a rating of 4.98 or better. Typically, they are between the ages of 30-70 (with a 60% male and 40% female makeup) and pass an extensive background check. They are friendly and well-versed locally with well-maintained, attractive vehicles.

On the rider front, our target demographic spans ages 25-65, with individuals with an income exceeding \$75,000. This audience appreciates the value of a fair and equitable ride-sharing service. Additionally, ZPHR welcomes tourists, ensuring a diverse and inclusive community of riders prioritizing safety, reliability, and an exceptional overall experience.

Competition

Uber, in 2024, boasts an impressive 131 million monthly active users. With an average of 23 million daily rides, Uber accounts for 7.64 billion trips annually. As of 2023, Lyft serves 12.5 million quarterly active riders, generating \$2.36 billion in annual revenue. Lyft operates in various US cities and select international locations, holding a 32% share of the US ride-hailing market, up from 7% in February 2015.





Where We Are Today

With the soft launch of our app on February 18th, 2024, ZPHR has initiated its journey to be the leader in the ride-sharing industry. Our platform has garnered significant attention for its innovative approach to addressing critical issues drivers and riders face.



Who is ZPHR

IA collection of riders and drivers who believe in offering a better ride-share experience prioritizing the well-being of drivers and riders, and solving the issues associated with existing ride-share services.



Core Values

1. Transparency
2. Kindness
3. Respect
4. Integrity
5. Honesty

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ESG

Our ESG efforts at ZPHR are integral to our mission, emphasizing environmental sustainability, social responsibility, and good governance. We prioritize reducing our carbon footprint through initiatives such as promoting the use of electric vehicles and implementing sustainable practices in our operations. Additionally, we actively support social causes and aim to positively impact the communities we serve.

How much are we looking to raise

Initial Funds Requirement: \$500,000

