



ZPHR
RIDESHARE BETTER



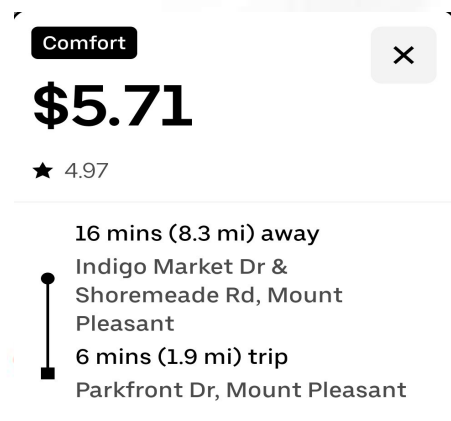
WELCOME TO ZPHR, WHERE WE'RE REDEFINING THE RIDE-SHARING EXPERIENCE WITH A FRESH PERSPECTIVE AND A COMMITMENT TO EXCELLENCE.

Founded on the principles of innovation, transparency, and social responsibility, **ZPHR is more than just a ride-sharing platform** – it's a community-driven movement dedicated to transforming the industry. With our user-friendly app, rigorous safety measures, and dedication to environmental sustainability, we're paving the way for a new era in transportation. Join us on this journey as we revolutionize the way people move, one ride at a time.

Welcome aboard ZPHR – Join ZPHR (changing wind), changing the future of ride share.

PROBLEM FOR DRIVERS

Ridesharing giants as Uber and Lyft have significantly reduced their payouts and promotions, customer service is terrible. By their actions, they seem to care less and less about their drivers.



Comfort

\$5.71

★ 4.97

16 mins (8.3 mi) away
Indigo Market Dr &
Shoremeade Rd, Mount
Pleasant

6 mins (1.9 mi) trip
Parkfront Dr, Mount Pleasant



Unprofitable Rides (actual example)

In this example, drive 8.3 miles over 16 minutes, pick up the rider, drive 1.9 miles over 6 minutes.

10.2 miles, 22 minutes for \$5.71! Approximately 70% of the rides sent to drives are unprofitable and are a significant challenge for drivers.

High Churn Rate

Drivers often feel undervalued and exploited, particularly when they perceive that ride-sharing companies prioritize profit over their well-being. **The retention rate is only 4% meaning only a tiny fraction of drivers stay on after one year.**



Low Income

Ride share drivers in the US make a median profit of as little as \$8.55 per hour before taxes.

WHY DRIVERS ARE UNHAPPY

Drivers often feel undervalued and exploited, particularly when they perceive that ride-sharing companies prioritize profit over their well-being. The absence of a structured support system and ineffective communication channels exacerbate these issues, leading to a high turnover rate among drivers.

Here is what Drivers are saying



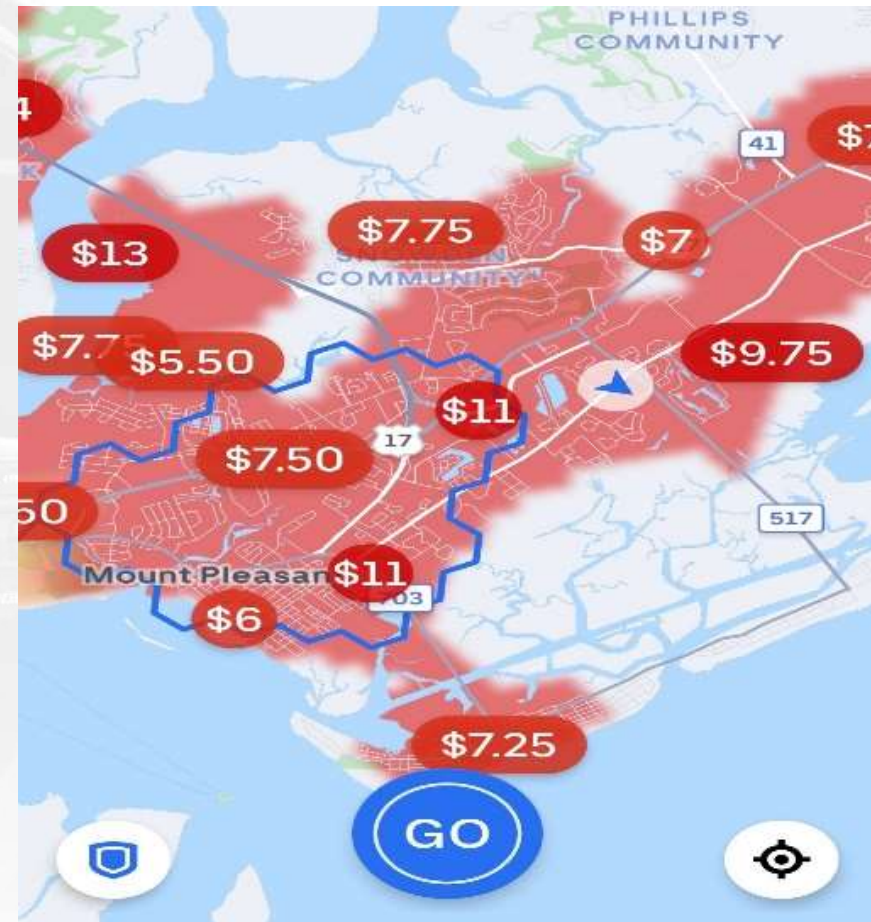
"We have to dead head to pick up the rider, we don't get paid for that."



"70% of the rides that Uber sends us are unprofitable!"

PROBLEMS FOR RIDERS: SURGE PRICING

- Surge pricing, can pose challenges for riders. The sudden increase in fares during surges can catch passengers off guard, leading to frustration and dissatisfaction. Riders may feel that they are being unfairly charged higher prices, especially if they are unaware of the surge or if it occurs unexpectedly.
- Moreover, surge pricing can make transportation less accessible for passengers who rely on ride-sharing services, particularly during emergencies or times of urgent need. Riders feel taken advantage of with surge pricing.



FEATURES THAT MAKE ZPHR THE BEST CHOICE FOR DRIVERS

01

Earn more per ride, a minimum of 42% commission*.

02

Drive more, make more, up to 55% commission*.

03

Invest in ZPHR and make even more per ride.

04

No unprofitable rides.

05

Work in a geographic area.

06

A limited number of drivers in an area.

07

Pick your own rate plan (future enhancement).

08

Faster issue resolution.

09

Be a favorite driver for riders.

10

A company that cares about its riders and drivers.

(*AFTER STATE TAXES, AIRPORT FEES AND INSURANCE.)



FEATURES THAT MAKE ZPHR THE IDEAL RIDE SHARE SERVICE FOR RIDERS!

01

No Surge pricing!

02

No Cancellation Policy!

03

Women riders can select Women drivers.

04

Select a favorite driver.

05

Safe: Experienced and vetted drivers.

06

Reserve rides at no additional charges.

07

Invest in ZPHR and pay less per ride.

08

A portion of each ride is donated to Charity.

09

A company that cares about its riders and drivers.



HOW ZPHR WORKS?

01

Download the app,
register securely,
and set up
payment

02

Select your destination
and preferred
vehicle

03

Track your
driver's route in
real-time

04

Hop in and
enjoy the ride while
fares are
calculated

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ZPHR'S STRENGTHS:

- **Unique Value Proposition:** ZPHR prioritizes the well-being of both drivers and riders, reducing churn rates, increasing revenue, and fostering a supportive and secure environment.
- **Innovative Features:** No unprofitable rides. Women riders can select women drivers. Book trips-outbound and inbound with no surcharge. Franchising, licensing, hotel and corporate opportunities.
- **Prioritizing Driver and Rider Satisfaction:** ZPHR targets the worst features of our competitor's products and services and focuses on a product more in line with the riders' and drivers' needs and wants.
- **Competitive Rates and Incentives:** ZPHR offers a higher initial commission and increases the more the driver drives. Flat rate pricing (riders hate surcharges). Stock options for rider and drivers.

MARKET OPPORTUNITY:

The market opportunity for ZPHR is substantial and supported by various statistics from our research:

- 1. Driver and Rider Unhappiness:** After talking with thousands of riders and hundreds of drivers, they are very unhappy with the ride share opportunities in the marketplace. Just read the message boards for drivers and riders to see their comments.
- 2. Growing Ride-Hailing Market:** The global ride-hailing market is projected to expand at a compound annual growth rate (CAGR) of 11.7% from 2022 to 2028, presenting ample opportunities for ZPHR to capture market share and grow its user base.
- 3. Partnerships and Collaborations:** Collaborating with local businesses, hotels, and corporate clients can expand ZPHR's reach and increase brand visibility, especially in new markets.
- 4. Licensing, franchising, and International expansion:** ZPHR's software is capable of licensing, franchising, and private labeling. The software can accommodate up to 146 languages and uses Google Maps, so worldwide mapping is built in. Currency conversion is built in and automatically converts currency from international travelers.

TARGET MARKET

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 by the management team 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.



COMPETITORS:

Uber:

As of 2024, Uber boasts a staggering 131 million monthly active users, generating a revenue of \$9.3 billion in Q3 2023. Uber facilitates an average of 23 million rides per day, amounting to 7.64 billion trips annually. The company operates with a vast workforce, counting 5.4 million drivers globally, out of which only 1.5 million operate within the United States. **Even with all this, Uber lost \$8 Billion in 2022.**

Lyft:

As of 2023, Lyft serves 12.5 million quarterly active riders and generates an annual revenue of \$2.36 billion. Notably, the company holds a 32% share of the US ride-hailing market, a significant increase from its 7% market share in February 2015. Lyft employs approximately 4,675 individuals and provides services across various cities in the United States and some international locations.



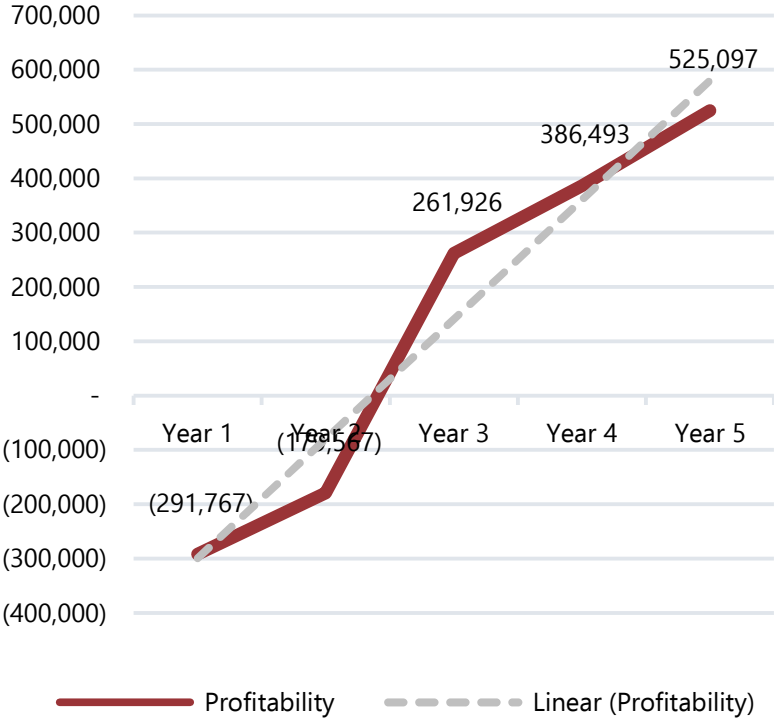
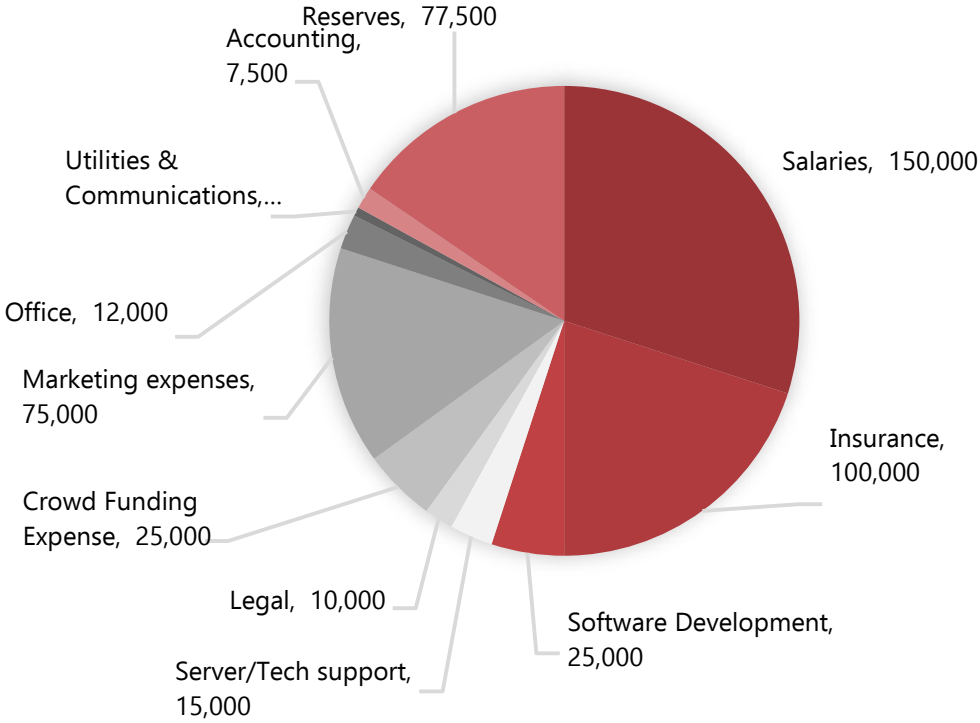
OUR LEADERSHIP

BILLIE ATTAWAY - CEO

Billie Attaway, our CEO, brings extensive entrepreneurial experience across various sectors and has garnered accolades such as Entrepreneur of the Year and Inc. 500. Billie has assembled a team of individuals in Marketing, Operations, and Business Development who are drivers and know firsthand the problems riders and drivers face..

FINANCIAL HIGHLIGHTS:

Funding Required \$ 500,000





CONTACT INFORMATION

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THANK YOU