



**ZPHR**  
RIDESHARE BETTER



## **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..**

## **ADDITIONAL** TEAM MEMBERS

Julie Wormwood-Support

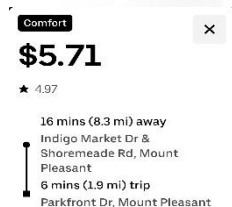
Erin Abrams-Marketing

Hans Zithsi-Driver Engagement

Ashish Gupta -CTO

# PROBLEMS 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.



## 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.

# THIRD PARTY VALIDATION OF WHY DRIVERS ARE UNHAPPY

1. **“Inside Uber’s Massive Driver and Employee Turnover Problem”** (2021) Market Tactic
2. **“Drivers for Lyft and Uber Are Building a National Movement”** (2023) – This piece looks at how drivers across the U.S. are organizing to address low pay and deteriorating working conditions, which contribute to high turnover rates. Capital & Main
3. **“Uber and Lyft’s Turnover Rates Among Drivers: Challenges and Solutions”** (2022) Gig Workers’ Forum
4. **“Gig Economy and Driver Turnover: What’s Next for Uber and Lyft?”** (2023) – Rideshare Times
5. **“The Rideshare Driver Exodus: A Look at Turnover and Retention”** (2022) – Driver Insights

# WHY RIDERS ARE UNHAPPY

Surge pricing, Canceled rides, Unsafe cars or drivers.

Here is what Drivers are saying



Surge pricing happens just about every day!



Dirty cars, and drivers the riders don't feel safe with.

## THIRD PARTY VALIDATION PROBLEMS FOR RIDERS:

**“Uber and Lyft Riders Face Mounting Safety Complaints”** (2023) – This article explores the growing concerns over rider safety, including reports of harassment, accidents, and the lack of effective complaint resolution systems.

•[The Verge](#)

**“Rider Frustration Grows as Uber and Lyft Surge Pricing Skyrockets”** (2022) – Many passengers have voiced frustration over surge pricing, where fares dramatically increase during peak times or in certain areas, leading to complaints about transparency and fairness.

•[Bloomberg](#)

**“Uber and Lyft Struggle to Address Customer Service Issues”** (2023) – This article highlights common rider complaints related to poor customer service, including slow response times, difficulty getting refunds, and resolving ride disputes.

•[TechCrunch](#)

**“Hidden Fees and Fare Discrepancies: Why Uber and Lyft Riders Are Complaining”** (2022) – Covers complaints about unexpected fees, discrepancies between quoted and final fares, and issues with rides being canceled by drivers.

•[Consumer Affairs](#)

## ZPHR'S STRATEGY:

- **ZPHR Software Services is a SAAS model:** ZPHR has launched the first iteration of ZPHR through a separate Delaware corporation called Ridester, LLC dba ZPHR. This company is operational and generating rides. **ZPHR** will generate revenue on rides and separately on providing rideshare services and software.
- **Grow ZPHR Domestically:** Expand to strategic markets such as Nashville, Jacksonville, Orlando
- **Additional Iterations:** Leadership has noticed an affinity for rideshare based on demographics, such as Women, Latinos and African Americans. ZPHR will develop additional brands such as: **Athena Rides** (Women leadership, women drivers and Women riders). **Vamanos Rideshare** (Latino community with Latino leadership for Latino riders and drivers. **Soul Transit or Ebony Rides** for the African American Community. These iterations will be separate companies.
- **Licensing:** ZPHR can and has the capability to license and private label their software and apps here in the US and worldwide. Additional language capabilities, and currency conversion on the fly, with separate rate plans can be easily accommodated.
- **Strategic Relationships:** ZPHR has and will continue to develop strategic relationships with Hotels, Motels, and large businesses, and local governments to offer their customers and employees focused, professional and affordable ride share options.





## 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.

## WHERE ZPHR IS CURRENTLY!

- **Apps:** Rider and Driver apps are live in the Google and Apple App stores.
- **Software:** Software is completed, and live. All support integrations are complete (Background checks, insurance tracking and airport tracking).
- **Insurance:** Our insurance is in place that meets all State and Local government requirements.
- **License:** ZPHR has received it's license to operate as a Transportation Network Company from the State of SC.
- **Charleston Airport:** The airport has approved ZPHR to pick up and deliver riders to the airport.
- **Drivers:** ZPHR currently has 25 drivers signed up and that have passed underwriting and background checks.
- **Riders:** ZPHR has over 200 Riders who have downloaded the app and signed up to driver.
- **Launched! ZPHR soft launched on August 1, 2024:** ZPHR soft launched on August 1, 2024
- **Relationships:** ZPHR is a member of the Charleston Convention and Visitors bureau and the Mt. Pleasant Chamber of Commerce.

## FEATURES WHY ZPHR IS DIFFERENT AND WHAT MAKES ZPHR THE BEST CHOICE FOR DRIVERS.

01

Earn more per ride, a minimum of 60% 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 WHY ZPHR IS DIFFERENT AND WHAT MAKES 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

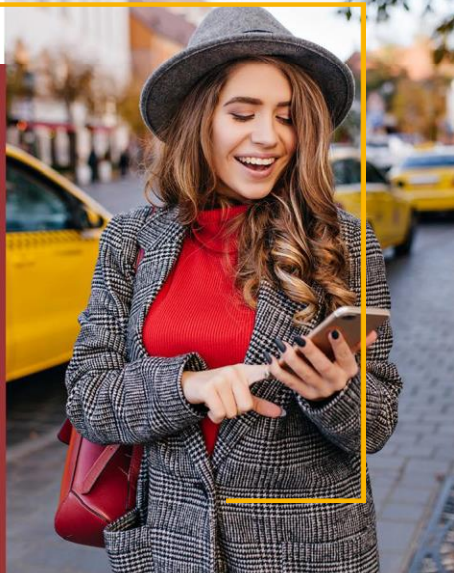
Invest in ZPHR and pay less per ride.

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



## 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.





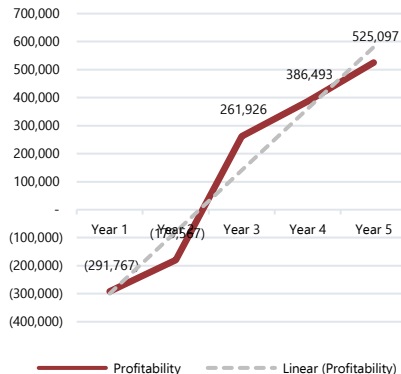
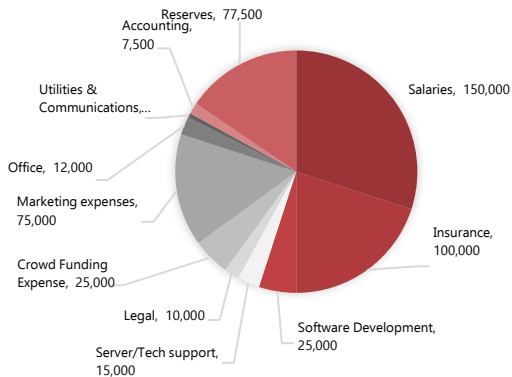
## **WELCOME TO ZPHR, WHERE WE'RE REDEFINING THE RIDE-SHARING EXPERIENCE WITH A FRESH PERSPECTIVE AND A COMMITMENT TO EXCELLENCE.**

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.

# FINANCIAL HIGHLIGHTS:

Funding Required \$ 500,000





## **CONTACT INFORMATION**

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**THANK YOU**