

Strategic Roadmap for Uber

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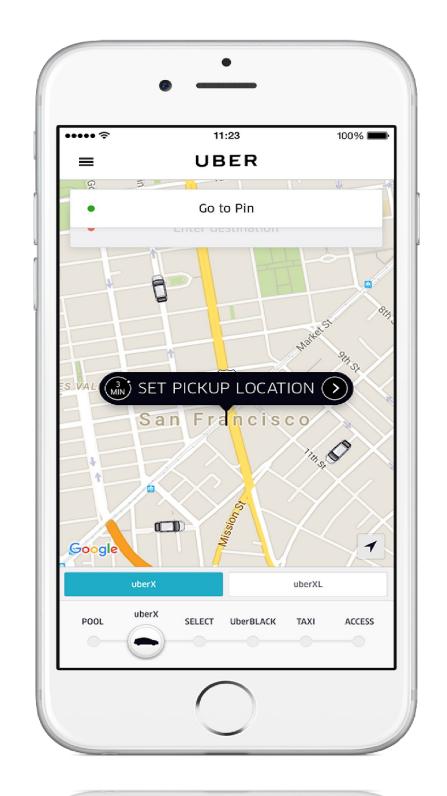


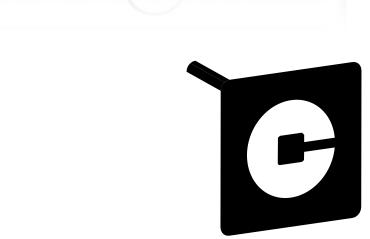
Summary of the Situation and Environment

- Today, Uber connects drivers and passengers in 400 cities worldwide and its drivers include, not just professionals, but also average people willing to drive strangers around for a fee.
- However, Uber also faces a number of competitors, such as Lyft and Via, spring up in the ride-sharing business and the company has faced regulatory issues worldwide.



 Uber are searching for a change and make a breakthrough —— New Technology (Self-Driving Car)





Vision & Mission

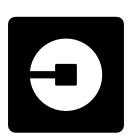
"To make transportation as reliable as running water, everywhere, for everyone"

"To ignite opportunity by setting the world in motion"

The Next Step Options

- Auto-Pilot SaaS
- Uber Aerial Transportation
- Self-Driving Delivery





Assessing Strategic Options

Bigger Friction



Uber Aerial Transport

Great value to stakeholders
Hard to attain critical mass

Harder Ignition

Easier Ignition

Lower value to stakeholders Easy to attain critical mass

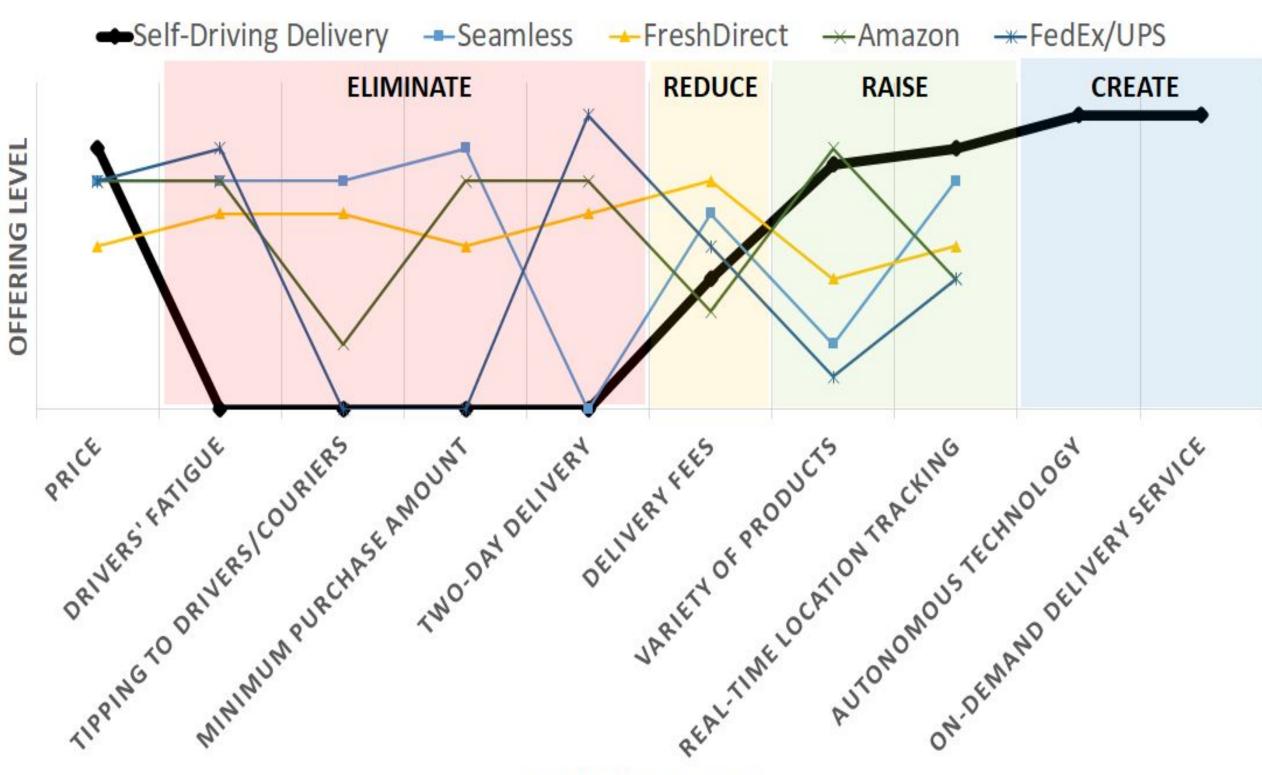
Auto-Pilot SaaS

Lower Friction

- Selected Platform for Uber: Self-Driving Delivery
 - Greater value to Uber, sellers and customers:
 - Uber reduce driver costs, safer delivery
 - Sellers access to more buyers
 - Customers access to more local products
 - Easier ignition
 - Services rendered are less niche
 - Existing networks of sellers and customers



Strategy Canvas for Selected Strategy

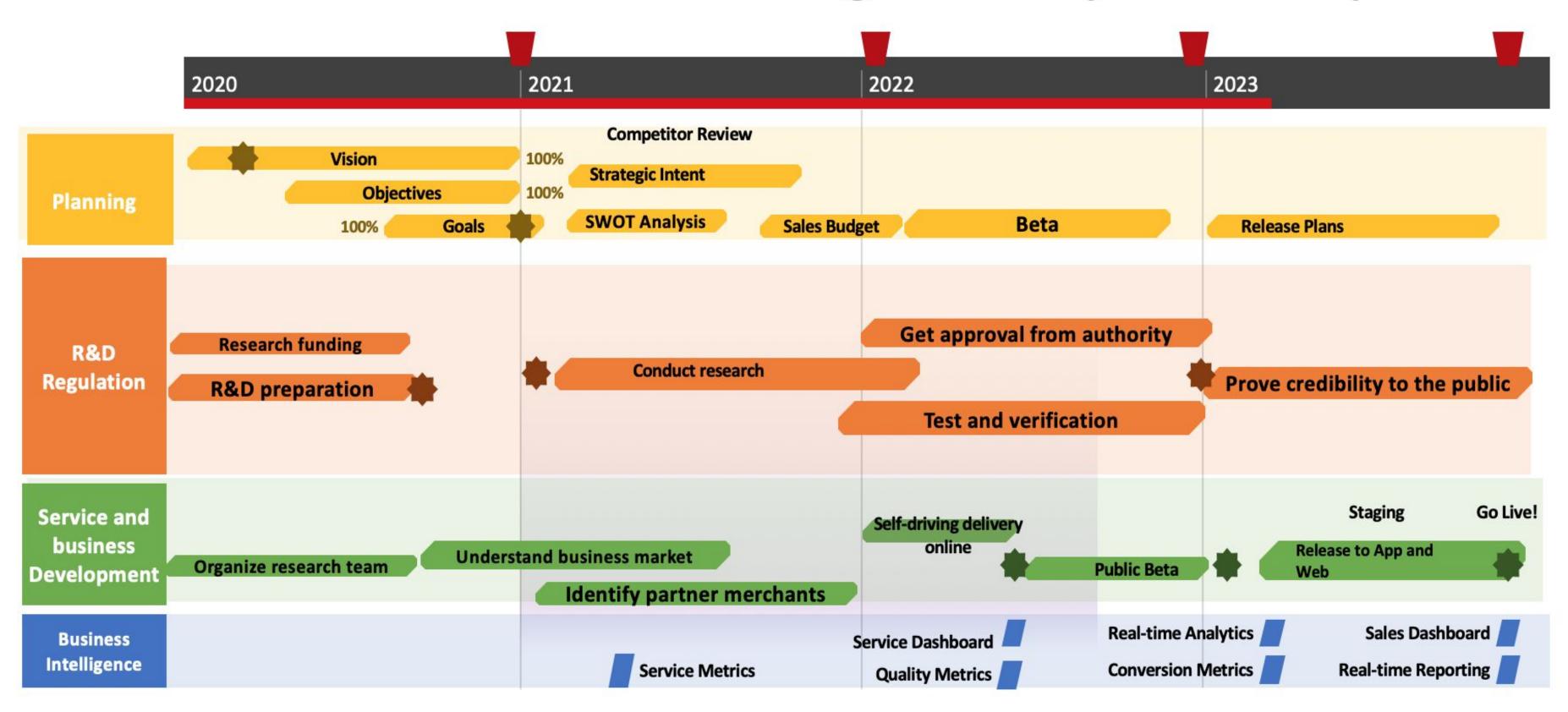


- Self-Driving Delivery is a Blue Ocean Strategy (Logistics Sector)
- By creating an autonomous technology to delivery products on-demand
 - Eliminated drivers' fatigue, tipping, minimum purchase amount and twoday delivery
 - Reduced delivery fees due to lower drivers' costs
- To raise variety of products by subsidizing sellers, and in turn reduce ignition problem
- To real-time location tracking to provide better customers experience and fault tracking of self-driving cars

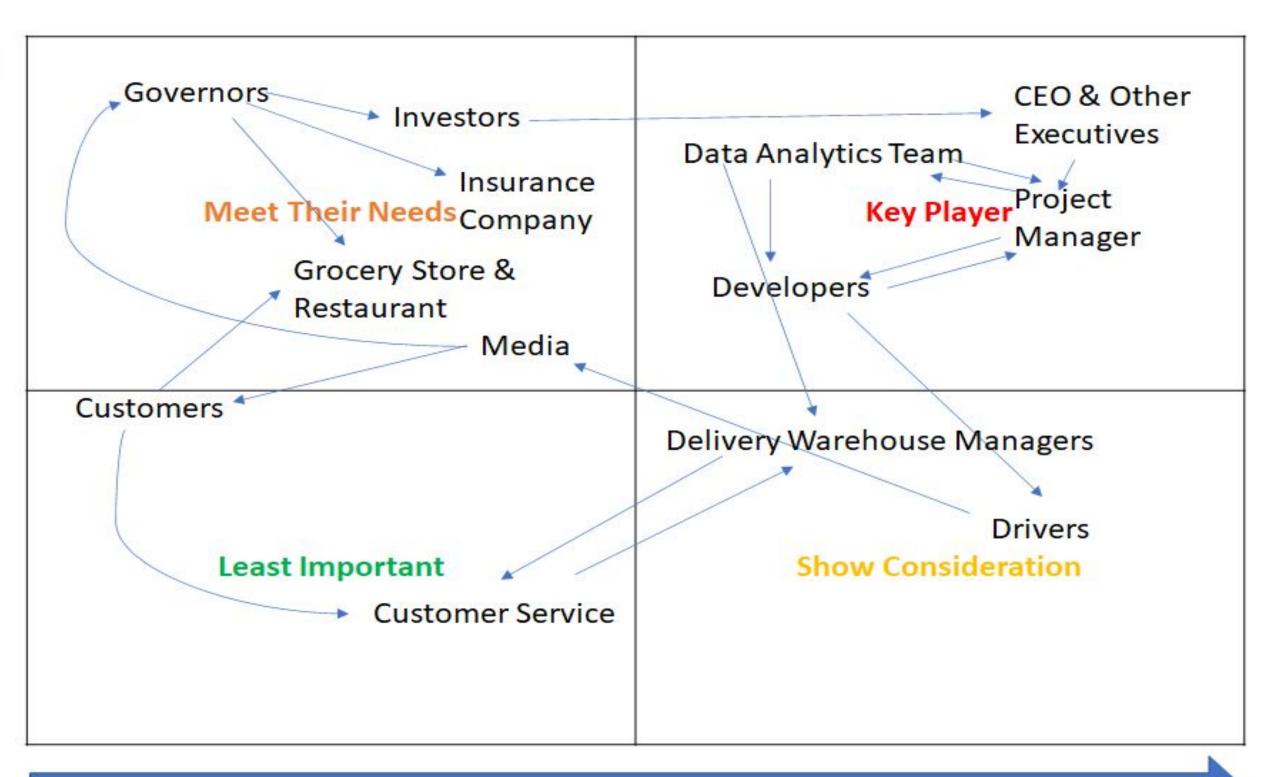
COMPETING FACTORS



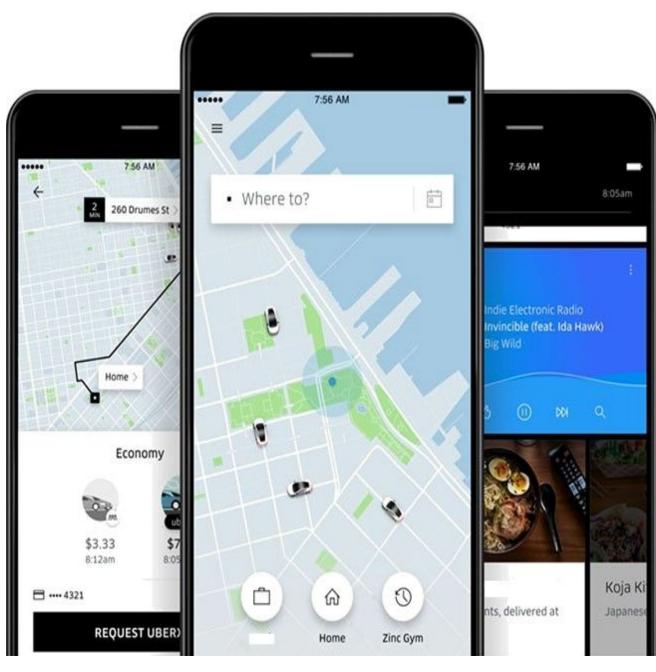
Uber Self Driving Delivery Roadmap



Uber Terrain Mapping



Interest



Thank You