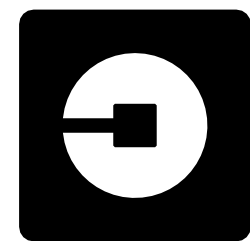


Strategic Roadmap for Uber

Group member: Jeff Lu,
Jia Hao Gan, Xinyan Yao,
Bryan Deng, Yuwei Wang



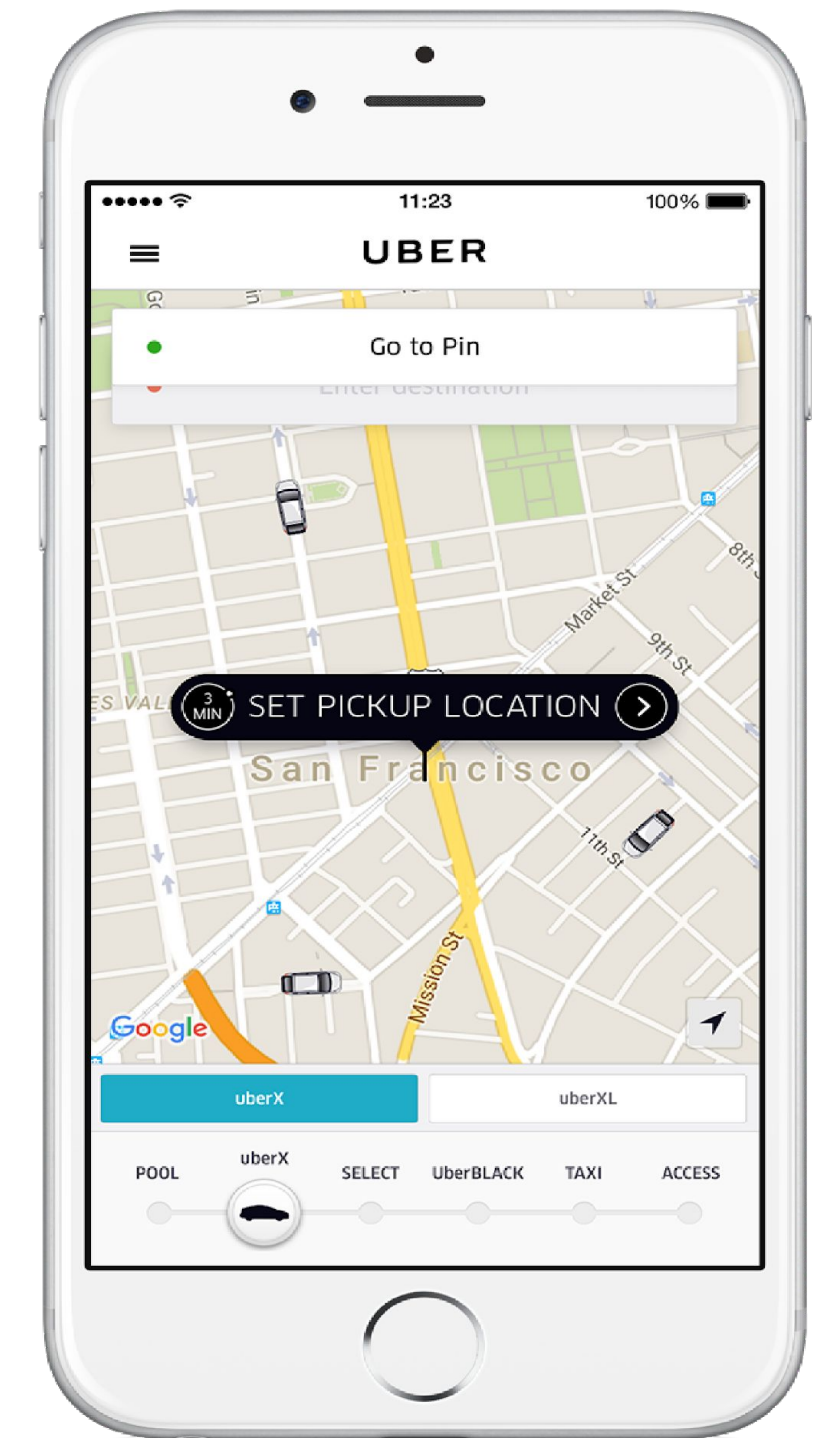


Summary of the Situation and Environment

- 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)



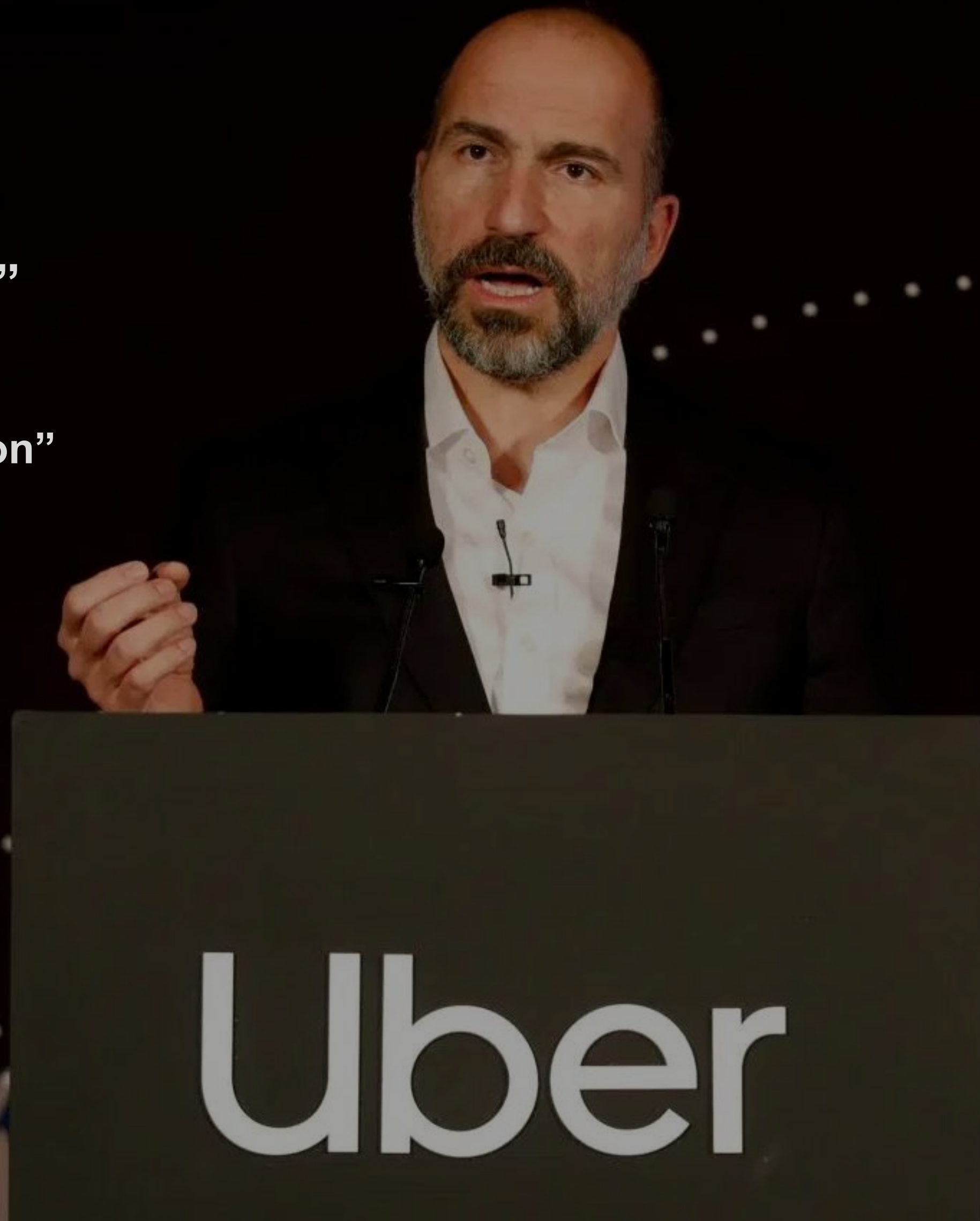
Vision & Mission

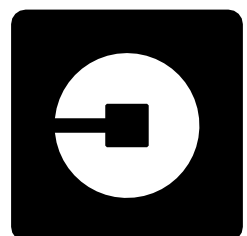
“To make transportation as reliable as running water, everywhere, for everyone”

“To ignite opportunity by setting the world in motion”

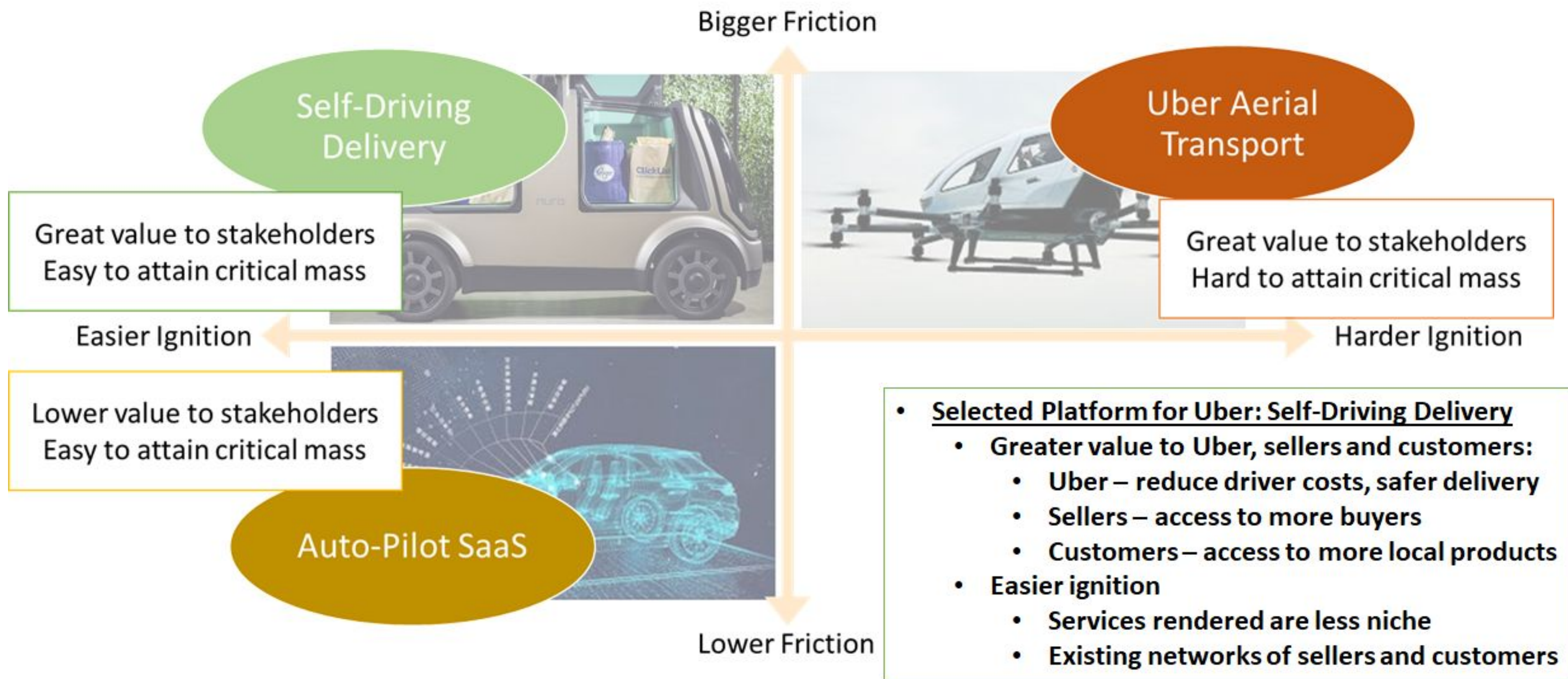
The Next Step Options

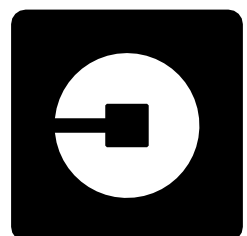
- Auto-Pilot SaaS
- Uber Aerial Transportation
- Self-Driving Delivery



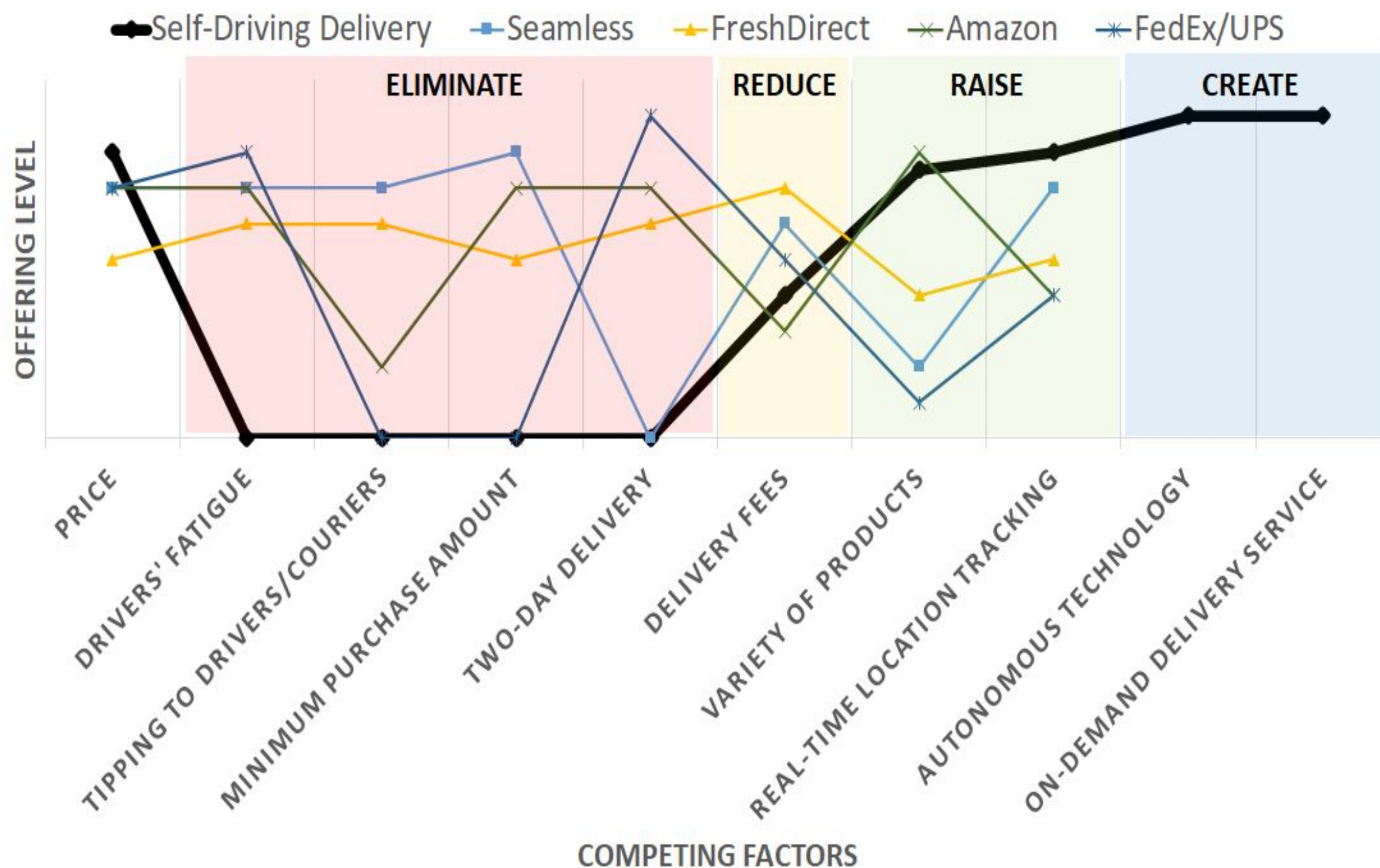


Assessing Strategic Options

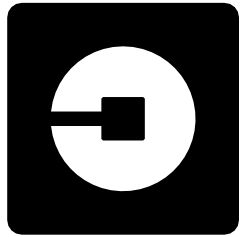




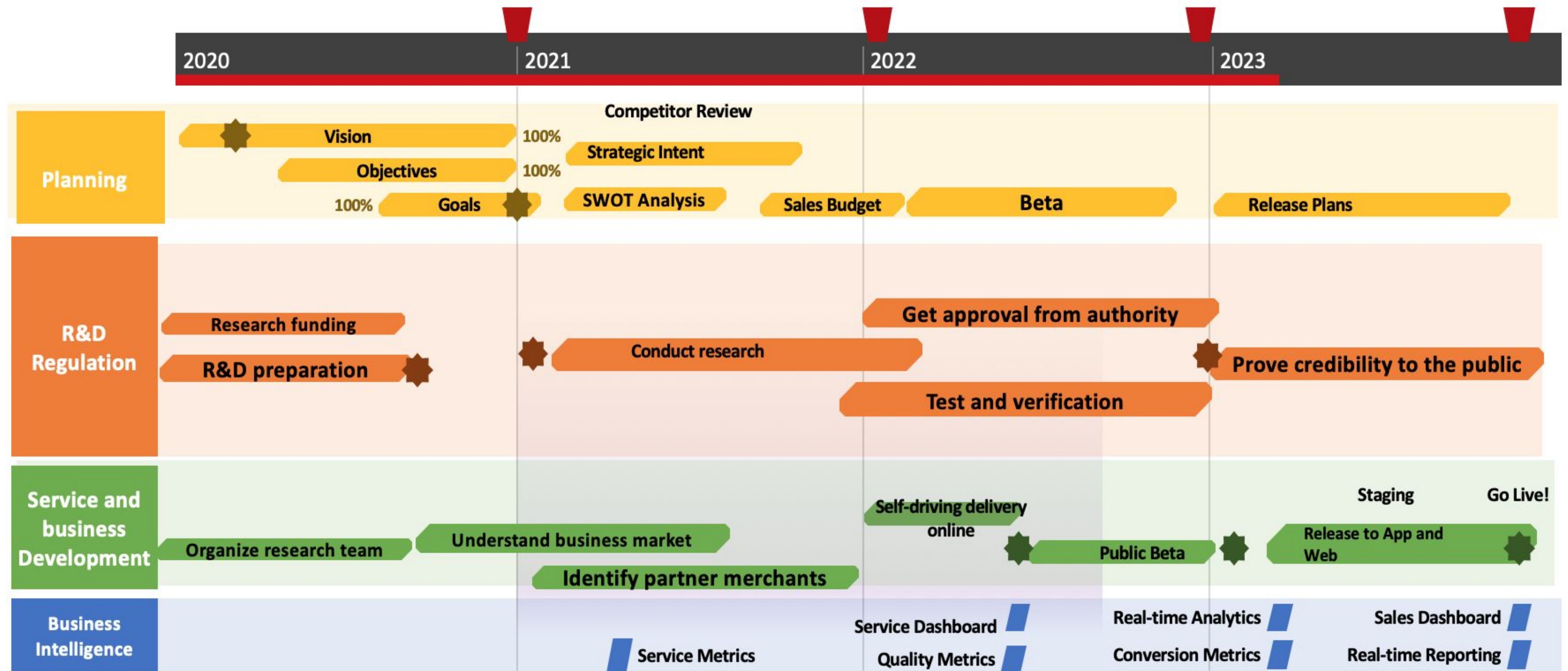
Strategy Canvas for Selected Strategy



- 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 two-day 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

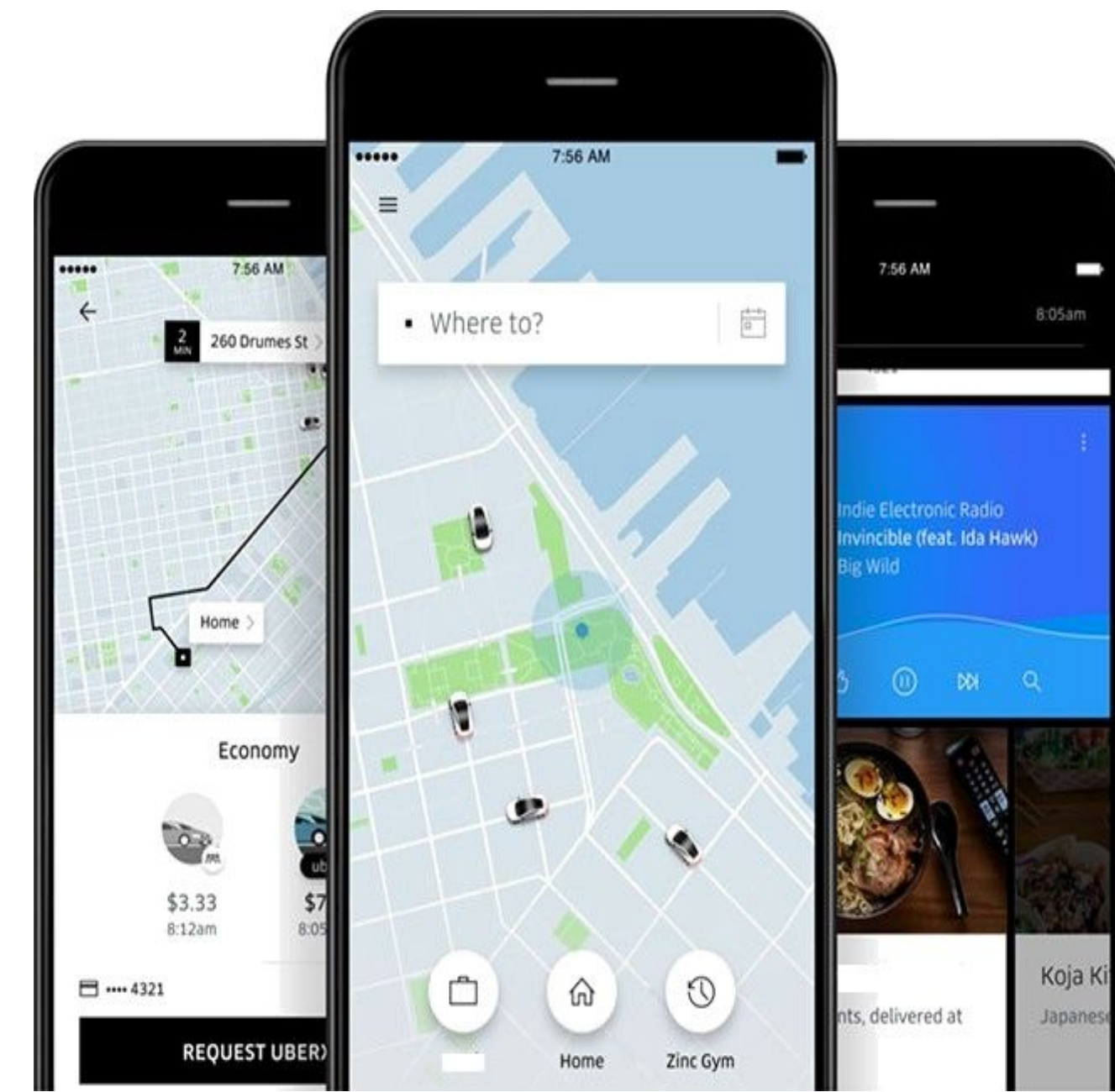
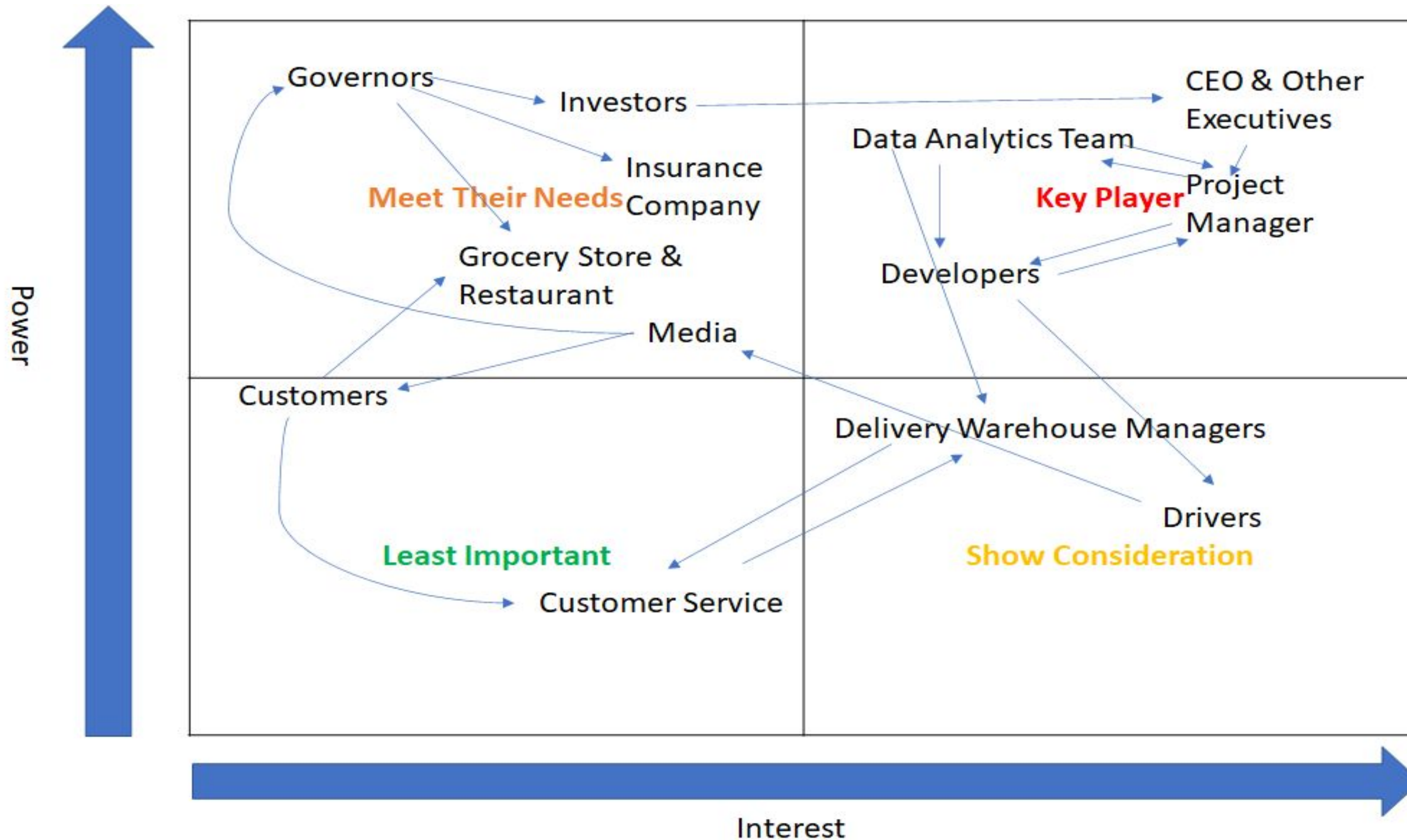


Uber Self Driving Delivery Roadmap





Uber Terrain Mapping



**Thank
You**