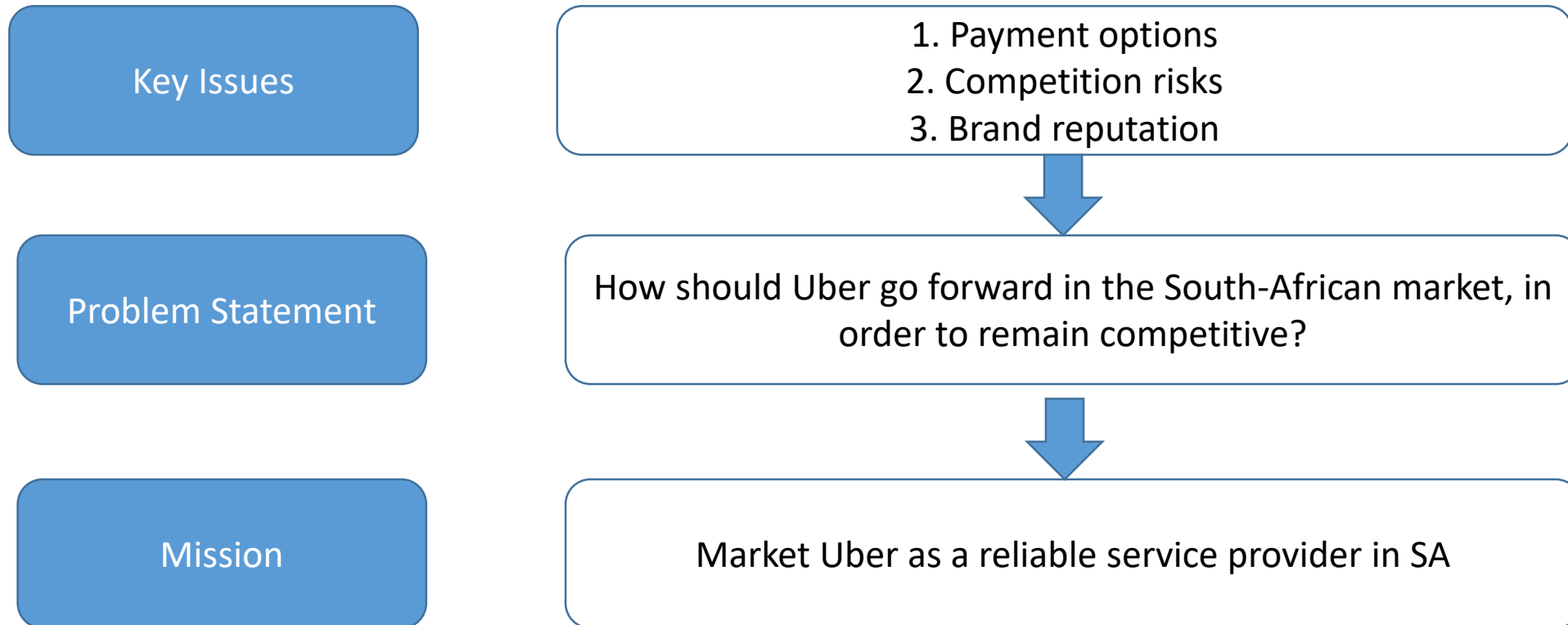


Make Uber great again!

# Introduction



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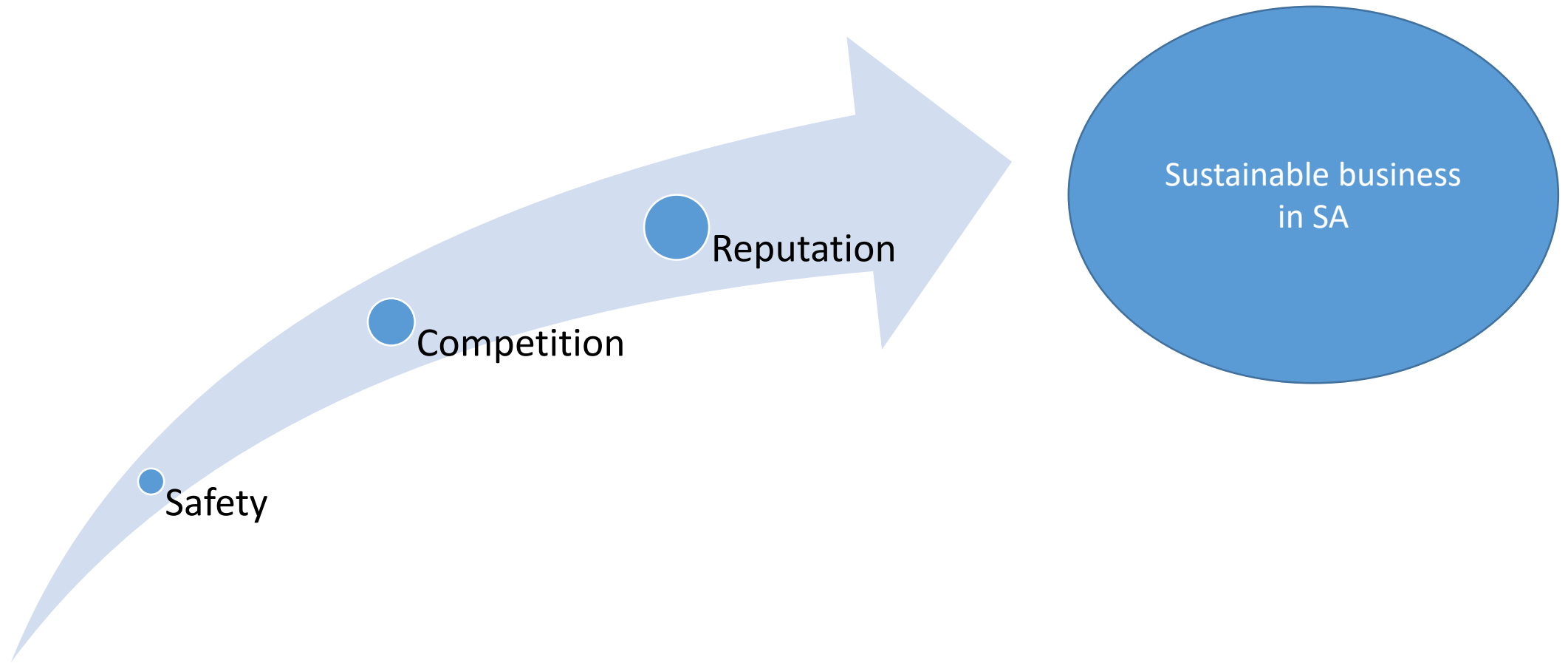
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# Road to Success



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# Key Challenges

**Payment Options**

**Competition  
Risks**

**Brand  
Reputation**

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# Challenge #1

Payment Options

## Key Takeaway

Come up with an innovative remote payment option

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# Challenge # 2

Competition Risks

## Key Takeaway

Uber needs to give back to the SA community!

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# Challenge # 3

Brand Reputation

## Key Takeaway

Closely manage their brand reputation

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# Alternatives

## Self-driving cars

- Introduce self-driving cars
- Implement debit swipe transactions
- Green / Lean marketing




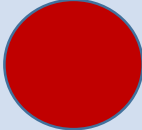




## Super Uber

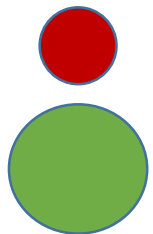
- Innovative payment system
- Invest in local society
- Appoint Crisis Mitigation team





# Evaluation of Alternatives

	Safety	Innovation	Reputation	Feasibility
Self-driving cars				
Super Uber				



Size = extent of impact  
Red = Negative influence  
Green = Positive influence

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# Chosen Alternative

Super Uber

Innovative  
payment system

Invest in local  
society

Appoint Crisis  
Mitigation team

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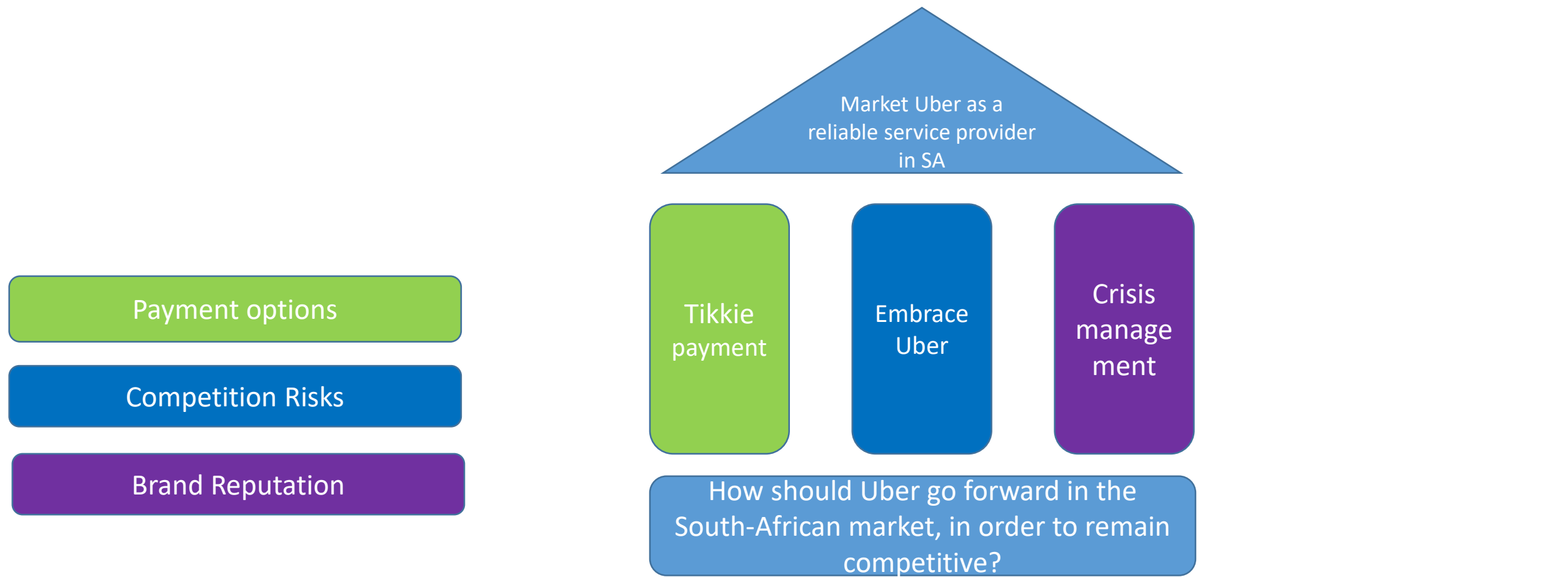
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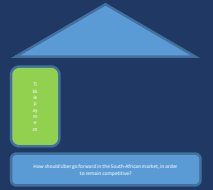
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# Foundation of the solution

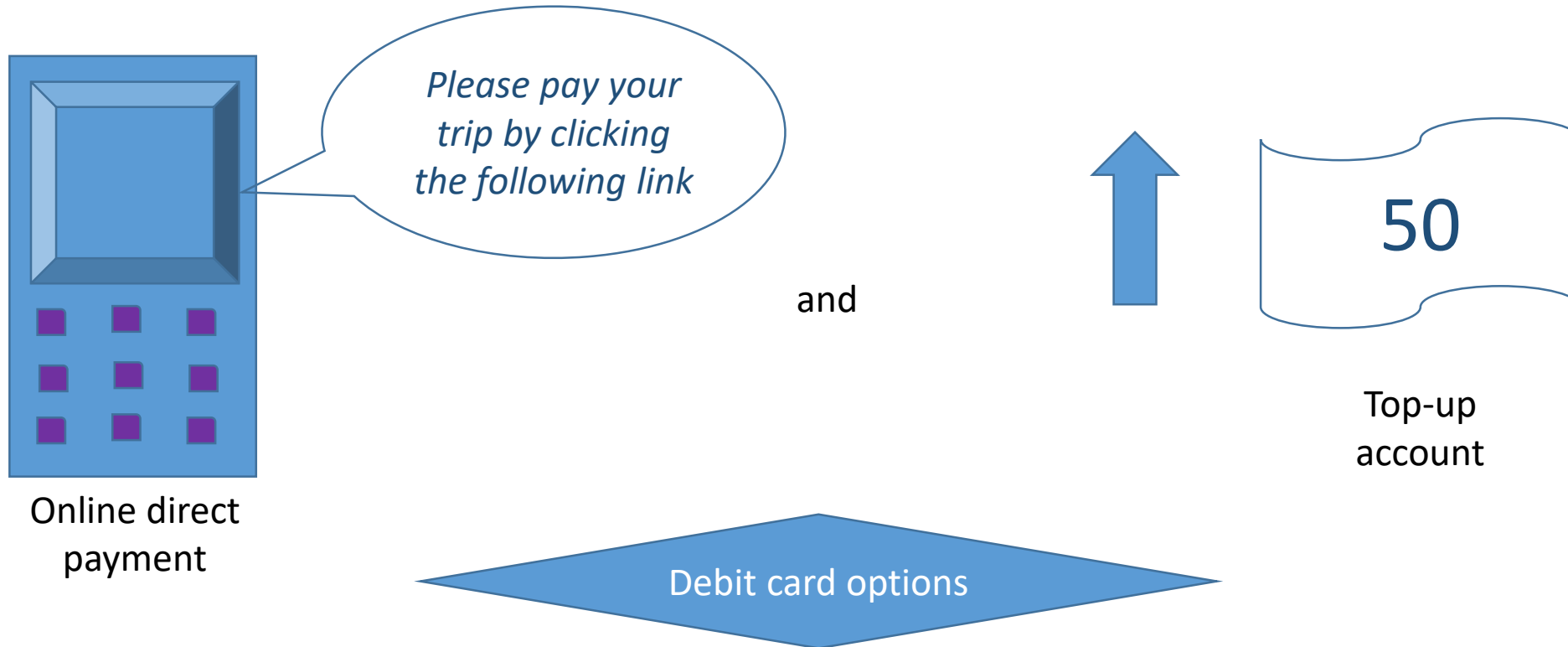


# Tikkie payment system



## Goal

- Safe payment system without credit card



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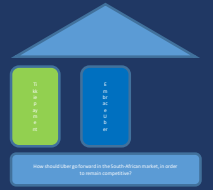
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# Embrace Uber



## Goal

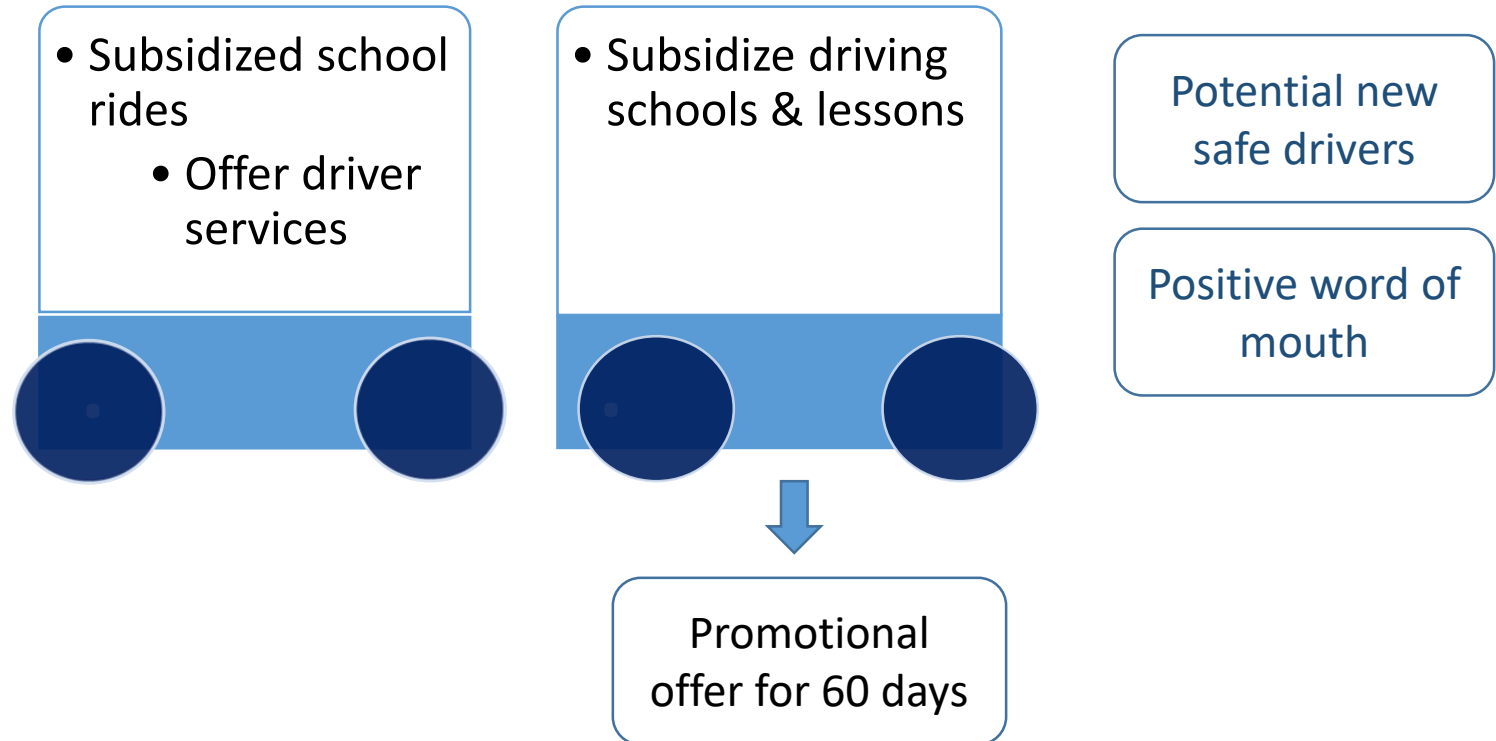
- Manage the competition & counteract Zebra image

## What

- Invest in local heritage & stimulate local market

## How

- Invest in local youth & children
- Build upon their future



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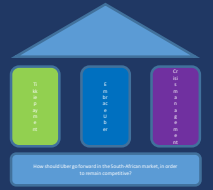
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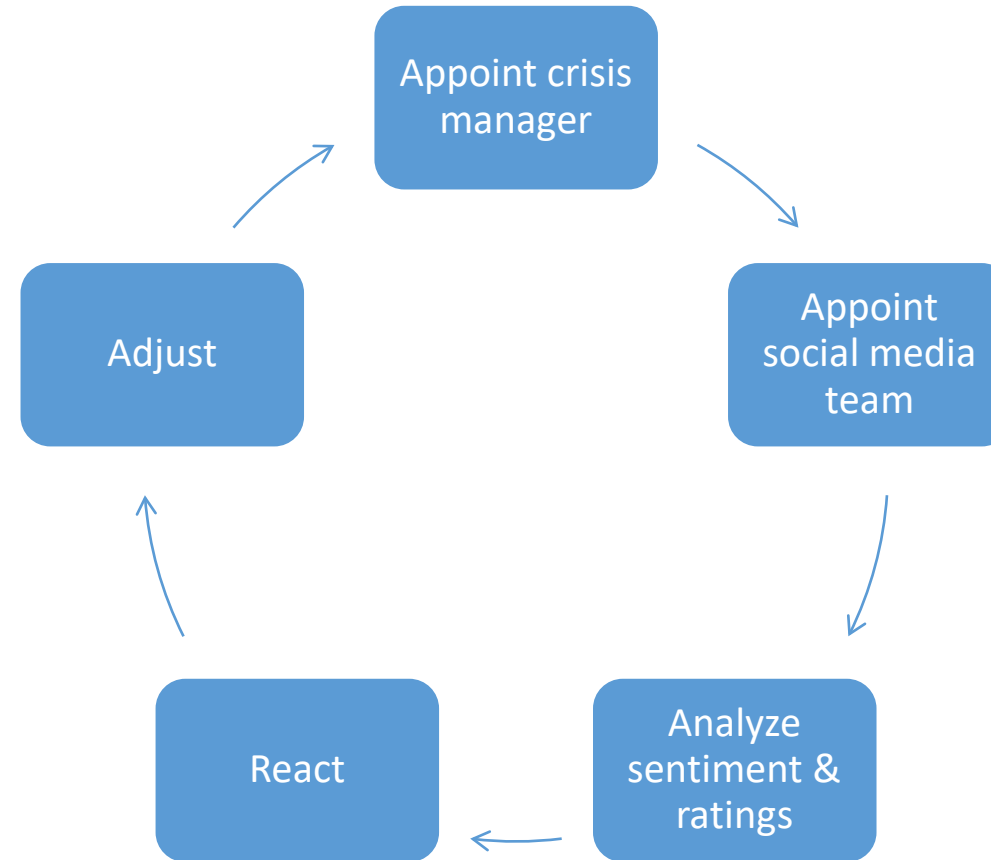
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# Crisis management team



## Goal

- Improve reputation & quickly react to news reactions



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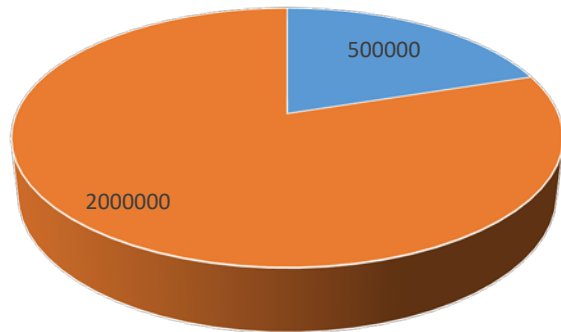
# Timeline

	2017				2018
	Q1	Q2	Q3	Q4	Q1
Upgrade App	→				
Advertising Tikkie		→			
Hire Crisis Management Team	→				
Contact and partner bus company	→				
Rent 50 cars		→			
Hire trainers for drivers		→			



# Financial Investment Analysis

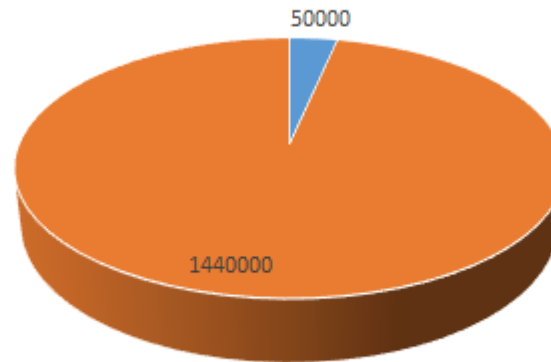
Once off investment costs



■ Upgrade App ■ Advertisement Plan

Upgrade App	500000
Advertisement Plan	2000000
Rent 50 cars	3000000
	R 2,500,000.00
	\$ 166,666.67

Recurring Annual fees



■ Rent 50 cars ■ Crisis Management team

Crisis Management team R144 0000  
(\$100 000)

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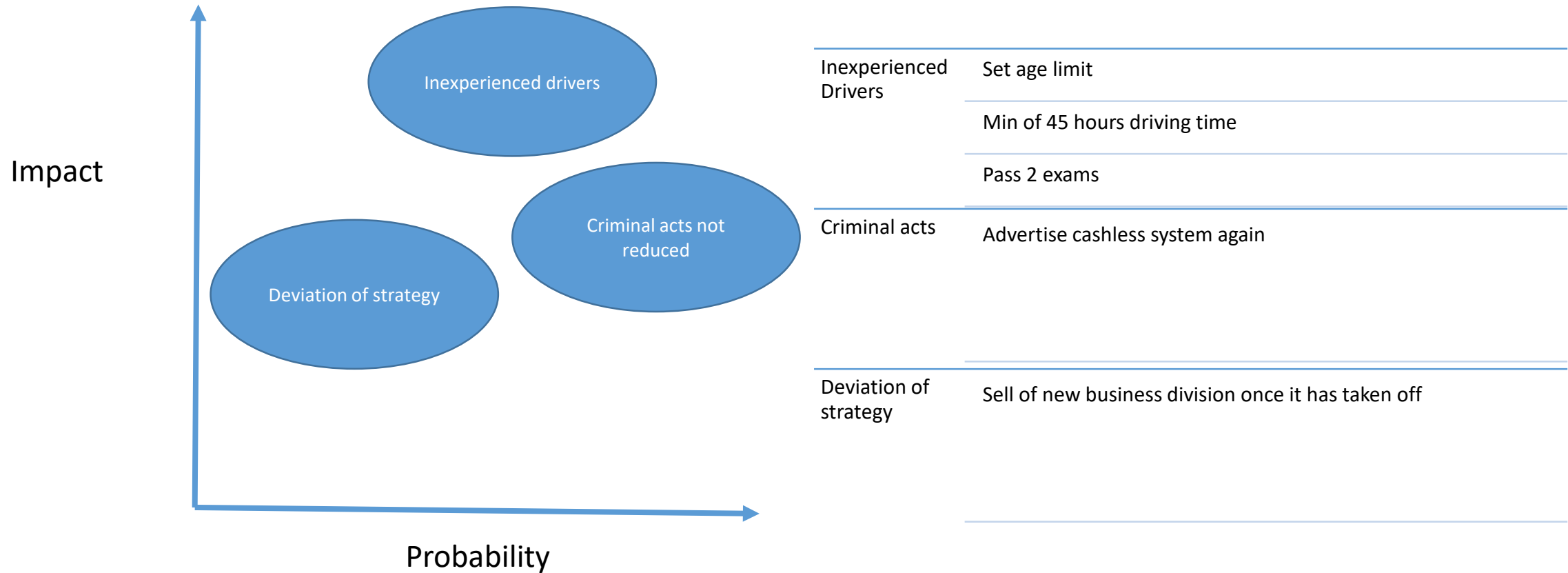
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# Risks



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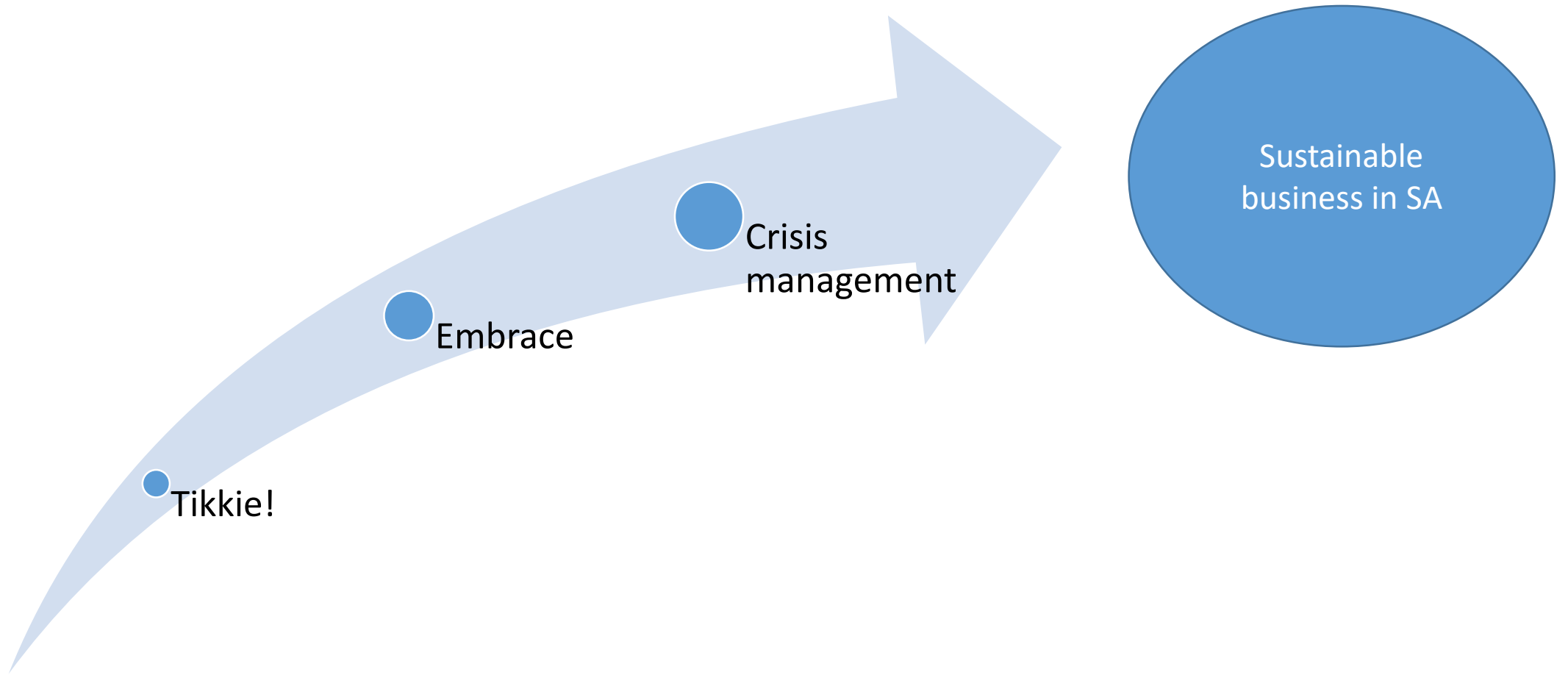
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# Conclusion



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Thank you

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