

PROBLEM = OPPORTUNITY
An Entrepreneurial Perspective

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Dense urban areas:

Cost of car ownership > Benefits

Lots of underused cars

Lots of car-less people with limited mobility

CARSHARING for dense urban areas



Societal Benefits

20 people car-satisfied with 1 car occupying 1 parking space

Per Person Miles and CO2 Emissions Reduced by 90%

Today: 100k members car-satisfied with 3k cars in 3k parking spaces

In Car-Dependent Areas/Destinations

18% of household expenditures on cars

No mobility options

CO2 guilt...desire to help

Social time/connectedness inadequate



Drives well with others.

GoLoco[™].org

From

To

Date

Around

One Way Round trip

[Find Trips](#) Found 2 Trips

[CAN'T FIND A TRIP?](#)

[Post a trip](#) So others can join

AVERAGE COST OF THIS TRIP

	\$24.88
	\$12.44
	\$8.29
	\$6.22

4.1

It would take a tree **4.1** years to absorb the CO₂ made by this trip.



- Found 2 trips
- A** Leave: Any Saturday 10:00am [Join This Trip](#)

Return: 12:00am, \$14.24

Passenger: **Mark Chase** 4/6

Relationship: Friends
 - B** Leave: Any Sun or Sat 9:00am [Join This Trip](#)

Return: 1:00am, \$8.75

Passenger: **Robin Chase** 4/4

Relationship: Friends

Passenger: **Cameron Russell** 2/2

Relationship: Friends

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

In all population densities



Societal Benefits

A full car is a very space & energy-efficient means of motorized transport

Decrease rate of driving alone from 75% all trips

- demand for parking down
- highway congestion down
- CO2 emissions reduced

Cost of Status Quo Car-Dependency INCREASING

- rising fossil fuel prices
- increased cost of parking
- congestion pricing
- increased road tolling....road pricing?
- carbon taxes

From a consumer perspective:

World of one-person one-car will soon be unattainable

PROBLEM = OPPORTUNITY



Wireless Connectivity as Catalyst

Open Networks

Open Standards