

# PRIVA



Finally, a better way to travel: Door-to-door, private, connected.

[www.travelpriva.com](http://www.travelpriva.com)



Priva's mission is to transform regional mobility with an unparalleled experience: door-to-door, private, and fully connected.

Priva matches demand for outbound and return legs under 300 miles to create commuter flight-disrupting prices.

# Problem

Regional travel modes are full of pain points.

Flying, driving, trains and buses are all unproductive.

Regardless of mode, total travel time is 3-4 hours each way.





# Solution

Door-to-door in connected, private vehicles optimized for productivity, collaboration and rest.

Regional travel in Uber/Lyft occurs, but is a worse experience and return miles are empty.

Priva pairs demand both ways to reduce cost.

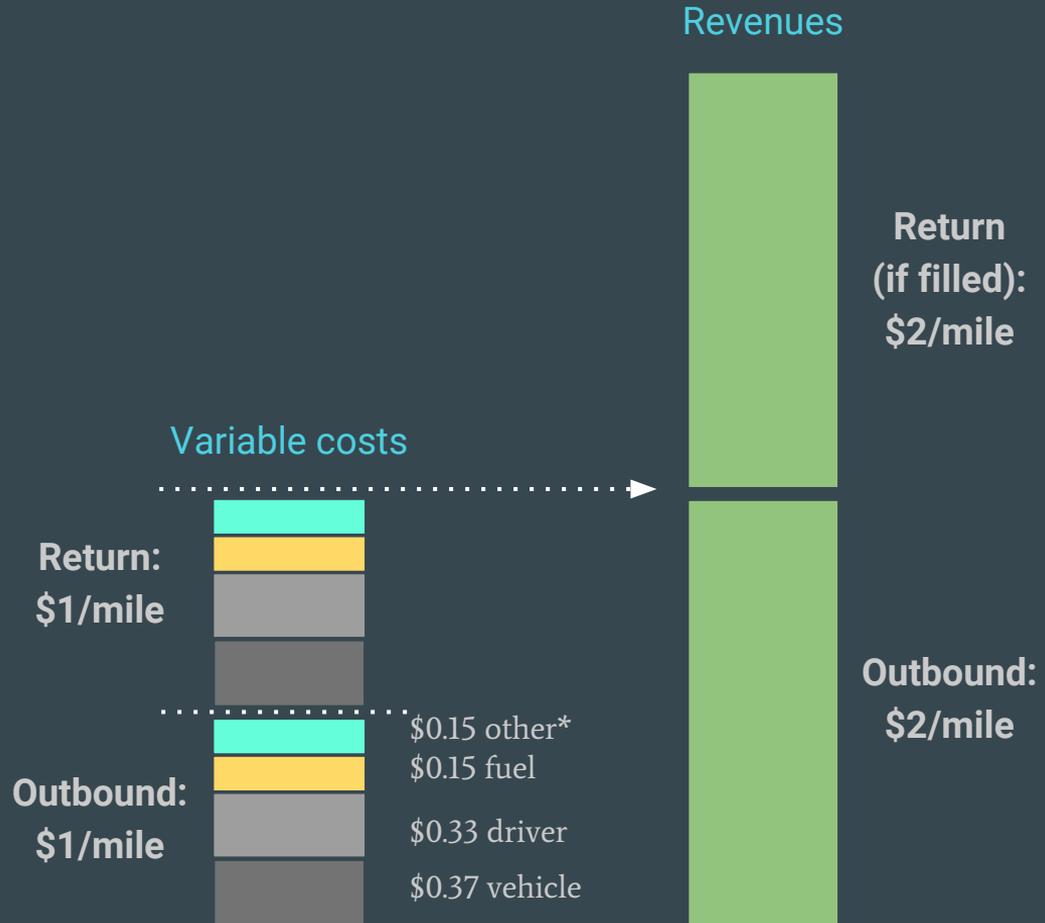


# Economics

Priva's price is \$2/mile, similar to 2 average airfares; groups of 3-4 save money.

With passenger(s) on just one leg, round trip variable costs are covered.

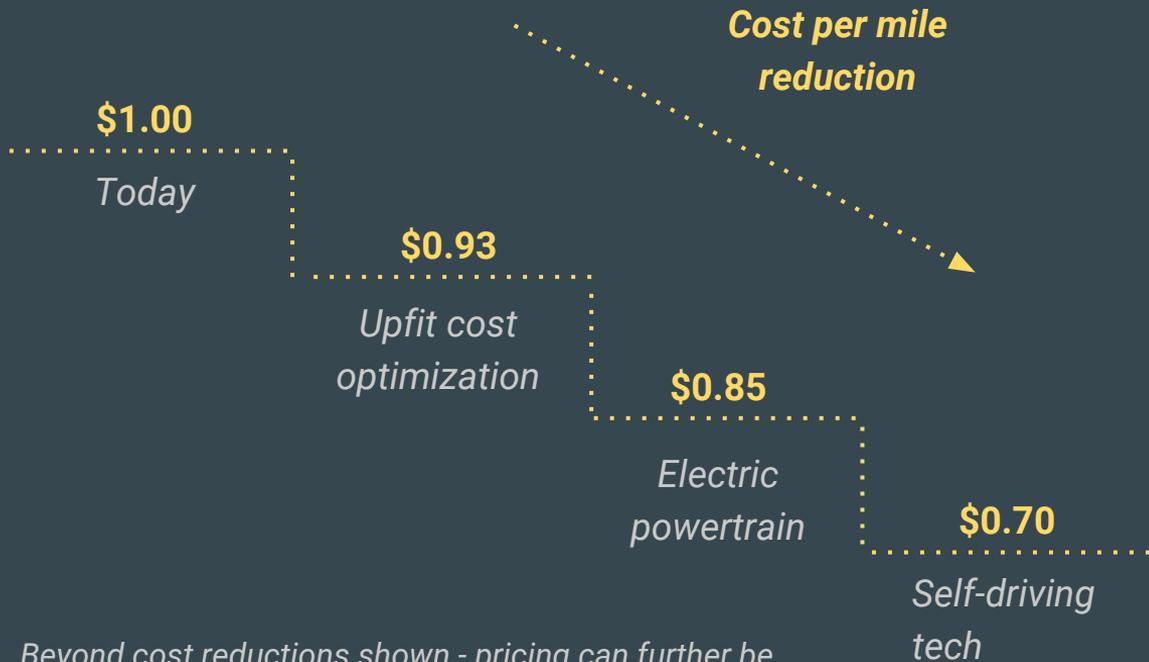
With outbound and return passenger(s), the return fare is gross margin.



# Opportunity

Partners and technology will slash Priva's costs - enabling price reduction and wide scale adoption.

Through the commercialization of self-driving, commuter flights will disappear.



*Beyond cost reductions shown - pricing can further be reduced as % of return trips filled increases*

*Values shown are at today's tech costs - which will decrease significantly through commercialization*

# Co-founders



**Dagan Mishoulam, CEO**

Dagan lives in Chicago with his wife Christine and two sons; Senna (3) and Lucca (9 months)



**Ryan Gee, COO**

Ryan lives in Washington DC while his wife Caroline completes law school, then will relocate

MBA Chicago Booth  
School of Business  
(‘12)

MSME Oakland  
University (‘06)

BSME Michigan State  
University (‘04)

Senior leadership experience at startup  
electric vehicle automaker

Project Manager in management  
consulting focusing on mobility,  
automotive and innovation

Engineering and program management  
experience at Chrysler and in the  
automotive supply chain

MBA Harvard  
Business School (‘15)

BSME, BSEE  
Kettering University  
(‘11)

Leadership and deal experience at  
startup electric vehicle automaker

Senior Consultant in management  
consulting focusing on automotive  
strategy

Engineering and finance experience at  
GM and in the automotive supply chain

# Milestones

## Q4 2017

Successful business model pilot with black SUVs (e.g. Ford Expeditions)

## Q2 2018

Rollout of first upfit van to customers in May; vehicle utilization approx. 3 days/week

## Q4 2018

Hire initial team and scale throughout launch market (MidWest) and to key US markets

## Q1 2018

Built in-house tech, first upfit vans (Mercedes-Benz Sprinters) designed and ordered

## Q3 2018

Enter Techstars Mobility accelerator, plan to close pre-seed round and grow fleet to approx. 12 vehicles



Priva

HQ Chicago