

ecarra
RIDES THAT MATTER



Updated September 2020

@ridesthatmatter | ecarra.com

The Problem



Inconsistent
ride hailing
experiences



Carbon
Emissions

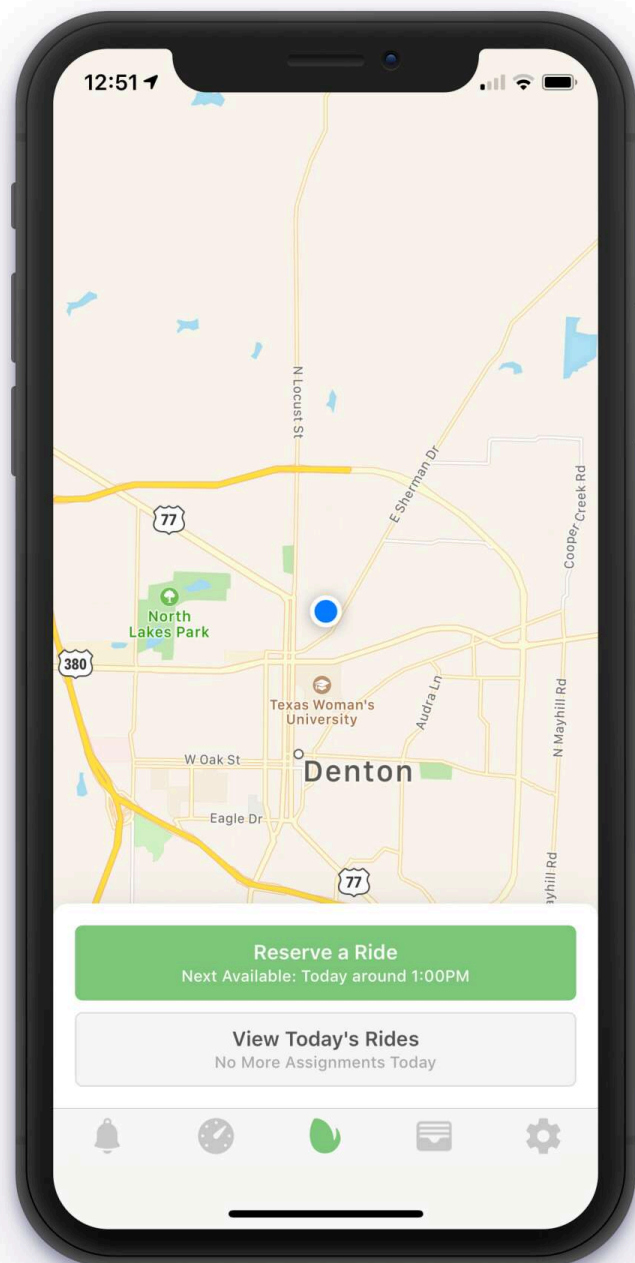


Lack of
sustainable
transportation

Rides That Matter To You

Safe, scheduled, sustainable rides

- Customized experiences reserved by appointment
- Vetted driver team with eCarra aligned values
- Tree planted for every ride & emission savings tracking



Total Members
1,500+

Trees Planted
3,500+

Our Market

We delivered **\$85k+** in revenue so far in 2019 with less than **\$1,000** marketing spent

Global Market
spend by 2025

\$350B

National
Corporate
Travel

\$597.4M

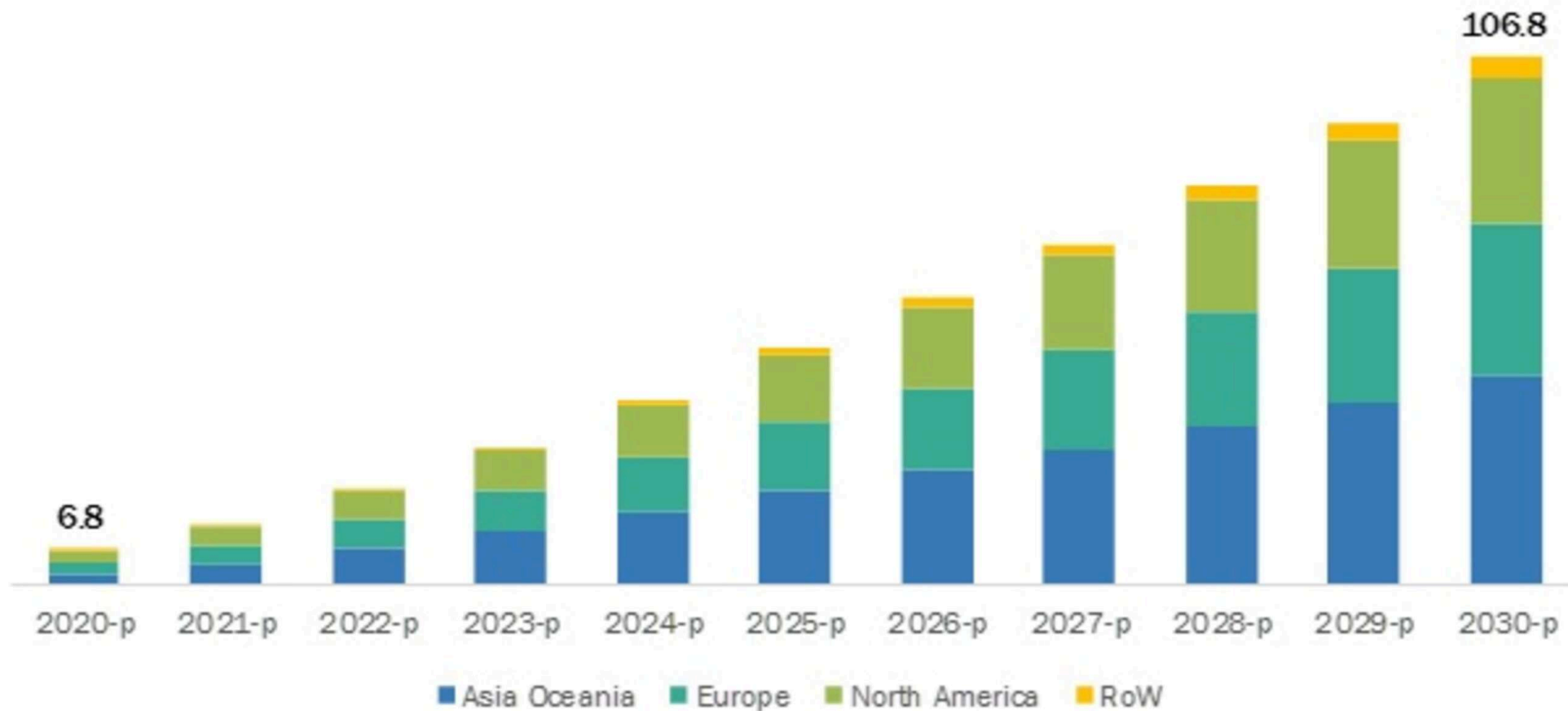
Number of
travelers through
DFW per year

75M

MaaS Market Growth

The mobility as a service market is **projected to grow at a CAGR of 31.7% from 2020 to 2030**, and the market size is expected to grow from **USD 6.8 billion in 2020 to USD 106.8 billion by 2030**. MaaS offers efficient solutions to move traffic in more convenient, faster, and less expensive manner.

MOBILITY AS A SERVICE MARKET, BY REGION (USD BILLION)



Revenue Model

Service for a fee



\$1.90 Per Mile



Rev Per Day \$400+



Net Rev 40%+

Why Now?



"Great return trip. Great experience with Ecarra overall. I will definitely spread the word about this great service and company."

ROY C.



"Just found out about eCarra after my husband used them from the airport yesterday--he found out from a colleague. Was surprised by the cost! We've been frustrated by inexperienced Uber/Lyft drivers in the past. So glad there's a much better and greener alternative!"

ASAN M.



"My driver was great. Experience was very smooth. I will definitely use again soon! I only wish I had the option to give my driver a tip in the app."

AMANDA C.



"It was mind blowing and so glad I made the sound decision to try something new and positive. I am a huge share rider and will most definitely use eCarra moving forward for both business and personal usage. I do like the personal touch or feel of it and vip exclusivities style."

VERONICA G.



LETTER FROM THE MAYOR

ERIC JOHNSON



Dallas is a dynamic and vibrant city that has always handled significant challenges with a collaborative approach and an indomitable spirit. And our city's problem-solving culture has been on full display as we have looked to address the effects of climate change. The City of Dallas released its first Comprehensive Environmental and Climate Action Plan (CECAP) on April 22, 2020 - the 50th anniversary of the first Earth Day - in recognition of the need for community-oriented and data-driven solutions to the environmental challenges we face as a city, a state, and a nation.

With equity and inclusion as core values, the CECAP proposes solutions that will improve our natural environment, our educational and economic outcomes, the affordability of our housing stock, and our transportation systems.

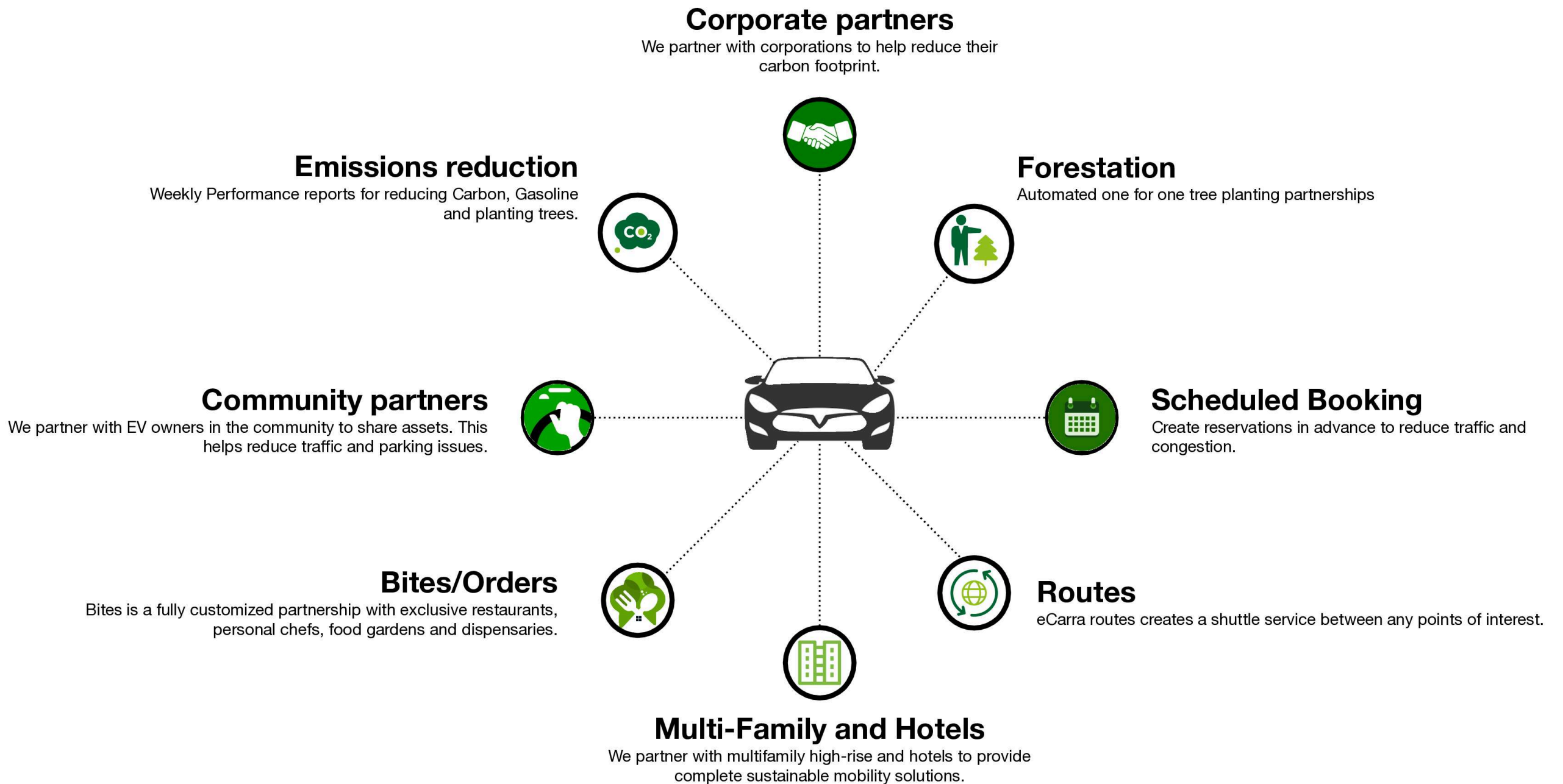
Through the goals and concrete actions outlined in the plan, Dallas can achieve significant and measurable reductions in carbon emissions, enhance environmental quality for our most vulnerable residents, and create a more sustainable infrastructure that can withstand the negative effects of climate change.

Our framework for this plan was based on equitable and inclusive community engagement. From the nascent stages of the CECAP's development, businesses worked closely with members of our city's environmental justice communities and public health sectors. I subsequently created the first Dallas City Council Environment and Sustainability Committee, which guided the CECAP to fruition. This process led to a balanced approach that addresses environmental issues while recognizing the city's economic needs and building on best practices currently in place among local businesses. As mayor, I have greatly appreciated the teamwork and dedication demonstrated by all those who worked on the CECAP, which incorporates the ambitious goals of the Paris Agreement and works to preserve the city that our children will inherit. This plan will help the City of Dallas continue to serve as a global leader in efforts to reduce emissions and improve our air quality. I look forward to working collaboratively on the CECAP's implementation to ensure Dallas continues to thrive in the decades to come.

Every major city in the America has or is in the process of developing plan to reduce city pollution and move citizens to sustainable transportation.

Platform Features

end-to-end applications for travelers, drivers, and operators.



Use of Funds

60%

Marketing

Local Events
Digital
PR

20%

Staffing



Sales Reps
Coordinators
Operations

20%

Tech

Operating Costs
Corporate Partners

Milestones

Due Date	Milestone
 <i>January 1, 2019</i>	Launched Version 1.0 of the eCarra platform 200 member in 30 days
 <i>February 14, 2019</i>	Total membership reaches 500 members
 <i>March 11, 2019</i>	Raised \$150,000 article published in local magazine
 <i>April 22, 2019</i>	Hosted the Dallas film festival, Earth X expo and SXSW
 <i>May 15, 2019</i>	Partnered car service for 1900 Pacific, a luxury multi family LEED residents
 <i>August 15, 2019</i>	Total membership reaches 1000 members
 <i>September 3, 2019</i>	Closed our first licensing deal with micro fleet in Washington DC
 <i>October 31, 2019</i>	Highest grossing month of all time with 300 reservations
 <i>December 15, 2019</i>	Acquired Amazon corp office in Dallas as a client
 <i>January 15, 2020</i>	Total membership reaches 2000 members
 <i>February 15, 2020</i>	Completed Version 4 of web app
 <i>October 3, 2020</i>	First Ride electric Event, community awareness and partnerships
 <i>October 15, 2020</i>	10 Vehicle acquisition from Crestline investors.
 <i>December 3, 2020</i>	Launch Fleet management Platform
 <i>January 25, 2021</i>	Launch Series A raise
<i>February 2021</i>	Secure Facilities for electric base station
<i>March - May 2021</i>	Growth events: SXSW, Earthx, spring events, ride electric event.
<i>September 2021</i>	800 Vehicle acquisition from Crestline investors.




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[Large black rectangular area, likely a screen or information panel]



Wifi Lounge & Refreshments

It will take less than 30-minutes to charge most vehicles, and during this time drivers will be able to take advantage of a range of facilities including a coffee shop and an airport-style lounge with high-speed internet.



 **ecarra**
RIDES THAT MATTER

Meet the Team



Rock Robinson | CEO

Serial entrepreneur, addicted to tech, master problem solver,
Builder | Learner | Disruptor | Leader | Visionary | Giver |
Father | Hacker



Kevin Shea | CoFounder/Board Member

Known as a builder and routinely demonstrating the ability to bring
company's services and products to broader markets.
Over 25 years experience in service business.



Mike Carpenter | CTO

Full stack developer, owns a Tesla Model 3 and is basically
a unicorn and usually the smartest person in the room.



Chris Martin | Board Member

Luxury Hospitality Property Investor & Developer



Tim Hoang | Marketing Manager

Extreme passion for sustainability and marketing, drives
growth through sustainable initiatives, events, creative
strategies, and social media content + strategy.



Kelli Darst Operations Director

Over 10 year experience in operations and customer
service. <https://www.linkedin.com/in/kellimears/>



Amanda Viola | Business Director

Well versed IT and Sales Professional focused on
Sustainability Innovation.
<https://www.linkedin.com/in/amanda-viola-0aba465a/>



Emily Carpenter | Creative Director

Skilled in Graphic Design, Art Direction, Branding,
Product Design and Social Media.



Jay Perez | Driver Manager

extreme passion for sustainability and marketing, drives
growth through sustainable initiatives, events, creative
strategies, and social media content + strategy.



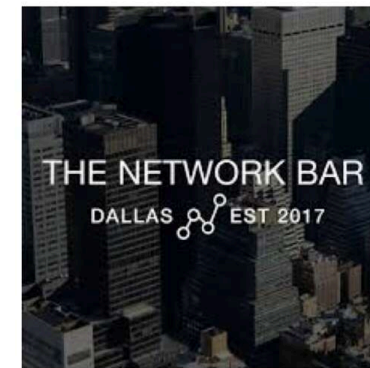
Dink Davis | Strategic Partner

Owner and President of the largest retailer of
Tesla's in Texas.

Traction



Canopy by Hilton Dallas Uptown



01

Apply

become a member

02

Share

partner with us

03

Drive

access your Tesla

04

Earn

get cash back

05

Impact

together we reduce



Infrastructure for green mobility