

A ridehailing platform owned by workers, not the billionaires



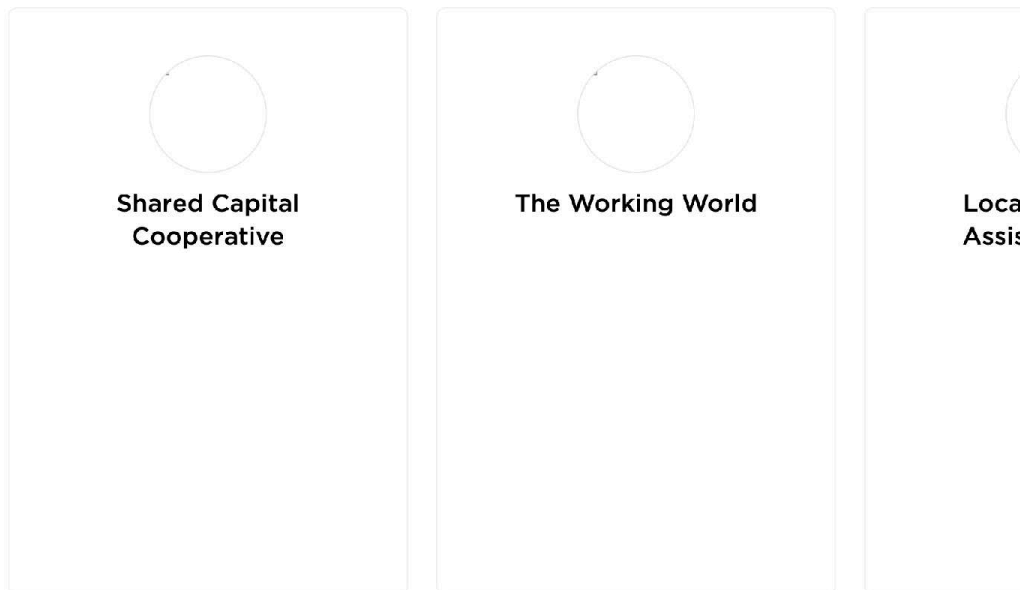
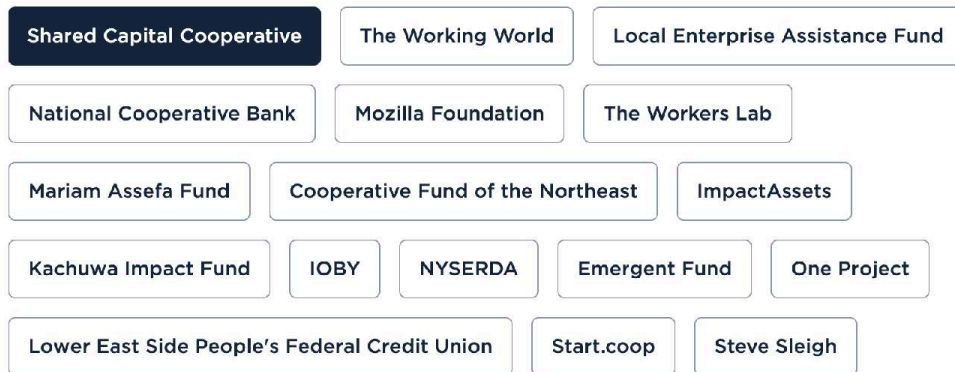
[drivers.coop](#) New York NY Technology B2C Mobile Apps Service Transportation

Notable Investors

| | |
|---|-----------------------------------|
| Shared Capital Cooperative | The Working World |
| Local Enterprise Assistance Fund | National Cooperative Bank |
| Mozilla Foundation | The Workers Lab |
| Mariam Assefa Fund | Cooperative Fund of the Northeast |
| ImpactAssets | Kachuwa Impact Fund |
| IOBY | NYSERDA |
| Emergent Fund | One Project |
| Lower East Side People's Federal Credit Union | Start.coop |

Featured Investors

Investors include



Highlights

- 1 12x growth to over \$6.1 million in revenue in 2022
- 2 Just launched custom-built "Co-op 2.0" rideshare app: <https://drivers.coop/download>
- 3 \$30/hr living wage guarantee for drivers on paratransit contracts
- 4 Over 10,000 drivers signed up so far
- 5 NEW direct contracts with the MTA, largest transit agency in North America
- 6 100% worker-owned

7 Three loans paid off in full- over \$250,000 paid back to investors/lenders

8 Expanding to a second city- Denver- and then the world!

Our Team



New York City Drivers Co-Founders

Hundreds and now thousands of NYC drivers came together to launch Co-op Ride, a driver-owned ridehailing platform. Before the pandemic, drivers provided 700K+ trips per day for our fellow New Yorkers. We're excited to do it now on a platform we own.

This idea came from a group of drivers coming together and asking "Why don't we have our own app?" From there, a group of drivers, labor organizers, and tech worker allies have come together to realize the dream of drivers having their own platform.



David Alexis Driver Engagement

6+ Years Marketing & Brand Management Experience. Community organizer with deep ties in Brooklyn and Queens. Active DSA member and passionate about people power and public health. Uber/Lyft driver for 5+ years.



Erik Forman Co-Founder, Strategic Initiatives

Serial social impact founder. Aspen Institute Job Quality Fellow. 15+ years experience building unions, coops, and various other world-changing stuff. En route to a PhD at the CUNY Graduate Center. TLC-licensed driver since 2017.



Mohammad Hossen Board Member, Co-Founder

Longtime black car driver and leader in the South Asian community. Founding Board Member of The Drivers Cooperative. Elected District 24 Community Education Council Representative.



Steve Sleigh Board Member

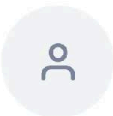
Executive director of multi employer pension plan, 15 years in private equity, 30 years in labor movement.



Shaun Beckles Board Member



Michael Ugwu Board Member

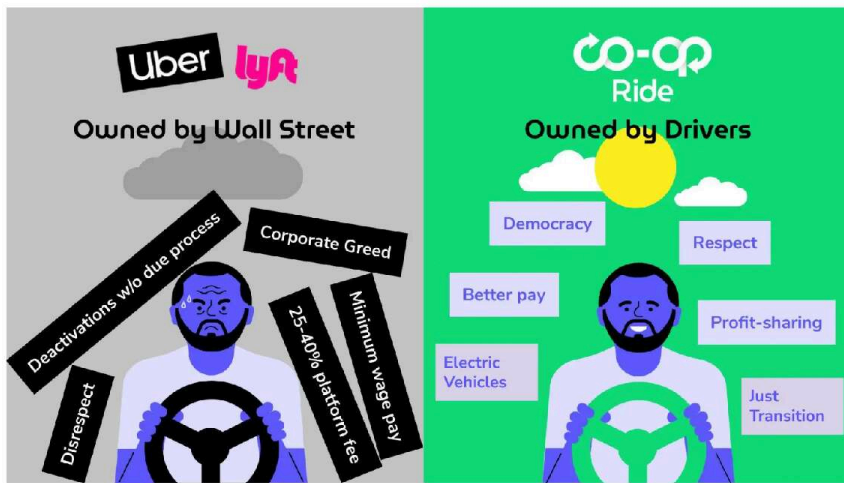


Mariam Ouedraogo Board Member

The Drivers Cooperative, Inc.

Social mobility through cooperative innovation.

info@drivers.coop



Our Story

The Drivers Cooperative is a **driver-owned rideshare platform cooperative** of over 10,000 New York City drivers launched in Spring 2021 to **upgrade job quality in the gig economy**. Here's what we have achieved so far:

12x

12x growth to \$6.1 million in sales in our first full year of operation.

\$30/hr

The first-and-only **hourly guarantee in the gig economy** with our **\$30/hr Economic Security Program**. Over **\$5.2 million** paid out to drivers in 2022.

MTA

Contracts with the MTA, the largest transit agency in North America, and **leading non-emergency medical transportation brokers**.

The Drivers Cooperative drivers.coop info@drivers.coop

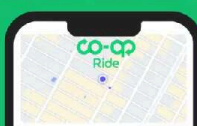
3

Our Platform: Co-op 2.0

We have custom-built the world's first rideshare platform designed to upgrade job quality for drivers, and enhance service quality for riders with disabilities— combining on-demand rideshare with AI-powered route optimization.

Use Cases

- Optimized for New York City's \$160m prescheduled transportation and \$4.8B rideshare market.
- State of the art on-demand dispatch and AI-powered vehicle routing.



Key Features

- 100% custom-built, 100% driver-owned
- Top-shelf rider user experience

- Cost control of key APIs through partnership with Google

Download the rider app here and give it a spin:
<http://drivers.coop/download>

200,000+ lines of code under the hood

Where are you going?

Here There Work Airport

Empire State Building
20 W 38th St, New York, NY 10018

Battery Park City Hall Fields
109 Water St, New York, NY 10038

Bronx Zoo
2300 Southern Blvd, NY 10460

Get more out of your experience

Add a photo to improve your experience

Invite friends and support services together

Automated calculation of guaranteed hourly living wage for drivers

Universal design - optimized for service quality for people with disabilities

First-ever rideshare app built around the GTFS-Ordemand standard for easy integration with journey planning apps

Integration with AI for routing

Problems customers face

- Government agencies** are looking for dependable, modern paratransit providers to comply with federal law, and to meet growing demands of an aging population.
- Healthcare providers, patients, and government funders** are looking for dependable, modern Non-Emergency Medical Transportation (NEMT) Providers.
- Rideshare drivers and riders** are looking for a socially-responsible option.

Our Solution: The Drivers Cooperative

We upgrade job quality in the gig economy through driver ownership of the platform, and provide a higher-quality, lower-cost service for riders.

| | |
|---|--|
| For Riders Steady-state pricing 5% under Uber/Lyft standard rates No Surge Pricing Drivers trained in providing service for people with disabilities Reinvestment in community causes Socially-responsible option | For Drivers Pay 10% above Uber/Lyft on most trips. Profit-sharing and a voice on the job. \$30/hr guarantee on paratransit contracts Support transitioning to EVs Access to benefits, resources, and community |
|---|--|

How it's going

12x growth to \$6.1 million in revenue in first full year of operation through:

Direct contracts and subcontracts worth millions with the **MTA, the largest transit agency in North America.**

Contracts with **leading NEMT brokers and providers-** MAS, Fidelis, Centrek, NYU Langone, MSK, and others.

Over **40,000 lifetime app downloads** in New York City with \$0 spent on marketing, expansion to second market- Denver- slated for Q1 2024.

Market Size

Total Addressable Market (TAM) in targeted segments.



TAM
Prescheduled
(Paratransit,
NEMT, B2B)



TAM
NYC Rideshare

Business Model

Positive unit economics on every trip.

| Prescheduled | |
|-------------------------------|----------|
| Average Fare | \$29.16 |
| Driver Pay | -\$24.79 |
| Co-op Commission | \$4.37 |
| Geospatial APIs | -\$0.11 |
| Workers Comp | -\$0.80 |
| Average Gross Profit per Trip | \$3.46 |

| Rideshare | |
|-------------------------------|----------|
| Average Fare | \$20.35 |
| Driver Pay | -\$17.29 |
| Co-op Commission | \$3.06 |
| Geospatial APIs | -\$0.11 |
| Stripe Fee | -\$0.89 |
| Average Gross Profit per Trip | \$2.06 |

Analysis based on weighted average over 30-day period August 2023

Business Model

Undercutting the competition on price- while beating the competition on driver pay.

Analysis of average NYC rideshare trip July 2023 (avg trip is 5.16 miles, 19.5 minutes)

| Uber | |
|---------------|---------|
| Customer Pays | \$23.66 |
| Per Miles | \$1.75 |
| Per Minute | \$0.75 |
| Driver Pay | \$18.45 |

| Co-op Ride | |
|---------------|---------|
| Customer Pays | \$23.00 |
| Per Mile | \$1.70 |
| Per Minute | \$0.73 |
| Driver Pay | \$19.55 |

Adoption Strategy

Prescheduled

Grow market-share in prescheduled by:

- Win additional contracts and RFPs for paratransit, non-emergency medical transportation, and B2B.
- Deploying our AI-based routing technology to enhance job quality and service quality.
- Intense focus on customer service for neglected market segments: people with disabilities and low-income families.

7-YEAR GOAL

- 30% market share in \$160 million prescheduled transportation market in NYC.

Rideshare

Use the following strategies to gain market share in rideshare:

- Empower drivers as ambassadors through referral program
- Drive app downloads through earned media and social media
- Affiliate marketing with large organizations
- Geographic marketing in rideshare hotspots

7-YEAR GOAL

- 10% market share in the \$4.8 billion rideshare market in NYC.

We can break even with just .1% market share



Investment Terms

Early Bird: first \$600,000

- 2.5x multiple paid back from 2.5% of benchmark revenue (Co-op Commission)
- Hold until April 30, 2025.

Round II: \$2,000,000

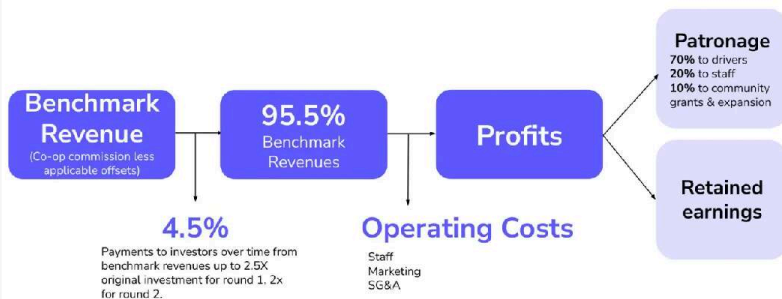
- 2x multiple paid back from 2% of benchmark revenue (Co-op Commission)
- Three-year hold.

13

Investment Offer

Revenue-Based Financing Note

Debt instrument preserves worker ownership, provides risk-adjusted returns, aligns incentives.



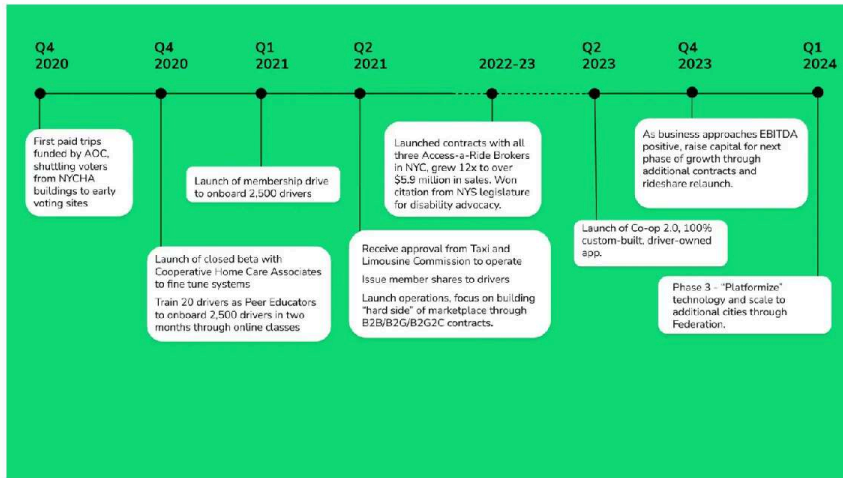
Summary of investment on 2% for 2x and early bird 2.5% for 2.5x revenue share terms.



| | | | |
|-----------------------------|-----|-----|-----|
| % Market Share Prescheduled | 10% | 20% | 30% |
| % Market Share Rideshare | 1% | 5% | 10% |

| | | | |
|-------------------|--------------|----------------|----------------|
| Trips per Day | 8,000 | 35,500 | 68,500 |
| Revenue per month | \$573,925.77 | \$2,374,434.20 | \$4,583,803.61 |
| Early Bird IRR | 10.67% | 15.41% | 21.89% |
| Round II IRR | 7.85% | 8.77% | 14.04% |

15



Team

17



Shaun Beckles
GENERAL MANAGER
25+ Years in operations and sales with leading telecommunications operator. NYC TLC-licensed driver since 2016 - FHV driver since 1998. "People first..."



David Alexis
DRIVER ENGAGEMENT
6+ Years Marketing & Brand Management Experience. Community organizer with deep ties in Brooklyn and Queens. Passionate about people power and public health. Uber/Lyft driver for 5+ years.



Erik Forman
STRATEGIC INITIATIVES
co-Founder of The Drivers Cooperative, Aspen Institute Job Quality Fellow, PhD ABD in Cultural Anthropology at the CUNY Graduate Center. 2x social impact founder. 15+ years of labor organizing.



Cynette Wilson
FINANCE
NYC small fleet owner, TLC-licensed driver, EV pioneer. BSBA University of Illinois at Urbana-Champaign.



Lee Garcia
OPERATIONS



Don Vo
DESIGNER/SCUM MASTER
Former entrepreneur with over 10 years of experience building products that scale with high-growth startups.

The Drivers Cooperative info@drivers.coop

17

Community

18



The Drivers Cooperative info@drivers.coop

18

Community

19



Use of Funds

We are raising our second round to grow The Drivers Cooperative into New York City's third major rideshare platform, and the leader in paratransit and NEMT.

| Use of Funds | Annual Budget |
|------------------------------------|---------------|
| Software Engineering | \$200,000 |
| Business Development and Marketing | \$500,000 |
| Operations | \$250,000 |
| Management and Staff | \$250,000 |
| TOTAL | \$1,250,000 |

Appendix A:

Earned media and viral social media = low acquisition costs



\$3 million previously raised from Regulation Crowdfunding and leading cooperative loan funds and grant funders

What we have proven:

- <\$20 acquisition costs for both drivers and riders
- Ability to operate with positive unit economics
- On track to achieve profitability through B2B/G hourly transportation contracts
- Model with potential for to scale through viral growth



Changing the Narrative

"The cooperative has recruited around 2,500 drivers so far and intends to take a smaller commission than Uber or Lyft and charge riders a lower fare...allowing (drivers) to earn more money and have a say in the way the company is run"

The New York Times

A Worker-Owned Cooperative Plan to Compete with Uber and Lyft, The New York Times

"The Drivers Cooperative aims to realize a long-held dream of socially conscious New Yorkers in a living, a ride-sharing app that you can feel good about."

THESE TIMES

New York City's Newest Cooperative Aims to Replace Uber's Dominant Position in Town, These Times

"The Drivers Cooperative holds up a mirror to the rideshare industry at a crucial moment in its evolution."

CURBED

Can a Worker-Owned Cooperative Replace Uber and Lyft?, Curbed

"While Lyft makes their money for Wall Street investors and Silicon Valley investors, we will be a co-operative. So any profits will go back to the drivers."

npr

New York City's Newest Cooperative Aims to Replace Uber's Dominant Position in Town, NPR

"...drivers could make more money while their passengers, particularly those in underserved communities, could end up paying less for rides."

GIZMODO

The Case for Uber's Rival, a Worker-Owned Ride-Sharing App, Gizmodo

"The inside story of a union organizer, black car driver, and former Uber executive who came together to build a new ride-hailing platform that gives profit and control to drivers."

PST COMPANY

How The Drivers Cooperative Built a Worker-Owned Alternative to Uber and Lyft, PST Company

"The Drivers Cooperative is issuing debt to lenders who would get a limited share of future revenue while keeping company ownership in the hands of its drivers."

Bloomberg

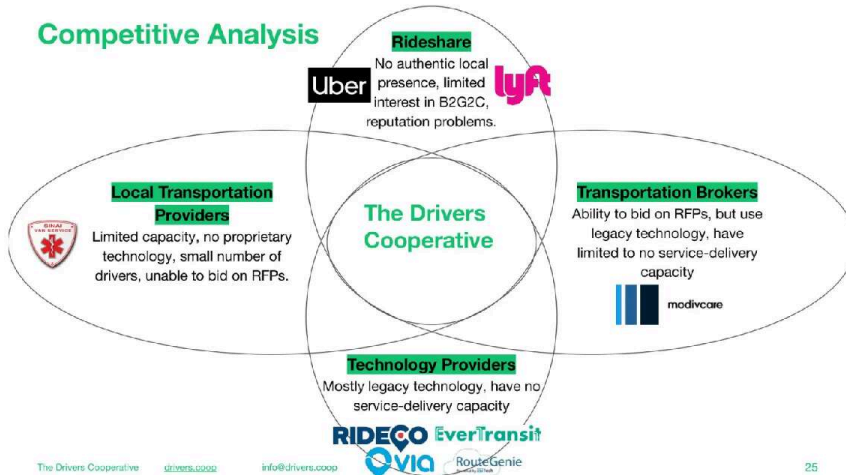
Driver-Owned Uber Alternative Looks to Gain Traction, Bloomberg

Inspiring hope that another economy is possible.

The Drivers Cooperative drivers.coop info@drivers.coop

24

Competitive Analysis



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25



ACCESS-A-RIDE + co-op

Case Study:
changing lives and
building network effects
by Modernizing
Access-a-Ride.

Change is Needed

Access-A-Ride Service Suffers as Traffic, Driver Absences Mount

November 17, 2020 JANE MARTINEZ, THE CITY



Riders with limited mobility who rely on broker car services experienced a 121% increase in no-shows in September, according to MTA figures — with the number of absentee drivers per 1,000 scheduled trips surging to 6.31 that month, up from 2.85 in August.

"You call them up and they just say, 'It's on the way, it's on the way,'" Michael Ring, 55, an Access-A-Ride customer from Brooklyn, told THE CITY ahead of an MTA hearing he testified at on Wednesday. "And it's not."

Brooklyn Daily Eagle

On-time performance for broker car service providers sunk to 70% in August — the seventh straight month of missing an 85% goal of drivers arriving no more than 15 minutes after the promised pick-up time.

160,000+ New Yorkers with disabilities and senior citizens depend on the Access-a-Ride program. The MTA spends over \$500 million per year on this program and it delivers over 30,000 trips per day. But despite the cost of the program, stakeholders are dissatisfied.

Outdated technology and many layers of intermediation lead to...

Issues for Riders:

- Late pickups and dropoffs due to bad routing
- No-shows
- Riders must pay \$2.75 MTA fare in cash

Issues for Drivers:

- High broker commissions = low pay per trip
- Outdated technology = low utilization rates & uncompetitive hourly take-home pay.

Low driver job quality leads to higher turnover rates amongst the driver workforce, which in turn degrades service quality for riders.

These are problems we can solve.

Optimized Routing



By leveraging powerful back-end APIs and AI, we are able to deliver **optimized, on-demand matching** and **"dynamic routing"** between riders and drivers.

We can use this technology to:

- Dynamically assign trips to the closest available driver.
- Eliminate the inefficiencies created by cancellations that leave drivers without work.
- Increase **"utilization"** of available drivers which will result in higher per-hour earnings—enhancing job quality at no cost to the customer.
- Network effects lay the groundwork for expansion into NEMT and launch into rideshare.



**Driver-owned rideshare is here.
Join the movement.**

