



UBER TURNS OVER A NEW LEAF IN ASIA

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2EC19201S



SHARING ECONOMY

A way of purchasing goods and services that differs from the traditional business model of corporations hiring employees to produce products to sell to consumers.



UBER TECHNOLOGIES, INC

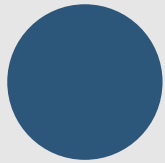
American multinational ride-hailing company offering services that include peer-to-peer ridesharing, ride service hailing, food delivery (Uber Eats), and a micromobility system with electric bikes and scooters.

The company is based in San Francisco and has operations in over 785 metropolitan areas worldwide. Its platforms can be accessed via its websites and mobile apps.



UBER

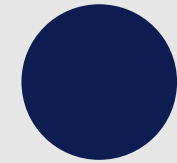
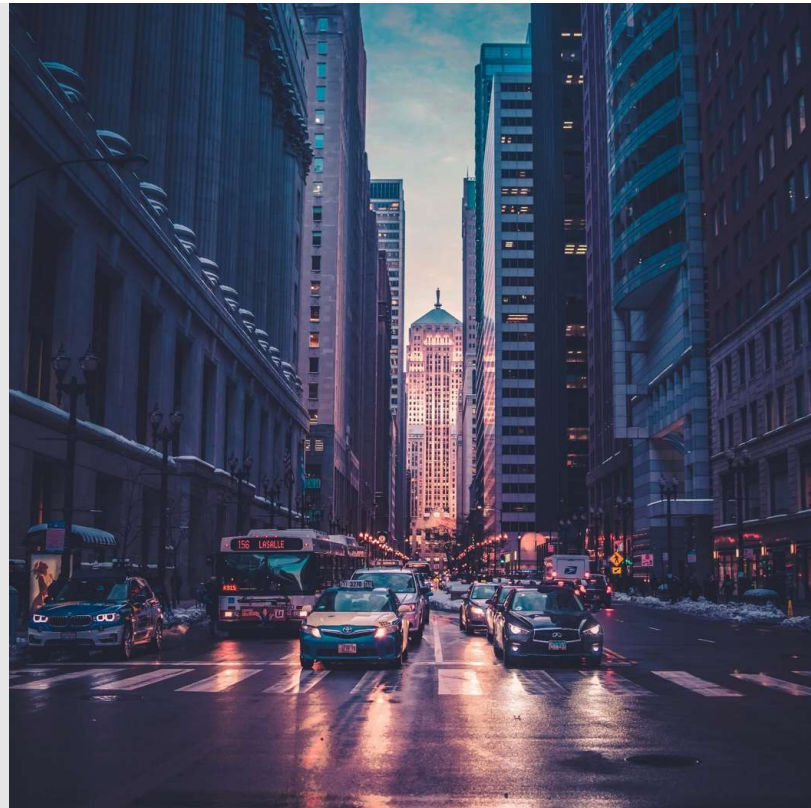
STAKEHOLDERS



PASSENGERS

Passengers use the Uber app to order a ride, where they are quoted the fare. Uber uses a dynamic pricing model; prices for the same route vary according to supply and demand for rides at the time that the ride is requested.

At the beginning of the ride, payment is made based on the rider's pre-selected preferences, such as a credit card on file, Google Pay, Apple Pay, PayPal, cash, and so on.



DRIVERS

The status of drivers as independent contractors is an unresolved issue. Uber drivers use their own cars although drivers can rent or lease a car to drive with Uber.

Drivers must meet requirements for age, health, car age and type, have a driver's license and a smartphone or tablet, and must pass a background check.

SERVICE OPTIONS

TAXI SERVICE

- UberX, the basic level of service, provides a private ride in a standard car with driver for up to four passengers.
- ASSIST provides additional assistance to senior citizens and passengers with a physical disability
- Bike is a dockless bicycle-sharing system that allows users to rent electric bicycles
- BLACK provides a black luxury vehicle.

- Uber Eats provides meal delivery from nearby participating restaurants.
- Uber and issuing bank Barclays offer a Visa Inc. credit card that offers customers a cashback reward program and other incentives.
- Uber Freight matches freight shippers with truckers in a similar fashion to the matching of taxi passengers with drivers.



OTHER PRODUCTS AND SERVICES

HISTORY

Year	Month		
2009	March	Company	Founded as Ubercab
2010	July	Company	Officially launched in San Francisco.
2011	Feb.	Fundraising	Received \$11 million from Benchmark Capital.
2011	May	Extending	Begin operations in New York City, USA.
2011	Dec.	Fundraising	Received \$11 million from \$30 million, Investors include Goldman Sach ,Menlo Ventures and Bezos Expeditions.
2011	Dec.	Extending	Started operations in Paris, France.
2012	July	Extending	Launch it service to London, UK.
2013	July	Extending	Expand business to Taiwan
2013	Sep.	Extending	Uber Japan Co., Ltd., was registered as a travel agent
2013	Aug.	Extending	Expanding business to India
2013	Aug.	Extending	Expand business to Africa
2014	July	Extending	Expand business to China

UBER JAPAN

- In September 2013, Uber Japan Co., Ltd. was registered as a Type 2 travel agent, and a limited number of trial services were offered in November 2014, and a full-scale taxi delivery service was launched throughout Tokyo in August 2014.
- The Ministry of Land, Infrastructure, Transport and Tourism "transportation services by private cars constitute a white tak act. "



CRITICISM



CRITICISM BY THE TAXI INDUSTRY

The taxi industry has claimed that ridesharing companies skirt regulations that apply to passenger transport and ridesharing companies are therefore illegal taxicab operations.



CLASSIFICATION OF DRIVERS

Unless otherwise required by law, rideshare drivers are generally independent contractors and not employees.



COMPENSATION

Drivers have complained that in some cases, after expenses, they earn less than minimum wage.



SAFE DRIVE

When a customer makes a pick-up request, a driver is notified via mobile app and is provided the customer's location.

DYNAMIC PRICING

- Ridesharing companies use dynamic pricing models; prices for the same route vary based on the supply and demand for rides at the time the ride is requested.
- When rides are in high demand in a certain area and there are not enough drivers in such area, fares increase to get more drivers to that area. The rate quoted and they are to the rider reflects such dynamic pricing.

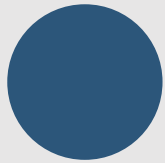


DARA KHOSROWSHAHI

- An Iranian-American businessman and the chief executive officer of Uber. Khosrowshahi was previously CEO of Expedia Group
- Japan, where resistance from the local taxi industry has been strong but the potential demand for Uber is large
- "The Japanese taxi industry is quality but it suffers from low utilization rates"
- dynamic pricing will be key because the system can better match supply and demand and decrease waiting times for taxis, which in turn power earnings for drivers.

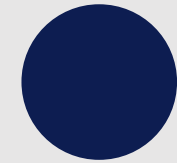


TAXI IN JAPAN



PEOPLE

Japan's top priority fairness is to protect its national interests. Because it is connected with the electoral system, there is a strong tendency to protect the elderly and Vested interest groups, who scary that the business they've carefully built up will be destroyed by newcomers can't be controlled.



LIFE

Unlike other countries, taxi driver in Japan are the average age of around 50 and more than 60 years old, who are the young people and immigrants in the United States. In effect, it might be regarded as part of Japan's social welfare system. It is a profession where the old person familiar with the local place can get a reasonable income by a physically light labor, and helps the life.

The Uber Eats logo is centered on a large black circle. The word "Uber" is written in white, and "Eats" is written in green. The background of the slide features a large, light gray circular graphic on the left side, partially overlapping the black circle.

Uber
Eats



UBEREAT'S GROWTH

THE SERVICE WAS LAUNCHED IN TOKYO ON SEPTEMBER 29, 2016, WHICH IS OPERATED BY UBER JAPAN CO., LTD. AS APRIL 23, 2020, THE SERVICE AREA CROSS 16 CITIES.

CONCLUSION

- The sharing economy extends to various industries
- Q. The new system should adapt to the law, or the law should be updated in response to the new system?
- supply and demand platform operators is growing. The changes brought about by the sharing economy spread to the owner of the item
- Q. Whether the traditional taxi industry will disappear or not?
- Maximum value-added value of items
 - ~ Precise analysis of data to create value ~
- Q. What is next items?
- foreseeable future ~ Sharing economy begins to provide composite usage services ~



CONCLUSION

- In the future, when the sharing economy becomes more and more popular, it is foreseeable the range of "use value" what users are pursue will become wider and wider, and the level of service requirements will also become higher and higher.
- In order to improve the convenience of users in using services, operators must integrate and provide multiple-use services, which may have a considerable impact on the price chain structure of various industries.



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