

# Hytch<sup>TM</sup>

## REWARDS

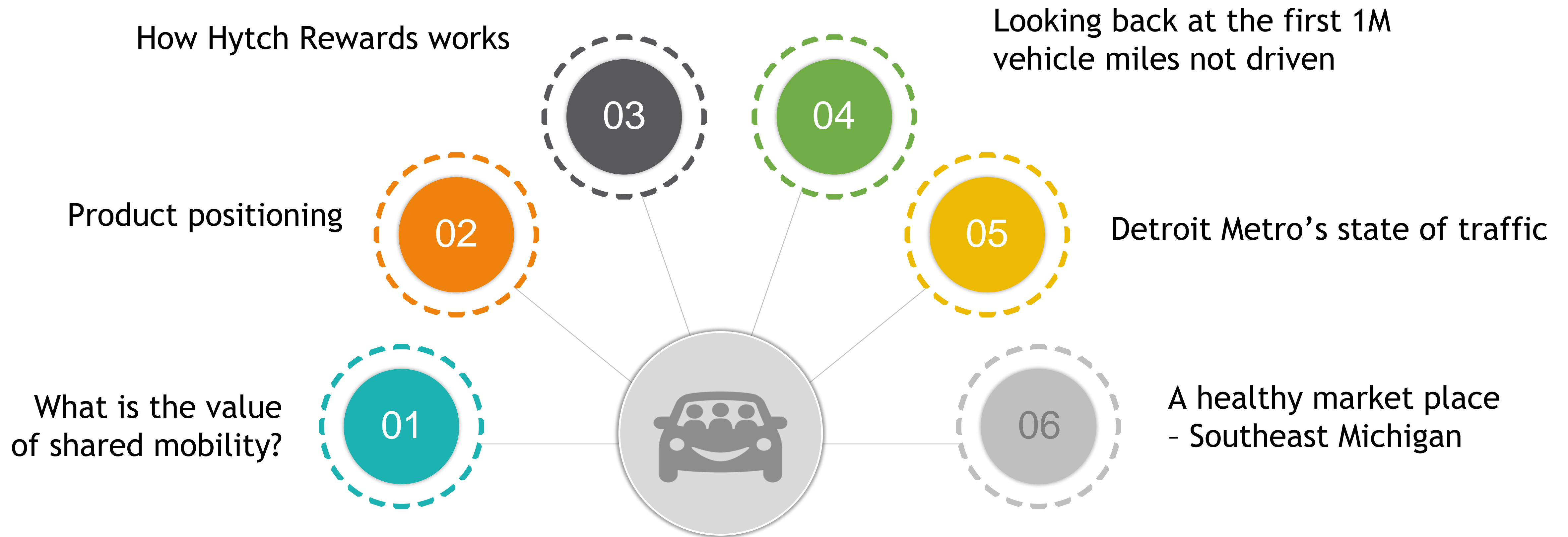


Download on the  
**App Store**

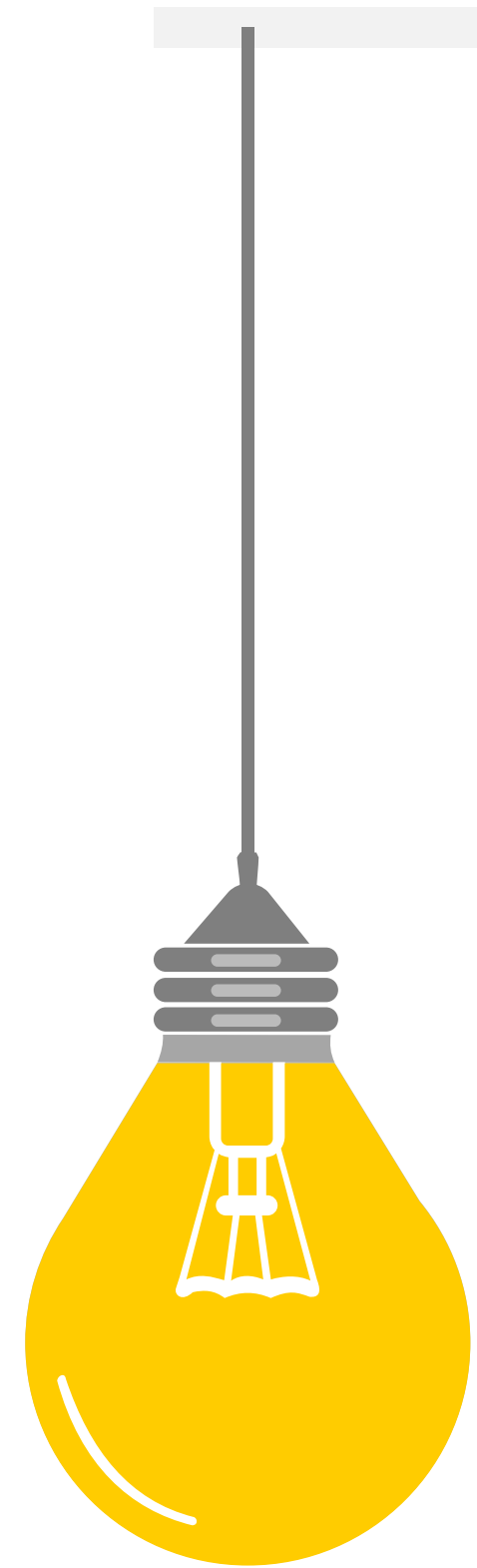


GET IT ON  
**Google Play**

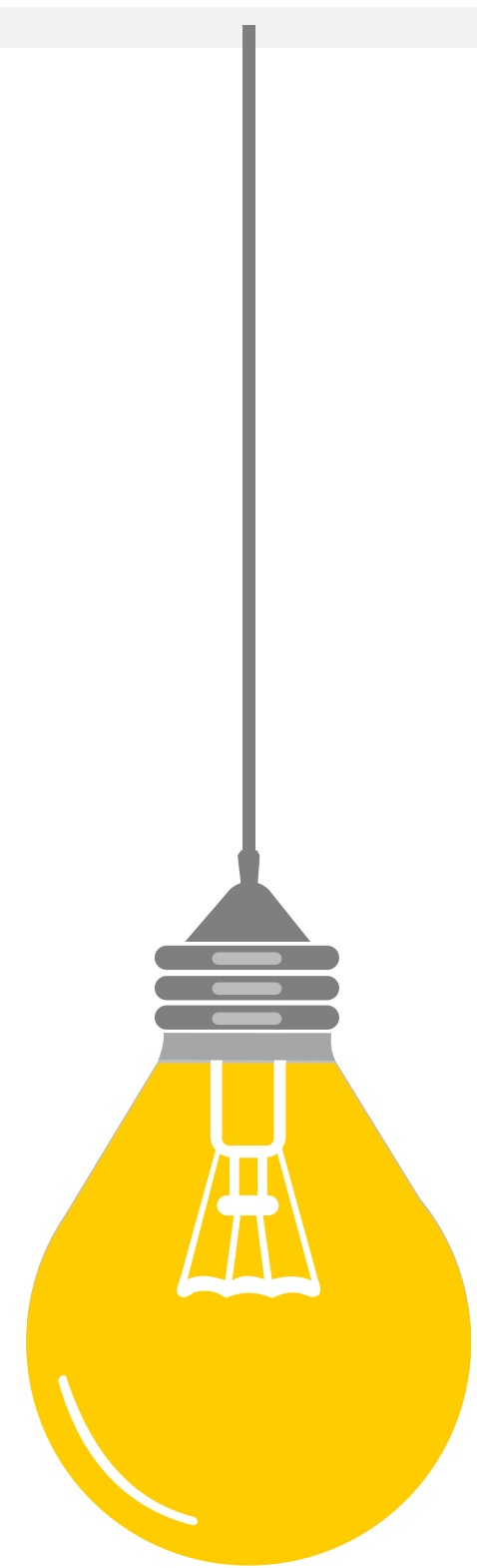
# Presentation Objectives



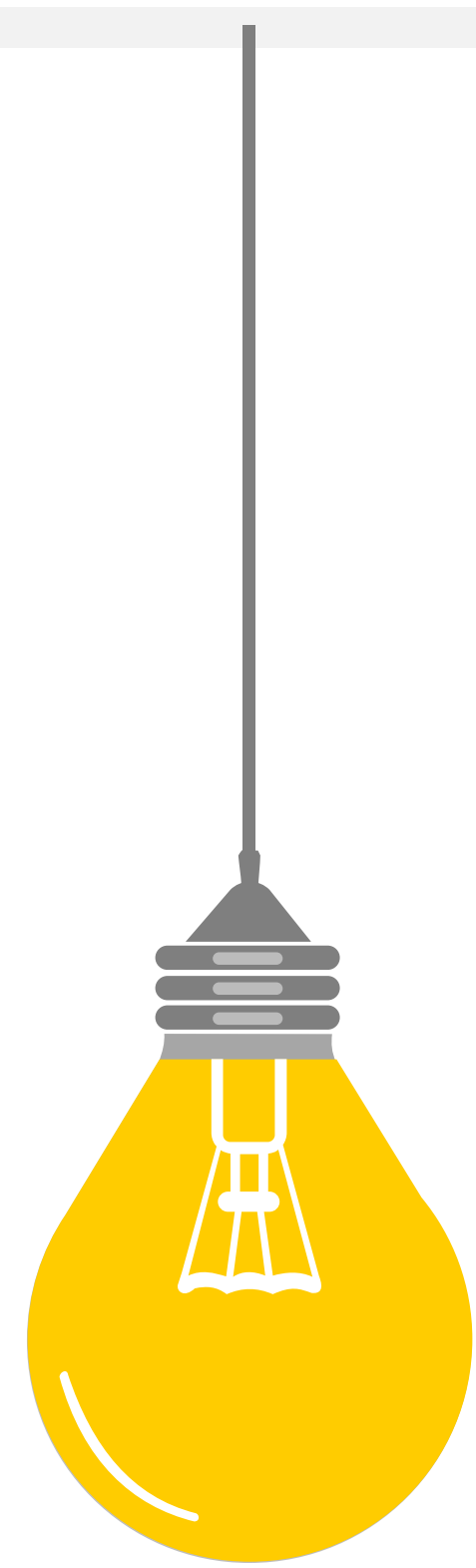
# What is the value of shared mobility?



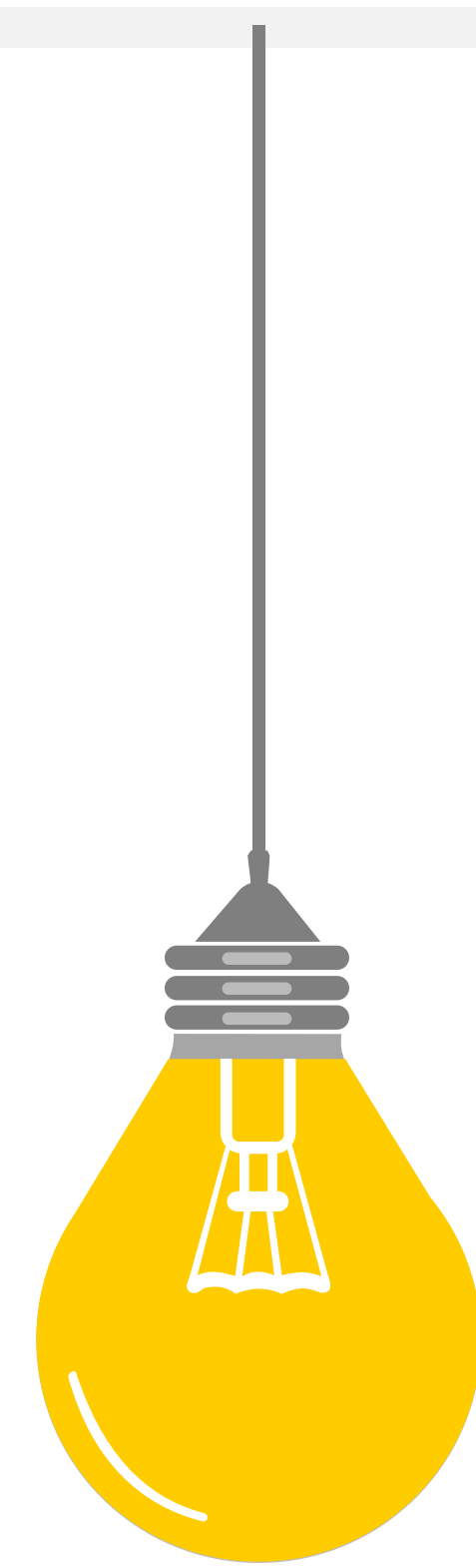
Employees



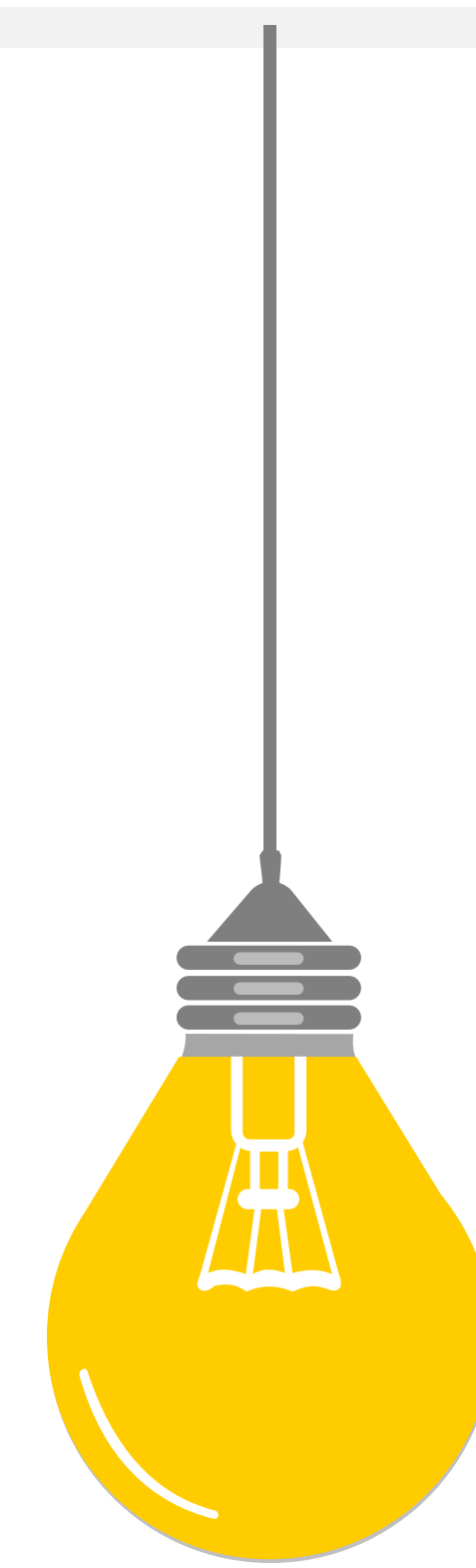
Community



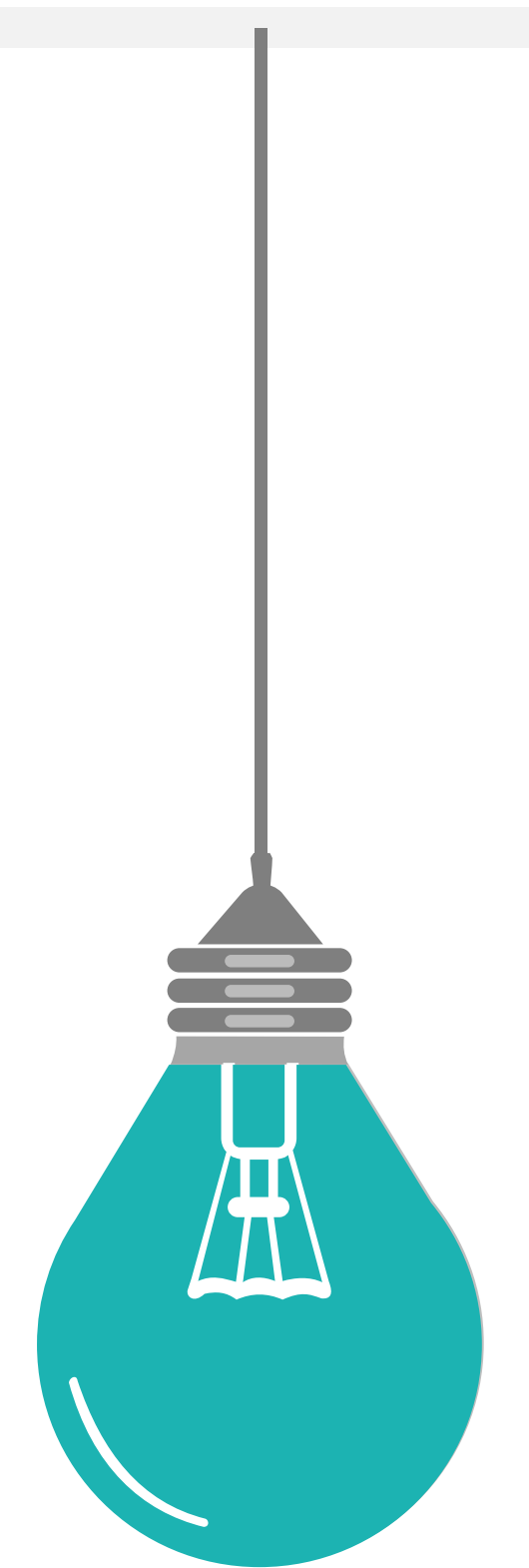
Supply Chain



Network  
resilience



Branding



Universal  
sustainability  
network

# Perspective on Mobility



Travel from point A to point B is changing, driven by a series of converging technological and social trends: the rapid growth of **carsharing** and **ridesharing**; the increasing viability of electric and alternative powertrains; new, lightweight materials; and the growth of **connected** and, ultimately, autonomous vehicles.

The result is the **emergence of a new ecosystem of mobility** that could offer faster, cheaper, cleaner, safer, more efficient, and more customized travel.



**Deloitte.**

**Future of Mobility Overview**

**Nov 16, 2017**

# Hytch Strategic Objective

**Identify, connect and motivate**

using cash incentives as a tool to

**understand and influence**

mobility decisions in the shared economy.

# Rewarding Behavior that Benefits Everyone

## CHANGE THE CONVERSATION

We all want to be part of the solution, but it helps to get some positive reinforcement to encourage us along the way. *That's Hytch Rewards.*

## REDUCE OUR FOOTPRINT

More shared rides means fewer vehicles on the road. This means less carbon emissions, cleaner air quality and a healthier environment. *Everyone wins.*

## PAY IT FORWARD

*Hytch Rewards* is designed to share. Each time we invite a friend, neighbor, coworker to share a ride, we multiply the benefits. Everyone gets rewarded.

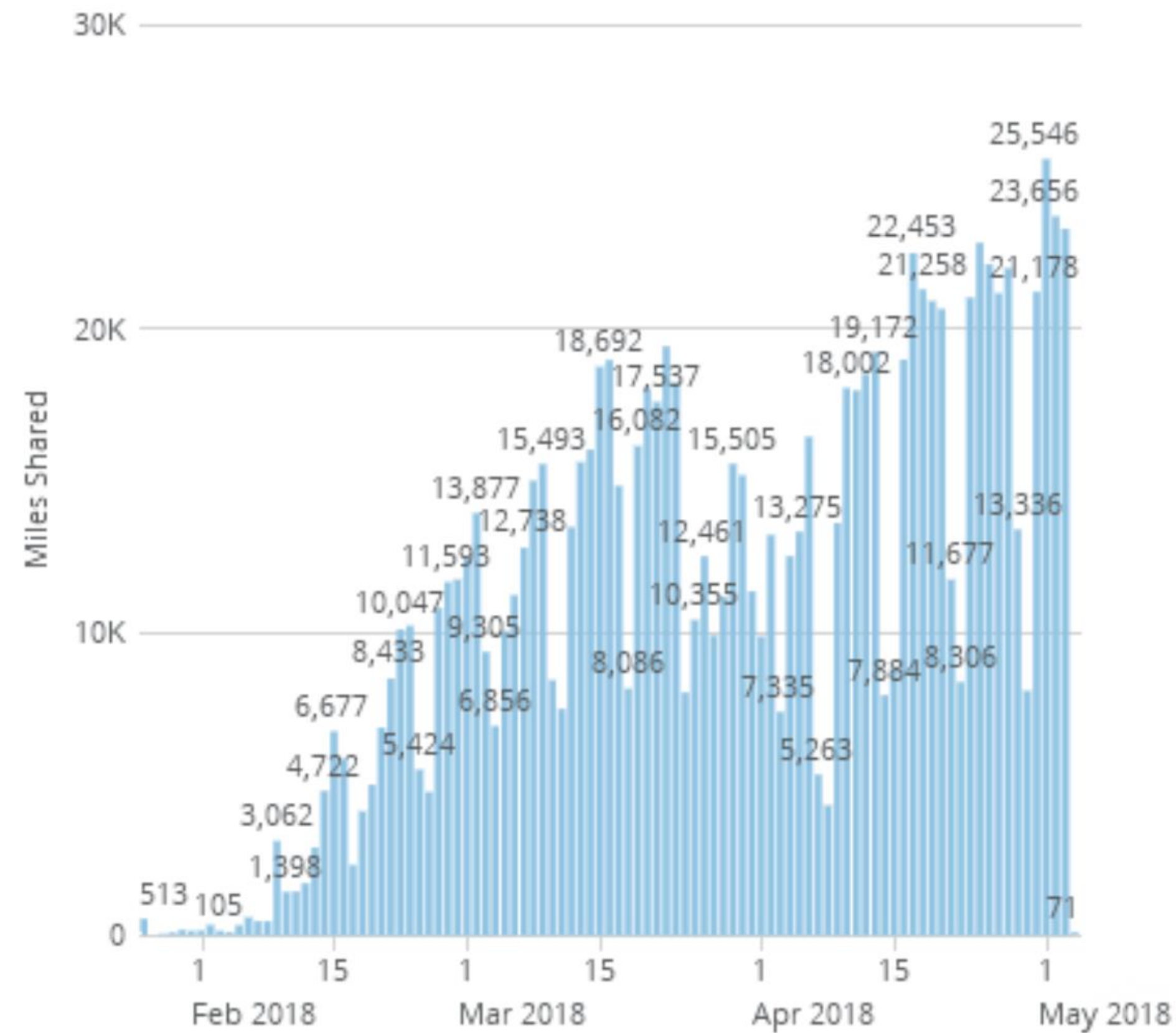


# 1 Million Miles in 80 Days

## Miles Shared

by Day

**1M** Total Miles Shared

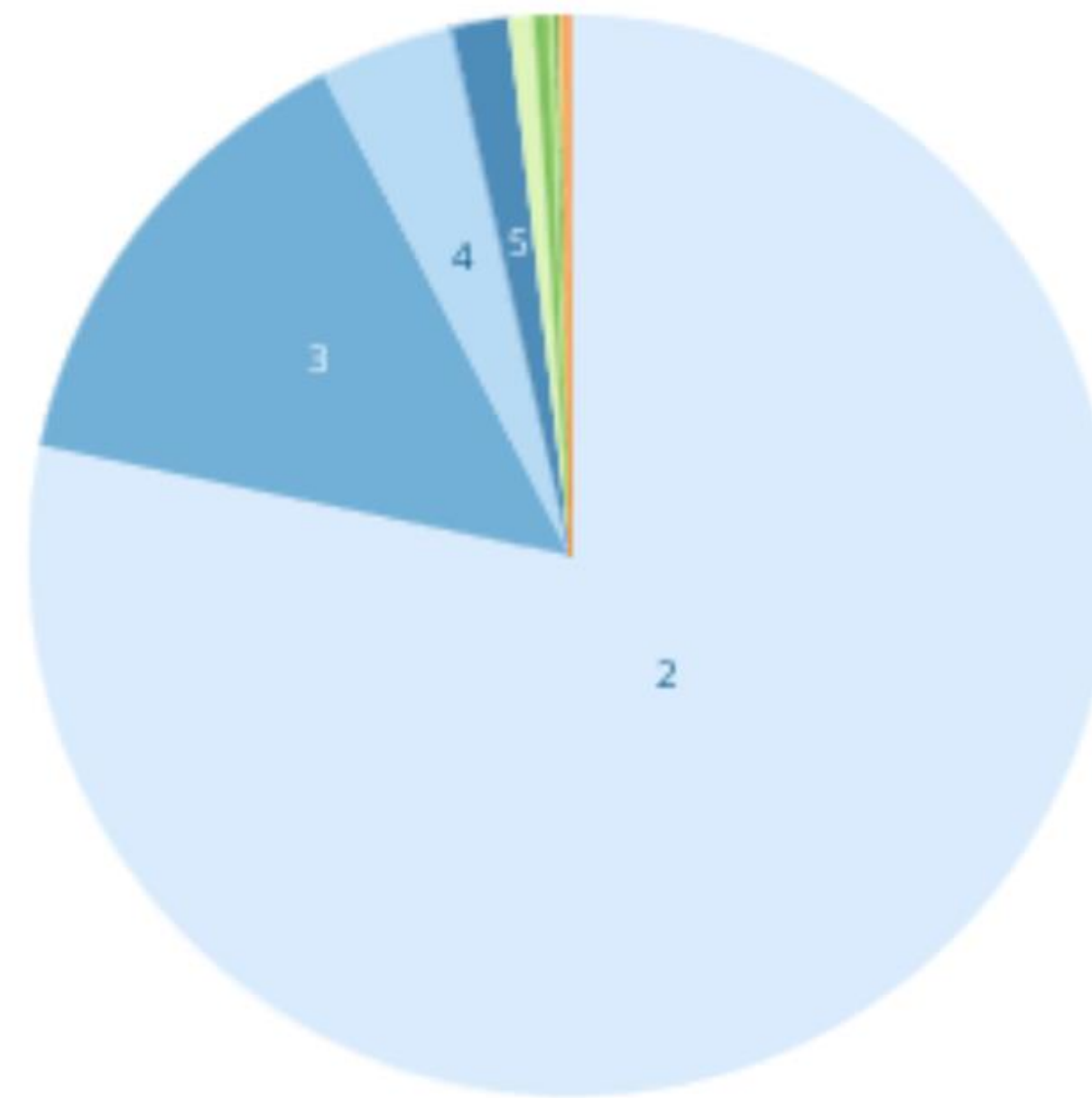


# Participants per Ride

## Participants per Ride

**80K** Current

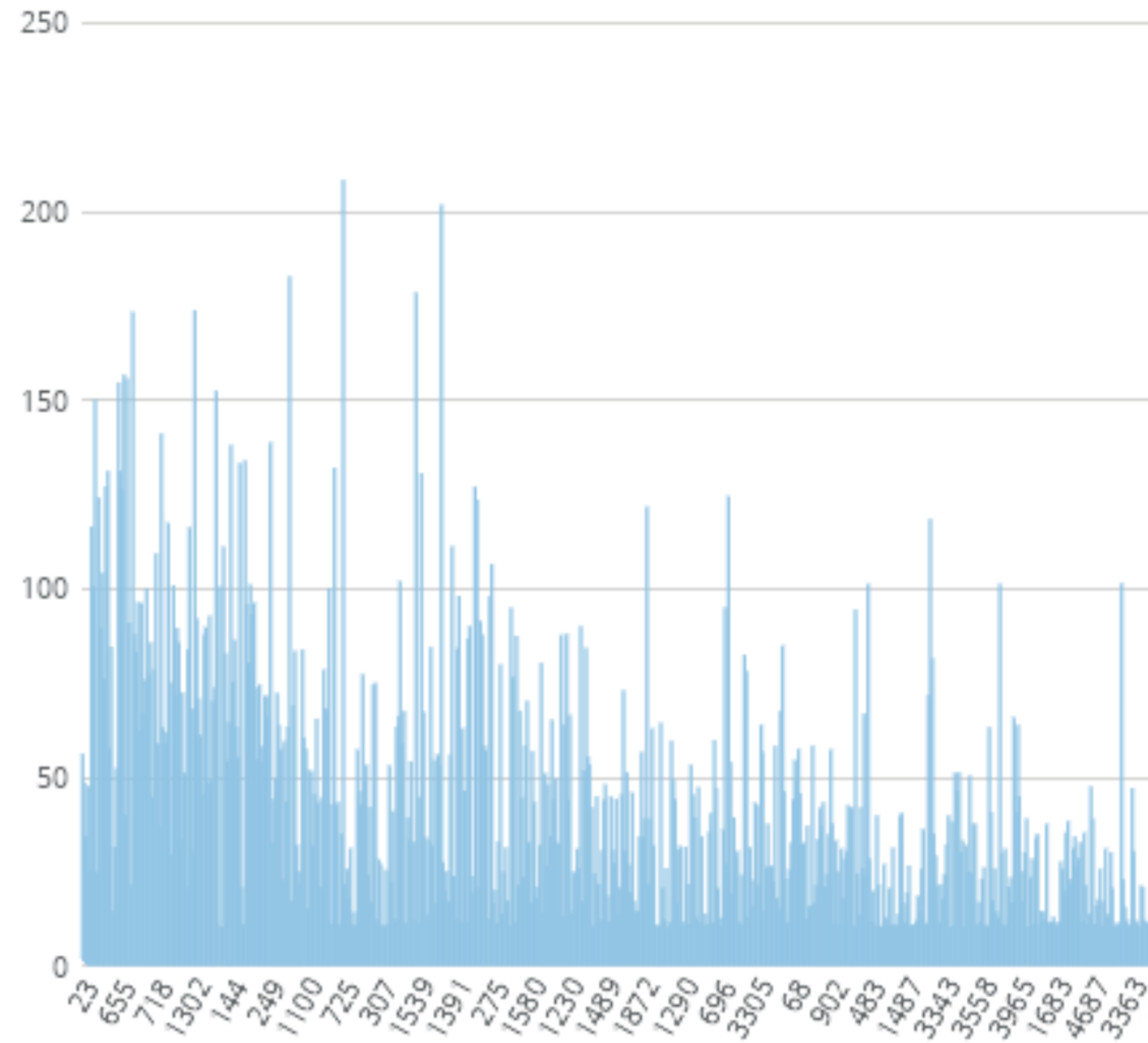
2	26,470
3	4,801
4	1,360
5	569
6	265
7	142
8	67
9	35
12	29
10	27
11	25
13	16
Other	15



# Transaction Payout Habits

## Transaction Payout Habits

**26K** Sum of Amount

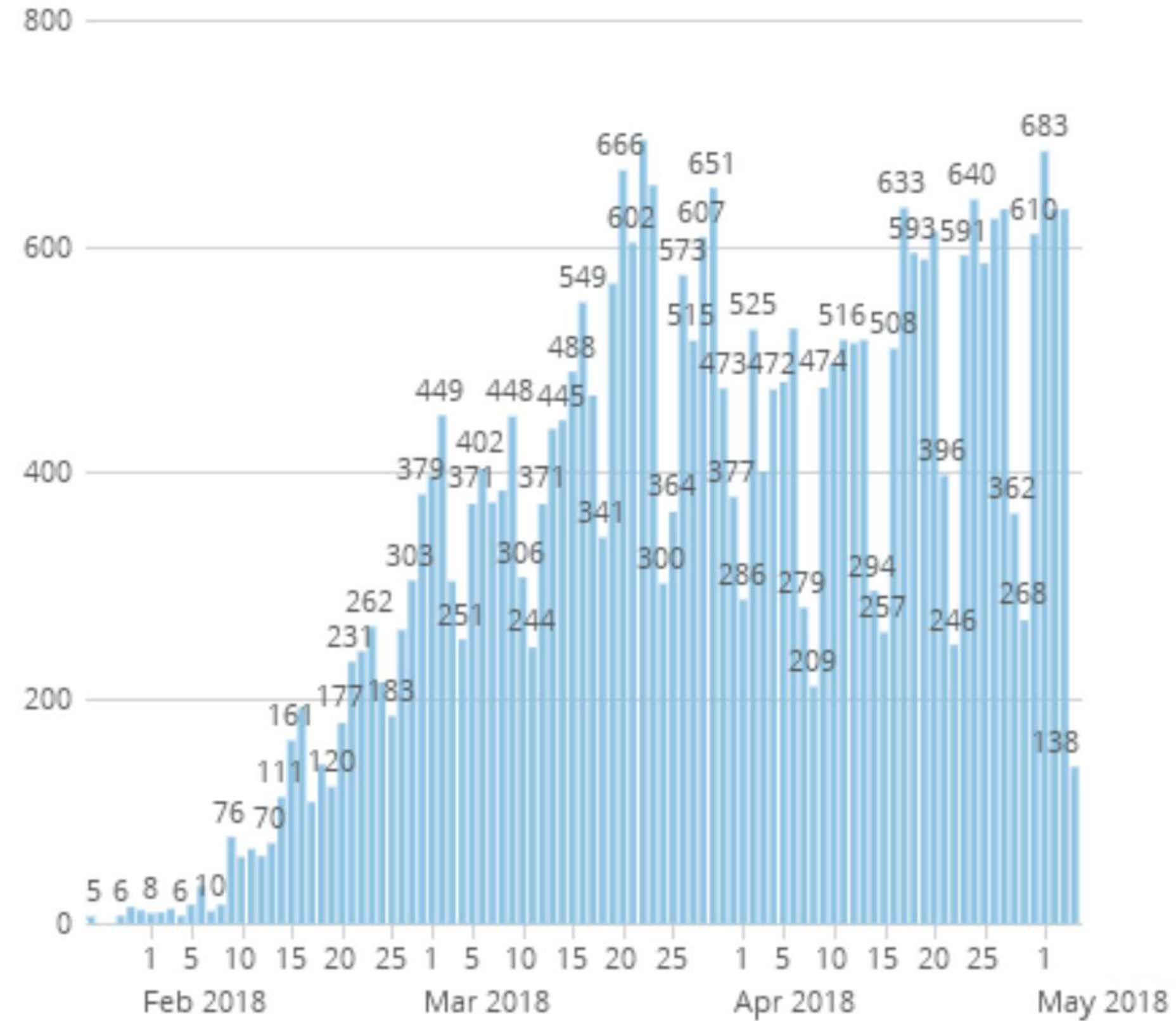


# Trips by Day

## Trips with Rewards

by Day

**34K** Count of TripId

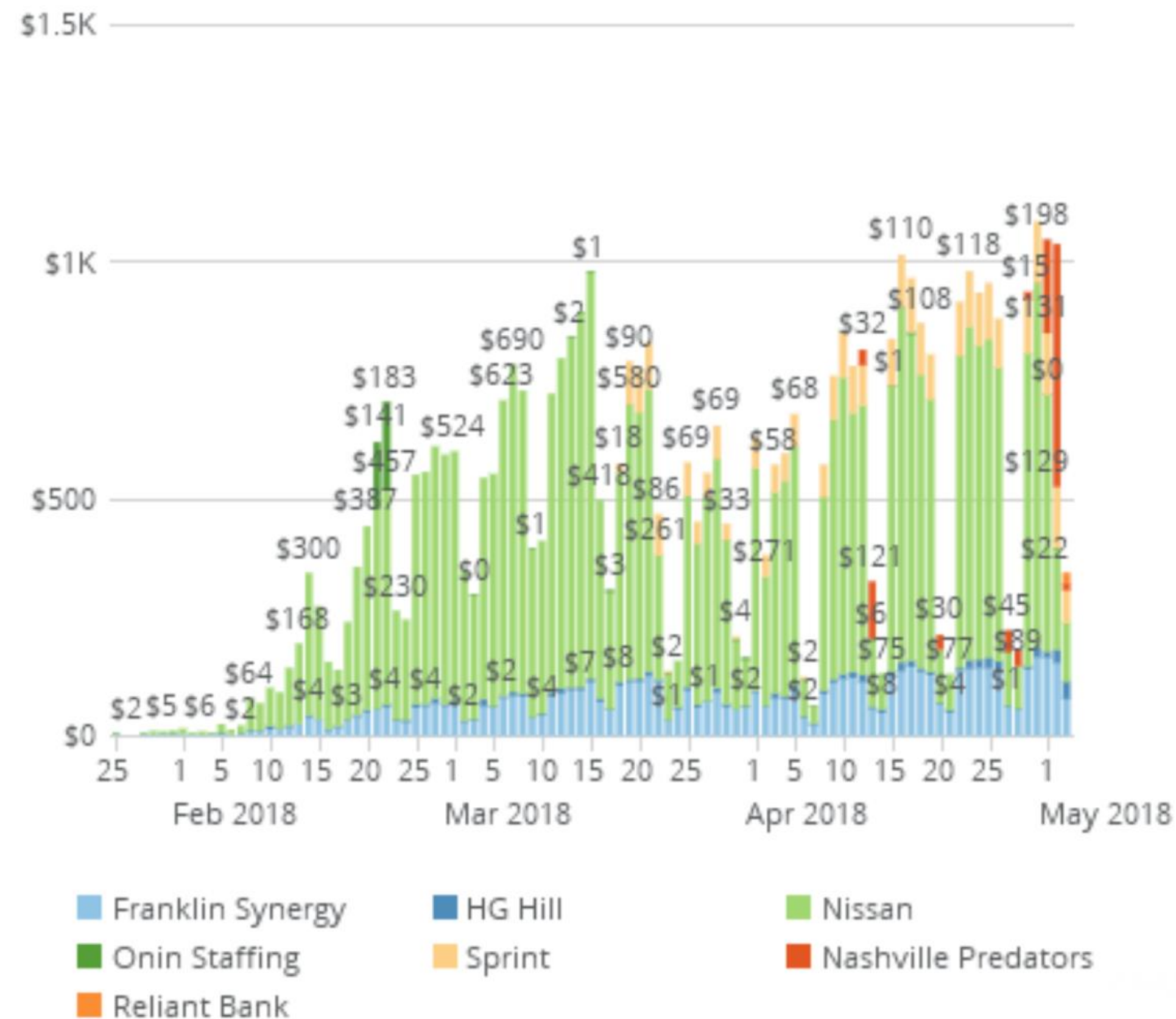


# Payouts by Day

## Sponsor Liability

by Day

**\$45.52K** Total Liability





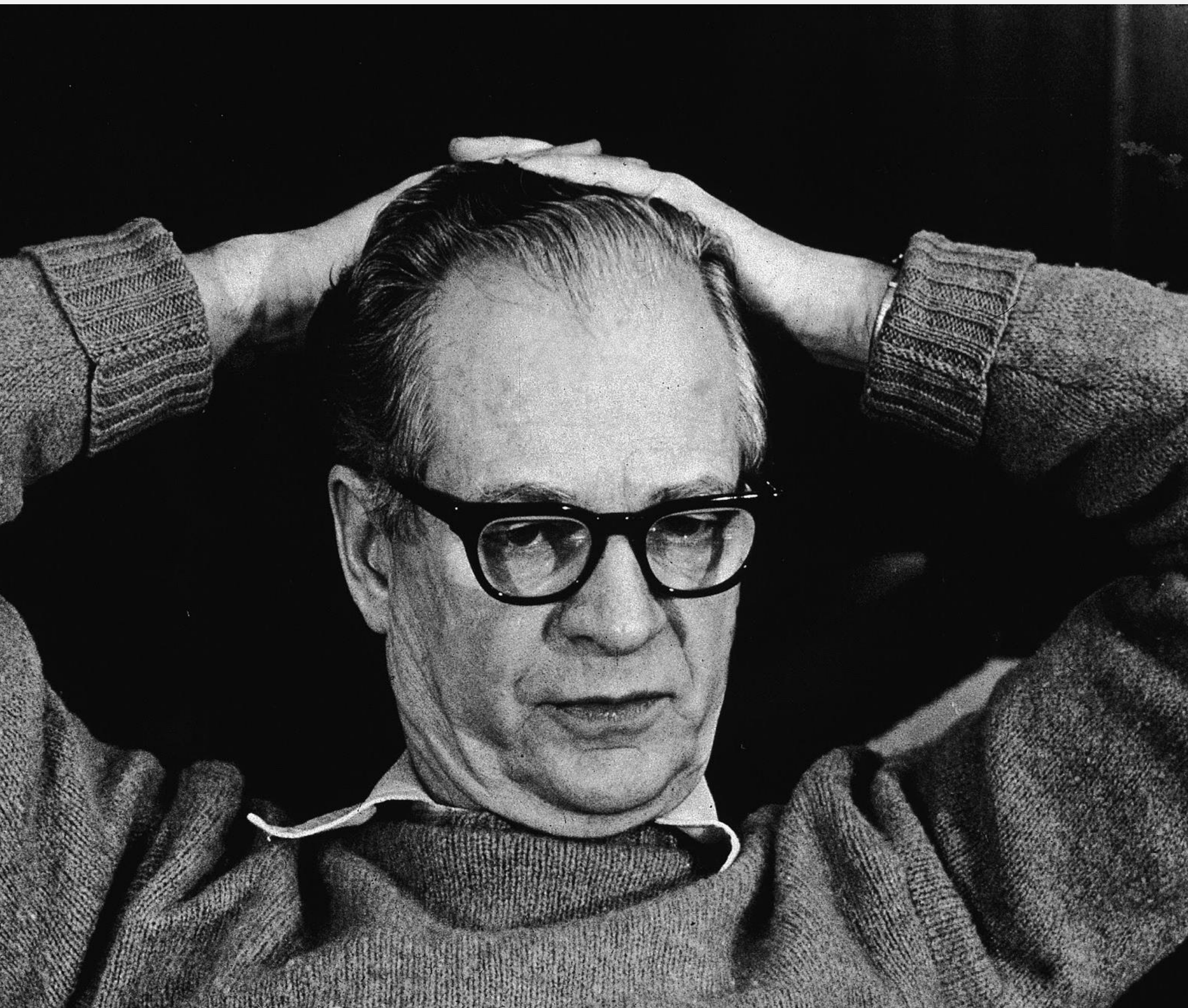
**TRAFFIC STINKS.**

**LET'S END IT.**

People create traffic.  
*We can also end it.*

# Rewards work.

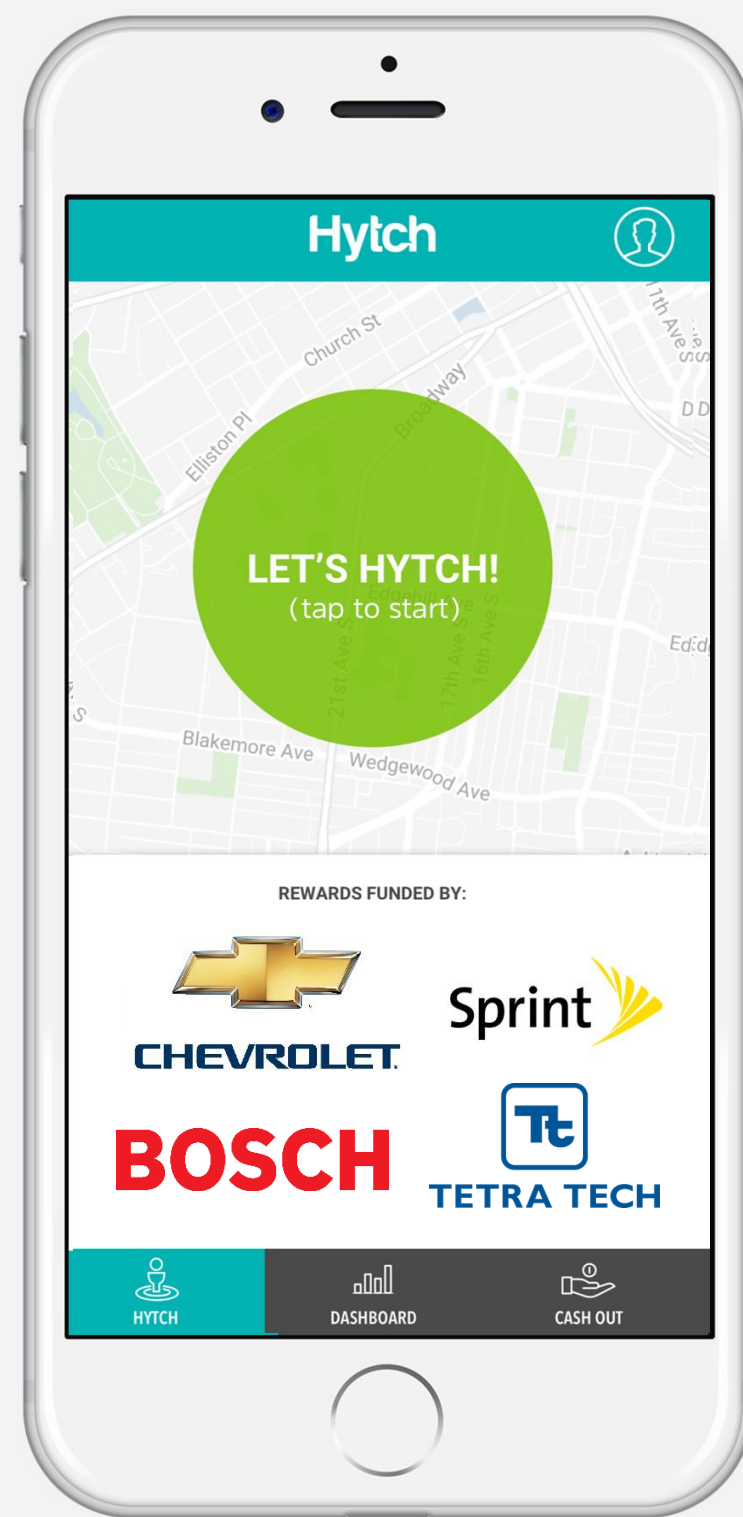
**“That which is rewarded is repeated.”** – B.F. Skinner



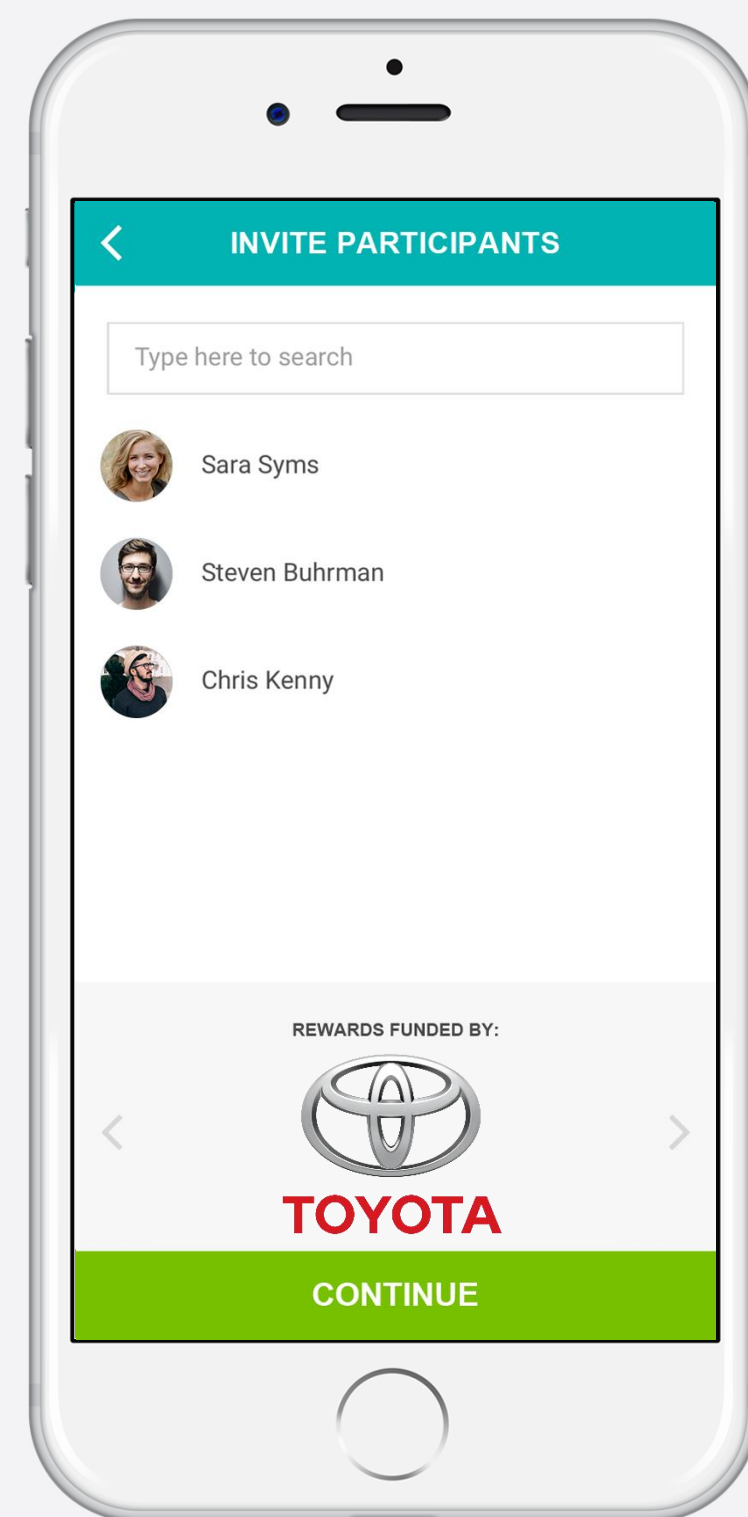
The fastest way to change behavior is to REWARD that which is desirable.

# How it works.

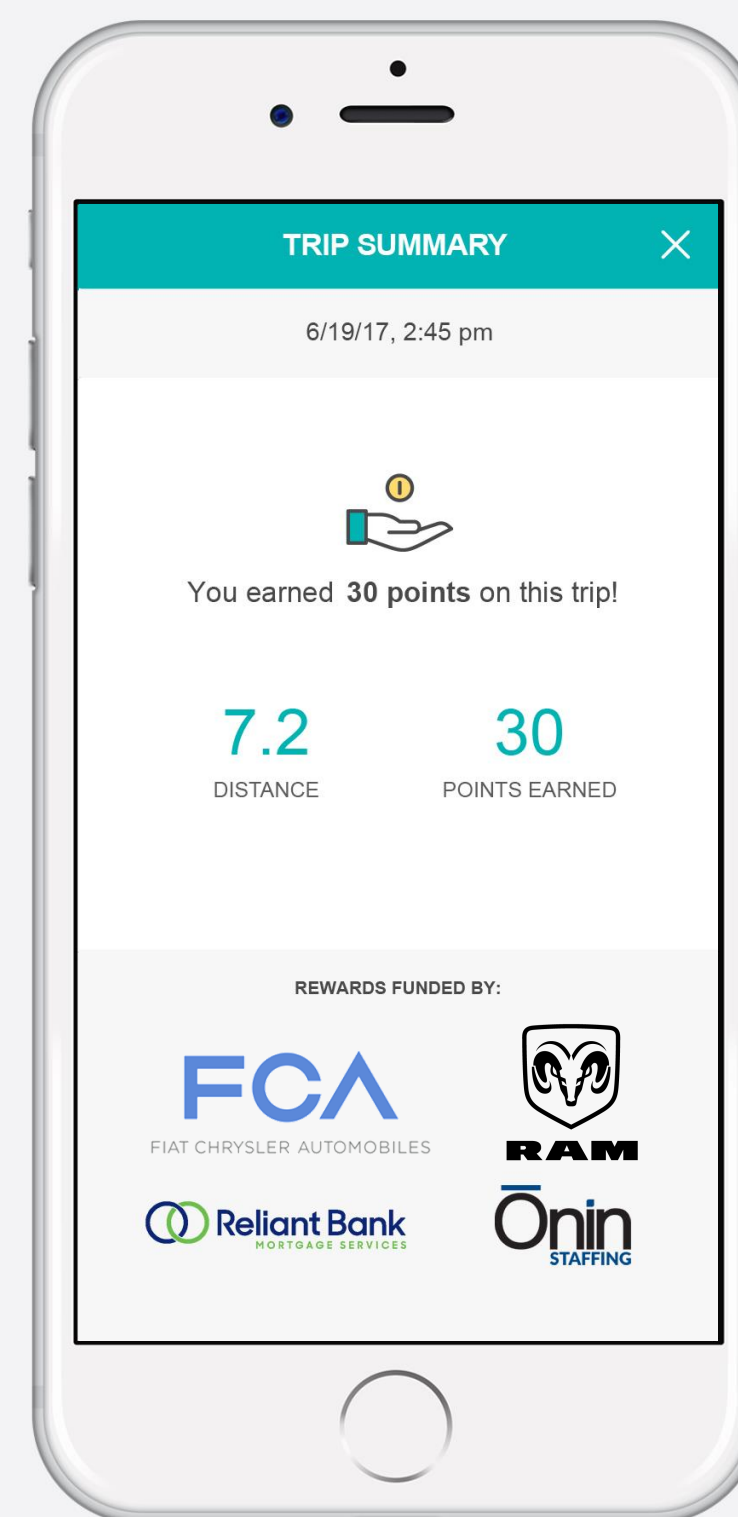
TAP "LET'S HYTCH"



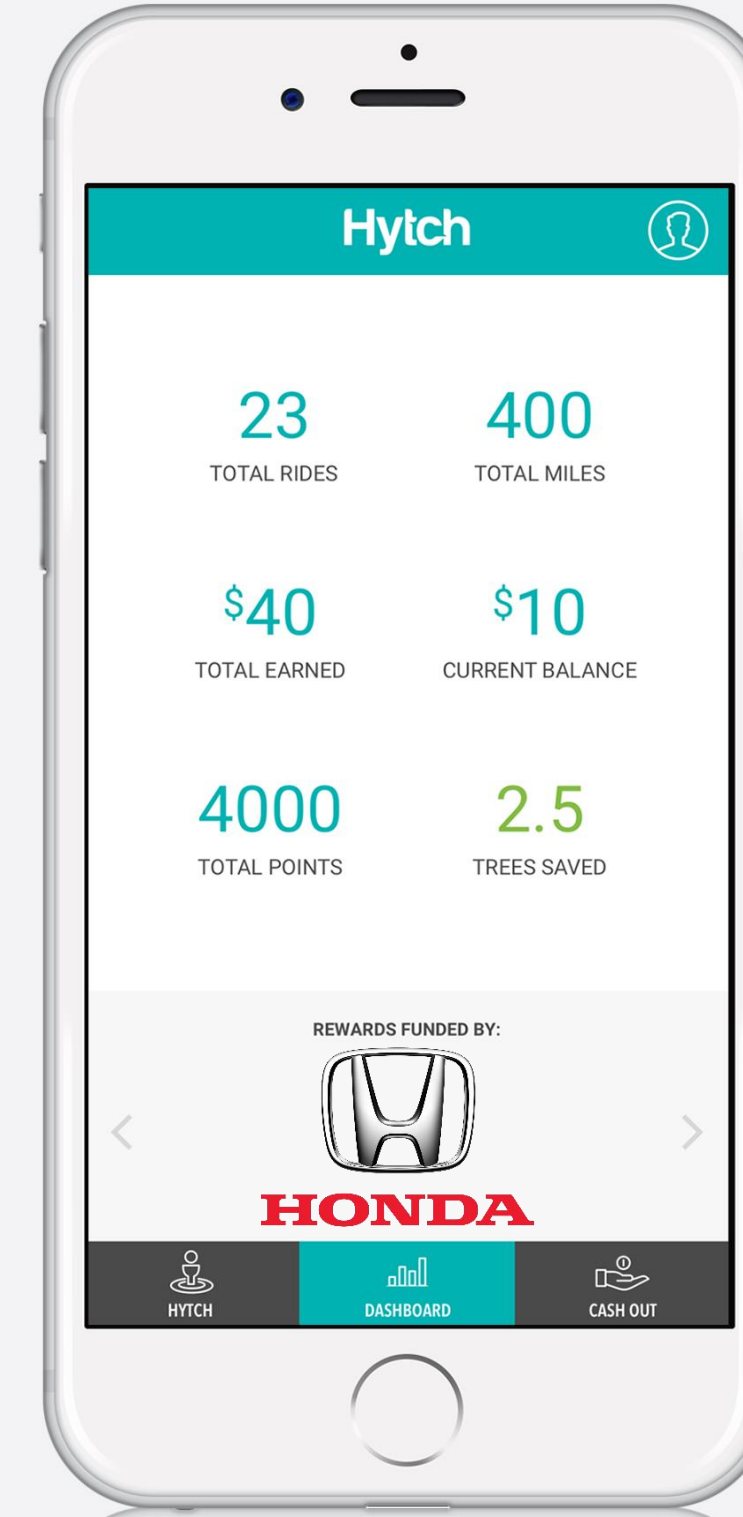
INVITE PARTICIPANTS



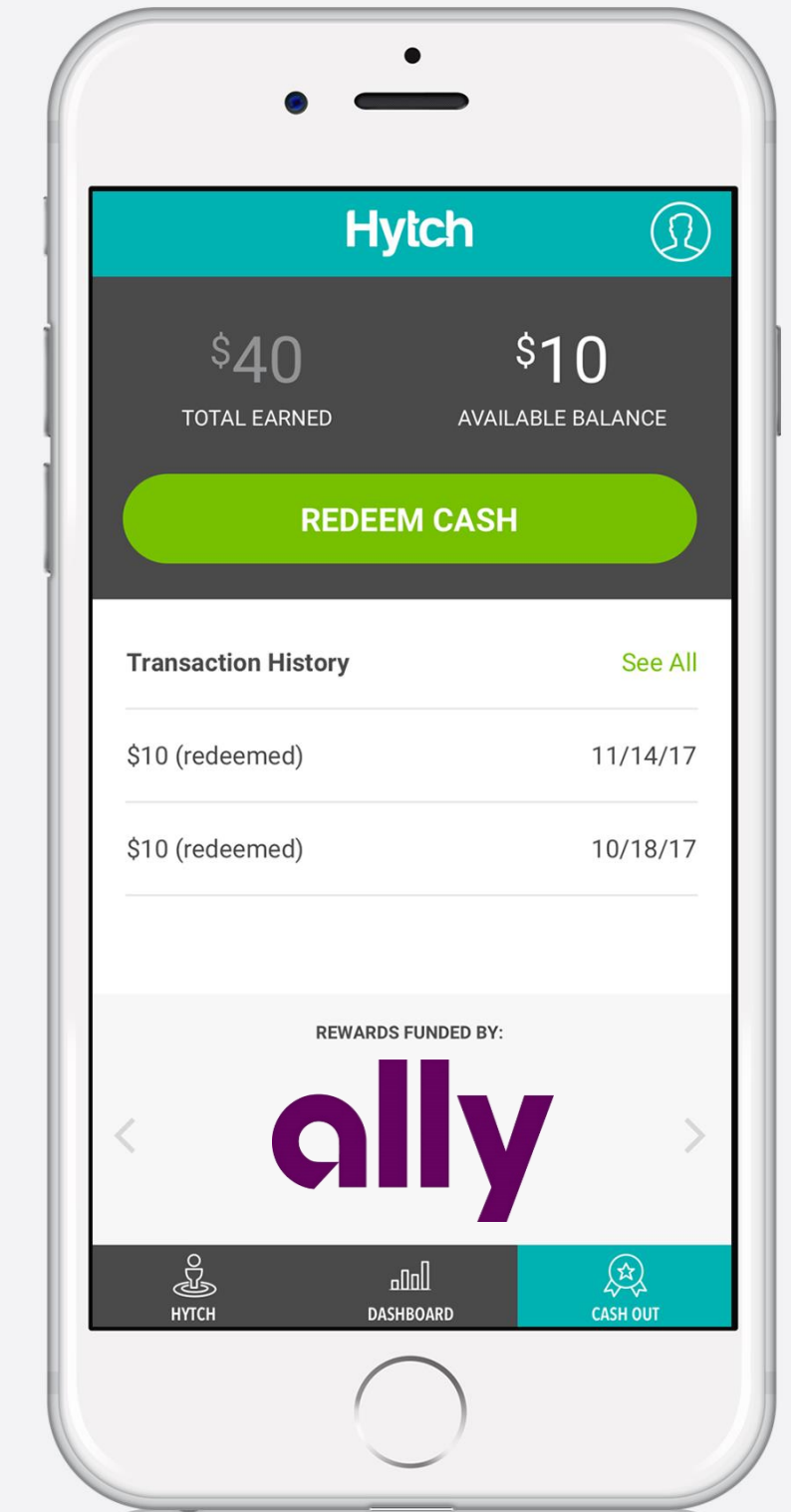
EARN POINTS



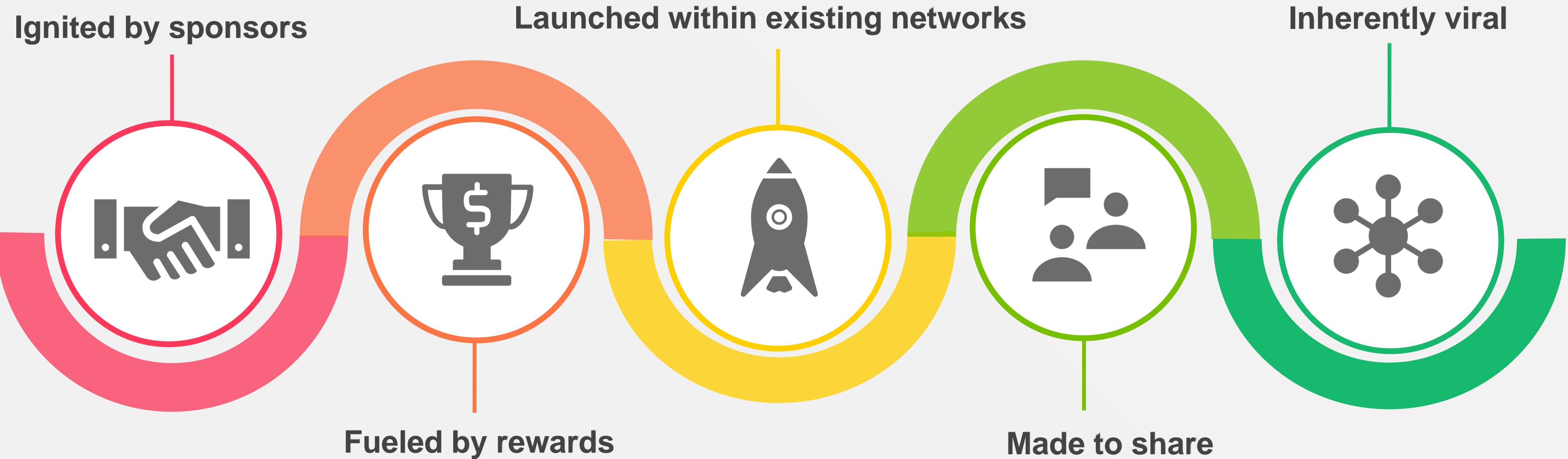
SEE YOUR IMPACT



CASH OUT!



# Empowering communities to be part of the solution.



# How Traffic Affects the Detroit Metro Area

Detroit Metro's rank among all US Metros:	23
Time spent in congestion per citizen:	35 hours
Total cost to driver:	\$1,256
Total cost to the city:	\$1.5 billion

\*2017 INREX Traffic Scorecard Report

# Hytch Rewards in Michigan?

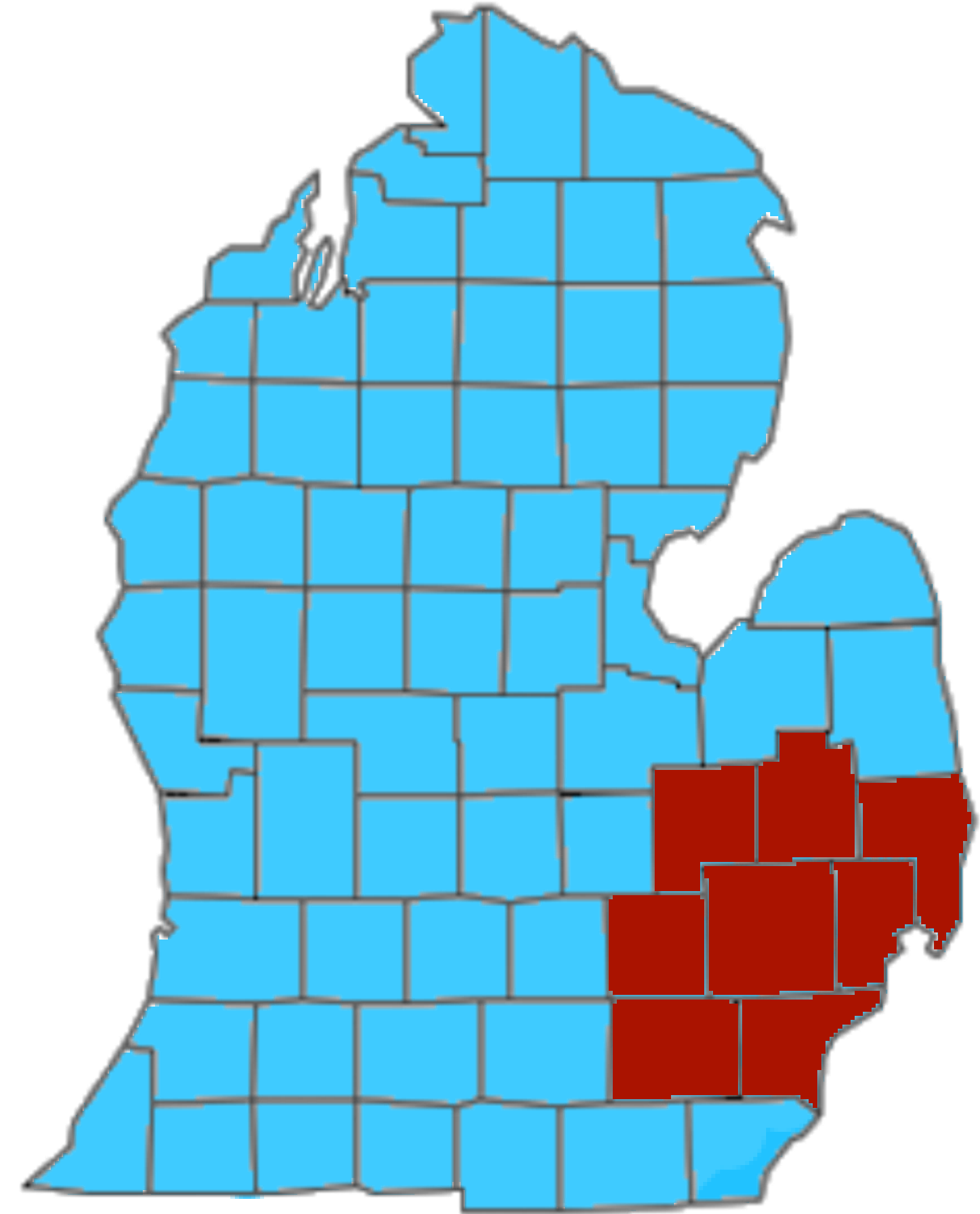
**1¢ per mile** Statewide

PRESENTED BY:

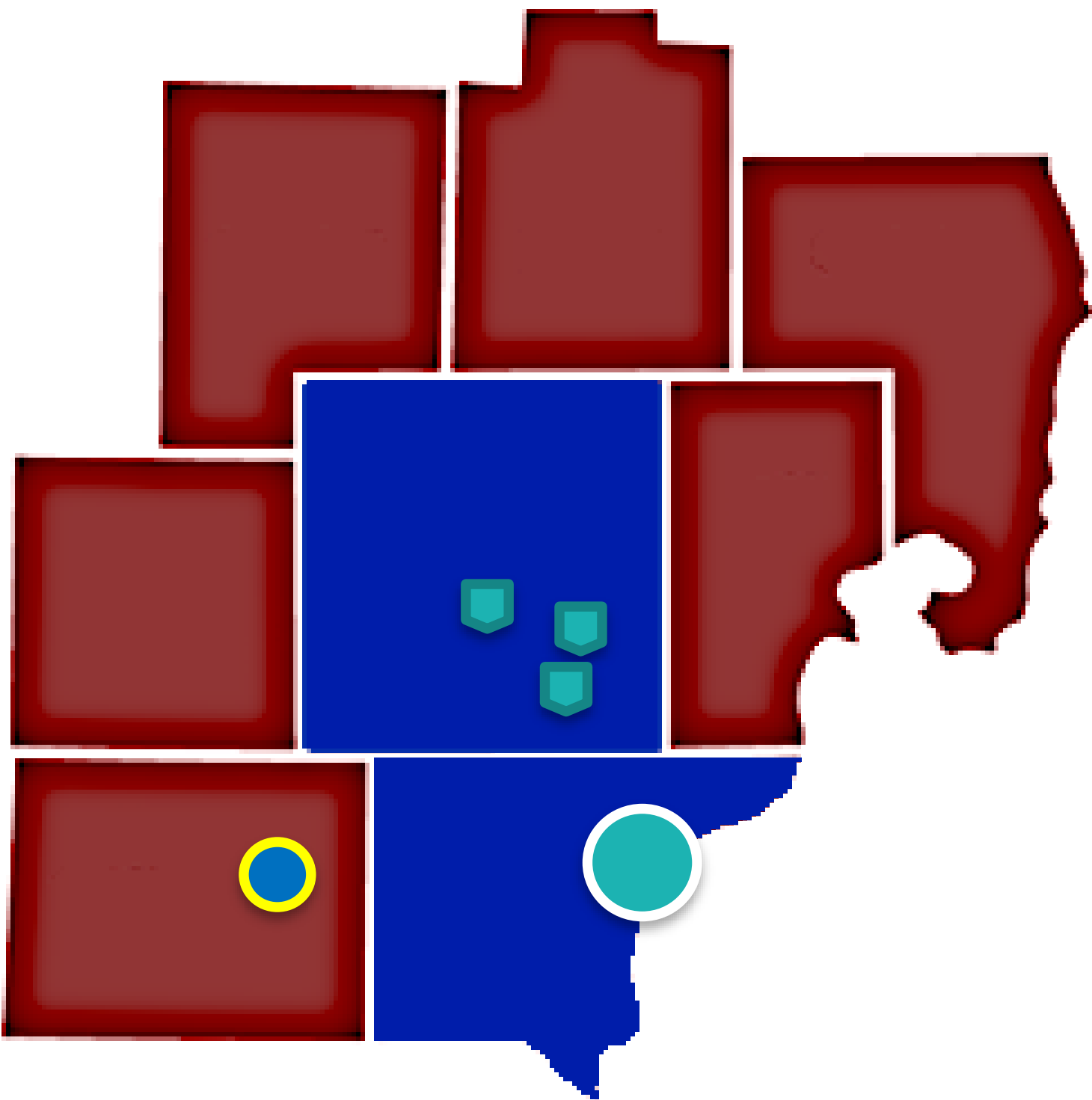


**3¢ per mile** In Southeast Michigan

PRESENTED BY:



# Stacked Rewards in Southeast Michigan



**3¢ All of Southeast Michigan**

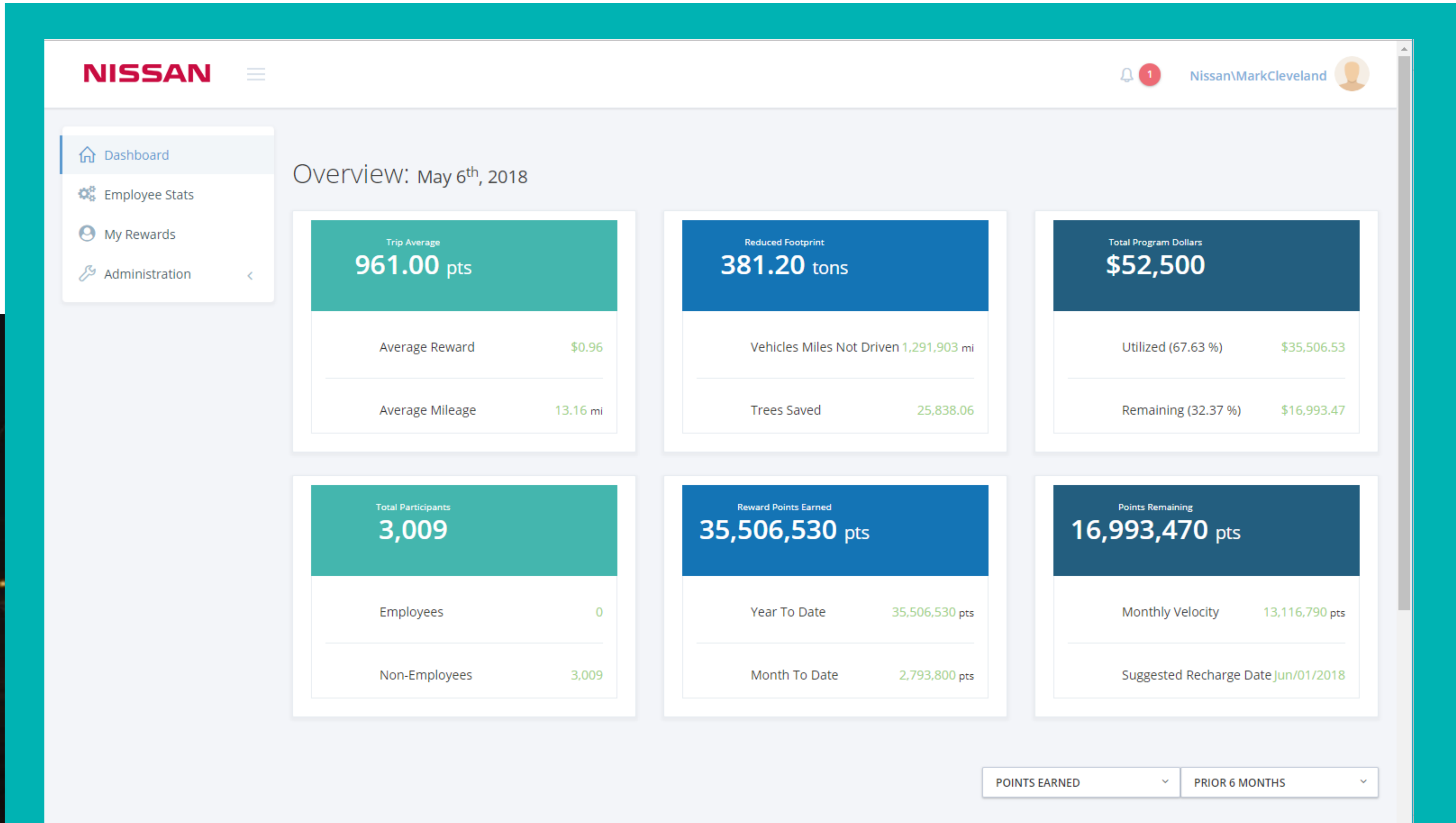
**2¢ City of Detroit**

**2¢ Oakland and Wayne Counties**

**5¢ University of Michigan**

**4¢ FCA Manufacturing Facilities**

# Sponsor Dashboard



- 🏠 Dashboard
- ⚙️ Employee Stats
- 👤 My Rewards
- 🔧 Administration <

### My Rewards: May 6<sup>th</sup>, 2018

#### Active Rewards (6):

- Reward Rule [TN] > 50- Complete**
  - Condition A:** Participants is >= than 2
  - Condition B:** Distance is > than 50.0
  - Condition C:** Destination is GeoFenced
  - Reward A:** Reward of: \$0.50
  - Points Earned:** 900,000
- Reward Rule [TN] <= 50 - Complete**
  - Condition A:** Participants is >= than 2
  - Condition B:** Distance is <= than 50.0
  - Condition C:** Destination is GeoFenced
- Reward Rule [Middle TN] > 30 - M-F Complete (.04) (5:00 - 9:00 AM) [Predators]**
- Reward Rule [Middle TN] > 30 - M-F Complete (.04) (3:30 - 7:30 PM) [Predators]**
- Reward Rule [Middle TN] <= 30 - M-F Complete (.04) (5:00 - 9:00 AM) [Predators]**
  - Condition A:** Distance is <= than 30.0
  - Condition B:** Ends on mon,tue,wed,thu,fri between 5/6/2018 5:00:00 AM and 5/6/2018 9:00:00 AM (UTC-06:00) Central Time (US & Canada)
  - Condition C:** Destination is GeoFenced
  - Reward A:** For each mile a reward of \$0.04
  - Points Earned:** 262,940

#### Performance Spanshot:

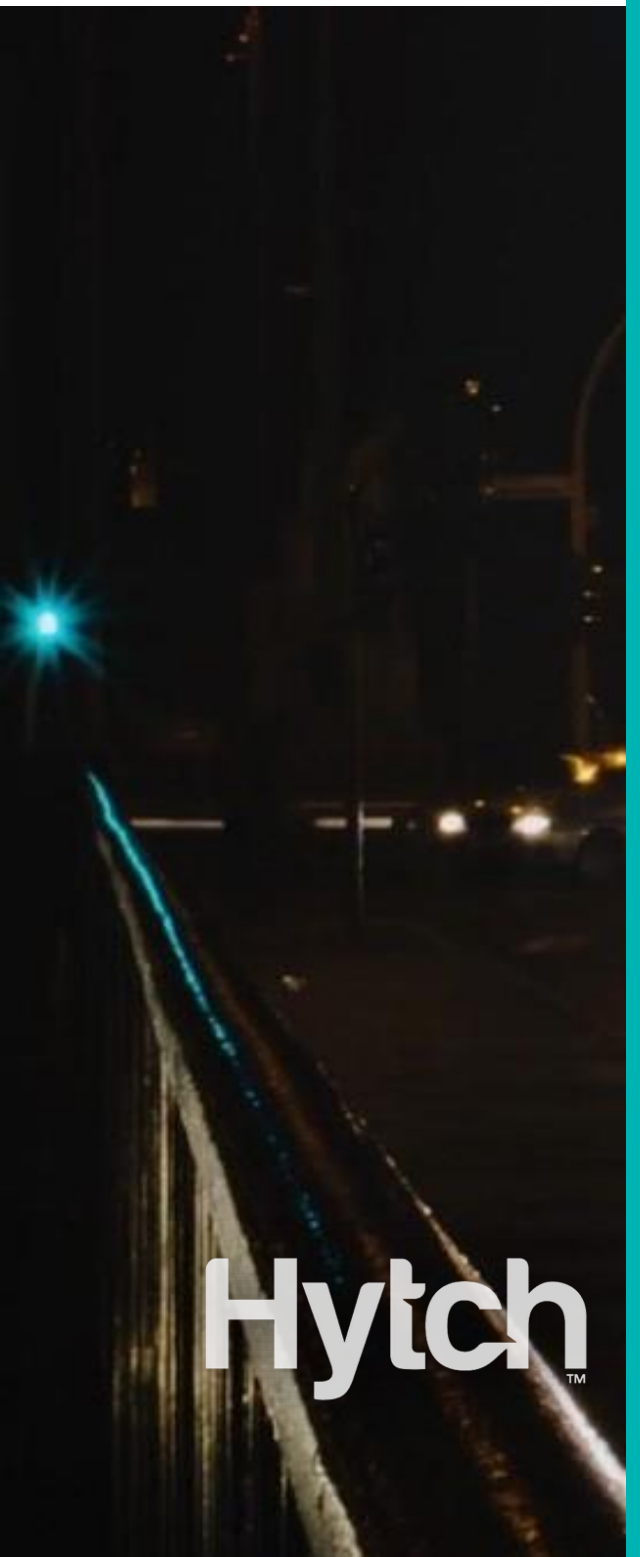
Rewards Points Earned	
<b>35,506,960 pts</b>	
Year to Date	35,506,960 pts
Month to Date	2,794,230 pts

Vehicle Miles Not Driven	
<b>1,291,923.15 mi</b>	

Points Remaining	
<b>16,993,040 PTS</b>	
Monthly Velocity	13,116,790.00 pts
Suggested Recharge Date Jun/01/2018	





**Let's solve this problem together.**

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