Uber: Managing a Ride in China
Caseism.com
INTRODUCTION

- Founded in 2009 by Garrett Camp and Travis Kalanick
- Uber Technologies Inc. is an American technology company headquartered in San Francisco, California
- Operating in 633 cities worldwide.
- Drivers are independent contractors
- Initial development of the Uber app, was created by think tank consisting of a nuclear physicist, neuroscientist, and a machinery expert who worked on predicting demand

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VALUE

- Uber’s value is between $50 and $68 billion
- 6.5 billion Revenue in 2016
- Private Company
- Created a new market
- Changed transportation worldwide
- Can't Value Innovation
COMPETITORS

- Lyft founded 2012
- Curb founded 2009
- UberCina sold China Operations to Didi Chuxing
- All competitors lets Uber spend the money to fight all regulations in new areas before they enter.

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NEW PRODUCT DEVELOPMENT

- Self-driving cars to eliminate drivers

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- Drone delivery of food and possibly people
EXPERIENCES

- Drivers under the influence
- Drivers canceling rides
- Dirty Cars
- Not constant with the level of quality service and cars
- Company Culture
COMPETITIVE ADVANTAGE

- Most money to work with.
- Have other services such as food delivery
- Spending money on innovations
- Will be the first one to go public
- Will save money by eliminating their drivers with self-driving vehicles