



'HitchaRide'
'InstaCar'
'Wheels2Ride'

Collaborative Shared Mobility

*'Monetize your vehicle to drive ownership costs down towards zero'
'The car that pays for itself'*

Scope and Focus

Today's mobility landscape is irrational and inefficient where most cars are used less than [5% of the time](#). The new cars of today are increasingly Smart & Connected:

- Increasingly ELECTRIC: Disruptive Cost/Mile, Low Depreciation, Improving Economics
- Increasingly CONNECTED: Real Time Tracking and Digital Control
- Increasingly CHARGEABLE: More Places, Faster Rates
- Increasingly AUTONOMOUS: Safe, Smooth, Effortless

It means that your car is generally available to anyone who wants to use it when you are not using it. This could significantly offset the cost of ownership and generate revenue for the owners.

Wouldn't it be nice if the car drove you to work in the morning, then drove other customers in the area to their destinations while you were at work and was back in the evening to pick you up from office and take you back home? This is not science fiction. There is a high likelihood that this could happen in the near future.

The focus of this project though is to look at what can we do with the current technology that already exists now.

Project Background

While I am designing this project using Tesla as a template, it can pretty much be applied to any other smart and connected car whether they are electric, or gasoline would not matter.

You might think that no one would ever rent out their super premium car, but it happens more than you imagine. Just in the Bay Area, with a quick search, there are over 150 Teslas on Turo and 10 on Getaround, all going for around \$100-200 per day. Given that a car payment for an entry level Tesla is between \$800–1150 (Model 3 to X), renting out a car for a weekend or two a month lets owners cover a significant portion of their payment!

Existing Competitors:

- Getaround
- Turo
- Scoop

Why Tesla? Most of the technology needed to make the car-sharing experience amazing is already available with the Model 3, Model S and Model X:

- Renter Accounts: Tesla has an account system for non-owners, including payments support.
- Keyless Entry: Cars can be unlocked and driven using only the Tesla mobile app.
- Restricted Functionality: Car functionality can be set differently depending on who's driving.
- GPS & Monitoring: Location and car status can be tracked by the app.
- Fuel & Mileage: Both tracked automatically.
- Cameras & Damage: The car has cameras all over it.

The only real missing piece is the actual software: a marketplace where owners could list cars and set schedules, and renters could search inventory and make reservations.

How much could a Tesla owner potentially make with full autonomy? Suppose your Tesla drives you to work, drops you at the front door, embarks on a full day of autonomous ride-hailing, and picks you up when you are ready to leave. By adding your vehicle to Tesla's autonomous fleet, you may be able to earn enough money to cover your entire lease payment and earn income.

Today's [gig-economy](#) (UBER/Lyft) is neither 'collaborative' nor 'sharing'. It is important that 'Collaborative Shared Mobility' is truly collaborative and sharing-driven. It will focus on the following [five key ingredients](#):

1. The core business idea involves unlocking the value of unused or under-utilized assets ("idling capacity") whether it's for monetary or non-monetary benefits.
2. The company should have a clear values-driven mission and be built on meaningful principles including transparency, humanness, and authenticity that inform short and long-term strategic decisions.

3. The providers on the supply-side should be valued, respected, and empowered and the companies committed to making the lives of these providers economically and socially better.
4. The customers on the demand side of the platforms should benefit from the ability to get goods and services in more efficient ways that mean they pay for access instead of ownership.
5. The business should be built on distributed marketplaces or decentralized networks that create a sense of belonging, collective accountability and mutual benefit through the community they build.

What is a Collaborative Economy? An economic system of decentralized networks and marketplaces that unlocks the value of underused assets by matching needs and haves, in ways that bypass traditional middlemen.

What is Sharing Economy? An economic system based on sharing underused assets or services, for free or for a fee, directly from individuals.

By designing a car-sharing mobile-first responsive website, we would like to create a platform by which the owners could share their car with friends and family or with users who have a 5-star rating directly to generate an additional revenue stream offsetting their cost of ownership.

High-Level Design Goals and Objectives

- Help owners offset the cost of owning a Tesla/Super premium car by monetizing idling capacity
- Create a mobile first responsive website for car-sharing
- Create a new branding for the company focusing on sustainable mobility
- Create a simple user experience to offer the most value

Key Features

- Home page
- How it works: Renting | Listing
- Join | Login
- List your car

Brand Message

- Collaborative and Shared
- Simple and Sustainable
- Easy and Hassle-free