

i Company About

Mission

We ignite opportunity by setting the world in motion.

Vision

At Uber, we ignite opportunity by setting the world in motion. We take on big problems to help drivers, riders, delivery partners, and eaters get moving in more than 600 cities around the world. We welcome people from all backgrounds who seek the opportunity to help build a future where everyone and everything can move independently. If you have the curiosity, passion, and collaborative spirit, work with us, and let's move the world forward, together.

Values

- We build globally, we live locally.
 - We harness the power and scale of our global operations to deeply connect with the cities, communities, drivers and riders that we serve, every day.
- We are customer obsessed.
 - We work tirelessly to earn our customers' trust and business by solving their problems, maximizing their earnings or lowering their costs. We surprise and delight them. We make short-term sacrifices for a lifetime of loyalty.
- We celebrate differences.
 - We stand apart from the average. We ensure people of diverse backgrounds feel welcome. We encourage different opinions and approaches to be heard, and then we come together and build.
- We do the right thing.
 - Period.
- We act like owners.

- We seek out problems and we solve them. We help each other and those who matter to us. We have a bias for action and accountability. We finish what we start and we build Uber to last. And when we make mistakes, we'll own up to them.
- We persevere.
 - We believe in the power of grit. We don't seek the easy path. We look for the toughest challenges and we push. Our collective resilience is our secret weapon.
- We value ideas over hierarchy.
 - We believe that the best ideas can come from anywhere, both inside and outside our company. Our job is to seek out those ideas, to shape and improve them through candid debate, and to take them from concept to action.
- We make big bold bets.
 - Sometimes we fail, but failure makes us smarter. We get back up, we make the next bet, and we go!

Inside Scoop

- Uber's engineering department is prestigious and well-known with some employees reporting that they've had the most dynamic and interesting problems and projects to work on at Uber in comparison to many other Silicon Valley companies.
 - While Uber has historically struggled with culture issues, reports from employees indicate many changes with increased WLB, efforts to eliminate misogyny, easy internal transfers, and a larger focus on employee wellbeing.
 - Employees have reported recruiters stating "no brilliant jerks" when it comes to new hires, weighting behavior heavily in terms of hiring practices over simple skill. The company as a whole emphasizes taking ownership of one's work and doing the right thing, two ideas interviewees should try to work into their interview conversations.
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Competitive Facts

Important facts

1. Uber's major rivals include Lyft, Via, Ola, Didi, Snapp, Grab, Bolt, Cabify, and Lime.

2. As of December 2019, Uber boasts 111 million monthly active platform customers, up 22% from 2018, and 6.9 billion trips per month, up 32% from 2018.
3. In 2019, 8.81 billion (60.76%) of Uber's revenue came from the United States and Canada, 1.95 billion (13.78%) from Latin America, 2.15 (15.19%) billion from Europe, Middle East and Africa, and 1.25 billion (8.83%) from the Asia-Pacific region.
4. As of March 2020, Uber holds a 71% market share in the US ride-sharing industry, with Lyft taking up the remaining 29%.
5. As of 2019, Uber was the most expensed vendor for business travelers, with the average cost of each trip for business travelers being \$25.19, although the average cost of a normal citizen's Uber ride is \$16.16.
6. In the on-demand food delivery industry, Uber Eats accounts for 25.2% of the market compared to DoorDash's 27.6% and GrubHub's 26.7%.
7. Uber's app is the most downloaded ridesharing and taxi app in the world, with Brazilians accounting for most of these downloads in 2019.
8. Before it went public, Uber made CNBC's Disruptor 50 List (top 50 startup companies who change the world) every year since the list's inception in 2013.
9. While both Lyft and Uber have been operating at a loss for the past few years, Uber's losses over time have been decreasing, while Lyft's losses have continued to grow year-over-year.
10. While only 14% of the company's drivers are women, Uber has pledged to add 1 million new female employees in 2020.
11. Interestingly enough, Uber has its own magazine for its drivers and offers UberKITTENS, a pet-sharing service for cats and dogs in 7 US states.
12. In October 2019, Uber bought Cornershop, a grocery-delivery service based in Chile and Mexico. In January 2020, the company sold its Uber Eats India segment to Zomato and also acquired Careem, a Dubai-based ride-sharing company popular in Middle East, Africa, and South Asia.

Financials

1. Revenue 2019: \$14.15 billion (\$10.75 billion from Rides, \$2.51 billion from Eats, \$731 million from Freights, \$119 million from Other Bets, and \$42 million from ATG and Other Technology Programs)
2. Rides accounted for ~80% of Uber's revenue in 2019.
3. Profit in 2019: -\$8.51 billion
4. Number of employees: ~26,900 people with ~3.5 million million drivers worldwide (as of 2019)
5. Average number of employees for Fortune 500 companies: ~ 60,629 people per firm

New projects/Product roadmap

1. [Uber Air](#): Set to release in 2023, Uber Air plans to offer aerial ride-sharing to customers using vertical takeoff and landing aircraft that use electric propulsion. Dallas, Los Angeles, and Melbourne will be Uber Air's first launch markets.
2. [Uber Copter](#): Released in July 2019, Uber Copter is offered Monday through Friday from 1pm to 6pm ET, for trips between Manhattan and JFK International Airport. The service ranges from \$200-\$225 per person based on various factors, with pickup points in Brooklyn and other areas of NYC for this 8-minute ride.
3. [Advanced Technology Center Paris](#): Set to be finished being built in 2023, Uber's ATCP will be its first research and development hub outside of North America, researching artificial intelligence for decision-making and increased automation, optimization, and the safety of software systems to support Uber Air.
4. [Uber Health](#): Launched in 2018 in order to provide transportation to hospital patients that need it, Uber Health was updated in 2020 to offer designated pickup points, driver communication capabilities for healthcare providers, scheduling for landline users, and round-trip requests.
5. [Transit](#): Launched in early 2019, Uber's Transit will allow users to navigate public transportation through the Uber App, both through directions as well as in-app transit ticket purchases, increasing efficiency for users and transit providers.
6. [Swappable Batteries](#): Set to release in 2020, Uber plans to offer swappable batteries for users to exchange at kiosks for the company's JUMP ride-sharing bikes and scooters.
7. [Uber Direct](#): Released in April 2020, Uber Direct allows businesses to deliver products to customers without contact, a feature made necessary by the COVID-19 pandemic.
8. [Uber Connect](#): Also launched in April 2020 as a result of the COVID-19 crisis, Uber Connect allows customers to send packages locally with same-day delivery to friends and family.
9. [New Mobility Robotics](#): Currently being worked on in Uber's incubator, this project is exploring sensing and robotics for light electric vehicles, like bikes and scooters, supposedly to be used for potentially creating autonomous bikes/scooter that could drive themselves to locations or charging stations.