The storm is coming

Liftago Juraj Atlas

Liftago

Transparency
Freedom & Choice
Competitiveness
Fairness

Google play

Available on the App Store

Liftago Taxi

Google play

Liftago Driver

Technology **INNOVATION** escalates

40 years ago: Computer in every **HOME**

20 years ago: Everything can/will **GET SOLD** online

10 years ago: Smartphone in every **POCKET**

5 years ago: **Everything** will be **ONLINE**

3 years ago: Everything will be **automatized** & **robotized**

Time to reach **50 MILLION** users

https://blogs.wsj.com/economics/2015/03/13/it-took-the-telephone-75-years-to-do-what-angry-birds-did-in-35-days-but-what-does-that-mean/
http://www.visualcapitalist.com/how-long-does-it-take-to-hit-50-million-users/

Four phases of **DIGITAL** eras

A-EV driven **REVOLUTION**

Autonomous	=	no driver cost
Electric	=	200 moving parts
Vehicle	=	comfort
	&	24/7 no break

A-EV driven **REVOLUTION**

Autonomous	=	no driver cost
Electric	=	200 moving parts
Vehicle	=	comfort
	&	24/7 no break

€0,20 - €0,10

* € / km

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A-EV driven **REVOLUTION**

Autonomous	=	no driver cost
Electric	=	200 moving parts
Vehicle	=	comfort
	&	24/7 no break

or **FREE?**

A-EV driven Revolution - Road **FATALITIES**

https://en.wikipedia.org/wiki/Motor_vehicle_fatality_rate_in_U.S._by_year

A-EV driven Revolution - **PRODUCTIVITY**

A-EV driven Revolution - **INSURANCE**

A-EV driven Revolution - **JOBS** displaced and|or created

http://www.esa.doc.gov/sites/default/files/Employment%20Impact%20Autonomous%20Vehicles_0.pdf

A-EV driven Revolution – Infrastructure & **TRAFFIC**

A-EV driven Revolution - **HEALTH** & **INSURANCE**

Greener cities / Air quality

Minimum transport related fatalities

Insurance (health & accident)

A-EV driven Revolution - **SOCIETY**

Household disposable income

Productivity / GDP increase

Job losses

Geopolitics

Fuel consumption tax , Parking fee income

Infrastructure & Traffic

A-EV driven Revolution - ENERGY / **ELECTRICITY**

Oil consumption

Car as “battery cell” on wheels

Decentralization of electricity storage (distribution)

Renewable energy (production)

Battery based vs Chemical reaction based

A-EV driven Revolution - **NPV** of US Autonomou Taxis

Sources: OECD, ARK Investment Management LLC | ark-invest.com

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What would you do

if you knew MOBILITY paradigm shift

would change your business?

Everybody is at the starting line

The race has begun

Juraj Atlas, Liftago Co-founder
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Liftago **COCKPIT**

Liftago Cockpit - **FIN**

Liftago Cockpit - **SALES**

Liftago Sales

WORKBOOK • By Juraj Atlas • 2,255 views • 0

Views 4 | Data sources 2 | Subscriptions 0 | Details

0 items selected

Sales
617 views 0

Rides - Count/Money
1,405 views 1

Monthly Rides
183 views 0

Sheet 12
50 views 0

Liftago Cockpit – **MARKETING**

Liftago Marketing

WORKBOOK • By Juraj Atlas • 1,265 views • 0

Views 13 | Data sources 11 | Subscriptions 0 | Details

0 items selected

Sort by Sheet (First–Last)

Rides & Passengers
92 views 0

Active Passengers
266 views 0

Coupon Analysis
136 views 0

Coupon Usage Lookup
365 views 0

Coupon Used in given Time Period
61 views 0

Who Used <some> Coupon
132 views 0

Discounts per Type
87 views 0

Predictions
29 views 0

Activity, churn, events
35 views 0

Performance by Intercom Tags
9 views 0

Performance by Coupon (2)
12 views 0

Performance by Coordinates
16 views 0

New PAS
25 views 0

Liftago Cockpit - **SUPPLY**

Liftago Supply

WORKBOOK • By Juraj Atlas • 2,327 views • 0

Views 11 | Data sources 4 | Subscriptions 0 | Details

0 items selected

Sort by Sheet (First–Last)

Supply
284 views 0

Hourly view
100 views 0

Adhoc Inquiries Analysis
46 views 0

Rides + Active Drivers Weekly
279 views 0

Orders + Rides
324 views 0

Drivers Rides
493 views 0

No Offers
18 views 0

Liftago Cockpit - **ENGINEERING**

Liftago Engineering

WORKBOOK • By Juraj Atlas • 453 views • 0

Views 5 | Data sources 3 | Subscriptions 0 | Details

0 items selected

Source Device Analysis
291 views 0

O2P/O3P Analysis
39 views 0

Preorders Basic View
51 views 0

Order Notes
57 views 0

Preorders Business View
15 views 0

Liftago Cockpit - **RFM**

Liftago COCKPIT - User **Cohorts**

Cohorts - drivers

WORKBOOK • By Juraj Atlas • 49 views • 0 • Extract: Dec 6, 2018, 2:49 PM

Views 3 | Data sources 1 | Refresh Schedules 1 | Subscriptions 0 | Details

0 items selected

Bars

Table

Cohorts in time

Cohorts - basic

WORKBOOK • By Juraj Atlas • 25 views • 0

Views 3 | Data sources 3 | Subscriptions 0 | Details

0 items selected

All

Personal

Business

Liftago Cockpit - **TOP** Views

Liftago Production Project

PROJECT • Main BI Project, containing dashboards for: Marketing, Supply, Sales, Customer Service etc. as well as basic BI dashboard

Projects 1 | Workbooks 24 | **Views 128** | Data sources 56 | Details

0 items selected

Sort by Views: All (Most–Least)

Rides
4,378 views ☆ 0

Corporate Clients Activity Dashb...
1,731 views ★ 1

Rides - Count/Money
1,405 views ★ 1

Company Rides
686 views ★ 1

Company Rides Evolution
678 views ☆ 0

Sales
617 views ☆ 0

Company Register Funnel
512 views ☆ 0

Drivers Rides
493 views ☆ 0

Acceptance + Conversion Overvi...
491 views ☆ 0

Coupon Usage Lookup
365 views ☆ 0

Orders + Rides
324 views ☆ 0

Orders
311 views ☆ 0

Source Device Analysis
291 views ☆ 0

Supply
284 views ☆ 0

Liftago

Year / Season

Month / Week

Day / Weather

Measure & Push forward

&

Observe & Predict the weather

Juraj Atlas, Liftago Co-founder
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