

Zimride is the leading developer of online social ride-sharing and transportation software solutions. Since launching in 2007, Zimride has attracted over 300,000 global users.

## OVERVIEW

Zimride has a two-tier offering of ride-sharing software products. The software is licensed for an annual fee and provides your community with a safe and easy way to find ride partners.

Zimride's innovative software addresses many of the shortcomings that limited the success of previous ride-sharing solutions. Zimride's system:

- is built specifically for your institution with email verified sign-up
- engages users with social profiles and optional Facebook functionality
- can integrate with your other transportation initiatives
- is easy to use and places no extra burden on your staff
- is designed to attract the critical mass necessary to build a reliable form of transportation

## AN EFFICIENT AND EFFECTIVE SOLUTION

**Reduce CO<sub>2</sub> emissions:** Zimride institutions have demonstrated an average annualized reduction of 300,000 lbs of harmful carbon emissions.

**Save on vehicle operating costs:** Zimride organizations have saved their communities on average \$200,000 per year in vehicle operating costs.

**A low-cost, high-impact alternative to:**

1. Constructing additional parking spaces: \$4,000 - 30,000+ each
2. Building, operating and marketing your own web 2.0 rideshare solution: \$100,000+

Many transportation solutions (new bus lines, shuttles, etc.) require expensive research and infrastructure development. In times of tightened budgets, Zimride's service allows you to maximize the efficiency of your current infrastructure to have a large impact at a low-cost.

## PROVEN SUCCESS

Zimride is currently working with 20+ institutions to make ridesharing a success in their communities. References are available upon request to [john@zimride.com](mailto:john@zimride.com)

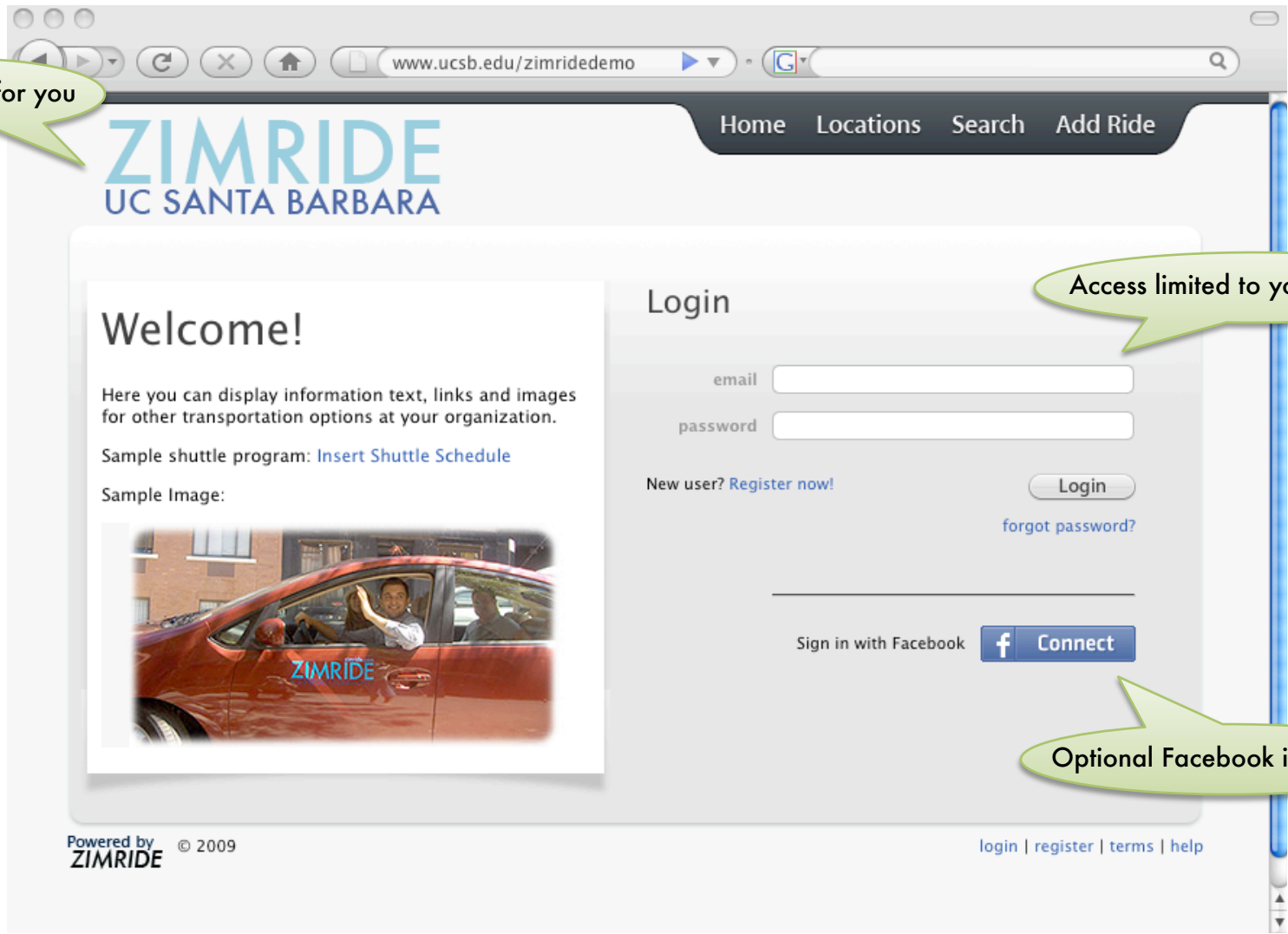
*Clients Include:*

- Stanford University
- University of California, Los Angeles (UCLA)
- University of California, Santa Barbara (UCSB)
- Cornell University
- Eastern Kentucky University
- Wal-Mart

"If you haven't heard of Zimride, buckle up because it's likely the next non-word to enter the English language."  
- ABC World News, July 2008

"Zimride is a fantastic service for our entire institution. It is intuitive and fun to use while at the same time allowing for a higher level of trust." - Corey Earle, Former Cornell student and current Cornell faculty member

Custom built for you



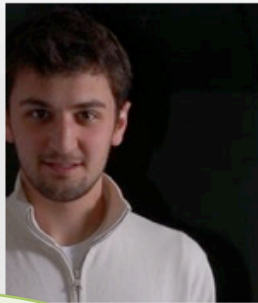
Access limited to your community

Optional Facebook integration

✓ Simple, intuitive, custom ridesharing solutions

ZIMRIDE

## My Profile



### Information [\(edit profile\)](#)

name **John Zimmer**  
email **john@zimride.com**  
phone **2039129600**  
aim/msn/gtalk **JohnZ314**  
driving speed **Normal**  
music volume **Medium**  
smoking **Not Permitted**

Optional contact information and driving preferences

Show passengers your car

[page](#) [add vehicle](#)



Toyota Prius  
[\[edit\]](#) [\[remove\]](#)



Tesla Roadster  
[\[edit\]](#) [\[remove\]](#)

### Upcoming Rides

Poster	Date	Role	From	To	Riders	
	Today	Passenger	Santa Barbara, CA	Santa Barbara, CA	2	<a href="#">View Ride</a>

### Past Rides

Poster	Date	Role	From	To	Riders	
	Apr 17 '09	Either	Santa Barbara, CA	Santa Barbara, CA	0	<a href="#">View Ride</a>

✓ Social profiles leverage trust within your community

## Add Ride

I am  a driver  a passenger  either

From  Address found  
Example: University Road, Santa Barbara, CA  
 Hide address for privacy



To  Address found  
Example: 651 Paseo Rd, Santa Barbara, CA 93101  
 Hide address for privacy

Frequency  one-time  repeating

Depart  on

Return   on

Vehicle

 Unselect Vehicles

Notes

Hide exact address for privacy

Add a one-time ride or regular commute

Provide additional notes about your ride

✓ Flexible interface allows you to quickly add your commute

## Ride Details

type **Ride Offered**  
from **University Rd  
Santa Barbara, CA 93106**  
to **Santa Barbara, CA 93101**  
when **Leave at 8:00am on every Monday, Tuesday, Wednesday,  
Thursday, Friday**  
return **Return at 5:00pm on every Monday, Tuesday, Wednesday,  
Thursday, Friday**  
notes **I work in building #4**



[Send Message](#)

Your inquiry has been accepted

Users can send you a message or request a ride

## Kathryn Gantman

networks **Demo**  
email **kathryn@zimride.com**  
phone **212-526-1184**  
aim/msn **KatGant233**  
/gtalk

## Passengers

View other passengers



**John Zimmer**



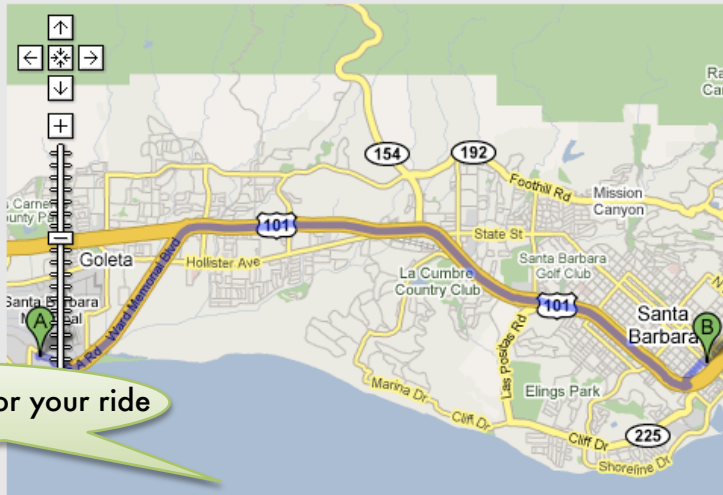
**Maya Collins**

## Vehicle & Driving Preferences



**Ford Explorer 2004**

smoking **No Smoking**



A map and directions for your ride



University Rd

10.6 mi (about 15 mins)

1. Head north on University Rd toward Mesa Rd

164 ft

✓ Informative ride details available after ride is posted

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Search for best matches

# ZIMRIDE

## UC SANTA BARBARA

Home Locations Search Add Ride Admin

From: e.g., University Road, Santa Barbara, CA  
State St, Santa Barbara, CA, USA → To: e.g., 651 Paseo Rd, Santa Barbara, CA 93101  
University Rd, Santa Barbara, CA 93106, USA

Search

### Rides on Monday, February 2, 2009



Type: **Rideshare posted by Alex Livadas**  
From: De la Vina St  
Santa Barbara, CA 93101  
To: University Rd  
Santa Barbara, CA 93106  
On: Every Mo, Tu, Wed, Th, Fr  
Notes: Room for one other person comfortably. I'd like to trade off driving week-by-week with someone else.  
Info: [View Ride Details](#) - 0 Comments



Type: **Ride Offered by Kathryn Gantman**  
From: Santa Barbara, CA 93101  
To: University Rd  
Santa Barbara, CA 93106  
On: Every Mo, Tu, Wed, Th, Fr  
Notes: I work in building #4  
Info: [View Ride Details](#) - 1 Comment



Type: **Ride Offered by Susan Alfaro**  
From: 202 E Cabrillo Blvd  
Santa Barbara, CA 93101  
To: 552 University Rd  
Santa Barbara, CA 93106  
On: Every Mo, Tu, Wed, Th, Fr  
Notes: I can be flexible by 15-30 minutes on both ends  
Info: [View Ride Details](#) - 0 Comments

### Rides on Tuesday, February 3, 2009

### February 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
« prev		next »				

#### Filter rides by:

Frequency

One-time & Repeating

Type

Show all

Easily filter by date, frequency or ride type

#### Can't find a ride?

Add a ride of your own if none of the results shown are a suitable match.

✓ Search algorithm allows users to quickly find relevant matches

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✓ Track your community's progress and savings in real-time

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\* note: all Facebook integration is optional

Rides posted on your embedded system appear on the Facebook application and visa versa.

facebook Home Profile Friends Inbox 16 John Zim

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UC SANTA BARBARA

Starting location... → Ending location... Find Rides  
ex: Santa Barbara, CA, USA ex: 514 Bryant St, Palo Alto, CA 34262 rides  
Browse by City

Zimride's custom rideshare solution can also be built on Facebook

Zimride San Francisco, CA Friends' Rides Invite Friends + Add Ride Admin

**UCSB Carpool Challenge!** Recruit Friends  
Help build a new form of transportation in Santa Barbara.

500 1 000 1 500 2 000 2 500 3 000 3 500

**My Information**

Notifications: Offers/Requests, Matches, Comments by Email and Facebook  
E-mail: john@zimride.com  
Phone: 2039129600  
AIM/MSN/GTalk: JohnZ314  
Driving Speed: Normal  
Music Volume: Medium  
Smoking: Not Permitted

**My Upcoming Rides**

Poster	Date	Role	From	To	Riders	
	Feb 3	Passenger	Santa Barbara, CA	Santa Barbara, CA	2	<a href="#">View Ride</a>

**My Past Rides**

Poster	Date	Role	From	To	Riders	
	Apr 17					

**My Feedback**

Positive: 5  
Neutral: 0  
Negative: 0

**My Garage** [add vehicle](#)

Leverage your Facebook network's user base and viral growth

✓ Facebook is an ideal platform for building carpool critical mass.

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