

#LEAD 701 From Agoras to Digital Markets:
Fundamentals of Business Design

BUSINESS STRATEGY PROJECT

Professor Kobus

Presents by



The world's first
autonomous
ride service



WAYMO



Current Status



Los Angeles



Phoenix



San Francisco



Atlanta



Austin

Our Numbers



2000⁺

autonomous
vehicles operating



10M

paid rides
till date



24rides

per day based
on fleet

Key Challenges



High operational costs
and limited scalability.

Difficulties in getting
governments approval

Consumer hesitation
toward self-driving cars.

Traffic congestion reduces
autonomous efficiency.



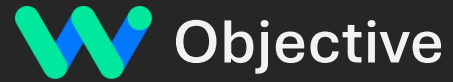
Daily
commuters.

Environment
conscious
users

Early tech
adopters

Urban
professionals

Target Users



**To increase ridership and revenue
through affordable pricing and
faster commute options.**

REVENUE



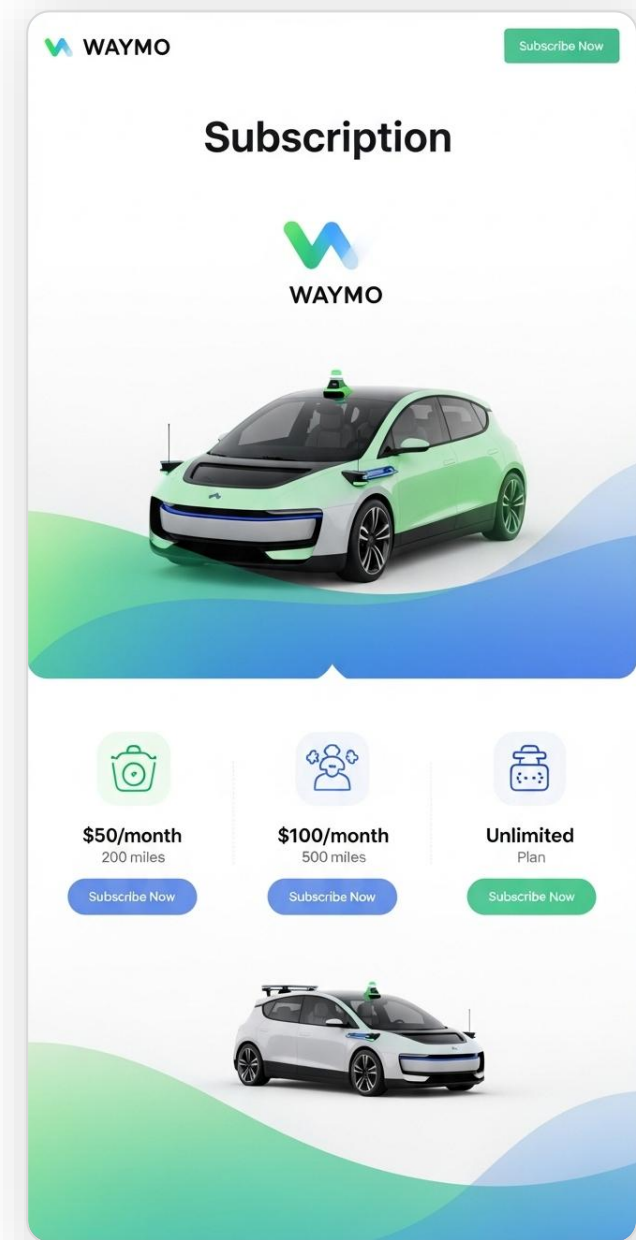
EFFICIENCY 

VISIBILITY

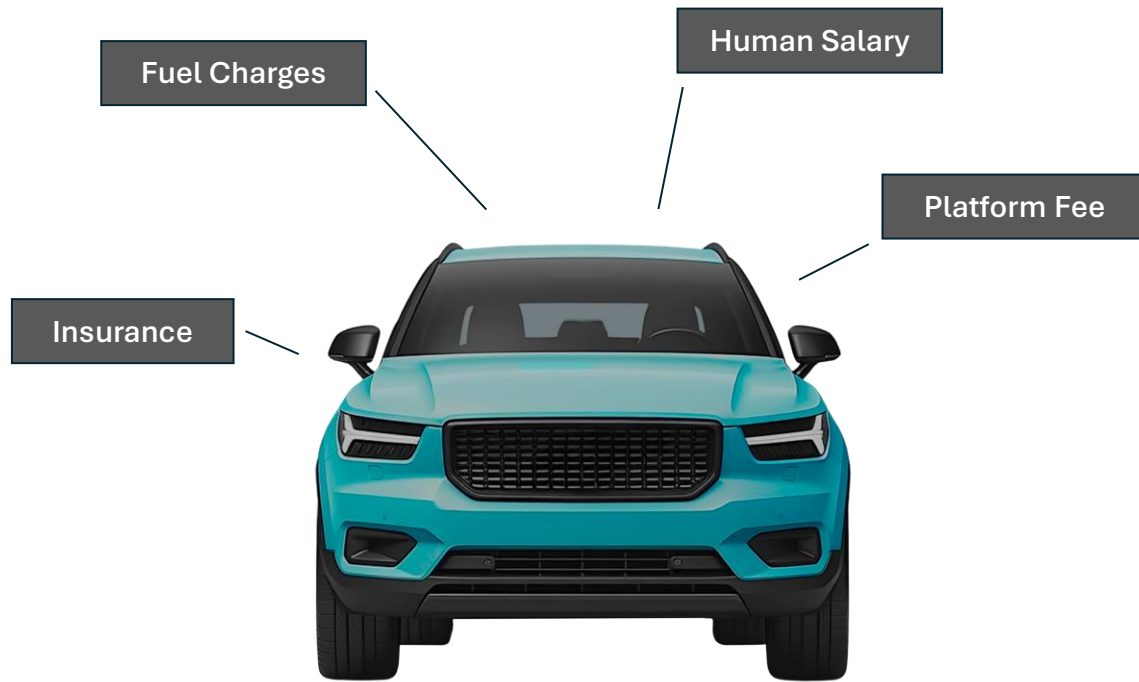
Strategy 1

Subscription Model

Daily scheduled pickups and drop-offs on fixed routes, convenience on autopilot.



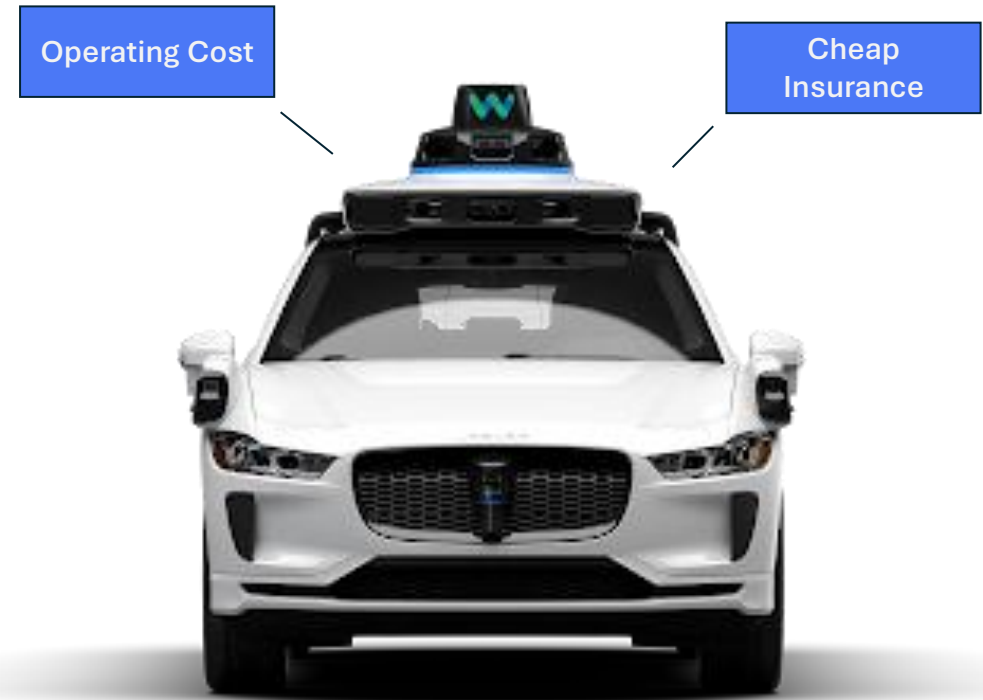
Why it works



Uber

\$1 - \$1.5/miles

\$200 for 200 miles



\$0.25/miles

\$50 for 200 miles

What It Solves



Simplifies user onboarding and retention.



Makes autonomous rides affordable and predictable.



Encourages consistent usage and customer loyalty.

Impact

Expands user base through affordability.

Generates recurring revenue.

Builds long-term customer relationships.

Establishes Waymo as a lifestyle mobility brand.





Strategy 2

Dedicated Waymo Lanes

Securing dedicated lanes or access to bus-only routes gives Waymo cars uninterrupted flow, reducing delays and maximizing reliability.



Innovation slows down
when it shares the same
road with undisciplined
and unpredictable drivers.

Solution



A complete Dedicated
Waymo Lane



Permission to use
bus only lane

What It Solves



Eliminates congestion delays.



Enhances travel efficiency and trust in automation.



Improves real-time service accuracy.

Impact

Faster rides boost customer satisfaction.

Clear differentiation from competitors.

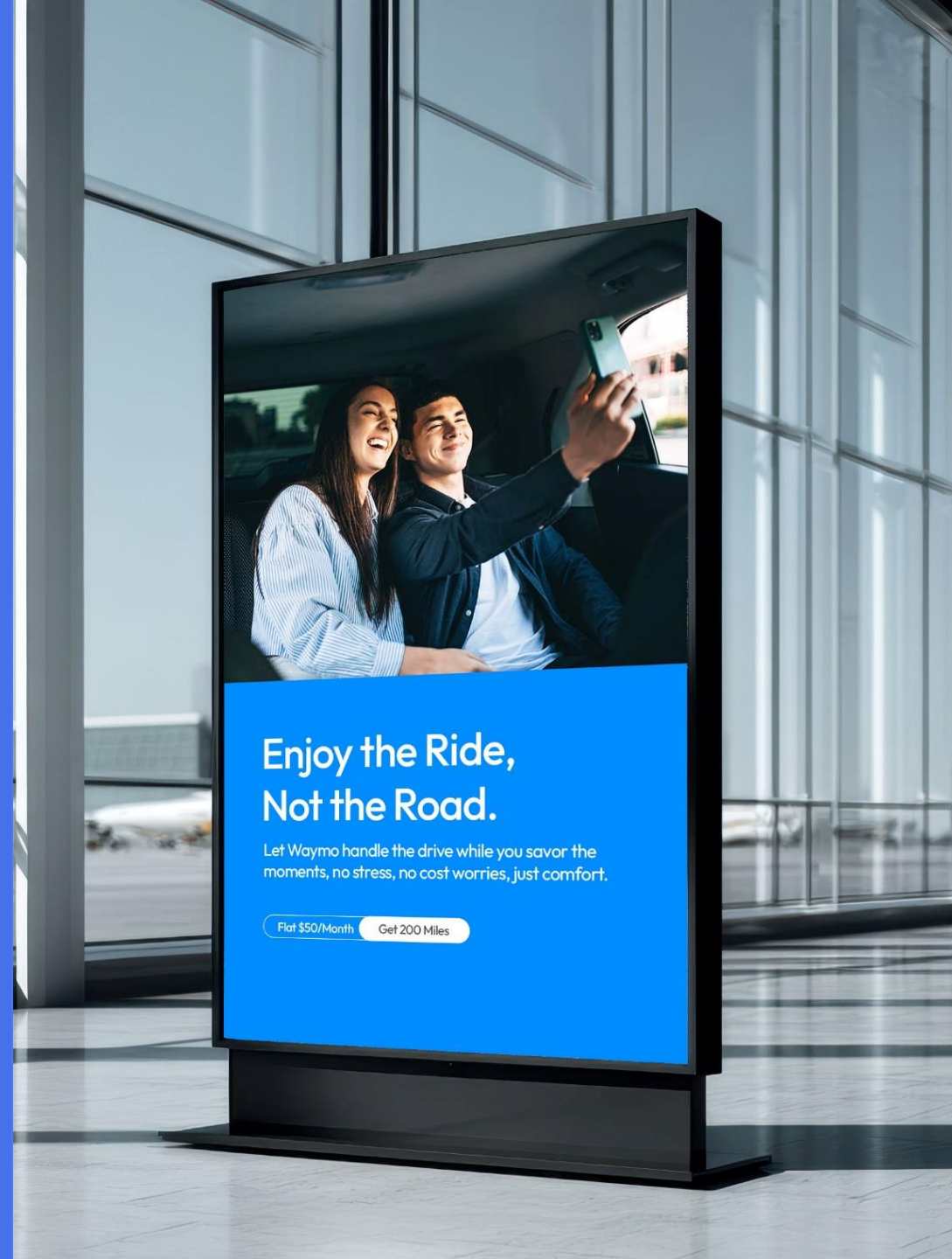
Increased usage frequency and visibility.



Strategy 3

Go-To-Market Campaign

A creative campaign highlighting Waymo's subscription and lane advantages. Shows users gliding past traffic while staying in control, stress-free.



Ahead of Traffic. Ahead of Time.

Glide forward on Waymo's fast lane.






Count destinations, not dollars.

Ride anywhere, anytime, one flat monthly fee with Waymo.


Flat \$50/Month

Get 200 Miles



**When Others Wait,
Waymo Moves**

Glide forward on Waymo's fast lane.



**Enjoy the Ride,
Not the Road.**

Let Waymo handle the drive while you savor the moments, no stress, no cost worries, just comfort.

Flat \$50/Month Get 200 Miles

30 TOWNSEND AVENUE

30 TOWNSEND AVENUE



What It Solves



Boosts awareness of new services.



Educates users on ease and reliability.



Positions Waymo as a forward-thinking, premium brand.

Impact

Builds emotional connection with the audience.

Drives subscriptions through strong storytelling.

Increases brand visibility and engagement.



Conclusion

The subscription model stands as the core growth engine, offering predictability, affordability, and user loyalty.





Thank You

