

#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



## 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



Consumer hesitation toward self-driving cars.

High operational costs and limited scalability.

Difficulties in getting governments approval

Traffic congestion reduces autonomous efficiency.



Target Users

Daily  
commuters.

Early tech  
adopters

Environment  
conscious  
users

Urban  
professionals



Objective

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

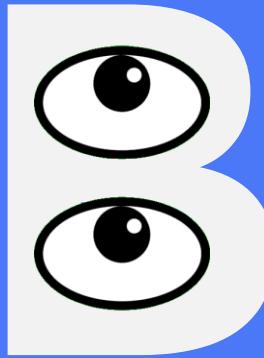
# REVENUE



# EFFICIENCY



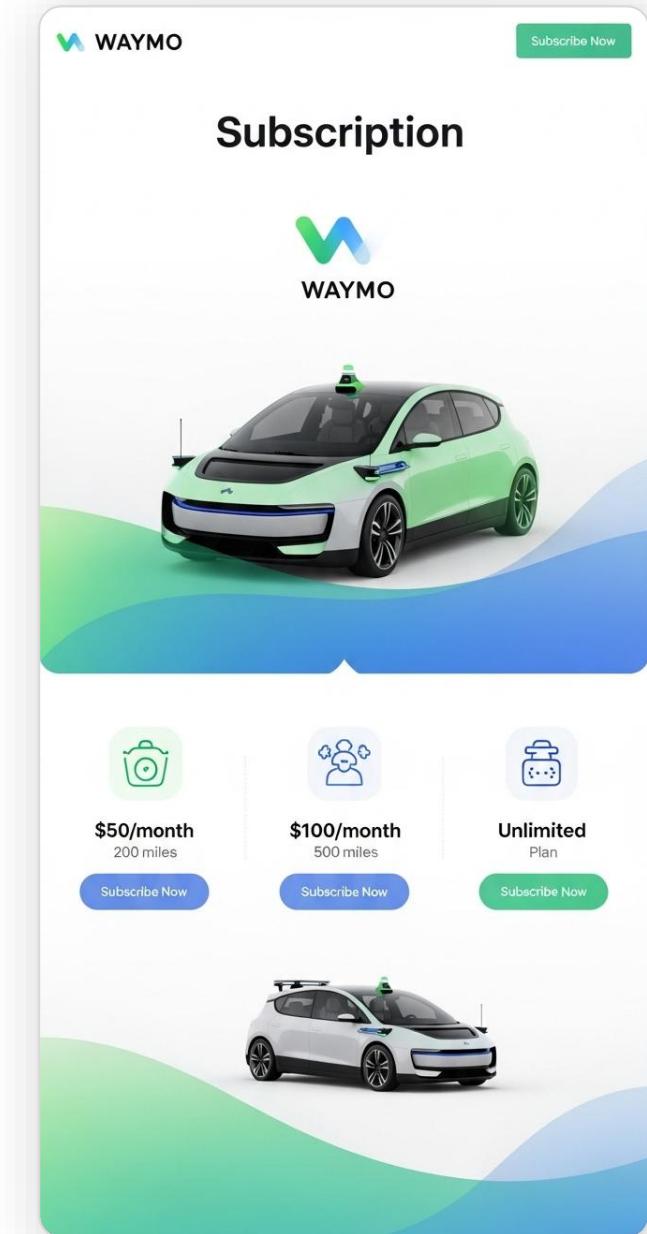
VISIBILITY



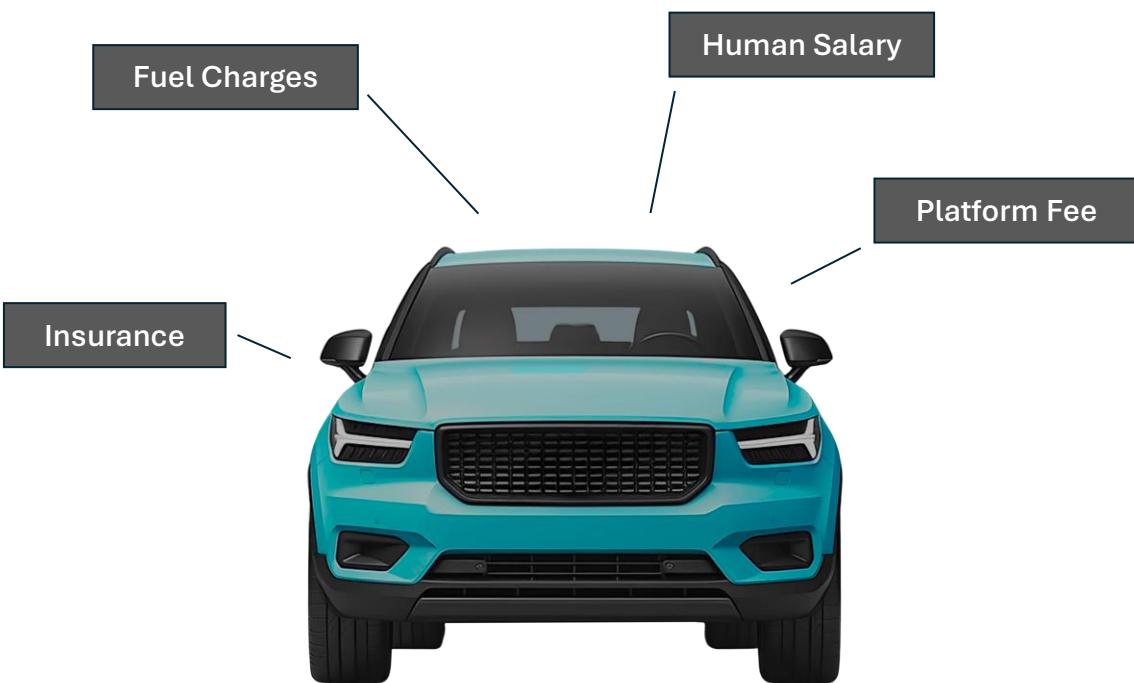
Strategy 1

# Subscription Model

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



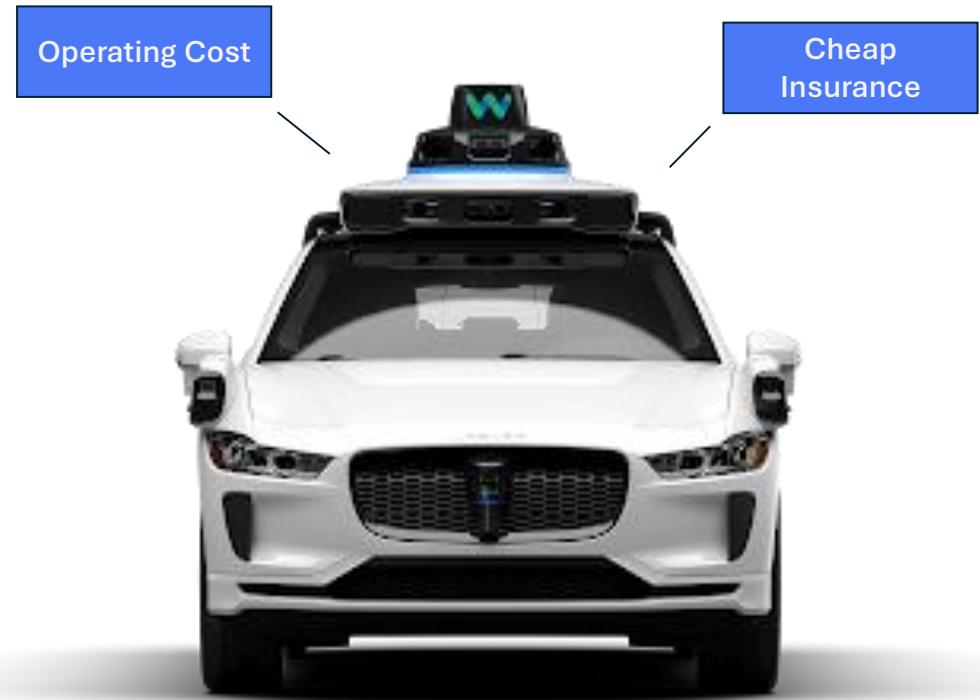
# Why it works



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.



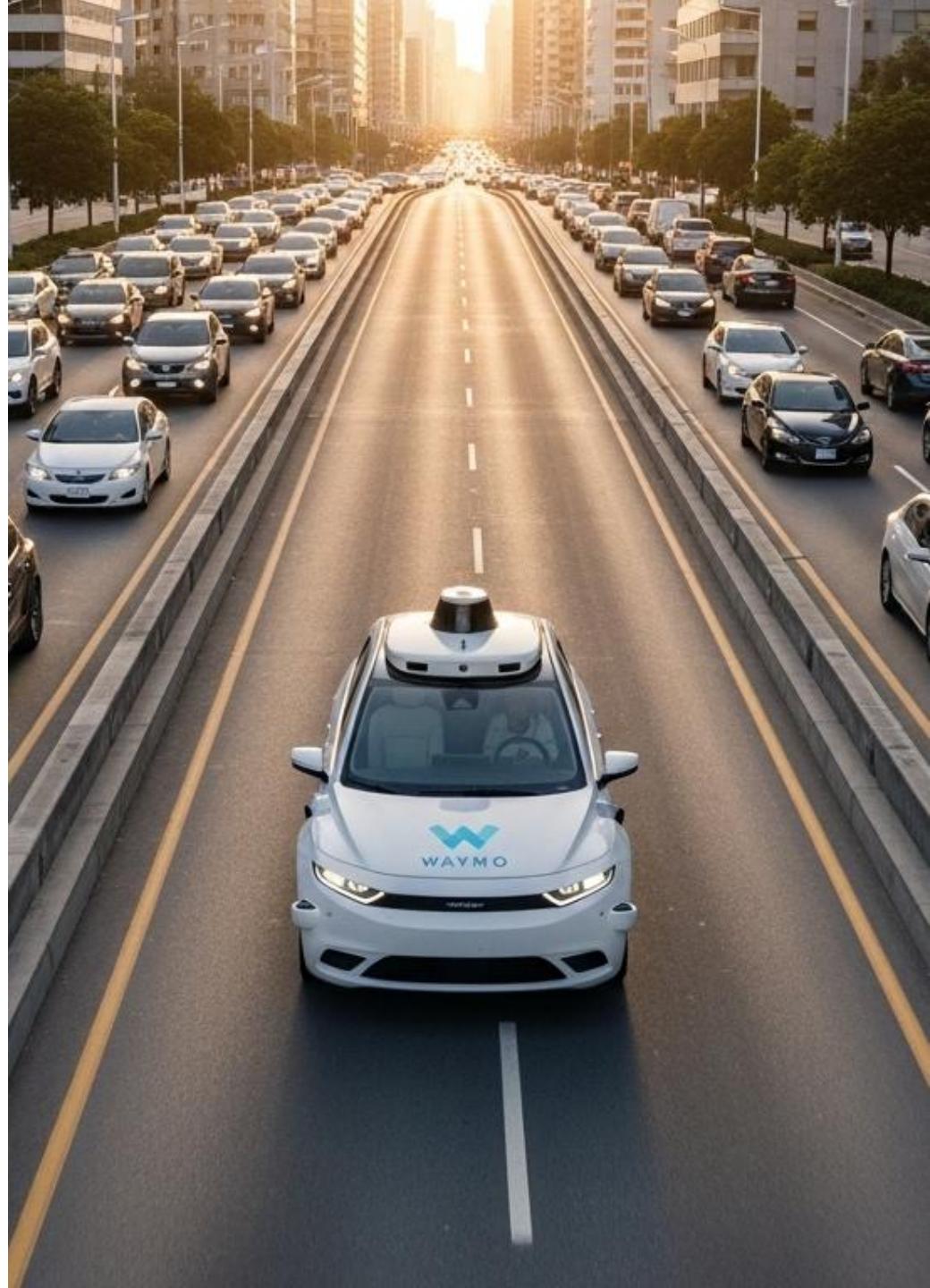
Improves real-time service accuracy.

## Impact

Faster rides boost customer satisfaction.

Clear differentiation from competitors.

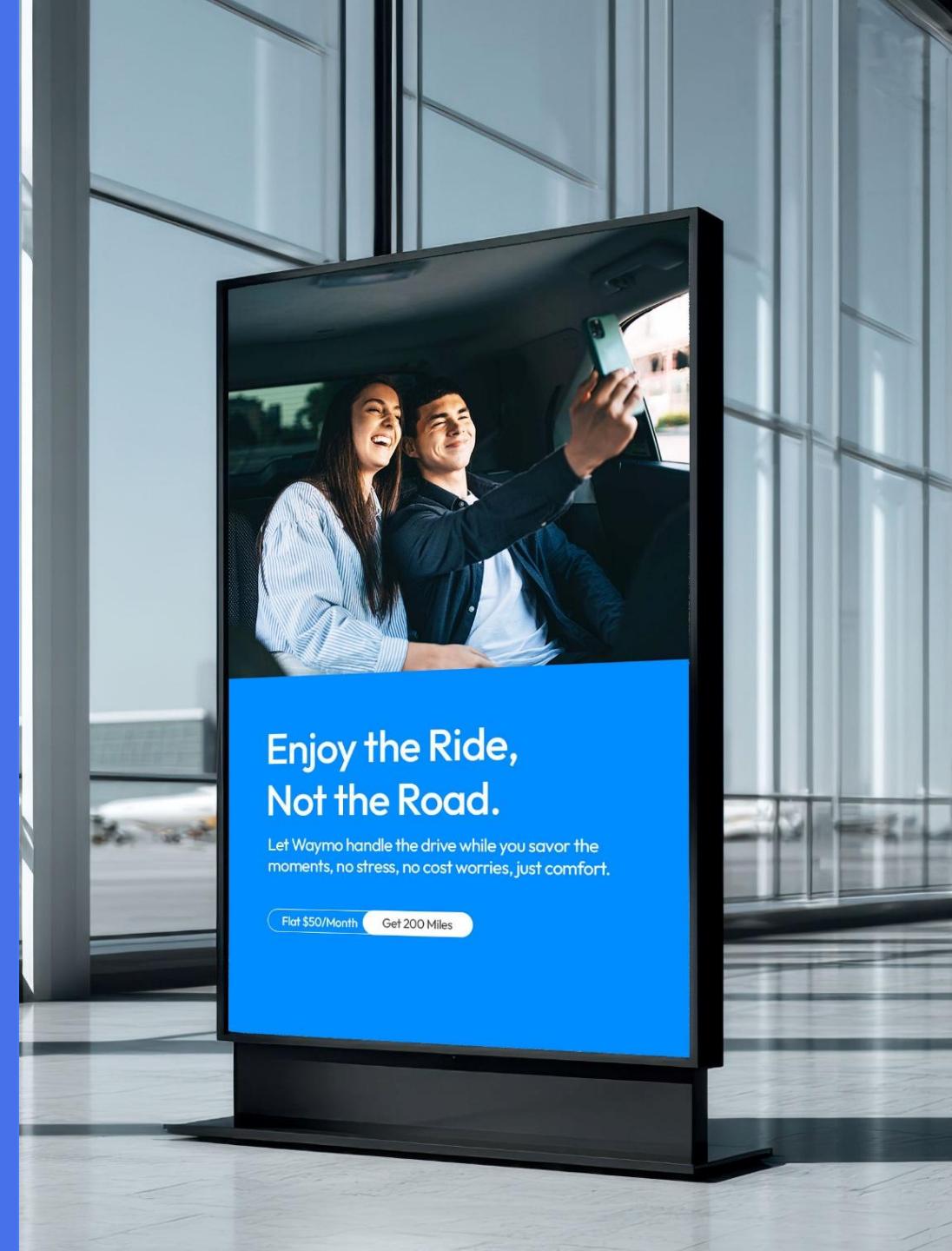
Increased usage frequency and visibility.



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.

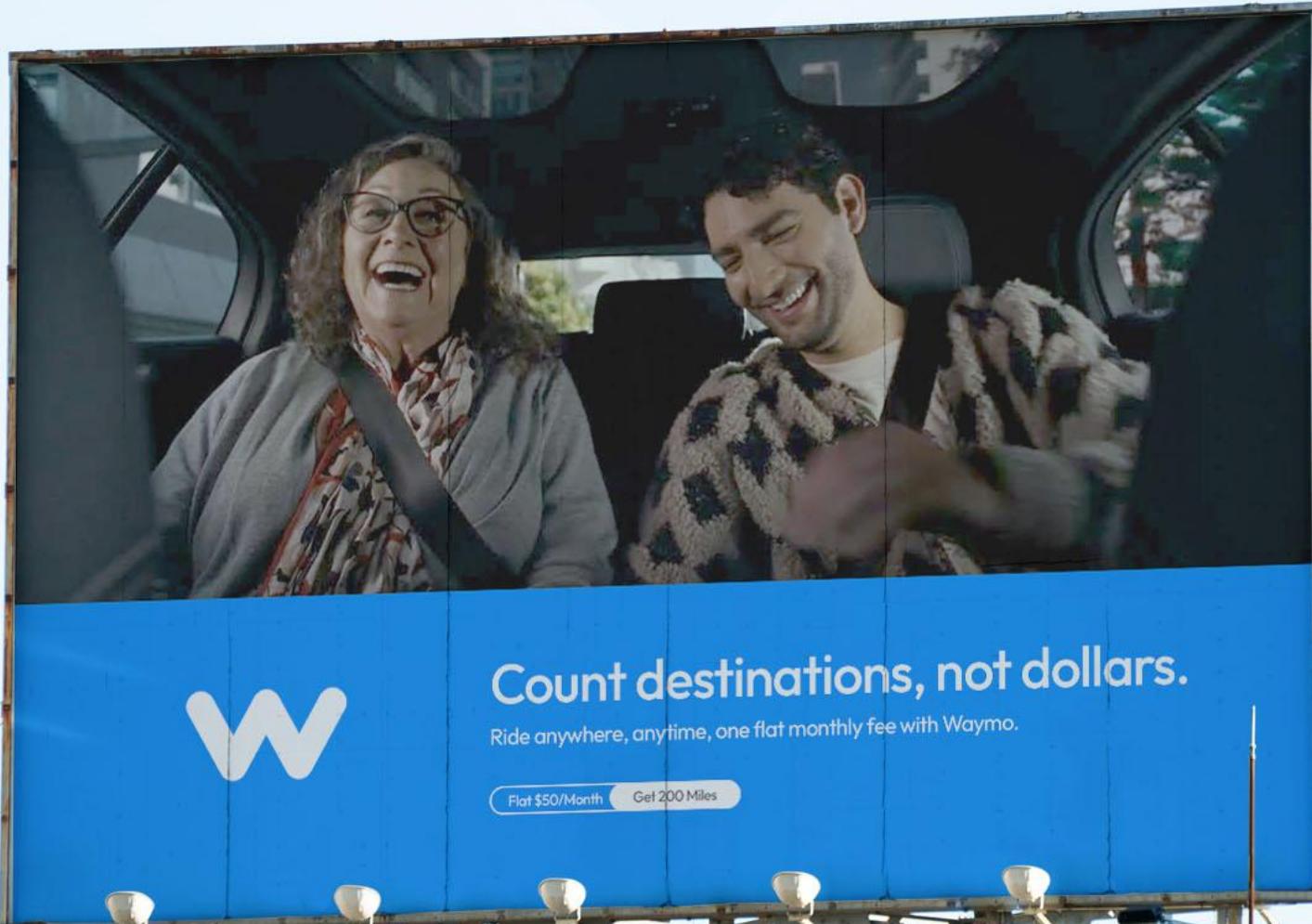




Ahead of Traffic.  
Ahead of Time.

Glide forward on Waymo's fast lane.







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

98 Bishopsgate  
80 Bishopsgate

## What It Solves



Boosts awareness of new services.



Educes 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

