Bla Bla Car

Becoming Global

Laure Wagner
Founding team

@BlaBlaCar_FR
What is ridesharing?

@BlaBlaCar_FR
People Powered Travel

A trusted community

A travel search engine

Bla Bla Car

Google Play

App Store
A fast growing community

10 million members in September 2014

2,000,000 travelers per month
13 countries
Who rideshares?

33 y.o.
AVERAGE AGE OF OUR NEW MEMBERS IN 2014

@BlaBlaCar_fr
Making a difference

1.7 People per car in Europe

2.8 People per car in the BlaBlaCar community

726,370 tonnes less CO2

@BlaBlaCar_FR

- Less emissions
- Less congestion
- Shared costs
HOW?
D.R.E.A.M.S.

The Trust Framework by Bla Bla Car

DECLARED
Lisa M
26 y.o.

RATED

ENGAGED

ACTIVE

MODERATED

SOCIAL

Bla Bla Car

Facebook
<table>
<thead>
<tr>
<th>Trust levels</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strangers</td>
<td>2.2</td>
</tr>
<tr>
<td>Neighbours</td>
<td>3.5</td>
</tr>
<tr>
<td>Facebook contacts</td>
<td>3.6</td>
</tr>
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<td>Colleagues</td>
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</tr>
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<td>Friends &amp; Family</td>
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Trust levels

- Strangers: 2.2
- Neighbours: 3.5
- Facebook contacts: 3.6
- Colleagues: 3.8
- Friends & family: 4.7
- D.R.E.A.M.S. profile: 4.2

Bla Bla Car
Our values

IN TRUST WE TRUST.

THE MEMBER IS THE BOSS.

THINK IT. BUILD IT. USE IT.
OUR PLANS
Startup Growth

**Traditional Business:**
- Viable → Profit → Global

**Global Startup:**
- Viable → Global → Profit
Analyze the Market

- Fuel
- Cost of transportation
- Roads infrastructure
- % of internet connectivity
- Age
- And many more...
Get a Local Team
- 3 options -

OPTION 1:
ACQUI-HIRE
Find a good local player
Get a Local Team

- 3 options -

OPTION 2:

SPIN OFF
Export people from the HQ
Get a Local Team

- 3 options -

OPTION 3:

HIRE LOCAL

Hire a future Country Manager
Structure for Expansion

HQ
Product
Tech
Cust. Support
Design
Data
Admin
Communication & Marketing

COUNTRY 1

Local
Communication & Marketing

COUNTRY 2

Local
Communication & Marketing

COUNTRY 3

Growth Synchro
Create a Unified Brand
WHY SO FAST?
Competitive Pressure
Liquidity & Awareness
Economies of Scale