

**80 % of cars
in the Western World
are manned**

WITH ONLY 1 PERSON !



Let's turn RIDE-SHARE

from an **EXCEPTION** into what **THE CLIMATE**

would turn it:

INTO A MASS-MARKET !

WHY are 80% of PRIVATE CARS in the WESTERN WORLD OCCUPIED BY STILL ONLY 1 PERSON ?

Although some ride-share apps exist ? And although there's a fast increasing need for climate protection, resource efficiency + to balance rising costs from the latest visit at the fillingstation?

Why still only 1 Person ? Before I tell you the answer and it's consequences, let me show you in 1 min how **OUR VOICE-CONTROL CHANGES THE GAME**: www.worldsbestrideshareapp.com

We admit,- the video might not be the ultimate end of quality work,- because it wasn't even a LOW-budget production but a NO-budget production. But it's intercultural and intergenerationally understandable. Imagine how we could change the ride-share game to real-time WITH budget.

One more thing before I tell you WHY our approach works: Let me make clear that we're not Uber-like. We're on ANOTHER MARKET ! While Uber competes Taxi drivers with dumping prices WE care about PRIVATE ride-share relaying, where drivers (we're talking about EUROPE in this question) make no profit themselves but are allowed to cover their COMPLETE driving costs. The advantage is, that they have NO REGULATIONS (as Uber- drivers have: licenses, insurances, tax declaration, etc).

So let's get back to the upper question: WHY are 80% of the CARS in the WESTERN WORLD STILL OCCUPIED BY ONLY 1 PERSON ? The short answer is: Because it needed OUR VOICE OPERABILITY to make RIDE-SHARE truly REAL-TIME-COMPATIBLE. Because CONVENTIONAL ride-share apps are NOT REAL-TIME-COMPATIBLE, and FAIL when it's about SPONTANEOUS car-drives.

When one gets in the need for SPONTANEOUS car tour, which could not be planned in advance, the free seats CAN NOT be announced in a practicable way on CONVENTIONAL ride-share apps without (none of them have) voice modul. Because NOBODY types bitsy tour-information into narrow input masks on the mobile phone, when it's about a(n urgent?) spontaneous tour !

But THIS KIND of tours are the LIONS-SHARE,- if you for a short moment disregard the business commuters (and re-integrate them in a second step), **because INDEPENDENCY is the main REASON** to hold an own car. An **OCEAN OF FREE SEATS GETS LOST**, and is NOT ACCESSIBLE for RIDE-SHARE !

VOICE-OPERABILITY is the GAME-CHANGER to wow a new mass of drivers to offer their free seats. THAT'S how RIDE-SHARE should function today (see in 1 min): www.worldsbestrideshareapp.com

ATTENTION CONSTRUCTION WORKS AHEAD: If you use a PC or Laptop to visit the websites which are named at the end of the video, please make sure that in your settings of the screen 16:9 or 16:10 screen resolution is chosen and 100% zoom factor, because we're just working on the responsivity Or click **HERE** to see a quick flight through one of our websites. We decided to employ EVERY pixel for expressive visual presentation, in a way that the web presence is already effective part of the marketing, and therefore had to abstain from any website kit (where it wouldn't have been so much additional work)

Before we get back to the technical and strategical things, allow me a word concerning UX: Our websites look intentionally not like the ones of LinkedIn or Lyft. Times are changing. We don't want matchstick men but real people, and rather than a streamlined, aseptic look we prefer to provide websites, with which also the fast growing community of the Fridays-for-Future kids and their followers can identify. As well as big EXPRESSIVE cultures like INDIA.

Surely you have noticed that we separate our users at the end of the video and send the drivers and passengers to DIFFERENT websites. Because we regard PROVIDERS of rideshare seats and the CONSUMERS of rideshare possibilities AS WHAT THEY ARE: Really DIFFERENT giant social groups ! On the one hand mostly job-doing car owners, on the other hand: students, pupils, apprentices, people with low income, the millions of refugees, as well as convinced environmentalists who consciously resign to have an own car.

WE draw the consequence and DIFFER the MARKETING towards these different groups in the way, that we offer to each group a DIFFERENT looking identification basis.

Technically they are converging in ONE platform). Our self-classification in "CAR" and "NO CAR" at the end of the marketing video allows to direct the 2 huge main user groups to 2 DIFFERENT websites, where we address them with completely differentiated messages.

As we once did on the school-yard, when we made matches between the shy guy and the craven girl in our clique through differentiated messages about the qualities and potential feelings of the other part. Through this, PROVIDERS of ride-share-seats and CONSUMERS of rideshare-possibilities are led to THEIR DEDICATED website. This way we are NOW able, to show it BLUNTLY OBVIOUS to the car drivers how much money they can save

..... WITHOUT LETTING THE CONSUMERS SEE THE SAME, because they would (wrongly) feel as the CASH COWS. (what would anyway be a misunderstanding, because it's only about fair shares towards driving expenses)

The CONSUMERS are instead addressed with the pictorial message: "You're already environmental heroes (because you have no car). OPTIMISE THIS NOW WITH OUR APP !"

While CONVENTIONAL marketing for RIDE-SHARE sends THE SAME MESSAGE to both groups, and therefore CAN NOT gain more traction than a stodgy moral appeal ("practise rideshare") ...

... our CAR-DRIVER platform www.paying-hitchhiker.com can make use of the full power of MONETARY ASSOCIATIONS while the picture language of our PASSENGERS website www.therideshareapp.world tells our CONSUMER-users (with a twinkle in the eye): „THIS IS, HOW ROADS WILL LOOK AGAIN, WHEN ALL USE OUR APP.“

Our revolutionary differentiated marketing can even lead to the situation, that i.e. a progressive manager, who offered his free seats on HIS designated platform www.paying-hitchhiker.com can have an interesting talk to a politically left student, who finds himself in this car, because he has searched for a free seat on HIS platform www.therideshareapp.world for his way back home from a demonstration against capitalism.

EVERYONE of both can identify himself with HIS OWN platform !

And we provide a HIGHLY GAMIFICATED UX because it's much more fun to click fast through big colorful buttons (as if you were in a candy-shop), than typing bitsy information into bleak input masks, as if you deal with your tax declaration form.

HUNDRETS OF MILLIONS OF EMPTY SEATS are floating ANY SECOND through EVERY POINT of our traffic arteries. REAL-TIME-COMPATIBILITY + VOICE-OPERABILITY turn this PRIVATE car traffic into a QUASI-PUBLIC-TRANSPORT-SYSTEM.

But: Won't car builders provide this soon with their digitalisation ?

The answer is: YES and NO ! But more NO ! In Europe car builders have shopped rideshare-apps for that, but decided to solve the DYNAMIC-RIDE-SHARE-TASK together with self-driving cars. But it will take 10 to 15 years in Europe until the legal fundamentals are set for them, and (now under Covid this might take even longer) until a mass of people WANT THEM ! The same can be said about current smart city solutions. Because all this relates to NEW cars. But USED cars are, what the majority of worldwide car-owners are driving. And which DOMINATE the picture for at least 10 more years. WE don't want to wait idly until everybody has a NEW car to rescue the climate. WE want to START NOW, to make the giant ecological potential of REAL-TIME-RIDE-SHARE usable for ecological and economical benefit. WE developed the solution for all USED cars. applicable NOW ! And THEN ADDITIONALLY adapt it also for the NEW CARS ! See in 3 min. why our holistic approach works: www.turning-ride-share-into-a-mass-market.click

Check out the platform on Mobile and PC (please obey the screen resolution) by registering you, or - less time consuming - log in our test-dummie "Paul Provider" on www.paying-hitchhiker.com with his login credentials paul.provider@gmx.de Password: qqqqq and Pauls girlfriend Chris Consumer on www.therideshareapp.world with her login-credentials c.consumer@web.de Password: bbbbbb

Revolutionising RIDE-SHARE, we couldn't avoid to start rebellions in ALL relevant sectors of it: Besides the voice-operable real-time-compatibility, the highly gamificated ux and the revolutionary differentiated marketing the 4. of our disruption-maker features is our deep diving Psychological approach, which answers the question, what could help to win drivers, who are not so open to share the precious intimacy sphere of their car interior. The CORE of the question is, if one is able to BE AS ONE IS - ALSO IN THE PRESENCE OF OTHERS ! An enterprise breathing this opinion can (not win all but) WOW A REAL NEW MASS OF USERS.

We're the SAME LEAGUE as i.e. AirB&B because we're easily globally scalable and we aimed at the highest possible climate protection mass effect, and developed (as an unintended side effect) a global UNICORN business model.

This is an investment-proposal. After having ourselves engaged with 30,000 unpaid own working hours and 200,000 Euros own money 70% of the programming work is done. We offer participation in our German Start-Up to finalise the programming and to have a successful global market entry.

How much capital we want to raise depends on the exact goals we define together (with you ?)

With only 100K € the streamlined app is ready in 4 months, and with another investment of only 100K € for marketing and a first trading stock for our online shop we have a successful market-entry in Germany, Austria and the German speaking part of Switzerland, which shows that users love our platform and their numbers are rapidly increasing.

With another 500K € we will be on the markets in whole Europe and can address the realization of ALL planned APP-Functions in the next 2 years), as a filed out system for PRIVATE FREIGHT (upto trailers) + an intelligent system to integrate the REGULAR RECURRING DRIVES of business commuters + a system for the use of our APP by drivers with COMMERCIAL interests + a system which enables to use the APP as a SHOPPING HELP (through car-drivers who receive i.e. a request from an old Lady in REAL-TIME, and are ready to carry this out, because as well the Supermarket / Shop, and also the location of the Lady lies more or less on the way, ... but also can be carried out by i.e. pupils with their bicycles in the afternoon as a micro-job. We will also add attractive functions of a digital co-driver FOR EVERYONE (from the rideshare app) as an incentive to use the app as often as possible.

Important to know: We develop intentionally (right now) not a cloud-based, but a DEVICE-based voice-operable app for WHERE and WHEN globally 5G is not yet available (and where data-rates commemorate DEVICE-based technique), and USED cars WITHOUT modern car connectivity systems dominate the picture.

On the long run we plan the realization of a HIGH-TECH-APP/PLATFORM on www.hitch-a-ride.io and www.therealttimeapp.io for a special HIGH-TECH-APP-version. which reinforces our APP with AI, ML, Cloud-solutions for the VOICE-OPERABILITY, 5G-Architecture and RAN-CBRS-Network-Infrastructure with MPLS, and makes our APP fit for all chances of the fast 5G-net. Plus functions of an intelligent digital co-driver for ALL USED CARS.

Why we're not only the worlds BEST but also the worlds most PROFITABLE rideshare app ?

Because in opposite to conventional ride-share apps, which have to live only from relaying fees (which we also moderately take) WE have a unique giant additional source of revenue:

75% of car drivers do not yet have a modern car connectivity system, nor a hands free car kit for the mobile phone. But NEED for taking part in our voice controlled real-time ride-share **our NFC-EQUIPPED MOUNTING** as it's functionality can be seen in the video, or our NFC-Tag, which are ONLY AVAILABLE in our online shop. Because our APP is free, users will not hesitate to invest this small sum (from 14.90 € on for the basis version) because they expect constant savings/income through the app. And the small investment will probably already be amortized with the first use.

Therefore, including the expansion to all countries in which English is the dominant or at least a relevant language (as i.e. India, and the Metropolises of Asia) investment in the height of 5 Mio. € should be considered (but we can also grow under our own steam). French and Spanish will follow and all their linguistically related global countries. Sooner or later REAL-TIME-RIDE-SHARE will be an indispensable mobility solution for all global countries and congested areas from Paris, New Delhi and Mexico City, but also on the countryside where public transport is rare.

Together with real-time-traffic-data, we will realise DYNAMIC-RIDE-HOPPING (a passenger „hops“ seamlessly to his destination via SEVERAL vehicles,- if the destination is at the ultimate other end of a big crowded city as i.e. Mexico-City, or on a long haul through a country over roads and highways on a weekend-journey in Germany.

More revenue is generated in the following way: The PASSENGERS app (which is in the basis version not voice-operable because this is not indispensable) can be UPGRADED by a PAYABLE version to the voice operable version.

The HIGH-TECH-APP will not be free, but be available for 9.99 Euros in the APP-Stores.
The hardware-component comes on top.

Please view our business plan by clicking on the relevant button .

Gerd Fröhlich, FUTURES MOBILITY SERVICES (umbrella group for all global activities), Germany

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BUSINESSPLAN

**Turning RIDE-SHARE
into a MASS-MARKET**



DETAILS AND NUMBERS

Market Situation

A) Car builders: Won't car builders provide the real-time ride-share soon with their digitalisation ? The answer is: YES and NO ! But more NO ! In Europe car builders have shopped some conventional rideshare-apps for that, but then (besides being very busy with a lot of heavy topics as Diesel-Scandal, Conversion to E-Mobility, Covid, Chip-crisis) decided to solve the DYNAMIC-RIDE-SHARE-TASK together with self-driving cars.

The bought out rideshare apps suffer a bonsai existence. But it will take 10 to 15 years in Europe until the legal fundamentals are set for self driving cars, and until the people WANT THEM ! And all this relates to NEW cars. But **USED** cars are, what the majority of worldwide car-owners are driving. And which will DOMINATE the picture for at least 10 more years. **WE** don't want to wait idly for climate protection through NEW cars. **WE** want to START **NOW** to make the giant ecological potential of REAL-TIME-RIDE-SHARE usable for ecological and economical benefit. **WE** developed in the first the instantly usable solution for **all USED cars** And THEN additionally adapt it also for the NEW CARS ! See in 3 min. why our holistic approach works: www.turning-ride-share-into-a-mass-market.click

Our profound market analysis (sorry, in German language – please use Google-translate) here: <https://c.web.de/@334972566881960366/qln8XXgXSnmj-fcL0--3tw>

Only three things and the summary of it here in English:

B) Why we don't fear Uber, etc.:

a) Because they are mostly NOT ON OUR market ! Because they operate in the sphere of (reduced) taxi prices, and compete the taxies, while WE transform EXISTING car traffic through REAL-TIME-RIDE-SHARE (where shares towards travel expenses DO NOT EXCEED real (but complete) driving costs into a QUASI-PUBLIC-transport-system. Which in the first is a PRIVATE AFFAIR between DRIVER and PASSENGER and through this, avoids all regulations and problems concerning employed drivers (besides in our module for professional drivers) and offer AFFORDABLE, CHEAP, CLEAN(er) mobility for EVERYBODY in the world.

b) After Uber stumbling into the European (Porcelain) Saloon like a drunken Wild-West-B-Film-Hero, and knowingly violating laws (tax-declaration, person-transport-licenses, insurances,...) there was the big push back through courts and politicians in Europe. Ubers reputation is tattered strongly at least in Europe.

Uber is from region to region still active, but (as a compromise and concession towards the taxi drivers) the Uber cars have now to return to the start point before the next drive. What is – compared to the absolutely unregulated PRIVATE RIDE-SHARE - a heavy disadvantage.

C) Our filed out strategies are unique and can hardly be copied, because they are inseparably tied to the complex system of trademarks and websites, as can be seen in the following.

The solution of the DYNAMIC-RIDE-SHARE-problem is COMPLEX, and does not only require technical effort, but also a new psychological approach, as well as a new way of user experience and marketing strategy, as we will see below.

D) Why we don't fear conventional rideshare-apps ? Because none of them is voice operable and provides a REAL-TIME-MODE as we do. After our goal was cristal-clear: to turn ride share from an EXCEPTION into the NORMAL-CASE,- we saw in our analysis, that all conventional rideshare apps have their origin in the student times (where most people had **NO** car) and their slip boxes. The solutions were developed out of the tunnel vision from CONSUMERS for CONSUMERS. When the platforms arised, there was no change in mind and in principle. Later the rideshare-apps were built out of the studentic (CONSUMERS) tunnel vision. WE realised, that for a mass effect, we have **TO WOW IN THE FIRST THE CAR DRIVERS !** This opened the view to develop our first outstanding unique feature: VOICE OPERABILITY !

The breakthrough came with our cooperation with developers of the US-Enterprise GEOTELEMATIC (see www.geotelematic.com) World Leader (according to their own sources) in Fleetmanagement-Systems. And the idea to solve the DYNAMIC-RIDE-SHARE-TASK with the help of fleet-management. Combined with VOICE OPERABILITY this results in the www.worldsbestridesshareapp.com

REAL-TIME-MODE + VOICE-OPERABILITY are the GAME CHANGERS to wow a new mass of car drivers to offer their free seats much more often ! But VOICE-OPERABILITY not in the way, that one has to tip the micro-icon on the mobile phone every time right before each input of start, destination, number of seats, waypoints, acceptable deviation to pick up or drop paying passengers, etc.... but in the way OUR pretty assistant helps:

We start parallel with our German websites www.moneytramper.de and www.diemitfahrapp.de in Germany, Austria and the German speaking part of Switzerland, and at the same time in whole Europe as well as in the USA and GLOBALLY wherever English is relevant (i.e. INDIA) with our English websites www.paying-hitchhiker.com + www.therideshareapp.world (view them on 16:9 or 16:10 and 100% zoom-factor or click [HERE](#) to see a quick flight through one of our websites.)

Our revolutionary differentiated Marketing

While all global activities are organized in the umbrella group FUTURES MOBILITY SERVICES (in process of foundation) we developed different brands for the hemispheres. Because of well targeted, adapted wording, better understanding + marketing effectivity (The German name of the app MONEY-TRAMPER instantly creates understanding that it's about a hitchhiker (a modern one, real-time-hitchhiking, sitting on his sofa, and being ready to pay for a lift), while for the English language we chose to name the platform/app PAYING-HITCHHIKER.

But why **2** WEBSITES for **EACH** hemisphere ? Because our new revolutionary marketing-strategy regards PROVIDERS of ride-share seats and CONSUMERS of rideshare-possibilities for the 1. time as WHAT THEY ARE: Really giant DIFFERENT social groups ! On the one hand mostly job-doing car owners, and on the other hand: students, pupils, apprentices, people with low income, the millions of refugees, as well as convinced environmentalists who consciously resign to have an own car. **WE** draw the consequence and DIFFER the MARKETING towards these different groups in the way, that we offer to each group a DIFFERENT looking identification basis (technically converging in ONE database /platform).

Our video www.worldsbestridesshareapp.com is in the same time explaining video on the websites, as well as marketing-tool in our Social-Media-Marketing (Influencer-Marketing on Facebook, Youtube, Instagram, Tik Tok, Twitch, etc.). It may not be the very top of professionalism, but has reached (with nearly no budget) a heartily, intergenerational + intercultural easily understandable message. The video will be presented with an **introductional remark** as i.e. "**That's how RIDE-SHARE must be nowadays !**" This is important because the viewer shall have from the 1. second on as well the information what it's about, as well as the (without introductional remark too long) storytelling of the young couples situation, which came into the need that TIME PRESSURE and LACK OF MONEY appear combined, what shows that the REAL-TIME-RIDE-SHARE-APP is THE SOLUTION.

Our self-classification in "**CAR**" and "**NO CAR**" at the end of the marketing video allows to direct the 2 main big user groups to 2 DIFFERENT websites, where we address them completely different with differentiated messages (as we once did on the school-yard, when we made matches between the shy guy and the craven girl in our clique through differentiated messages about the potential feelings and qualities of the **other** part).

Through this, PROVIDERS of rideshare-seats and CONSUMERS of rideshare- possibilities are led to THEIR DEDICATED website. Through this we are NOW able, to show it bluntly obvious to the car drivers how much money they can earn/save **WITHOUT LETTING THE CONSUMERS SEE THE SAME**, because they would (wrongly) feel as the cash cows.

(what anyway would be a misunderstanding, because it's only about fair shares towards driving expenses,- but if we want to underline strongly the monetary advantage for the car drivers, it is important to avoid the named potential misunderstanding on the CONSUMERS side). THEY (the consumers) are instead addressed with the pictorial message: "You're already environmental heroes (because you have no car). Optimise this now with our app !"

While CONVENTIONAL marketing for RIDE-SHARE sends THE SAME MESSAGE to both groups, and therefore CAN NOT gain more traction than a stodgy moral appeal ("practise rideshare") our CAR-DRIVER platform www.paying-hitchhiker.com (please view it on 16:9 or 16:10 and 100% zoom-factor - if you view it on PC / Laptop) can make use of the full power of MONETARY ASSOCIATIONS while the picture language of our PASSENGERS-website www.therideshareapp.world tells our CONSUMER-users (with a twinkle in the eye): „THIS IS, HOW ROADS WILL LOOK AGAIN, WHEN ALL USE OUR APP."

Or differentiated marketing can even lead to the situation, that a progressive manager, who offered his free seats on **HIS** designated platform www.paying-hitchhiker.com can have an interesting talk to a politically left student, who finds himself in this car, because he has searched for a free seat on **HIS** platform www.therideshareapp.world for his way back home from a demonstration against capitalism.

EVERYONE of both can identify himself with HIS OWN platform !

That's how differentiated marketing can unfold it's huge potential. This principle can fructify a while, before it - of course - will be discussed in the media (and surely not be found as immoral) A giant mass of permanent available free seats will be generated through this already before this point of public discussion, but also after it, because users will CONTINUE IDENTIFYING with the platform. (Additional big advantage of the strategy is: It is nearly NOT reproducible because of the complex branding and web presence-requirements.)

Besides the Influencer-Marketing in the Social Media also Classical PR will bring a lot of publicity. Cost-free we will launch or initiate articles in newspapers, magazines, radio and TV-reportages.

Where we are and where we go

We invested 30,000 hours of work and 200,000 € own capital (incl. investments of 2 German Business Angels). 70% of the programming work is done. We'll finalise the rest of the programming work until Aug. 2023. And have a successful market launch from Sept. 23 on in the DACH-countries as well as GLOBALLY. Therefore we need further investments through shares or loans. There are 3 promising scenarios: a short term, a medium term and a long term one:

- 1) **Short term: We finalise our DEVICE BASED VOICE-OPERABLE app:** Which is consciously developed (right now) not with a cloud-based voice-operability but with a DEVICE-based voice-module for EVERYWHERE and WHEN globally 5G is not yet available and where data-rates commemorate DEVICE-based technique.

- 2) **Medium term:** Besides the streamlined app version, we address the realization of **ALL planned APP-Functions** in the next 2 years), as our filed out system for PRIVATE FREIGHT (up to trailers if the car has a tow coupling) + an intelligent system to integrate the REGULAR RECURRING DRIVES of business commuters + a system for the use of our APP by professional drivers with COMMERCIAL interests + a system which enables to use the APP as a SHOPPING SERVICE HELP (through car-drivers who receive i.e. a request in REAL-TIME and are ready to carry it out, because as well the Supermarket / Shop, and also the location of the i.e. busy person or old lady lies more or less on the way, ... but also can be carried out by pupils, students and micro-jobbers with their bicycles in the free time as micro-jobs. We will also add attractive functions of a DIGITAL CO-DRIVER FOR EVERYONE with the functions of initiating a phone call or dictating an sms, etc. (out of the ride-share app) as an incentive to use the app as often as possible.

- 3) **Long term:** On the long run we plan the realization of our HIGH-TECH-APP /PLATFORM on www.hitch-a-ride.io and www.therealttimeapp.io for a special HIGH-TECH-APP-version. which reinforces our APP with AI, ML, Cloud-solutions for the VOICE-OPERABILITY, 5G-Architecture and RAN-CBRS-Network-Infrastructure with MPLS, and makes our APP fit for all chances of the fast 5G-net (for when and where it's available). Together with real-time-traffic-data, we will realise DYNAMIC-RIDE-HOPPING (a passenger is "hopping" seamlessly to his destination via SEVERAL vehicles. Equal if this is at the ultimate other end of a big crowded city as Mexico-City or New Delhi, or if it's on a weekend-trip in Germany on long haul over country roads and highways.

Besides VOICE-OPERABILITY, REAL-TIME-MODE and our NEW REVOLUTIONARY MARKETING APPROACH there are **2** more fundamental features /strategies, which make our app disruptive:

The first is not a technical one, but our **Psychological approach**, which answers the question, how to win not only the „hurried ones“ through the technical means of realtime rideshare, and the „ecologists“ as well as the „thrifty ones“, „but also the „shy ones“ (drivers who are a little bit reserved, to share the precious intimacy sphere of their car interior space) to offer their free seats. The psychological CORE is here the fear to feel uncomfortable with others, because people (a lot of us) think that they can not longer behave as FREE, as one can do when driving alone. OK,- there might be some vices which definitively are not compatible with ride-share, but being accompanied can be a win-win ! Especially when one is able to profit from our spirit. We know that we can't win all, but the KEY of the answer is:

BE AS YOU ARE - ALSO IN THE PRESENCE OF OTHERS ! An enterprise "breathing" this opinion can encourage people, and wow a new mass of drivers to offer their free seats often.

The second (in total the 4th) component of success: Our outstanding **USER-EXPERIANCE (GAMIFICATION)** with the highest possible FUN-FACTOR. If you could imagine, that (especially for young users as i.e. the Fridays-for-Future-Generation) a change should take place from the current mainstream of aseptic website-uniformity (of course *Yours* is not meant) to hearty personal websites, and if you agree, that clicking fast through colorful buttons (as if you're in a candy shop) or using our pretty voice assistant is more FUN than typing bitsy information into the bleak input masks of conventional rideshare apps, then check us out, and log in with our test-user "Paul Provider" on www.paying-hitchhiker.com with Pauls login-credentials paul.provider@gmx.de Password: qqqqq (please view on 16:9 or 16:10 and 100% zoom or click [HERE](#) to see a quick flight through one of our websites.) or log in with Pauls girlfriend "Chris Consumer" on www.therideshareapp.world with her login-credentials c.consumer@web.de Password: bbbbbb (or register yourself, if you want with your own invested test-user to see the WHOLE thing). See, how GAMIFICATION brings fun to UX and how we make users (nearly) avid, to face the need again to make a drive - and have again the enjoyable opportunity to place searches/offers on this phantastic platform.

COMPLETED is the therefore complicated registration-system (if the solution of the DYNAMIC-RIDE-SHARE-problem and turning RIDE-SHARE into a MASS-MARKET would be easy, and only a matter of technical means, others would have done it already), in which we had to ask new registering car-drivers and paying-passengers (partly) **DIFFERENT QUESTIONS**. What could be achieved by the differentiated websites.
We had to build confidence, and provide security.

We had to demand a profile foto, which will be sent directly to the display of the car drivers mobile phone in the REAL-TIME-relaying-situation (as can be seen in the video www.worldsbestridesshareapp.com). Together with the common travel-distance of driver and passenger and the height of the shares towards travel expenses. Plus some acoustical information, so that the car driver can judge the requesting passenger with a short glance. And to make an easy and fast decision without being distracted from driving. Just by saying YES or NO.

It had to become part of the registration, that users add their Paypal-account, or -if they don't yet have – to open up one, to realise a **COMPLETELY AUTOMATICAL PAYMENT SYSTEM**. On the one hand to avoid traffic blocks through manual payments especially on the short haul in congested towns. And on the other hand because this allows us to control the payments and withdraw our relaying fee (7.5% of the shares towards driving expenses). The automated payment system carries out the transfer of these shares towards driving expenses from the passenger to the driver, as well as the withdrawel of the relaying fees from the passenger to us (because the driver takes over the Paypal transaction fees, what all together is a fair situation).

We implemented a **LADIES ONLY BUTTON** for the security of i.e. a young woman, looking for a ride to the market and back home or back home in the night after being out for dancing. BE ASSURED: already the ATTEMPT to MISUSE this button (i.e. as a man, or through veiling the sexual identity) leads to immediate automatically blocking of the account.

We implemented different settings for the VOICE OPERABILITY and the self-classification of ones car into 3 DIFFERENT CLASSES of CARS, so that drivers of high class cars and medium class cars are ALSO MOTIVATED to offer their free seats as often as possible, and enjoy adequate moderately raised shares towards driving expenses for their higher expenses.

Intensely we're currently working on the relaying-algorithms and on the voice operability. Although so far our budget was not in the least adequate to such a complex and promising project, the app should be market ready latest by end of Aug. 2023.

REVENUE

We are not only the worlds BEST, but also the worlds most PROFITABLE ride-share-app. Because in opposite to conventional ride-share apps which have to live only from relaying fees (which we also take moderately) **WE** have a giant additional (in the beginning unexpected) source of revenue: Even in the Western World 75% of car drivers do not yet have a modern car connectivity system, nor a hands free car kit for the mobile phone. But NEED for taking part in our voice controlled real-time ride-share the NFC-EQUIPPED MOUNTING (as it's functionality can be seen in the video) or – if one has a simple hands free car kit, or a modern car connectivity - our NFC-Tag, which is to fix on the rear of the mounting, or (in the second of the upper cases) on the car console at a place where one lays down the mobile phone WHEN ONE WISHES to offer free seats.

Both are **only available** in the online shop on our websites. While and because our APP is FREE, users will not hesitate to invest this small sum (from 14.90 € on for the basis version up to 69.90 € for the most advanced deluxe-version) because they expect constant savings/income through the app. And the small investment will probably already be amortized with the first use. From then on they profit massively.

More revenue is generated in the following way:

While the CAR-DRIVERS-app is free including the voice-module, the PASSENGERS app (which is in the basis version not voice-operable because it's not indispensable – remember: only car drivers have to have it to be able to make announcements while driving) can be UPGRADED by a PAYABLE version.

Once when the HIGH-TECH-APP is ready, it will be available for 9.99 Euros in the APP-Stores. The hardware-component comes on top.

„BUT: Don't we have to fight with the *network-effect* ?" Answer: "SURE,- but WE'LL WIN !!!

We don't need to be big at once. ALREADY A SMALL NETWORK IS FUNCTIONING WELL !

Even only 5,000 first German users, which are spread over the most important towns, and each of them using the app really seldom – only once per month for classical rideshare,- result in at least 5 up to 15 free available seats ON EACH of the 20 most important City-connections DAILY. About the half of them can be relayed, what means that we have already in this "very early universe" 100 successful relayings in Germany PER DAY.

We can grow on our own steam, but also scale rapidly globally with more investment.

PARTICIPATION

We offer to participate with investment of 250K € to 500K € to finalise the programming, and have a successful market-entry in the German speaking DACH-countries as well as GLOBALLY everywhere, where ENGLISH is the main, the dominant, or at least a RELEVANT language. With only 100K € a streamlined app is ready in 4 months, and with another investment of only 200K € for marketing we have a successful market-entry in the DACH. With another 300K € we will be on the markets in the USA, Kanada, Australia, INDIA, and partly in Africa and the Metropoles of Asia). Sooner or later REAL-TIME-RIDE-SHARE will be an indispensable mobility solution for all global countries and congested areas from Paris to New Delhi and Mexico City, but also on the countryside where public transport is rare.

For the first 100K € we offer 5% of the enterprise, and for each of the next 100K € we offer 3% up to the total sum of 300K €. After that, for the next 200K € we offer 4% of the enterprise. This will be a good basis for **scenario 1**:

The finalising and the successful market-entry of the **device based voice-operable app**.

15% of the collected amount will be used for the completion of the programming

5% for the first trading stock in our Online-Shop

20% for Influencer-Marketing in the Social-Media as well as Classical PR (cost free, editorial articles in Print-, Radio-, und TV-Media) in the DACH-countries

40% will be spent for the same marketing channels on the international field

15% for technical means as data-centers

5% is reserved for the unforeseen.

Reinvesting revenue, together with later financing rounds will enable the under the point **Medium term** above described **ADVANCED APP-FUNCTIONS** as well as the under the point

Long term above described **AI- and CLOUD-BASED VOICE OPERABLE HIGH-TECH-APP** (Progressive Web Application) and it's technical ecosystem as AI, ML, Cloud-based-voice-operability, integrating 5G architecture and RAN-CBRS network infrastructure with MPLS for single channel combining voice and data transmissions on mobile networks. Being part of a global Content Delivery Network and based on an own data-center for the western hemisphere and one for the eastern hemisphere.



More operational fields for our app:

- the relaying of **normal plannable tours** (some days in advance, or same day)
- the relaying of **recurring drives of business commuters**
- the relaying of searches and offers of **transport possibilities for private freight** (spontaneous in real time, or plannable) through a filed out integrated categorization-system up to the entrainment of trailers if a coupling exists_
- It's understood, that the app will be interconnected with car-sharing –providers so that we are mutually beneficial.
- the relaying of **shopping-help** through integration of a Service for people in need or busy persons, which can be carried out alongside on a car ride in real time against a fee and shares towards driving expenses, or through pupils and students by bike as a micro-job on our platform

- the relaying of **commercial shuttle services** (although our core business will always be the non-commercial ride share relaying (where the shares towards driving expense should not be higher than the maximum of the real total driving costs))
- the relaying of searches for/ offers of free places in **further means of transport** (because our app is a UNIVERSAL TOOL) **i.e. sailing ships ...**



... to desert ships ...



... and other ships ...



OK,- joking aside,- (Or are we just a little early ?) **In principle our app is made for combining ALL GLOBAL real-time-transport-needs** (incl. freight), and by designing it as a UNIVERSAL TOOL we really mean EVERY CURRENT or FUTURE available transport system:

- **free seats on Ferry-Flights**
- free seats in **future air taxis** to optimize their degree of capacity utilisation and profitability.

But the **CORE-business** of making the **OCEAN** of all UN-USED FREE REAL TIME SEATS IN CARS accessible for RIDE-SHARE will be already in itself a giant success, as it is shown in the following:

The Target Market of our APP

is to define as:

All people in the age in which they want to be mobile and can be providers or consumers of ride share possibilities (age 16 to 70 years)

= 54 Millions of Germans

= 333 Millions of Europeans

= 200 Millions of US-Americans

+ People in India, Africa, South-and Central America, China, Russia

Sources of Revenue in Details

1. **relaying fees**: 7,5% of the shares towards driving expenses
2. **the lions share**: Distribution of especially NFC-equipped hands-free-car-kits for Smartphones. ONLY THESE ONES enable customers to practise our voice operable real time ride share. As shown in the video www.worldsbestrideshareapp.com And they are available ONLY IN THE ONLINE SHOP ON OUR WEBSITE. Users will not hesitate to buy one, because they expect constant savings/income through the app. In contrast to conventional ride-share-apps we don't have „to live“ only from relaying fees, because these NFC-equipped hands-free-car-kits will make us to the most profitable ride-share app.

75% of our (car-driver-)users need this product additionally to the free app. And won't spare this small expense (14,90 € / cost price is 2,90 € - for the basic-version) because it will probably be amortised with the first use of the app. In the following we reckon only with this basis version and neglect for now the revenue from the advanced deluxe-version)

Alternatively car drivers, who have already a hands-free-car-kit for the use of their Smartphone while driving, can continue using it,- and equip it themselves with the NFC-Tag from our Online-Shop (3,90 € / cost price: 0,39 €). This NFC-Tag upgrades their mounting for the automatically voice-interrogation which makes real-time-ride-share a childs-play (as can be seen in the video).

Owners of modern cars with Car-Connectivity-Systems (estimated 25% of all current cars on the road) can use our APP via this, and **without** additional hands-free-car-kit.

3. **The HIGH-TECH-version** will be available for 9,99 \$ in the app stores.
4. **Value increase of enterprise**

Investment / Profit/ Loss

Previous Investments:

- 30.000 own unpaid hours of work (sweat capital)
- + 100,000 € own capital
- + 100,000,- € Investments of 2 regional German Business Angels
Fa. Citydruck, Freiburg i. Brsg. + Fa. Securitas, Emmendingen

Remark to the low amount of additionally required Capital:

To understand why we need so relatively less money, it is important to know, that we combine extraordinary cost effectiveness with high performance of the necessary skills, because the developers are well trained in Geo-Positioning applications / database work). The 4headed team of developers from New Delhi, have before been employees of the US-Company GEOTELEMATIC (one of the market leaders for fleet management systems). We're working together successfully since 2.5 years.
Additionally 2 German developers in Freelance are mainly working against equity.

Furthermore we developed a **very cost effective marketing**. Our Influencer-Marketing in the Social Media is based on the strategy, that young Influencers on Facebook,

Youtube, Instagram and TikTok can be wowed to post our climate-protection-product under a little bit modified fee-conditions (not in the sense of benevolence but of vested interest). I.e. a smaller influencer, who has between 10.000 and 50.000 follower, usually takes 8,- € per 1000 followers for the posting of a foto. So,- if he has 50.000 follower the fee would be 400,- €. WE offer him, to receive the half of this fee in shares of the enterprise. These 200,- €, related to an assumed companies value of 1 Mio. Euro result in 0,02% shares of the enterprise. This means:

- Two third of the marketing budget will in this way be invested in Influencer-Marketing. When Influencers accept our upper described proposal concerning the shares (not, that we're dependent on this), then the two third mean that we invest 9% of shares for this, and allow us to reach 22,5 Million followers.
- One third for Classical PR (to generate cost free, editorial items in print,- radio- and TV-Media). This task is performed a long time German female friend, who has extraordinary experience as project manager, and works at MONEY TRAMPER – DIE MITFAHR APP partly in Work for Equity. Therefore her wage is limited to 2000,- € monthly.

As already mentioned above, the scenario mean that we reach with only 200K € investment, a streamlined app-version and a marketing in the German speaking DACH-region which will show that users love our app and numbers rise rapidly.

Costs, Revenues and Gains (in €) are expected as follows in:

	June 23 - Nov 23	Dec. 23 - Feb. 24	March 24 - Sept. 24	Sept. 24 - Feb. 25
Costs	Programming: 5 Programmers at 1200,- € p.m. each = 36.000,- €	Programming: 5 Programmers at 1200,- € p.m. each = 18.000,- € Marketing: 2 Employees for classical PR partly in Work for Equity at 2000 € p.m. = 12,000 € Influencer- Marketing 30,000 € Online-Shop: Rent for a small packing-room (for parcels): 330,- € p.m. + Minijobber (rising number from 3 over 6 to 9 = 12.000,- €	Programming: 5 Programmers at 1200,- € p.m. each = 36.000,- € Marketing: 2 Employees for classical PR partly in Work for Equity at 2000 € p.m. = 24,000 € Influencer- Marketing 70,000 € Online-Shop: Rent for a small packing-room (for parcels): 330 € p.m. + Minijobber (rising number from 9 over 15 to 20 = 53,000 € Telefonservice 20,000 €	Programming: 5 Programmers at 1200,- € p.m. each=36.000 € Marketing: 3 Employees for classical PR partly in Work for Equity at 2000 € p.m. = 36,000 € Influencer- Marketing 100,000 € Online-Shop: Rent for a small packing-room (for parcels): 330 € p.m. + Personal-costs 80,000 € Telefonservice 60,000 €
Total costs	36.000,-	72,000 €	203,000 €	312,000 €
Revenue		300,000 €	950,000 €	1,850,000 €
Profit bevor taxes		228,000 €	747,000 €	1,538,000 €

Explanatory notes concerning the costs:

In the first time we'll carry out the telephone-service (Hotline) ourselves, while we build up a service abroad for springtime 24. Through our close cooperation with our developers in India ties of friendship have developed, which will make it easy to find a good call-center there, or employ reliable German speaking staff.

Concerning the costs of maintenance and further development of our platform, accounting, staff for online-distribution, etc. we tried to estimate values which are justified by the facts. Of course we will limit these expenses in the start phase (2023/24) as far as possible. I.e. by completely banking on home office from the beginning on, and especially IN the beginning. An Internet-platform as ours is optimally predestined for home office. We only need a small room as packing station for our parcels. Furthermore we limit costs through our strategy that at least the core team works against equity until the break-even (we will make this attractive offer to all other employees too,- also in partly agreements).

Through this, personal-costs will be kept low in the start phase, and democratic structures in the enterprise will be stimulated. Motivation and responsibility will be promoted this way.

We assume the number of employees (in fulltime positions) as follows:

2023	5
2024	10
2025	20
2026	200

Explanatory notes concerning the revenue:

In general it is important to know, that our Marketing-Video www.worldsbestrideshareapp.com is NOT made to be shown WITHOUT a positive voice-over BEFORE by the INFLUENCER who is posting it. Because WITHOUT a positive voice-over before presenting the link or starting the video, the INITIAL FILM-SEQUENCE would be to long, and the MAIN subject REAL-TIME-RIDE-SHARE would then appear to sudden and to late for viewers easy comprehension.

Through an initial positive voice-over by the influencer like i.e. **"THAT'S,- HOW RIDE-SHARE SHOULD RUN !"** the film is at it's most impressive, because the viewer is PREPARED that the initial sequence must have to do something with rideshare, and through this is ready to wait until this subject appears. This way the initial sequence points up internationally and cross-culturally understandable, why our APP provides enormous advantages even and just in a situation where urgency and lack of money cumulate.

We'll have to decide, whether Influencers shall show our COMPLETE video, (which we would be more expensive) or only post a link to it with a picture and the positive voice-over (which would take only 20% of the time and should be cost-effective)

In INFLUENCER-MARKETING on Social-Media click-rates of 2.5% are usual in a line of business. This means: In the time period from Dec. 23 to Feb. 24 in which period 30K € will be invested for the upper described way of marketing, we will reach 7.5 Mio. followers. After usual click rates 2.5% of them will click our Link and watch the video = 190,000 potential users. How many of them will now download the app ?

We assume a best case scenario with 20% downloads,- because – why should anybody NOT be interested in the FREE DOWNLOAD of a Voice-Operable-Real-Time-Relaying-Tool which will bring him in the future massive cost reductions or income ? In the normal case we assume 10% Downloads,- in the Worst Case 5%.

The calculations in the table are related to the NORMAL CASE = 10%

In the time period from Dec. 23 to Feb. 24 Influencer-Marketing will reach 190,000 viewers of our video. 19,000 of them are then supposed to download the app. The half of them are car drivers = 8,500

75% of them neither have a hands-free-car-kit nor a modern Car-Connectivity-System. This means 6,400 need OUR SPECIAL NFC-equipped hands-free-car-kit. The half of these users will order it at once. What results in a revenue of 3,200 buyers x 12 € profit margin = revenue 21,000 €

The **classical PR** reached in the same time period only a quarter of people (compared to the influencer-marketing) via editorial items in Print,- Radio- and TV-Media. This means instead of the 7.5 Mio by influencer marketing reached followers, only 1,875,000 „recipients“ are reached. But the most of them have been addressed with so much positive information via these articles, radio-interviews, blogs podcasts, etc. so that we don't have the bottleneck of the click-rate as in the influencer-marketing. Instead we can base on the assumption (this time we take the **worst case** as given) of only 5% Downloads = 94,000 Downloads.

Again the half of them are car drivers = 47,500

75% of them neither have a hands-free-car-kit nor a modern Car-Connectivity-System. This means 35,250 need OUR SPECIAL hands-free-car-kit. The half of these users will order it at once. What results in a revenue of 17,600 x 12 € profit margin = 211,000 €

A percentage of 30% „latecomers“ is calculated in each following time period (= those who had downloaded the app and want to use the app, but did not order the hands-free-car-kit at once).

Positive results by personal recommendation effects as well as by systematic recommendation-marketing are not yet included, nor the payable UPGRADES to equip the CONSUMERS app with VOICE OPERABILITY, nor the revenue by the downloads of the HIGH-TECH-version.

Distribution of the hardware-component through DEALER AT AMAZON:

In late summer 23 we'll have to decide whether we supply the DACH market (Germany, Austria and the German speaking part of Switzerland) from our own online-shop and distribution network, or if we – also there – do what we'll do globally: making use of the DEALER AT AMAZON –System, to contribute our hardware component globally and saving own distribution staff.

Revenue out of relaying-fees:

Relaying-fees are payed only by the passenger (because the car driver payes already the Paypal-transaction fee of the automatical payment) The height of the relaying-fee is 7.5% of the shares towards driving expenses. I.e. a tour from Frankfurt a.M. to Berlin results in very moderate 1.49 € relaying-fees.

Of the first 47,000 CONSUMER-users in the time period from Oct. 23 to Dec. 23 estimated one third will request 1 ride per month with an average relaying-fee of 1 Euro. This leads in this period to another 50,000 € (What a small amount ! From which one can learn HOW BIG OUR ADVANTAGE IS compared to conventional ride share apps. Which are completely dependent on relaying-fees as the only source of income. We ourselves DO also NOT spurn the fees. But WE have the enormous **additional source of income** by DISTRIBUTION of the NFC-equipped hands-free-car-kits.)

In general it is obvious, that after initial funding, re-investing a big part of the revenue into marketing, and in such way financing and growth is internally and efficiently possible.

- BREAK EVEN can already be reached in harves 24

Timetable for Expansion Germany + Europe

From now to end of Nov. 23	Completion of APP and Online-Shop	Test-Phase Organisation of Distribution	APP-Store-Approvals
July 23 to Apr. 24	Organisation of Service + Support-Teams	Improvement of the APP	Market-Rollout in DACH - Countries
From May 24	Implementation of the English Websites	Finding Investors for Europ. Expans.	Finding Marketing-Partners for EU-Countries
From Sept. 24	Organisation of international Service + Support-Teams	Finding Investors for Europ. Expans.	Market-Rollout in EU - Countries
From Sept. 25	Finding Marketing-Partners for the Countries of the Rest of the Geographical Europe and Turkey	Implementation of the French, Italian, Spanish, Polish, etc. Websites additional to the English Websites in these countries	Market-Rollout in the Countries of the Geographical Europe

Timetable for the Globale Scaling

From Jan. 27	Finding Marketing- Partners for the English-speaking global countries (USA, Canada, Australia, India, etc.)	Finding Investors for Global Scaling	Market-Rollout in English-speaking global countries (USA, Canada, Australia, India, etc.)
From Apr. 26	Finding Marketing- Partners for the Spanish-speaking global countries (Mexico, Peru, Argentina, Brasil etc.)	Finding Investors for Global Scaling	Market-Rollout in Spanish-speaking global countries (Mexico, Peru, Argentina, Brasil etc.)
From Apr. 26	Finding Marketing- Partners for the French-speaking global countries (North-Afrika, West- Afrika, Central- Afrika , Canada etc.)	Finding Investors for Global Scaling	Market-Rollout in French-speaking global countries (North-Afrika, West-Afrika, Central-Afrika , Canada etc.)

What else is worth knowing:

A) HIGH-TECH-Version:

The HIGH-TECH-APP will trade under **Hitch a Ride – The Real-Time-App**

of which the trademark is hold in the USA:



Domain is www.hitch-a-ride.io

B) The Trademarks PAYING-HITCHHIKER and MONEY-TRAMPER are protected for Germany and the EU. Also self-explaining and transporting in the very first second the function and benefit.

C) Our technical concept is holding the **Utility-Patent** at the German Patent-Office.

D) Please view also our German MOBILE and PC websites for the DACH – countries www.moneytramper.de (please obey the recommended screen resolution) and www.diemitfahrapp.de which says in picture language (with a twinkle in the eye): „THAT’S how the roads will look in future, when all use the app”

E) Our Marketing-Video is already synchronized and ready for use in German language (see www.diebestemitfahrappderwelt.de) and it’s message is very easy comprehensive,- intercultural as well as across Generations.

F) FIDUCIARY ACCOUNT for legally controlled earmarked Investments is available. Please see contract (sorry,- in German language,- please use Google-translate) with lawyer at: <https://c.web.de/@334972566881960366/mlHCgIocQiW21WdsKk3nWw>

G) The Company-Structure consists in 3 international operating affiliated companies and the US-Holding FUTURES MOBILITY SERVICES (please see www.futuresmobility.com)

H) In the strict sense we are building 4 APPs. Because first it is to differentiate in LOW-TECH-APP and HIGH-TECH-APP, but also each time in CONSUMERS app (which consists in nothing more than the app symbol and it’s function to lead to the mobile website for manual inputs when tipped) and PROVIDERS app, which is technically challenging and concerning the HIGH-TECH-APP at the cutting edge.

To maximize the advantages of our DIFFERENTIATED MARKETING, **even the APP-symbols differ** and employ every single pixel on duty for the marketing success.

The APP for ride-share **CONSUMERS** is named **The-Ride-Share-App** (name = function):

It's APP-Symbol shows concisely what it's about:



While the APP for **car drivers** is named **PAYING-HITCHHIKER** which produces the effect that, whenever a user thinks on the app, the monetary usefulness is part of the first thought, what maximises the motivation to offer the free seats. Therefore the app-symbol looks the following way:



For the USA and for global use with the \$-sign in the App-Symbol:



The projects economical potential is absolutely comparable to AirB&B, because we are EASILY GLOBALLY SCALABLE. We aimed from the beginning at the highest possible climate protection mass effect, and developed (in a way as an unintended side effect) a GLOBAL UNICORN business model.

The WAVE of CHANGE in MOBILITY is gaining TRACTION



**Let's turn RIDESHARE from an EXCEPTION into what THE CLIMATE would:
THE NORMAL-CASE, A MASS-MARKET ! Let's make the OCEAN of FREE SEATS
ACCESSIBLE through VOICE-CONTROLLED REAL-TIME-RIDE-SHARE**

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