

Connecting People to Places & Experiences



PLATFORM & INNOVATION OVERVIEW

iPronto

One platform, every group mobility mode, one nationwide delivery network



EXPERIENCE TOGETHER



RIDE TOGETHER



TRAVEL TOGETHER

Pronto Corporation (Accelar, Inc. dba Pronto Corporation)

[iPronto.com](https://www.ipronto.com)

October 2026

Experience Together. Ride Together. Travel Together. Do More Together.

PLATFORM & INNOVATION OVERVIEW

iPronto

iPronto — an Integrated Multi-Service, Multi-Modal Mobility Platform and Delivery Network

Demand-Responsive Intercity and Last-Mile Service for Special Events

1. Connecting People to Places and Experiences

Pronto Corporation has spent twenty years on a single problem: getting groups of people to the places and the experiences they care about. Everything the company has built serves that one purpose.

Exciting Destinations. Unforgettable Experiences. Memorable Journeys.

That line is not a tagline bolted onto a transportation company. It is the structure of the business, and each clause is a working part of one platform:

- **Exciting destinations** — the places people want to reach, and a delivery network with licensed operators in every market in the country, so that any of them can be reached.
- **Unforgettable experiences** — the reason for the trip. Live entertainment and leisure experiences aggregated from many sources into one searchable catalogue, so a traveller can find what is worth going to in the first place.
- **Memorable journeys** — the trip itself, across every group mobility mode, booked and managed on the same platform as the experience it serves.

Most of the industry treats these as separate businesses: ticketing platforms sell the event, activity marketplaces sell the tour, charter brokers sell the bus, and the traveller is left to assemble the three. iPronto is one platform that does all of it, which is what makes the trip and the reason for the trip a single transaction rather than three.

Two of the things Pronto built along the way are, as far as we have been able to establish, firsts for the transportation industry. This overview sets out the platform, the network behind it, and those two innovations.

2. Experience Together. Ride Together. Travel Together.

The three clauses of the promise are three services, each with its own operating history and its own scale. They share one account, one platform and one network.

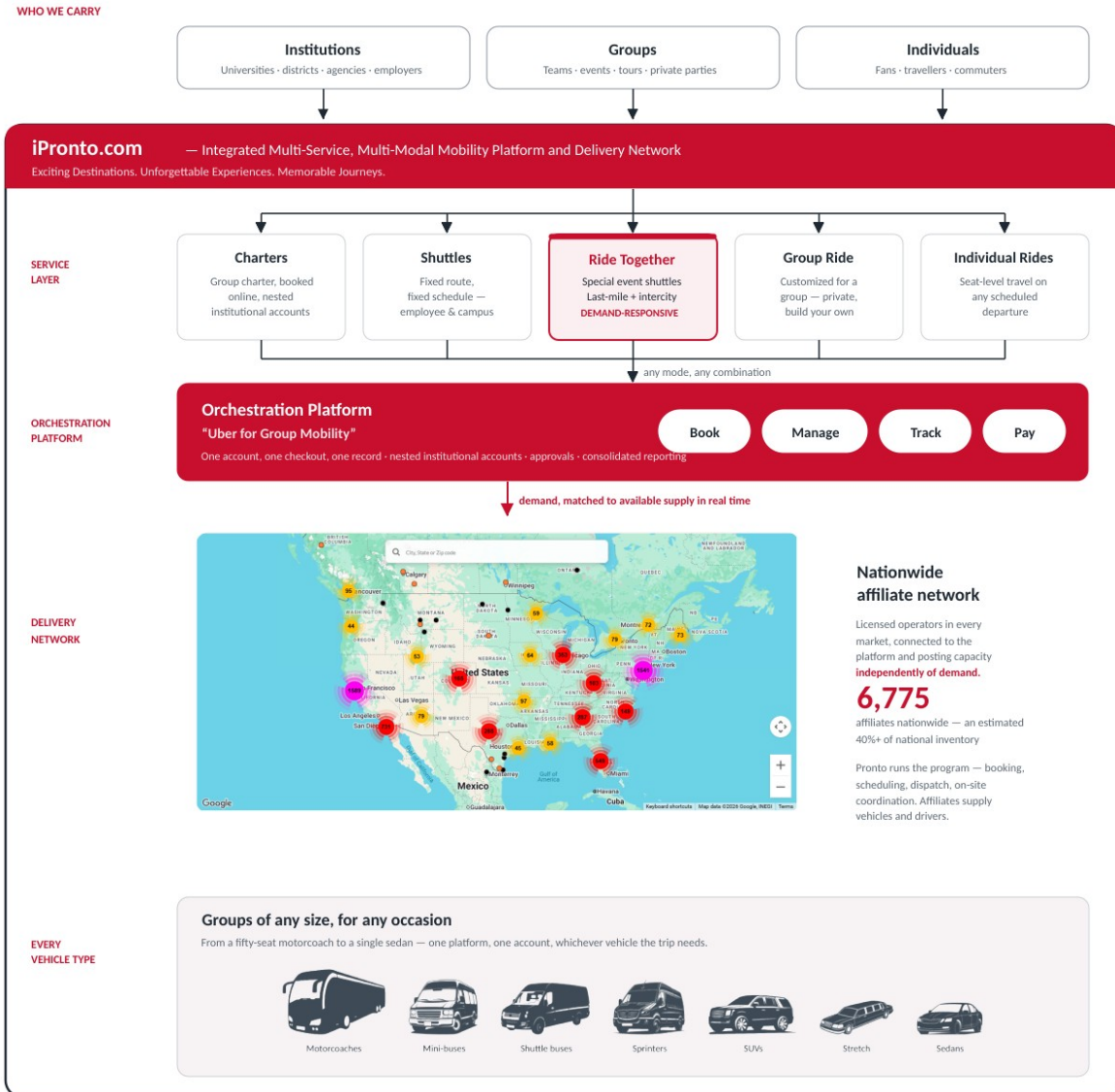
Pillar	What it is	Scale today
Experience Together	Explore. Discover. Search. Find. Book. Enjoy. Leisure and live entertainment aggregated from many suppliers into one searchable catalogue.	7,000+ destinations · 120,000+ experiences · 1,200+ tour operators · 64 categories
Ride Together	Pre-arranged shuttles, create your own, or	15+ years · 100,000+ fans carried ·

Pillar	What it is	Scale today
	share the ride. Shared rides to the same place — every seat filled lowers the price for everyone on board.	sports, concerts and festivals
Travel Together	Group charter booked as easily as a rideshare: register, request, instant quote, confirm on your PO. Groups of any size, anywhere, anytime.	20+ years • 2.5M+ passengers carried • 6,775 affiliates nationwide

A six-page package describing all three — including the nationwide network by market, the vehicle range behind it, and the security, privacy and insurance profile prepared for procurement and risk review — is available to download alongside this overview.

3. One Platform, Every Mode, One Delivery Network

Group transportation is the segment of surface mobility that technology has largely passed by. Rideshare made the individual trip instant and transparent. The group trip is still quoted by email, confirmed by phone, tracked on a spreadsheet and invoiced weeks later. iPronto closes that gap across every mode at once.



Every layer above is iPronto — the service, the platform, the delivery network and the fleet that carries it out.

Figure 1 — iPronto: every layer, from the service a customer buys to the vehicle that arrives. Demand flows down through the platform; the affiliate network connects to it independently, and is matched to demand in real time. Map shows live affiliate density by market.

- **Service layer.** Five modes a customer can buy: charters; fixed-route, fixed-schedule employee and campus shuttles; Ride Together special event shuttles (last-mile and intercity); Group Ride, customized for a private group; and individual seats on any scheduled departure.
- **Orchestration platform — “Uber for Group Mobility.”** Book. Manage. Track. Pay. One account, one checkout, one record, whichever mode or combination of modes a trip requires. Institutions are set up as nested accounts — system, campus, department, requester — each level seeing and controlling what it should, with policy, approvals and consolidated reporting held at the parent. That structure is the reason large institutions can stop booking by email.

- **Delivery network.** 6,775 licensed affiliate operators under agreement across the country — 1,589 in the Bay Area, 1,541 in the Northeast, 731 in San Diego, 549 in Florida, 353 in Chicago, 288 in Texas — reaching, by operator count and type, an estimated 40% or more of national charter vehicle inventory. A subset is integrated with the platform today and posts available capacity to it directly; the rest are reached through the same dispatch process. The platform is built to carry real-time inventory for the whole network, and extending that integration operator by operator is the current work.
- **Every vehicle type.** Motorcoaches, mini-buses, shuttle buses, sprinters, SUVs, stretch vehicles and sedans — groups of any size, for any occasion, on one account.

The asymmetry in Figure 1 is the point. Demand flows down through the platform; supply attaches to it from the side, independently, whether or not a particular event exists yet. The operators are already under agreement, already vetted, and — for those integrated with the platform — already posting capacity, so capacity is matched to demand rather than assembled after it appears. That is what makes real-time response possible, and it is the structural difference between iPronto and a booking website with a vendor list.

4. The Two Innovations

4.1 Demand-responsive intercity service for special events (2010 — the first we know of)

Pronto launched demand-responsive intercity service for San Francisco 49ers fans in 2010 and operates intercity service into Lincoln, Nebraska from Omaha today. Intercity legs are sold as capped, bookable departures from a single boarding point, with the sellable seat count set per event rather than per vehicle type — so capacity tracks demonstrated demand and hours-of-service limits rather than fleet convenience.

The mode moves event trips out of single-occupancy vehicles over distances that no local transit agency is positioned to serve, and it does so without displacing any agency's fixed-route service.

4.2 Demand-responsive last-mile service for special events (2026 — the first we know of)

Fixed-route, fixed-schedule service is the wrong model for special events. Demand varies sharply between origins and between events: a park-and-ride lot that fills four days before kickoff and one that fills the night before need different capacity, different departure ladders and different release discipline. A fixed timetable cannot see that difference. A booking record can.

Pronto launched last-mile demand-responsive service with the Nebraska Huskers program in Lincoln in 2026. The mechanism, in the order it operates:

- **Riders buy a specific coded departure from a named origin, in advance** — not a headway, not a route. Every seat sold is a located, timed, identified unit of demand.
- **The schedule is generated from those bookings by a rules engine**, not maintained by hand. Departure ladders, timings and capacity per origin are solved against what has actually sold, and a correction is made once to the rule rather than row by row.
- **Capacity is reallocated between origins between events** on the evidence of what sold, while departures riders already hold are protected from the change by design.
- **Online check-in closes the loop while the service is running.** Boarding state at every point is live: boarded against booked, by departure, with on-site coordinators releasing each vehicle and the reconciliation available immediately afterwards.

- **The pre-connected supply network answers in real time.** Because the operators are already under agreement and vetted — and, where integrated, already posting capacity to the platform — additional capacity can be matched to a demand surge within the service window rather than in the next procurement cycle.

The result is service sized to real demand, origin by origin and event by event, and adjusted while it runs. We have not found another operator delivering last-mile event service this way, and would welcome being pointed to one.

4.3 What the operating data shows

Demand-responsive service produces a record that fixed-route service does not. From the Nebraska Huskers program this season:

- **Origins serve distinct populations.** Of riders who have travelled more than once this season, 91% boarded at the same origin every time (97 of 107). The origins serve genuinely distinct catchments rather than one interchangeable pool, which is the empirical answer to the obvious question of why uniform fixed-route coverage would not do. Capacity is not transferable between origins, so sizing each separately is not a refinement — it is the only correct approach. The finding exists only because the service is demand-responsive; a timetable would never have produced it.
- **Each origin has its own booking curve.** Seat-weighted across the season, Gateway books earliest (median four days before the event), then SouthPointe (three) and North Star (two). By six days out, a typical Gateway departure has sold 34% of its final seats, SouthPointe 29% and North Star 21%. An origin behind its own curve at that point is genuinely behind — it is not simply booking late.
- **The curves are actionable.** Capacity was reallocated between origins between games on that evidence, within the same season. A fixed timetable cannot make that adjustment because it never sees the signal.
- **Every departure reconciles.** Seats sold plus seats open equals capacity on the storefront and in the operations console at all times; boarded against booked is reconciled after each departure from the digital check-in record. Planned, sold and carried are three numbers that can be compared for every single departure of the season.

Season figures for seat utilisation, cost per passenger carried and origin-level fill are available to institutional customers and agency partners on request.

5. The Breadth Around Them

The two innovations run on the same rails as the rest of the platform, which is what makes them operable rather than experimental.

Mode	What is distinctive
Charters — “Uber for Group Mobility”	Quoted, booked, managed, tracked and paid online in minutes, for a vehicle carrying fifty people. Nested institutional accounts with approvals, policy and consolidated reporting. Nationwide delivery through the affiliate network, without a procurement cycle per city.
Shuttles — employee and campus	Recurring fixed-route programs on the same booking and check-in rails, so ridership is captured at the booking rather than estimated from counts, and

Mode	What is distinctive
	utilization is visible per departure.
Group Ride — private groups	A group stands up its own program: pickup points and times defined, access limited to an invitation list, each guest booking their own seat. The manifest builds itself. Where demand is uncertain, interest is captured and mapped first, and service goes live once a threshold is met.
Individual rides	Seat-level travel on any scheduled departure, sold to the public the same way an event seat is.
Create your own — institutions and fleet managers	Venues, agencies, campuses and fleet managers configure their own program — origins, boarding points, drive times, fares, dates — and the platform generates the schedule, opens the storefront, assigns vehicles, produces manifests and runs check-in. Setup in minutes.

6. The Experience Platform

Transportation is a means, not an end. People travel because something is happening somewhere. The second half of the brand promise — unforgettable experiences — is a working platform, not an aspiration.

The obstacle it solves is that the supply of experiences is scattered. Live entertainment sits on ticketing platforms; leisure experiences sit on activity marketplaces; neither world searches the other. A traveller deciding what to do on a free Saturday runs a separate search on every site and trawls a separate list for every category — and will never see a concert and a vineyard tour in the same result.

Connecting People to Places and Experiences

Finding the needle in many haystacks — in seconds, not in pages of listings.

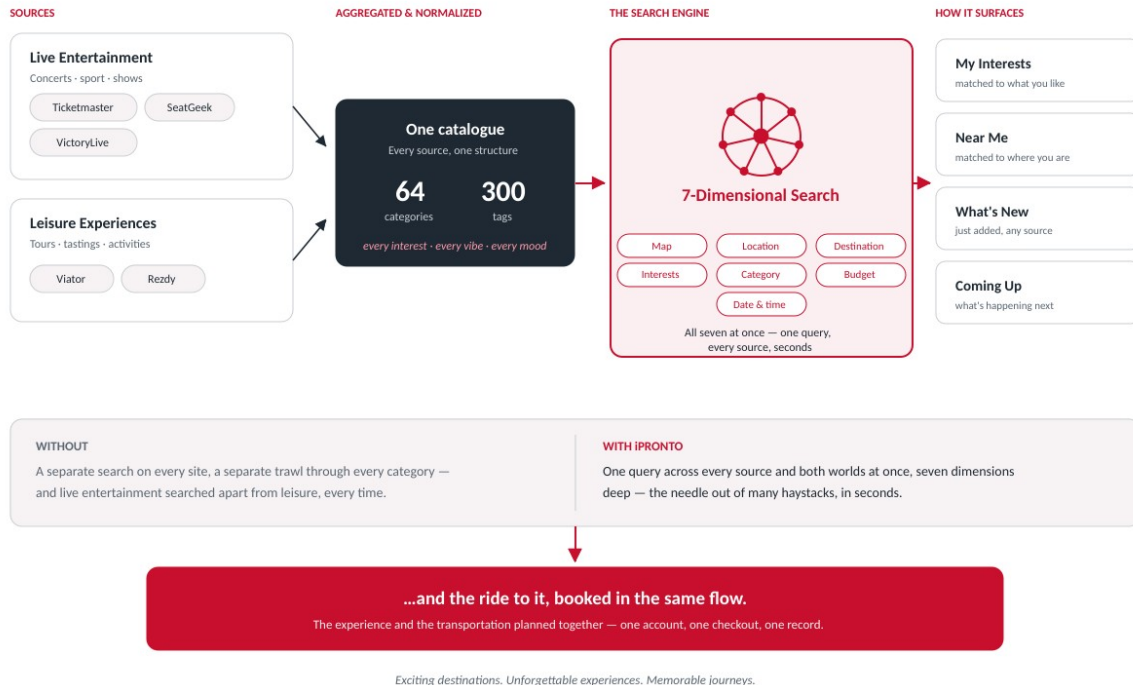


Figure 2 — Experience discovery: inventory from many sources normalized into one catalogue, searched across seven dimensions at once, surfaced personally, with the ride booked in the same flow.

- **Many sources, one structure.** Live entertainment from Ticketmaster, SeatGeek and VictoryLive; leisure experiences from Viator and Rezdy — brought into one catalogue with one data structure, so they can be searched together.
- **64 categories and 300 tags.** A classification deep enough to describe not just what an experience is but what it is like — experiences matched to every interest, every vibe and every mood.
- **A seven-dimensional search engine.** Map, location, destination, interests, category, date and time, and budget — seven independent axes applied simultaneously to the whole catalogue, rather than one filter at a time down a single list. Other portals index a subset, so what a traveller would have loved never surfaces. It is the difference between combing page after page of listings, source by source and category by category, and finding the needle out of many haystacks in seconds.
- **Personalized surfacing.** The same catalogue presented as My Interests, Near Me, What's New and Coming Up — so discovery begins from the traveller's own taste, location and calendar rather than from a search box.

6.1 The platform in service

The catalogue is live. At the time of writing it carries 120,371 leisure and entertainment experiences across 7,292 destinations, searchable in one place:

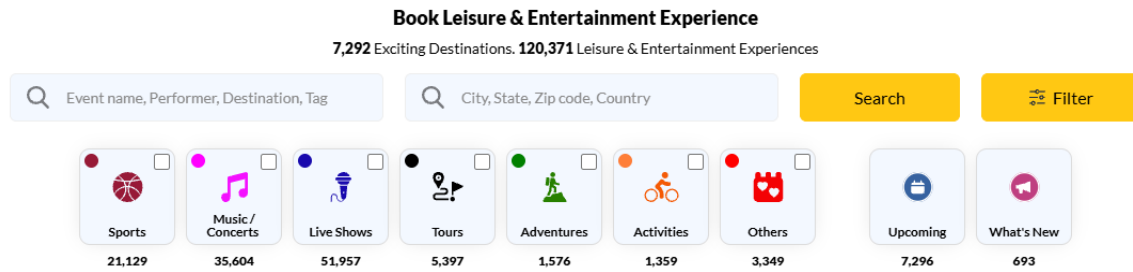


Figure 3 — One search bar across both worlds, with the live catalogue counts by channel: Sports 21,129 · Music and Concerts 35,604 · Live Shows 51,957 · Tours 5,397 · Adventures 1,576 · Activities 1,359 · Others 3,349, plus Upcoming 7,296 and What's New 693.

Those channel counts are the haystacks. Searching them one at a time, on the sites they came from, is the problem the platform exists to remove.

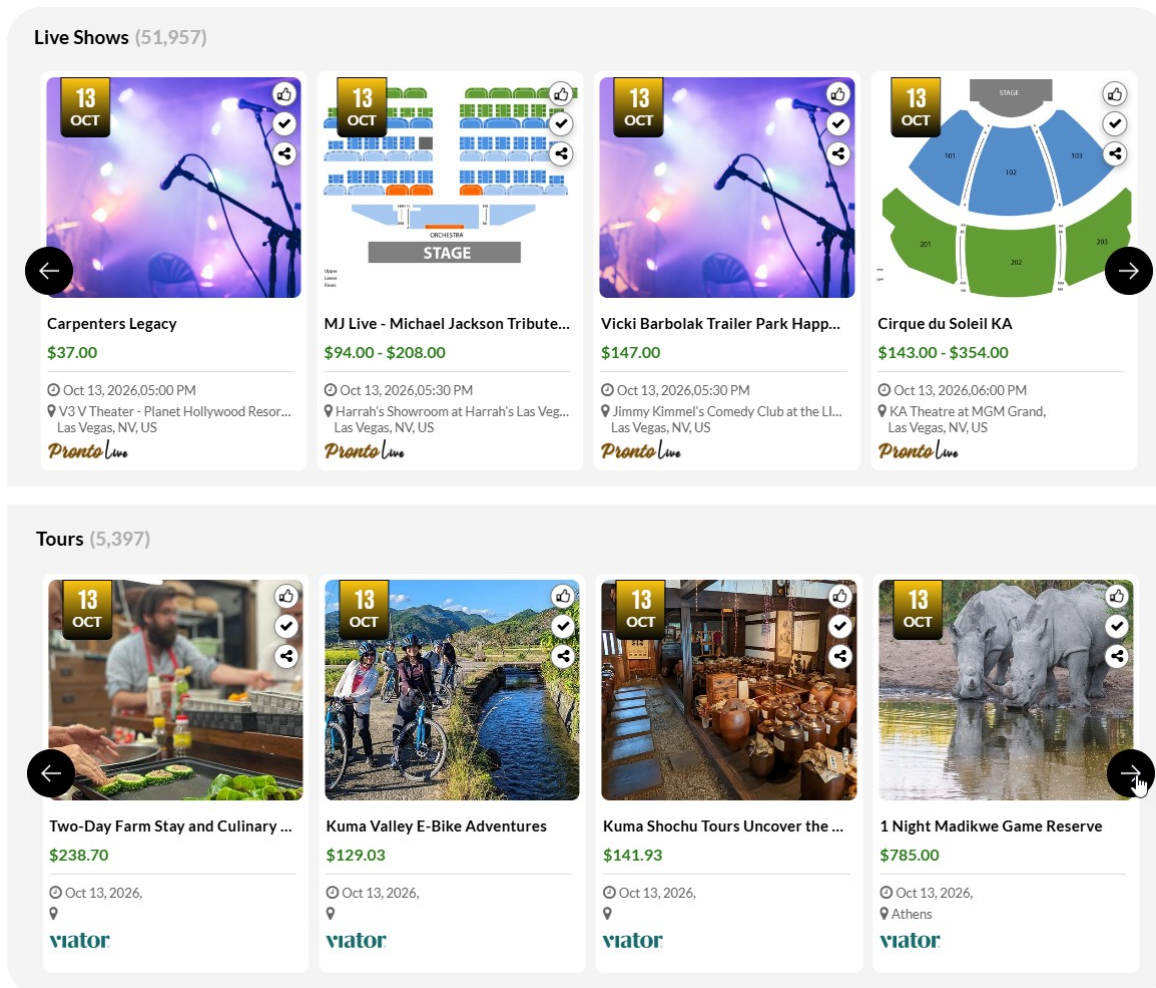


Figure 4 — Live entertainment and leisure in one interface: a Las Vegas show and a culinary farm stay surfaced by the same engine, each bookable, each with the ride to it available in the same flow.

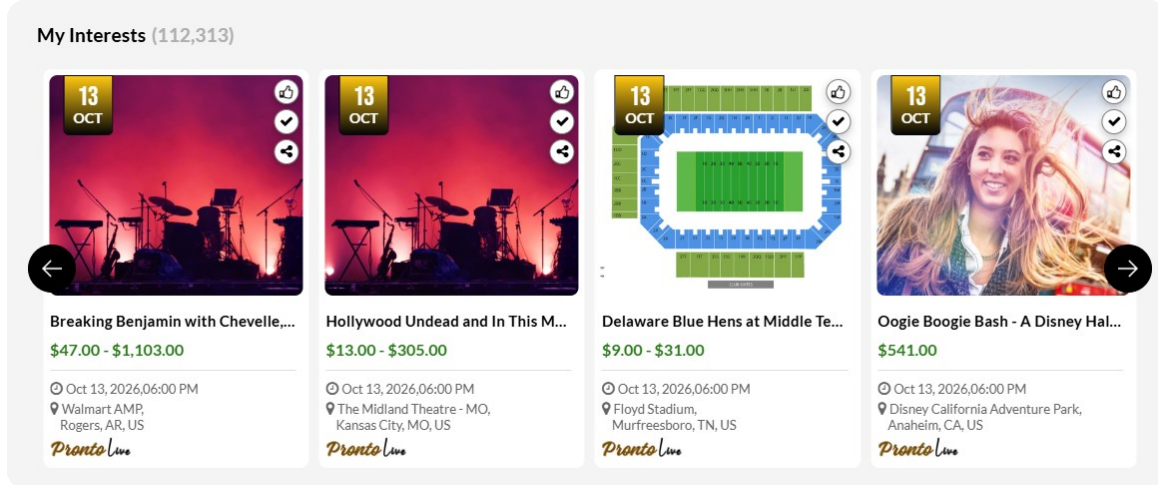


Figure 5 — My Interests: the catalogue filtered to one traveller's taste, across both worlds, with date, price and venue on every card.

And because the catalogue sits on the same platform as the transportation, the experience and the ride to it are booked in one flow, on one account, on one record. That is the whole of the brand promise in a single transaction.

The point is practical: a traveller who finds the event and the ride together never has to work out how to get there as a separate problem — which is exactly the moment a trip is most often lost to a private car.

7. Architecture and Technology

The platform is cloud-native and built on a three-tier architecture, which is what allows a single system to carry every mode, scale to an event peak, and expose the same live record to riders, operators and administrators at once.

Tier	What it does
Presentation	Responsive rider-facing storefront, the operations and dispatch console, the institutional account portal, and the on-site check-in interface used at the boarding curb. Each is a view onto the same data, not a separate system.
Application	The business logic: schedule generation from live bookings, capacity and seat-inventory control, vehicle assignment, manifesting, check-in and reconciliation, nested account permissions and approvals, payments, experience search, and the demand-to-supply matching engine. Exposed through a documented API, which is also how partner and campus portals are served.
Data	A relational database with geospatial extension, holding origins, boarding points, drive times, departures, bookings, manifests, operators, fleet and the experience catalogue. Geospatial support is what makes origin, catchment, drive-time and “near me” analysis native to the system rather than an export into a separate tool.

The infrastructure beneath those tiers is cloud-based and designed for the load profile of event transportation, which is not steady-state: demand arrives in concentrated peaks around on-sale moments and in the hours before an event, and must be absorbed without degradation.

- **Dynamic server provisioning and load balancing.** Application capacity scales with demand behind a load balancer, so an on-sale surge or a game-day traffic peak is met with added capacity rather than a queue.
- **Caching.** Frequently read data — schedules, departure availability, catalogue listings, static content — is served from cache, keeping response times low under peak read load while booking writes go to the database of record.
- **Storage and replication.** Durable object storage for documents, manifests and media, with database replication so the booking record survives the loss of any single component.
- **Asynchronous processing.** Queued background work for document generation, manifests, catalogue ingestion and notifications, so operational tasks never block a rider mid-booking.
- **Microservices.** The application tier is decomposed into discrete services — scheduling, seat inventory, check-in, experience search, notifications, payments, reporting — each deployable and scalable on its own. A game-day check-in load does not compete with the booking storefront for resources, and a change to one service does not require redeploying the platform.
- **Headless CMS.** Content is managed independently of presentation and delivered by API to every surface — the public site, institutional and campus portals, partner-embedded booking widgets, and rider communications. One edit propagates everywhere; a new venue or campus portal is a configuration, not a rebuild.
- **Integration layer.** Connections to affiliate operator systems, ticketing and experience suppliers, customer relationship and communications platforms, payment processing, and messaging — so a booking made once propagates to everyone who needs it without re-keying.

Identity, access and consent are handled as first-class concerns: role-based access control across staff and operator roles, verified customer identity by email and mobile, and a consent record governing downstream communication.

8. Why Pronto

- Twenty years of operating experience and 2.5 million passengers carried. Accelar, Inc., established 2006, operating as Pronto Corporation; former holder of Amtrak feeder contracts for San Jose–Stockton and San Francisco–Stockton.
- Over 100,000 fans carried on event shuttles, and a 99th-percentile safety ranking.
- Two services we believe were industry firsts, and for which we have found no earlier example: demand-responsive intercity service for special events (2010) and demand-responsive last-mile service (2026).
- Nationwide delivery. 6,775 affiliate operators across the country — 1,589 in the Bay Area, 1,541 in the Northeast, 731 in San Diego, 549 in Florida, 353 in Chicago, 288 in Texas — every vehicle class, reaching an estimated 40% or more of national inventory.
- Institutional customers. Agreements in place with the California State University system, the San Mateo County Community College District, and the University of California, Davis, extensible across UC campuses.

- Charter Rule fluency. Pronto obtained a favorable FTA advisory opinion in the SFMTA/MUNI matter (2012–13) and responds to Part 604 charter notices nationwide, so the service model is built from the outset to complement public transit rather than compete with it.
- Built to clear procurement. Every affiliate's licence, authority and certificate checked before dispatch; a \$10M umbrella above the operator's own policy on every trip; HECVAT 4.1.6 Full completed; certificates, endorsements and the full workbook available on request.
- A clean operating model. Pronto runs the program — booking, scheduling, dispatch, on-site coordination — while licensed affiliate operators supply vehicles and drivers. Agencies and venues get the service without acquiring fleet.

9. Where We Are Going

Exciting destinations, unforgettable experiences, memorable journeys — one platform that finds the reason to travel, and one network that carries people there. Within it, demand-responsive service is ideally suited to last-mile and intercity transportation for special events, where demand varies significantly between locations and between events. Pronto brought that model to intercity service in 2010 and to last-mile service in 2026, in both cases before anyone else.

Our ambition is a single flow: find the experience, book the ride to it, travel, and come back — one account, one record, one company answerable for all of it. Most of that is live today. The rest is the work in front of us: extending real-time capacity integration across the whole affiliate network, and bringing demand-responsive service to venues and events beyond the ones we run now.

If your institution, venue, agency or event moves groups of people, we would like to hear what you are trying to solve.

Talk to us

Kumar Shah

President & Chief Executive Officer, Pronto Corporation

Pronto Corporation | kumar@iPronto.com | 833-477-6688 | iPronto.com

Do More Together.