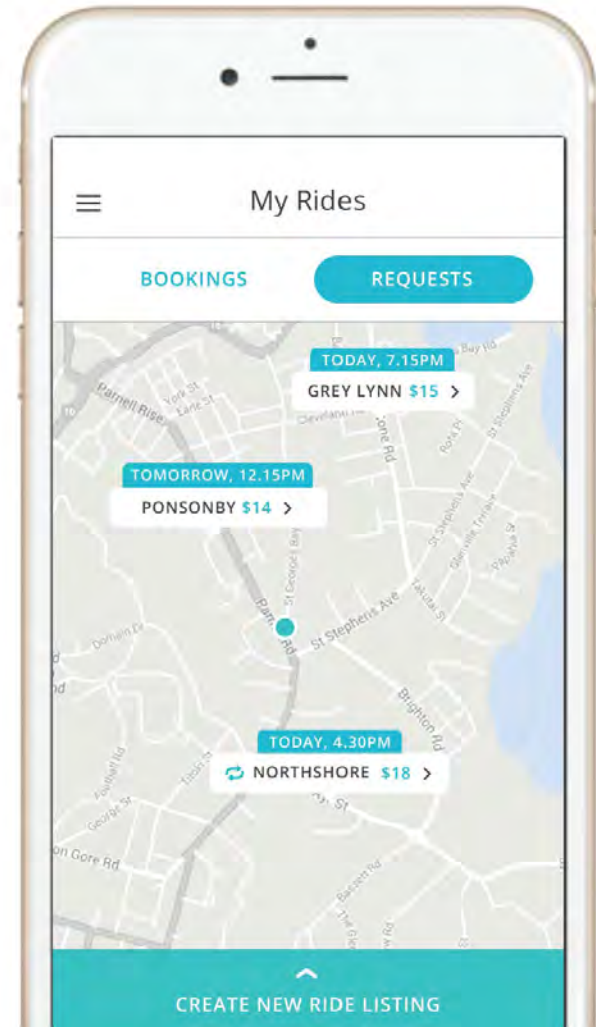




# CHARIOT

Drive Change.



A blurred night scene of a city street. Several cars are visible, their headlights and taillights creating a bokeh effect. A red traffic light is visible in the distance. The overall atmosphere is dark and urban.

Introduction

**As Kiwis, we love to drive.**

## The Problem

**New Zealand has a problem of heavy car usage, a lack of parking space and congestion in its major centres.**

**2.3m**

licensed cars  
on 4.7m people

**77.5%**

of Kiwis travel  
to work by car

**80%**

of seats on the  
road are empty

## The Solution

**Chariot is a social carpooling and ride sharing app that connects people travelling the same routes.**



Reduce number of  
vehicles on the road



Increase occupancy  
rate in cars

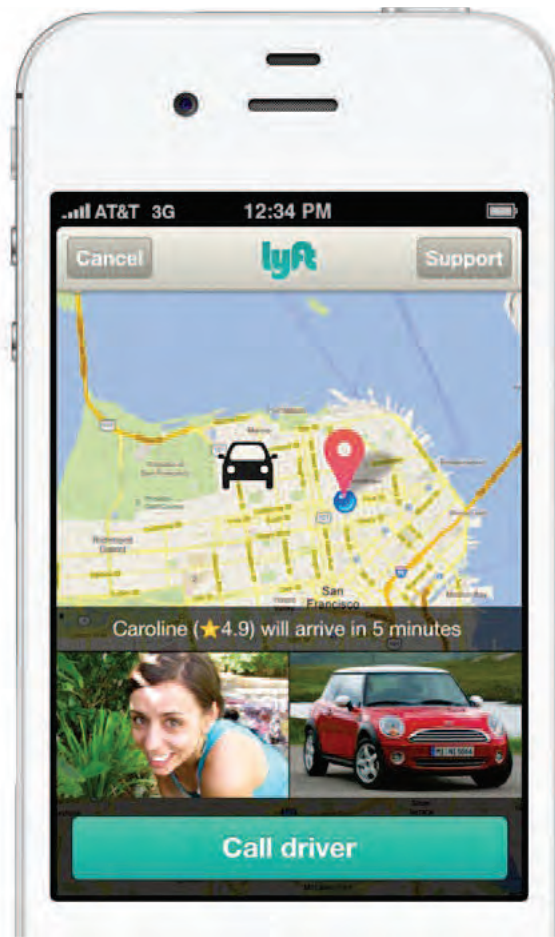


Facilitate cashless  
payments



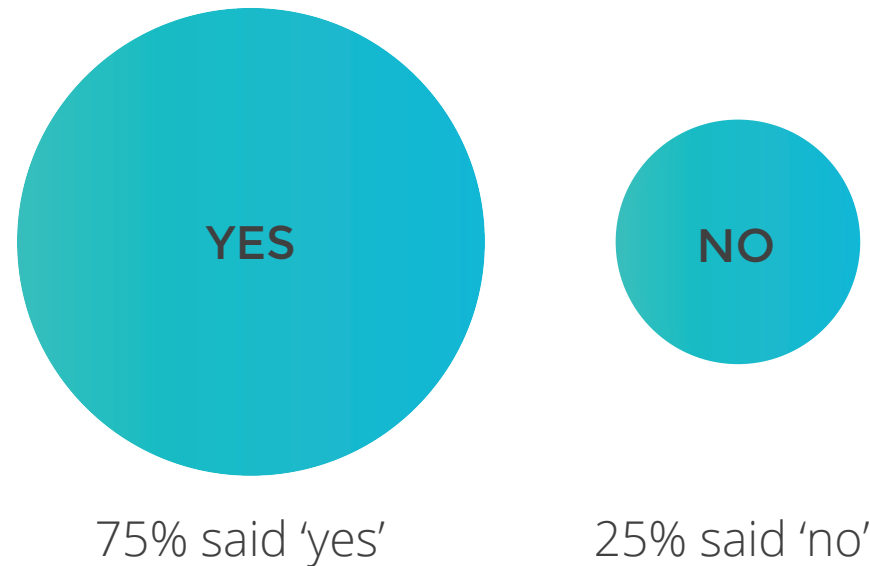
## Context

Technology enables share economies, that help reduce these problems.

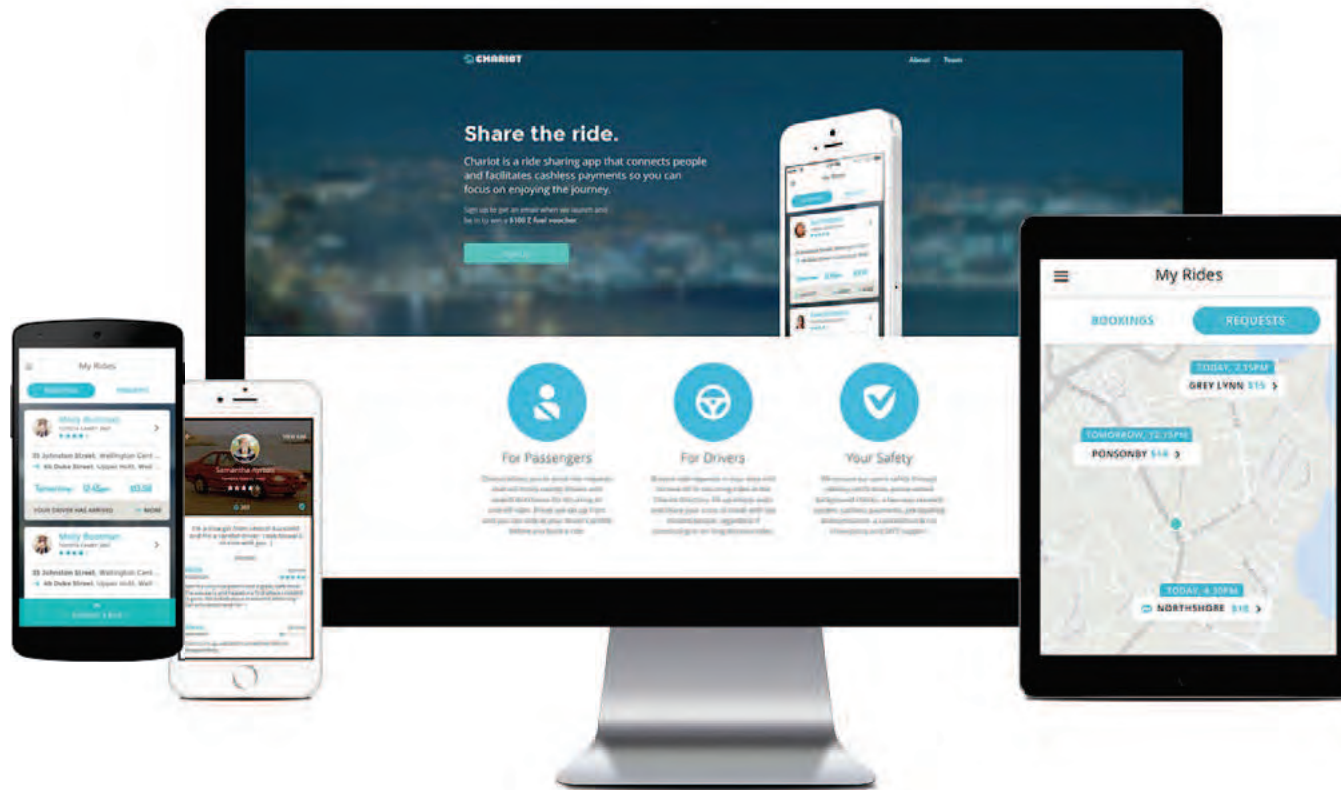


## We asked Kiwis:

**‘Would you use an App that matches passengers and drivers to share the costs of travel in a safe environment?’**



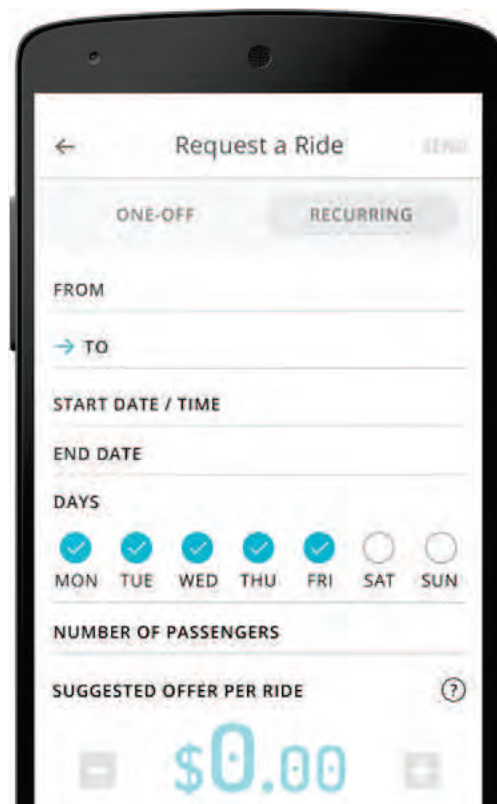
# Chariot will be available on all devices - a **hybrid mobile app** synced with a **web app**.



# Features

## Passengers

- ride requests
- search directories
- recurring and one-off rides
- contribution (price) set up front



## Drivers

- browse requests
- create listings
- fill up empty seats
- share your costs of travel



## Safety

- identity verification
- police-vetted background checks
- two-way ratings
- cancellation & no-show policy





Target Market

Chariot identifies the main market in three segments:

Segment	Criteria
Regular drivers and 'by-car' commuters (single person in car).	Owning a car and having a valid drivers licence.
Passengers (may or may not have access to a car).	Having a need to travel to work and/or the city.
'By-other-means' commuters.	Using public transport, walk or biking to work and/or city.

## Regulation and Compliance

Chariot is going to operate under a genuine cost-sharing arrangement as an exempted passenger service for carpooling stipulated under Land Transport Rule – Operator Licensing 2007, Objective of the rule (page 3) and Section 12.1(1) (b) Exempt passenger service.

Criteria	Chariot	Uber
Business model	Revenue/cost-sharing model	Profit-seeking model
Passenger endorsement	N/A	Required
Driver status	Voluntarily	Employed/contracted
Price/fare	Contribution agreed up-front between parties	Fare determined at end of ride*
Taximeter	N/A	App*

\*As private hirer service (Uber) it's against Taxi regulations to determine the fare at the of end of ride as well as using the mobile application instead of a taximeter.

Our mission

**Chariot aims to reduce** the number of single drivers in cars, traffic congestion and carbon emissions by offering a global app platform for social ride sharing.



# Unfair Advantage



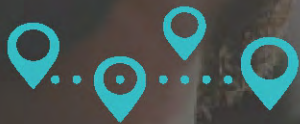
COMPLIANT MODEL

1<sup>st</sup>

FIRST TO MARKET NZ



DIVERSE SERVICES



WAYPOINT MATCHING



LOYALTY PROGRAMME



KIWI BUSINESS



Withheld under section 9(2)(b)(ii) of the  
Official Information Act 1982.

## 6-month Roll-out

STAGE  
**1**



Wellington (+ suburbs)  
& Palmerston North

STAGE  
**2**



Auckland (+ suburbs)  
& Hamilton

STAGE  
**3**



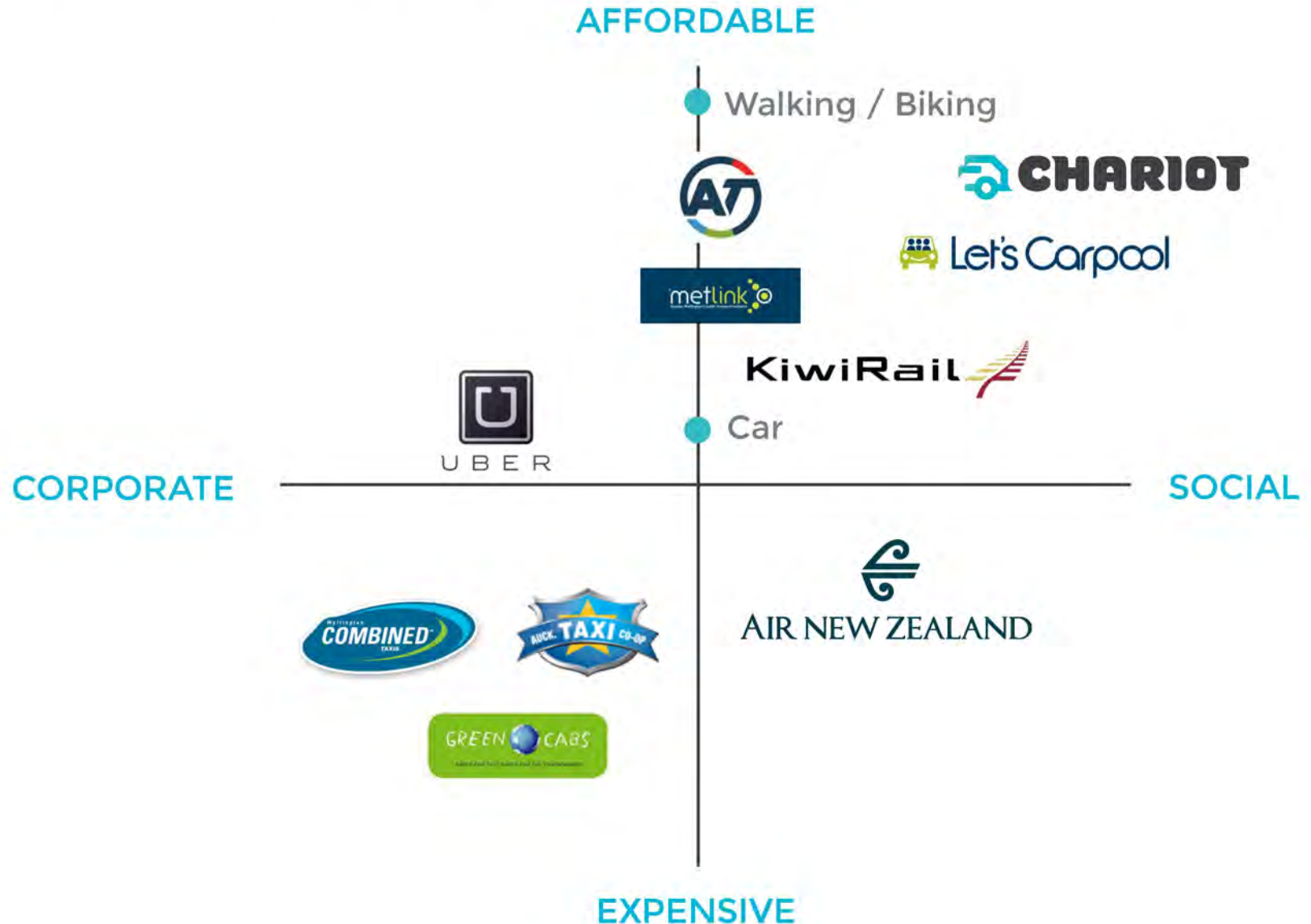
All of State  
Highway 1

STAGE  
**4**



Rest of  
New Zealand

# Competitive Landscape



# Team



**Dr. Thomas Kiefer,**  
CEO  
25.3%



PROGRAMME MANAGER



**Milan Reinartz,**  
Chief of Product  
22.5%



FOUNDER / CEO



**Nick Hughes,**  
Director of Tech  
3%



LEAD DEV



**Matt Bondi,**  
CTO  
8%



LEAD DEV



**Martin,**  
Lead Dev  
15%



**Mark,**  
Dev Support  
1.5%



**Matt,**  
App Dev  
6%



**Ilya,**  
Growth  
5%



**Rhi,**  
Design  
8%



**Hemant,**  
Finance  
2%



**Rodney,**  
Advisor  
-



## Contacts



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**Milan Reinartz,**  
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