Presentation Objectives

What is the value of shared mobility?

How Hytch Rewards works

Product positioning

Looking back at the first 1.4M vehicle miles not driven

Where do we go from here

Let’s solve this problem together
What is the value of shared mobility?

- Employees
- Community
- Supply Chain
- Network resilience
- Branding
- Universal sustainability network
Travel from point A to point B is changing, driven by a series of converging technological and social trends: the rapid growth of carsharing and ridesharing; the increasing viability of electric and alternative powertrains; new, lightweight materials; and the growth of connected and, ultimately, autonomous vehicles.

The result is the emergence of a new ecosystem of mobility that could offer faster, cheaper, cleaner, safer, more efficient, and more customized travel.
Hytch Strategic Objective

Identify, connect and motivate using cash incentives as a tool to understand and influence mobility decisions in the shared economy.
Rewarding Behavior that Benefits Everyone

CHANGE THE CONVERSATION
We all want to be part of the solution, but it helps to get some positive reinforcement to encourage us along the way. *That’s Hytch Rewards.*

REDUCE OUR FOOTPRINT
More shared rides means fewer vehicles on the road. This means less carbon emissions, cleaner air quality and a healthier environment. *Everyone wins.*

PAY IT FORWARD
*Hytch Rewards* is designed to share. Each time we invite a friend, neighbor, coworker to share a ride, we multiply the benefits. Everyone gets rewarded.
1.4 Million Miles Shared in 100 Days
## Participants per Ride

<table>
<thead>
<tr>
<th>Participants</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>77.80%</td>
</tr>
<tr>
<td>3</td>
<td>14.59%</td>
</tr>
<tr>
<td>4</td>
<td>4.12%</td>
</tr>
<tr>
<td>5</td>
<td>1.69%</td>
</tr>
<tr>
<td>6</td>
<td>0.78%</td>
</tr>
<tr>
<td>7</td>
<td>0.39%</td>
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<tr>
<td>8</td>
<td>0.19%</td>
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<tr>
<td>9</td>
<td>0.10%</td>
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<tr>
<td>10</td>
<td>0.09%</td>
</tr>
<tr>
<td>12</td>
<td>0.08%</td>
</tr>
<tr>
<td>11</td>
<td>0.07%</td>
</tr>
<tr>
<td>13</td>
<td>0.04%</td>
</tr>
<tr>
<td>Other</td>
<td>0.07%</td>
</tr>
</tbody>
</table>

Total: 43,196.00
Trips by Day
TRAFFIC STINKS.

LET’S END IT.

People create traffic.
We can also end it.
Rewards work.

“That which is rewarded is repeated.” – B.F. Skinner

The fastest way to change behavior is to REWARD that which is desirable.
Introducing, Hytch Rewards.

Ride together. Earn rewards.
How it works.

HEAR WHAT NASHVILLE THINKS
How it works.

TAP “LET’S HYTCH”

INVITE PARTICIPANTS

EARN POINTS

SEE YOUR IMPACT

CASH OUT!
Empowering communities to be part of the solution.

- Ignited by sponsors
- Fueled by rewards
- Launched within existing networks
- Made to share
- Inherently viral
Hytch Rewards in Tennessee

PRESENTED BY:

1¢ per mile Statewide
5¢ per mile Middle Tennessee

NISSAN
Changing the conversation in Mid-TN

- 5¢ All of Middle Tennessee
- 1¢ Davidson, Williamson, Rutherford
- 3¢ Davidson County
- 5¢ Maryland Farms
- 4¢ Onin Staffing Employees
- 5¢ Goodwill Employees
Sponsor Dashboard
Next 6 Months

MIDDLE TENNESSEE ROLLOUT

Event Partnerships
Partner Networks
School Bus & MTA Rider Rewards
Additional Tennessee Cities
Next 6 Months

NATIONAL ROLLOUT

- National Sponsors
- Blockchain Implementation
- State and Local Grants
- Nashville to National
Advisory Board

Charles Apigian
MTSU Data Sciences
Institute

Jill Griffin
NYSE Board Director

Michael McHorse
Daimler

Piere Sacre
ABB

Dr. Craig Philip
Vanderbilt University

Thomas Brewer
Tennessee Tech
Mark Cleveland is a proven entrepreneur and executive leader in both public and private companies. Mark’s experience includes software development, implementation and operations with over 17 years of service in multimodal commercial transportation industry, directly serving 70% of America’s largest fleets.

- 2018 Emerging Company of the Year, (Nashville Tech Council)
- 2017 Finalist for Innovator of the Year (Nashville Tech Council)
- 2016 Innovation Award (Nashville Metro Planning Organization)
- 2014 Entrepreneur of the year in Nashville
5 C’s of Ridesharing

Hytch influences transportation behavior on every level.

CASH
Take advantage of endless incentives to reduce traffic.

CONVENIENCE
Hassle-free & personalized; simply enjoy the ride.

CULTURE
Enjoy a whole new spin on traffic: smart, fun, hyperlocal.

COMMUNITY
Easily join groups, invite friends, or match-up.

CONSCIENCE
Feed your soul with rewards for right behavior.
User Personas

Hytch is good for everyone.

Jenn Wilmoth
“Corporate Carpooler”

Sam Miller
“Enviro-Venturer”

Stephen Smith
“Early Adopter”

Katherine Richardson
“Thrift Enthusiast”
Let’s Brainstorm
ride together.

Mark Cleveland, CEO
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Let’s solve this problem together.

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