



HytchTM

REWARDS

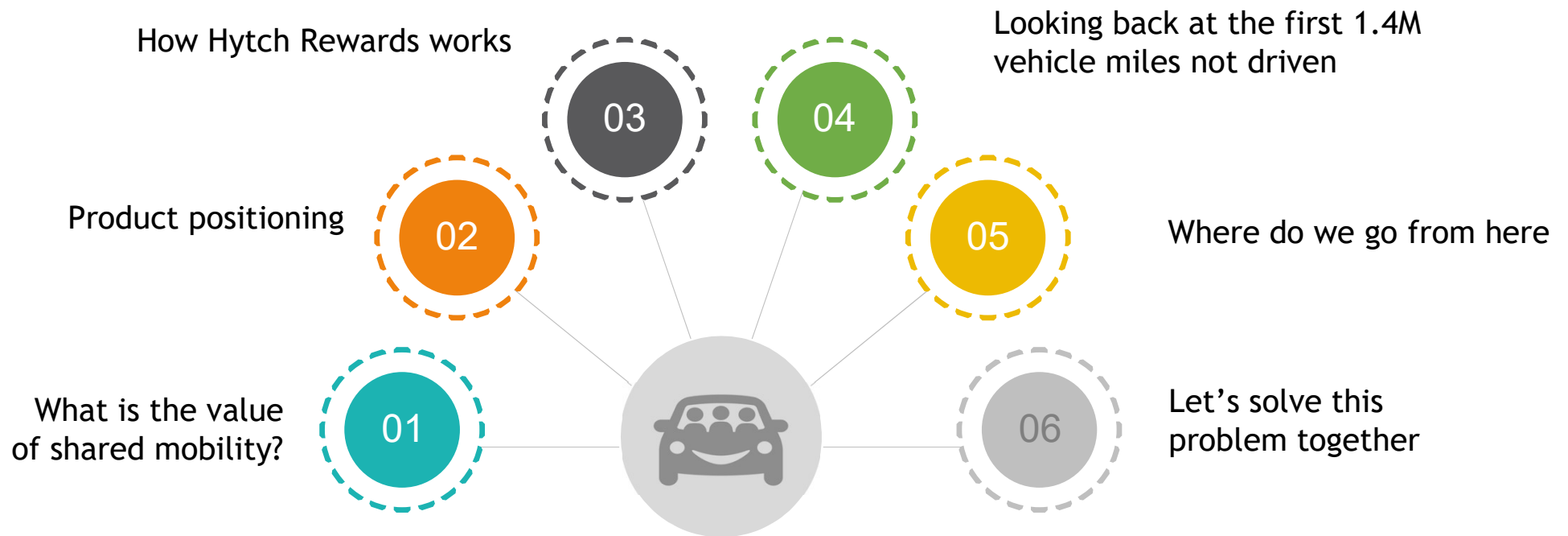


Download on the
App Store

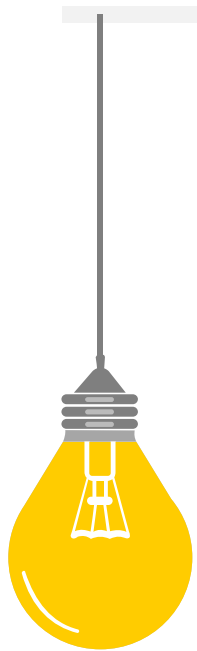


GET IT ON
Google Play

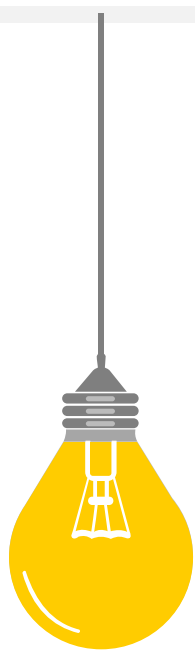
Presentation Objectives



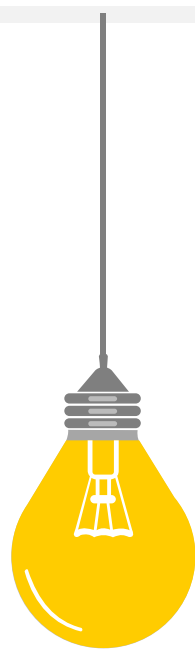
What is the value of shared mobility?



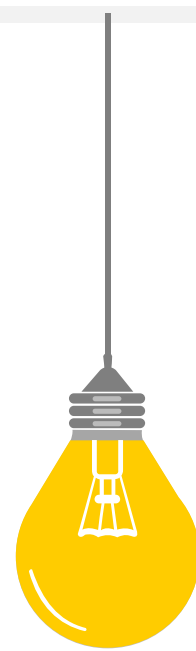
Employees



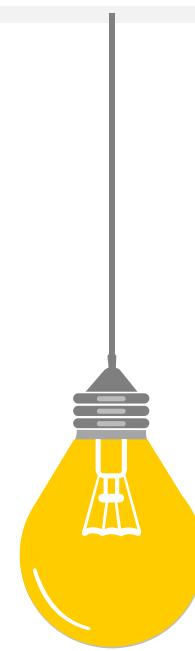
Community



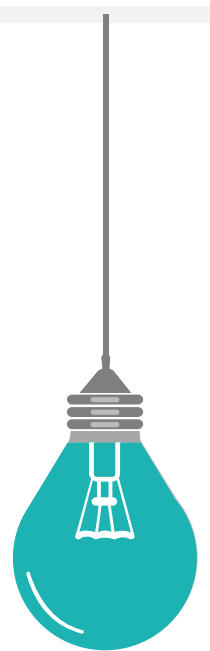
Supply Chain



Network
resilience



Branding



Universal
sustainability
network

Perspective on Mobility



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.



Deloitte.

Future of Mobility Overview

Nov 16, 2017

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

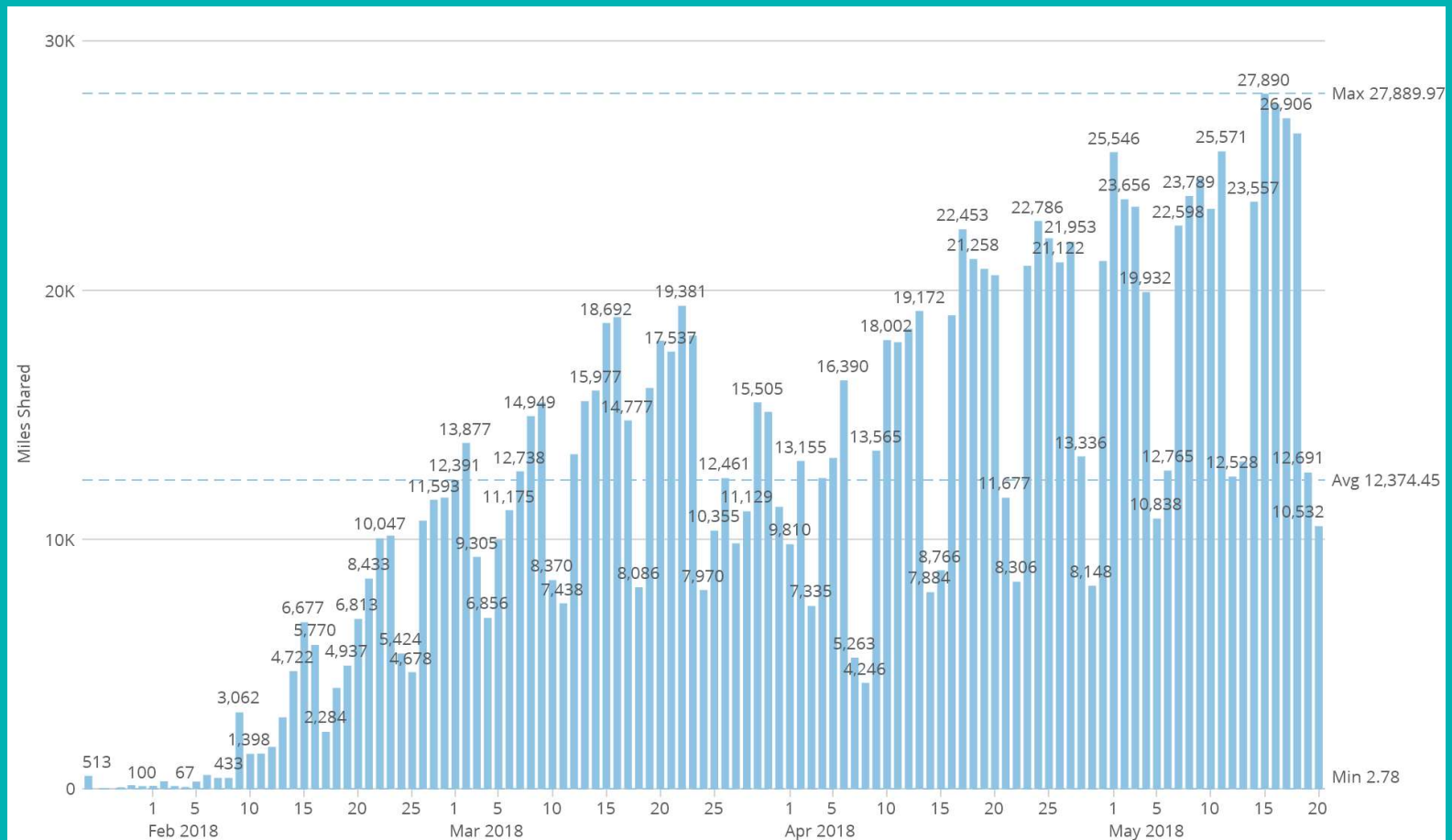
More shared rides means fewer vehicles on the road. This means less carbon emissions, cleaner air quality and a healthier environment. *Everyone wins.*

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.

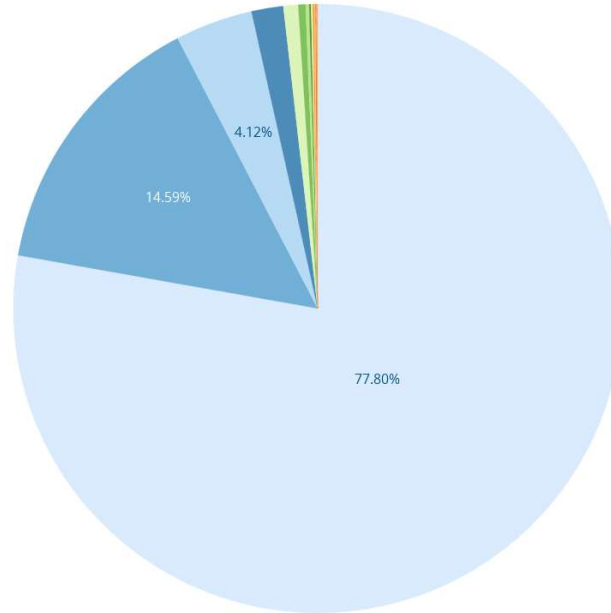


1.4 Million Miles Shared in 100 Days



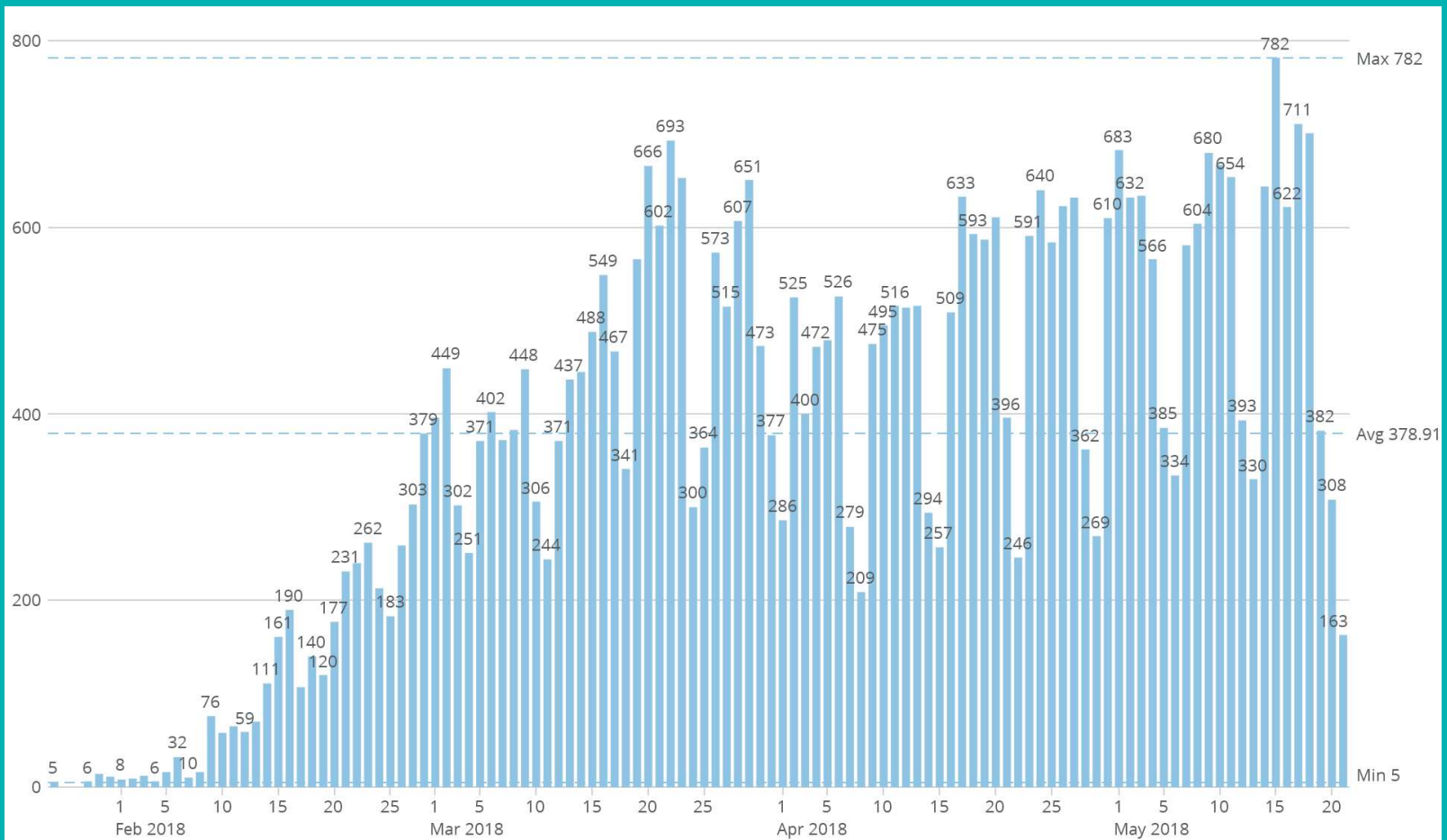
Participants per Ride

2	77.80%
3	14.59%
4	4.12%
5	1.69%
6	0.78%
7	0.39%
8	0.19%
9	0.10%
10	0.09%
12	0.08%
11	0.07%
13	0.04%
Other	0.07%



Total
43,196.00

Trips by Day



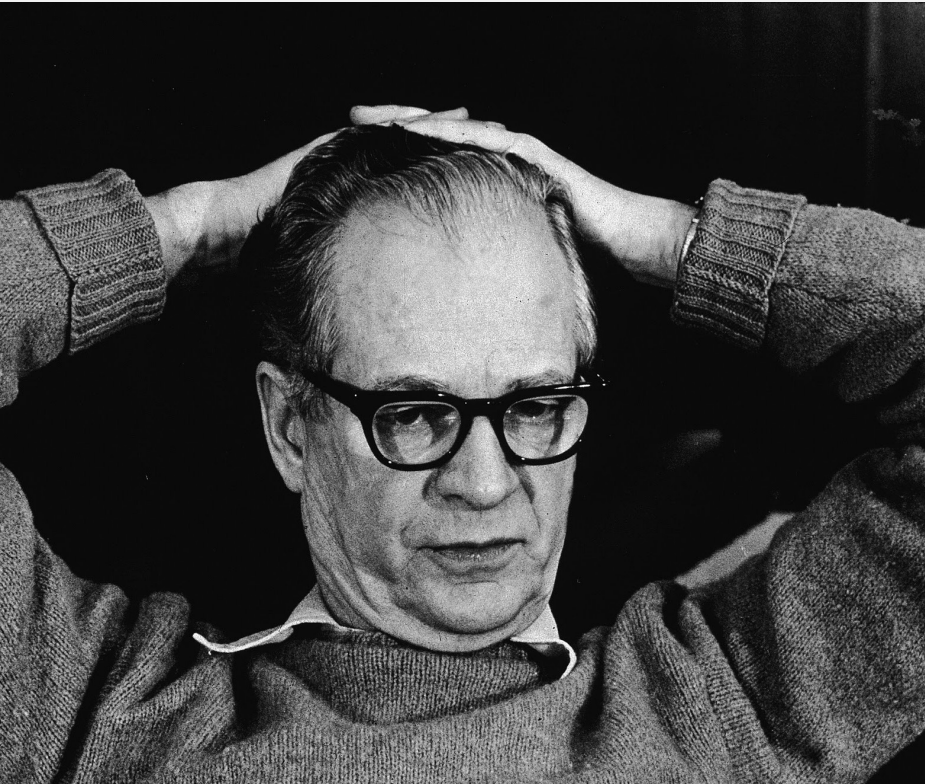


TRAFFIC STINKS. LET'S END IT.

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.

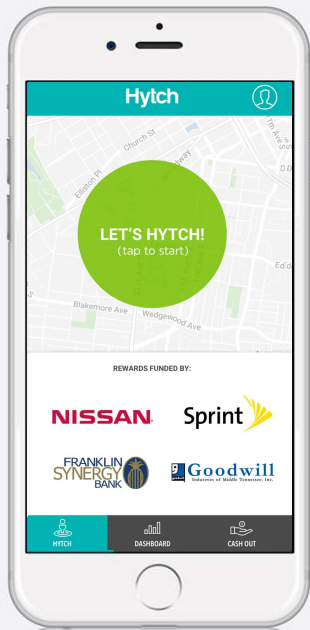
Ride together. Earn rewards.

How it works.

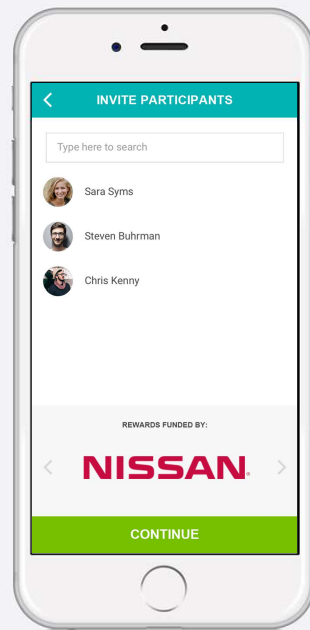
HEAR WHAT
NASHVILLE THINKS

How it works.

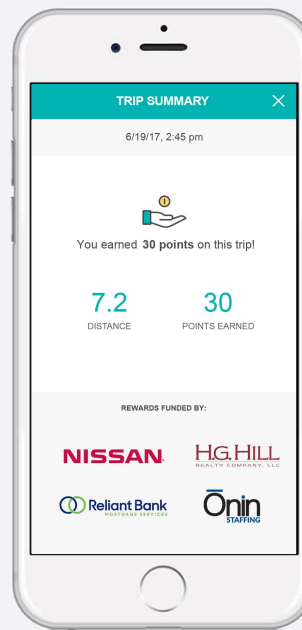
TAP "LET'S HYTCH"



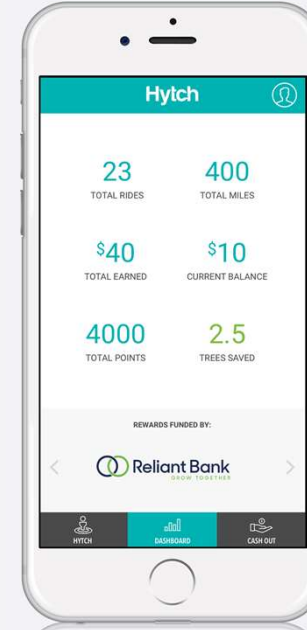
INVITE PARTICIPANTS



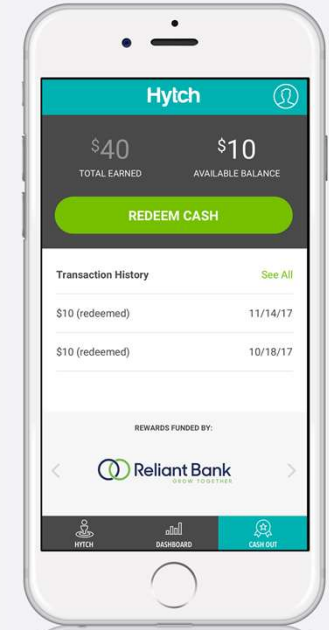
EARN POINTS



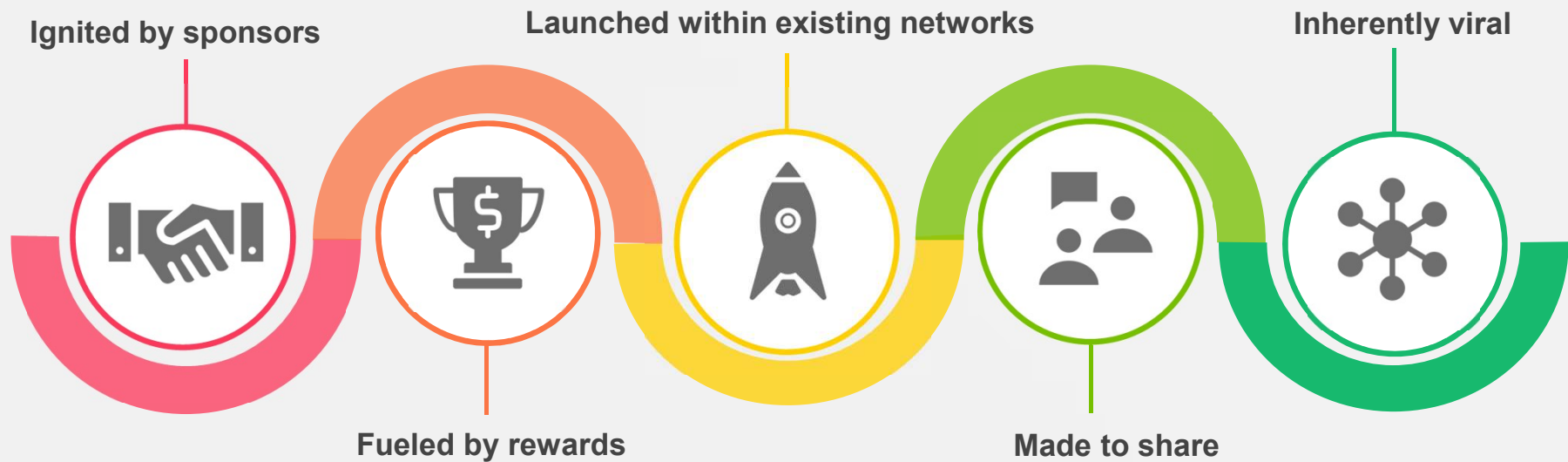
SEE YOUR IMPACT



CASH OUT!



Empowering communities to be part of the solution.



Rewards made possible by



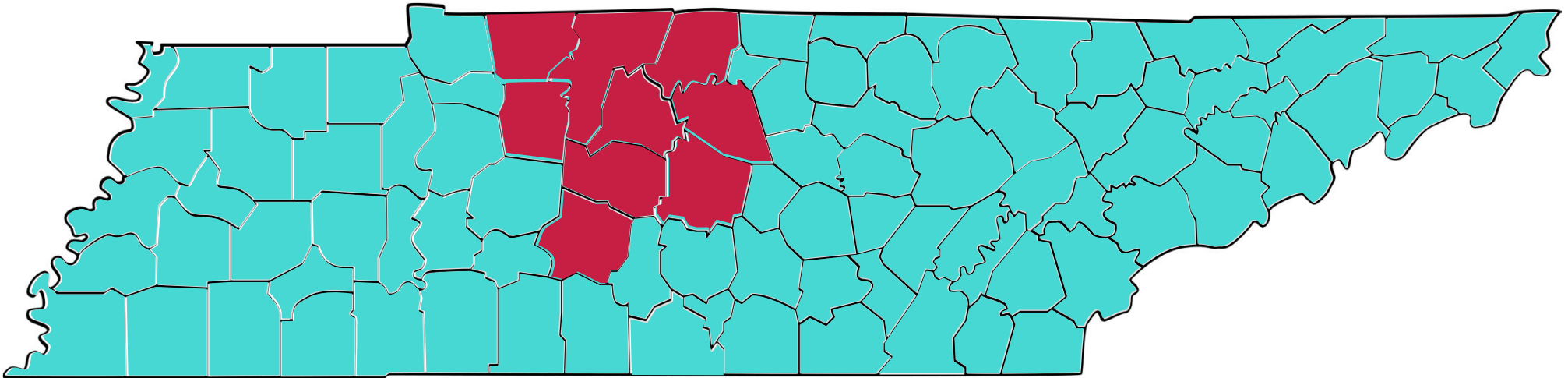
Hytch Rewards in Tennessee

PRESENTED BY:

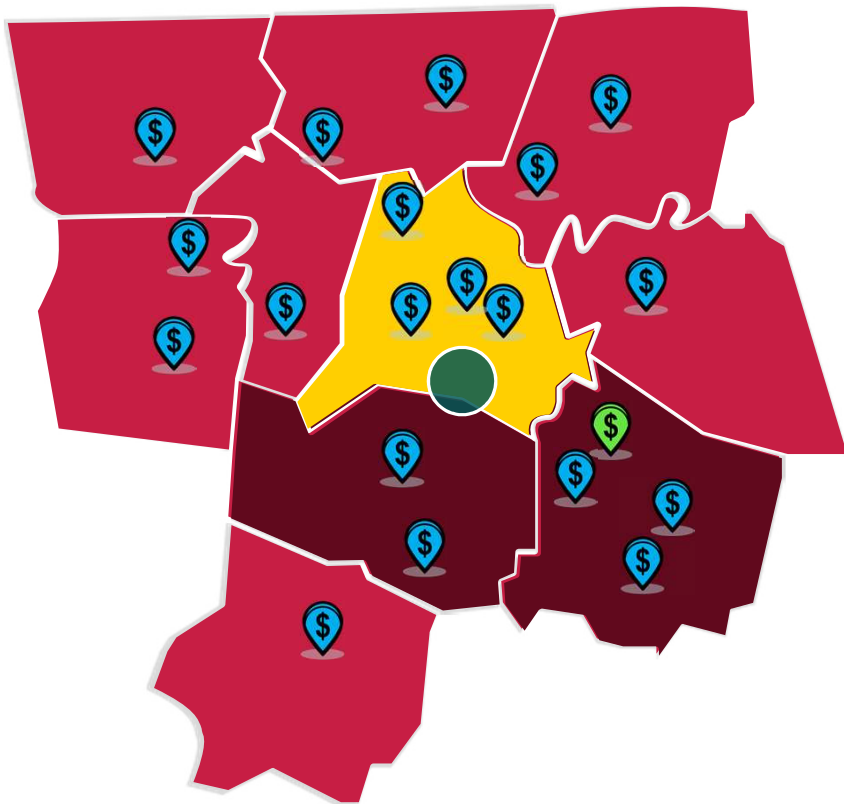
NISSAN

1¢ per mile Statewide

5¢ per mile Middle Tennessee



Changing the conversation in Mid-TN



NISSAN

FRANKLIN
SYNERGY
BANK

Sprint

H.G. HILL
REALTY COMPANY, LLC

Onin STAFFING

Goodwill
Industries of Middle Tennessee, Inc.

5¢ All of Middle Tennessee

1¢ Davidson, Williamson, Rutherford

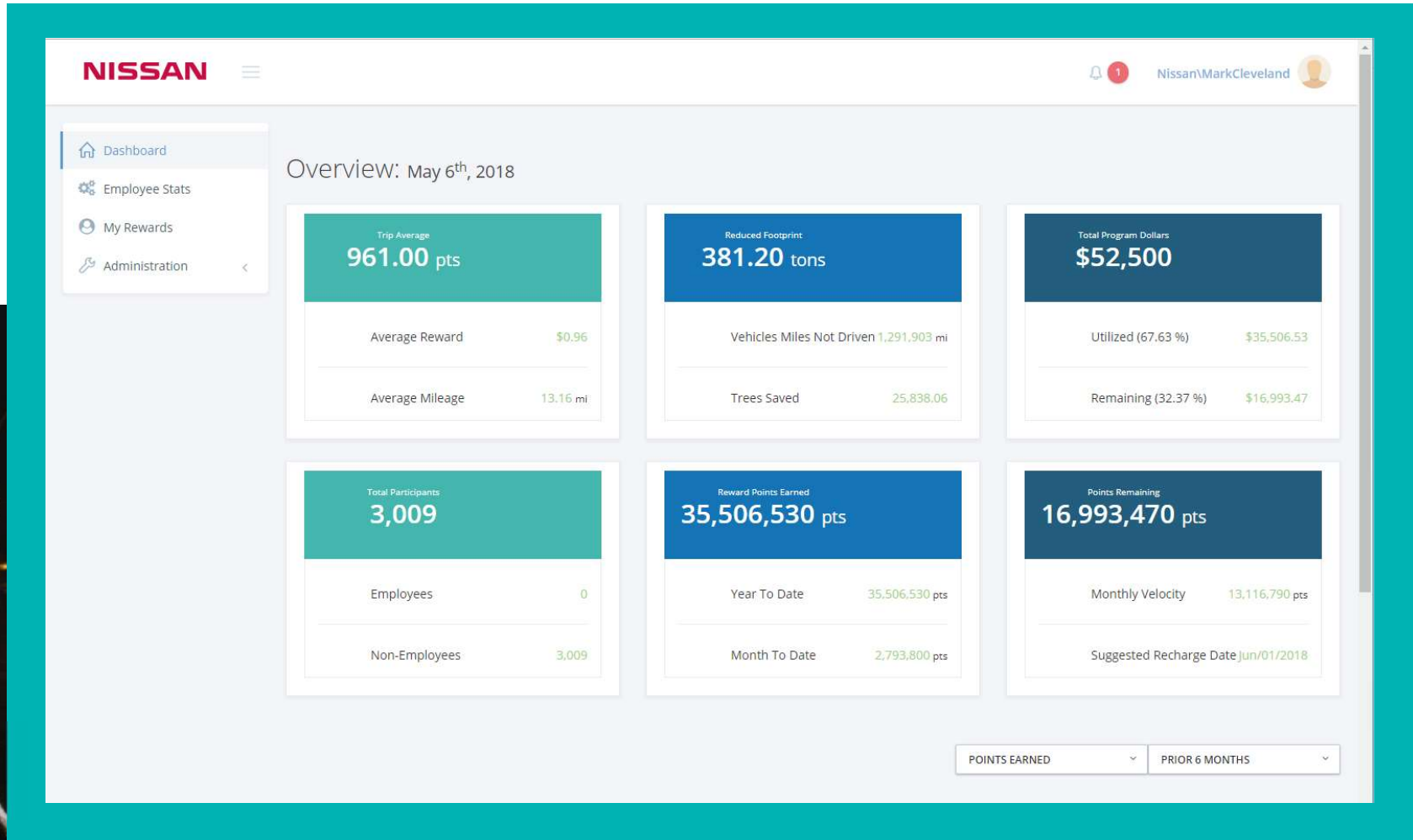
3¢ Davidson County

5¢ Maryland Farms

4¢ Onin Staffing Employees

5¢ Goodwill Employees

Sponsor Dashboard





- Dashboard
- Employee Stats
- My Rewards
- Administration

My Rewards: May 6th, 2018

Active Rewards (6):

- Reward Rule [TN] > 50- Complete**
 - Condition A:** Participants is >= than 2
 - Condition B:** Distance is > than 50.0
 - Condition C:** Destination is GeoFenced
 - Reward A:** Reward of: \$0.50
 - Points Earned:** 900,000
- Reward Rule [TN] <= 50 - Complete**
 - Condition A:** Participants is >= than 2
 - Condition B:** Distance is <= than 50.0
 - Condition C:** Destination is GeoFenced
- Reward Rule [Middle TN] > 30 - M-F Complete (.04) (5:00 - 9:00 AM) [Predators]**
- Reward Rule [Middle TN] > 30 - M-F Complete (.04) (3:30 - 7:30 PM) [Predators]**
- Reward Rule [Middle TN] <= 30 - M-F Complete (.04) (5:00 - 9:00 AM) [Predators]**
 - Condition A:** Distance is <= than 30.0
 - Condition B:** Ends on mon,tue,wed,thu,fri between 5/6/2018 5:00:00 AM and 5/6/2018 9:00:00 AM (UTC-06:00) Central Time (US & Canada)
 - Condition C:** Destination is GeoFenced
 - Reward A:** For each mile a reward of \$0.04
 - Points Earned:** 262,940

Performance Spanshot:

Rewards Points Earned

35,506,960 pts

Year to Date	35,506,960 pts
Month to Date	2,794,230 pts

Vehicle Miles Not Driven

1,291,923.15
mi

Points Remaining

16,993,040 PTS

Monthly Velocity	13,116,790.00 pts
Suggested Recharge Date	Jun/01/2018

Next 6 Months

MIDDLE TENNESSEE ROLLOUT



Hytch
REWARDS



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

Leadership Team



Mark Cleveland
CEO & Cofounder



Shawn Chapman
CTO



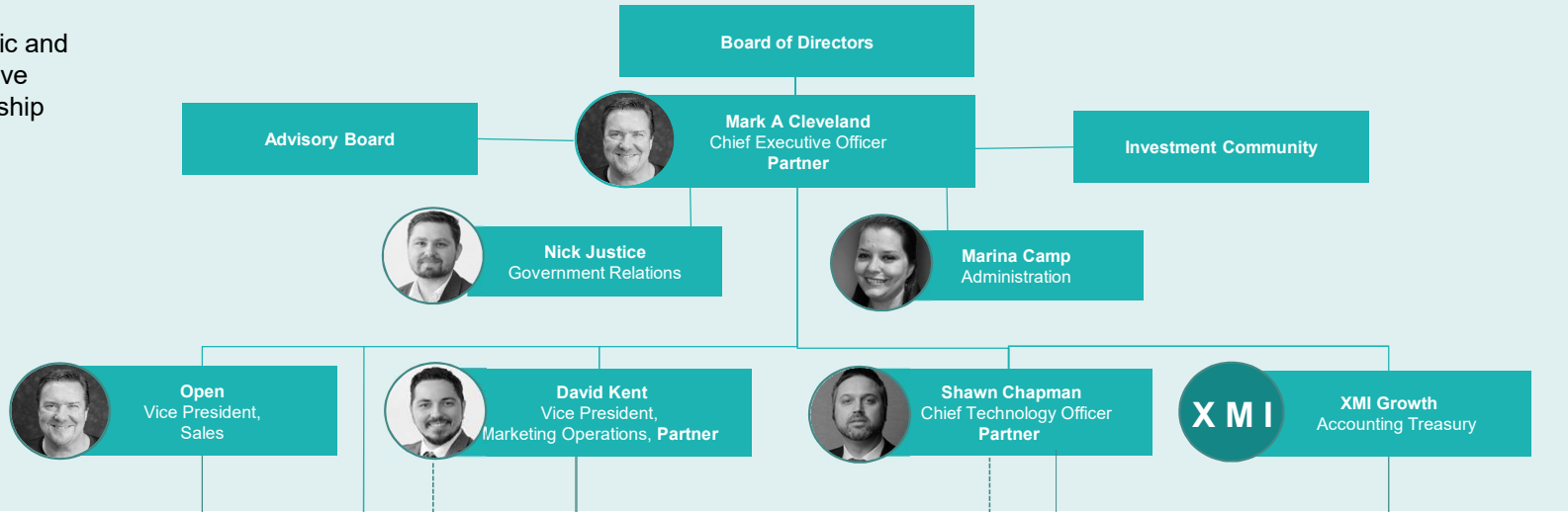
David Kent
Vice President,
Marketing & Operations



Nick Justice
Market Development

Hytch Governance

Strategic and Executive Leadership



Team





Appendix

Meet Our CEO



Mark Cleveland
CEO / Cofounder

Hytch

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

A group of people, including men and women, are shown from the chest up, arranged in a circle. They are all smiling and making peace signs with their hands. The background is a clear blue sky. The image has a dark, semi-transparent overlay.

ride together.

Mark Cleveland, CEO
mark@hytch.me / 615.519.9294



Let's solve this problem together.

Mark Cleveland, CEO
mark@hytch.me / 615.519.9294