



# Hytch<sup>TM</sup>

## REWARDS

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# Elevator Pitch

## 1. Congestion. Pollution.

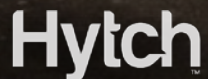
Brands have little ability to favorably impact social good, especially when it comes to traffic. Brands that make a difference build equity.

## 2. Reward smart mobility.

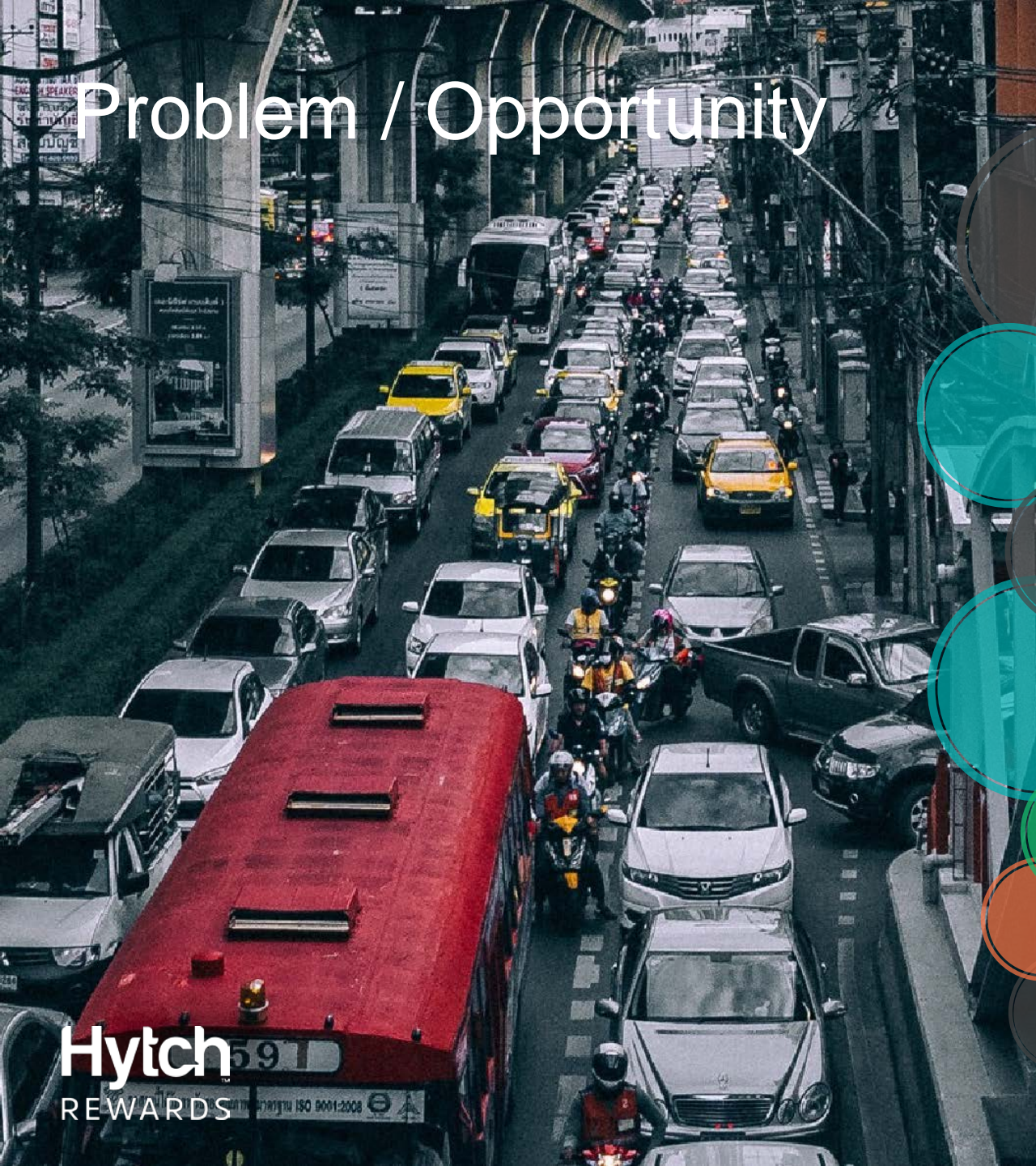
Hytch applies behavioral economics (reward theory) to fight climate change and congestion. Hytch is the mechanism and marketplace for rewarding people who share rides.

## 3. ¼ Fewer single occupancy vehicles by 2023

Hytch will make ridesharing the dominant form of personal mobility, thereby reducing climate change and congestion.







# Problem / Opportunity

76% of Americans commute to work alone

TRAFFIC

POLLUTION

CLIMATE CHANGE

Aging infrastructure

Fuel consumption / cost

Congestion stress

Parking hassle

Untracked "honor system" carpooling

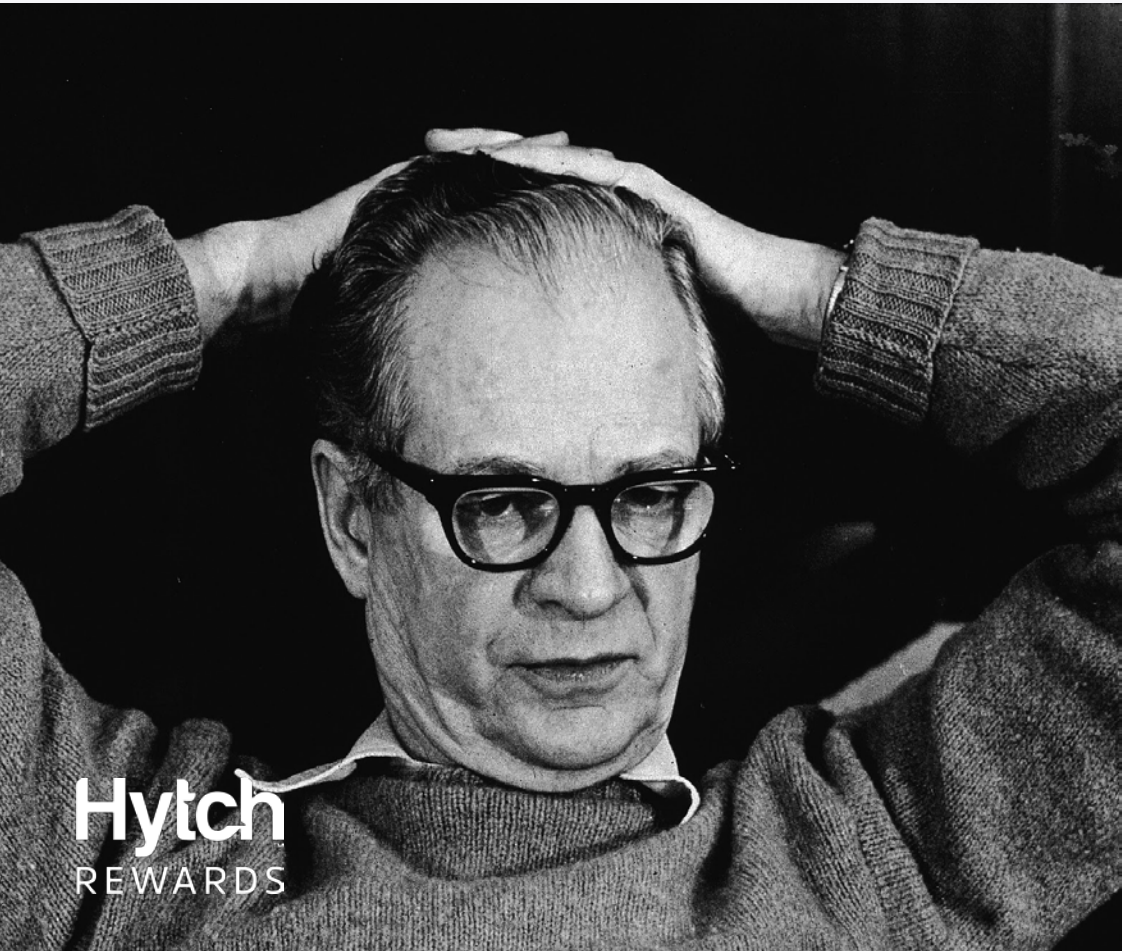
Loss of productivity

**Hytch**  
REWARDS



# Solution | Rewards work

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



**Hytch**  
REWARDS

**The fastest way to influence  
transit behavior is to REWARD  
that which is desirable.**







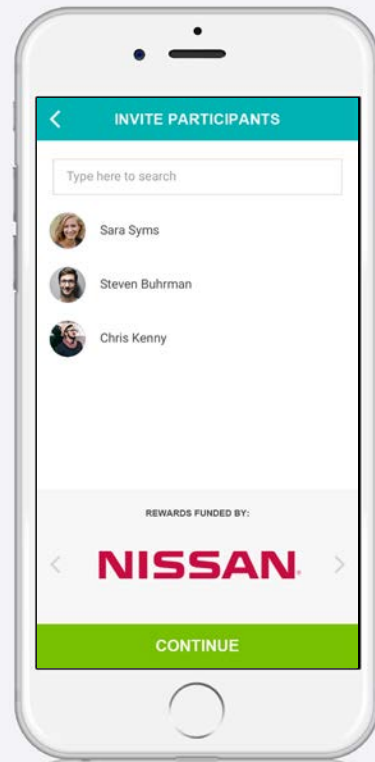
# Solution |

Identify, connect and motivate people using cash incentives as a tool to understand and influence mobility decisions in the shared economy.

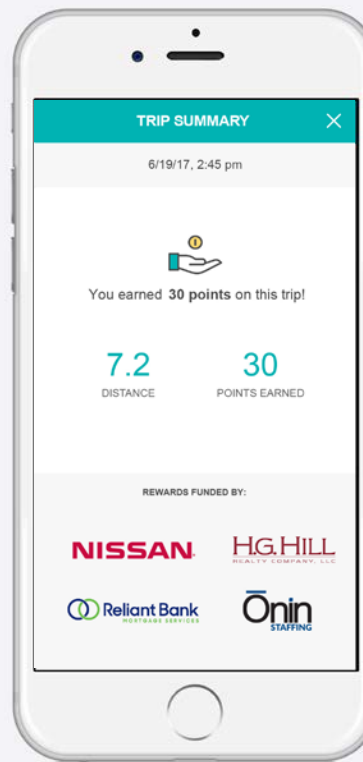
TAP "LET'S HYTCH" INVITE PARTICIPANTS



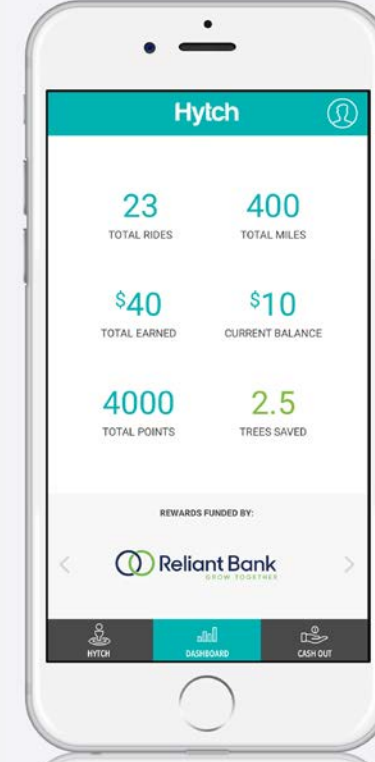
INVITE PARTICIPANTS



EARN POINTS



SEE YOUR IMPACT

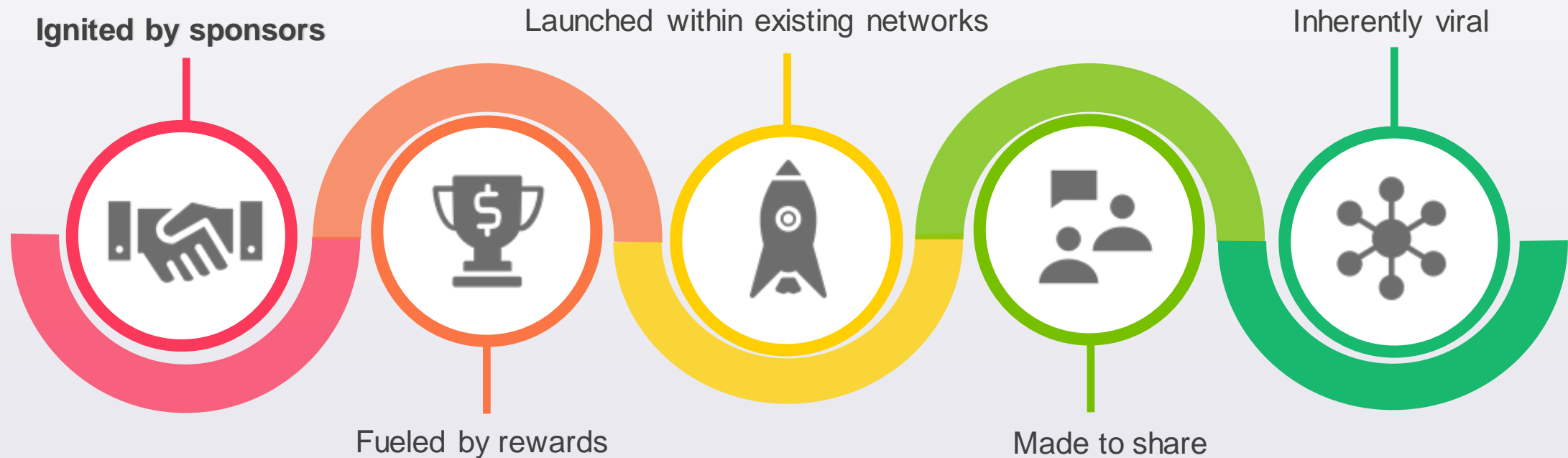


CASH OUT!





# Solution | Empowering communities to be part of the solution



## Hytch



82,776

TREES SAVED

4,146,489

MILES SHARED

\$134,245

CASH REWARDS EARNED

1,121 LB

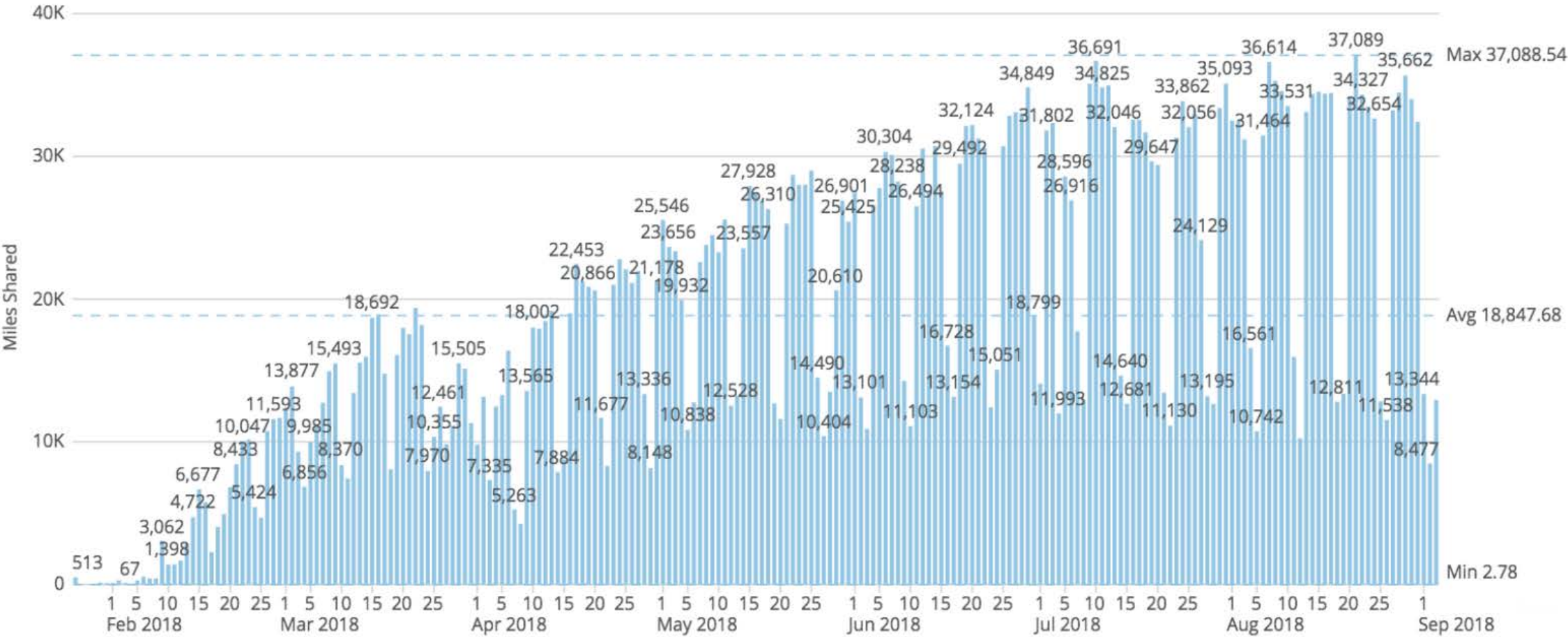
REDUCTION RATE IN CARBON



# KPIs | Miles shared

Miles Shared Jan 26, 2018 - Sep 3, 2018, by Day

**4,146,489** Sum of Distance

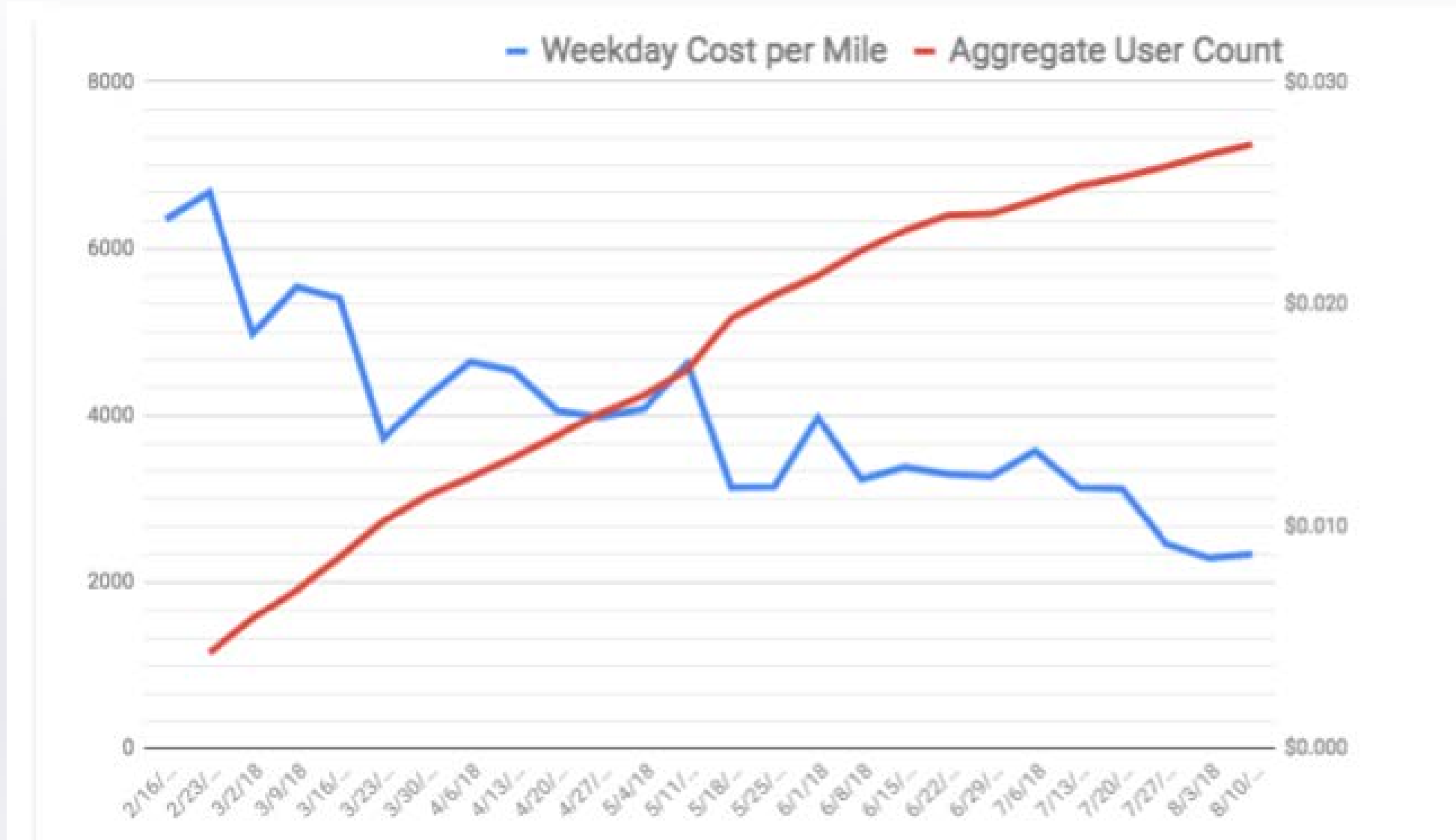


# KPIs | Declining cost of rewarding person miles

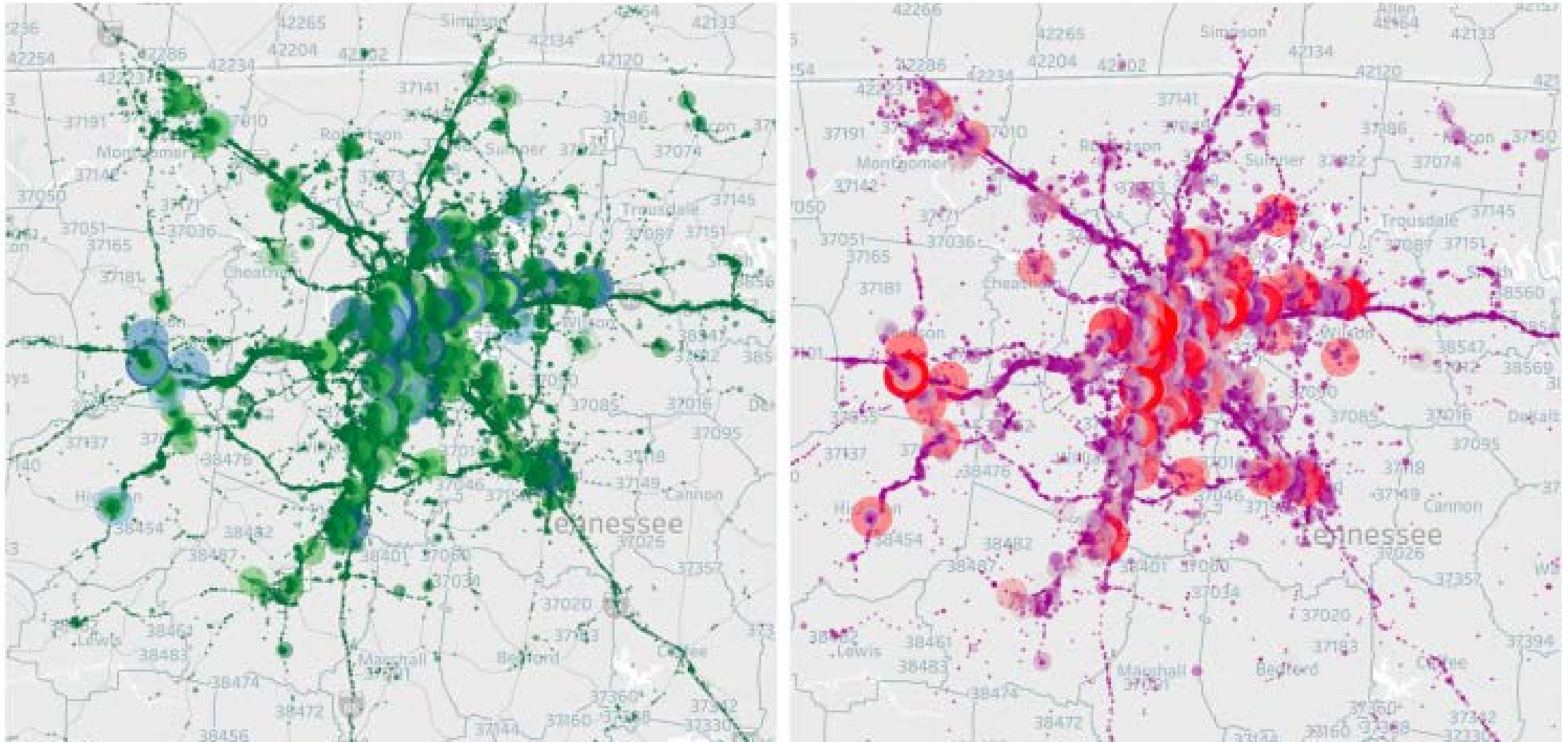




# KPIs | Declining cost with rising user count

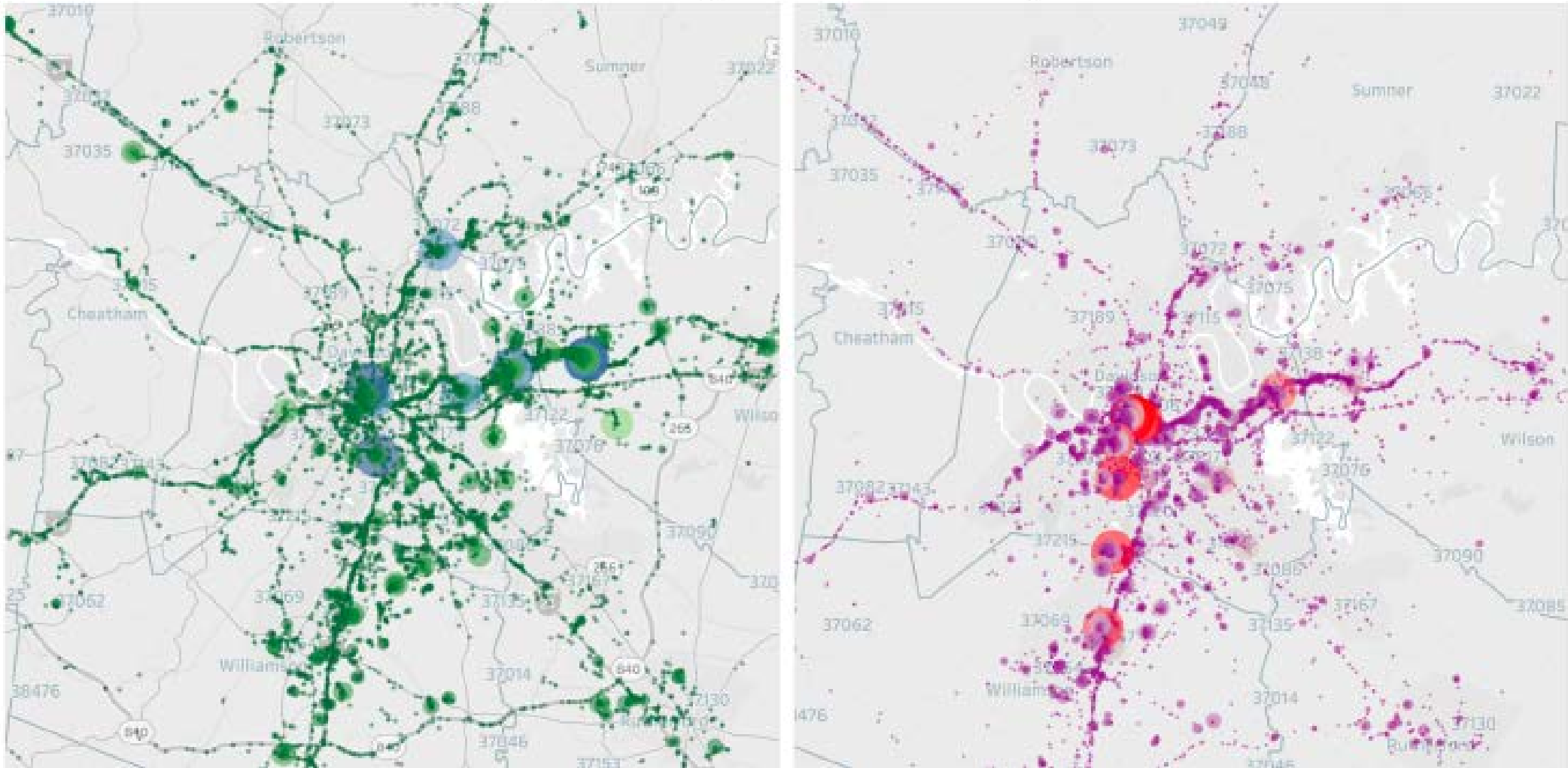


## Map 1: All Traffic for Start and End Destinations



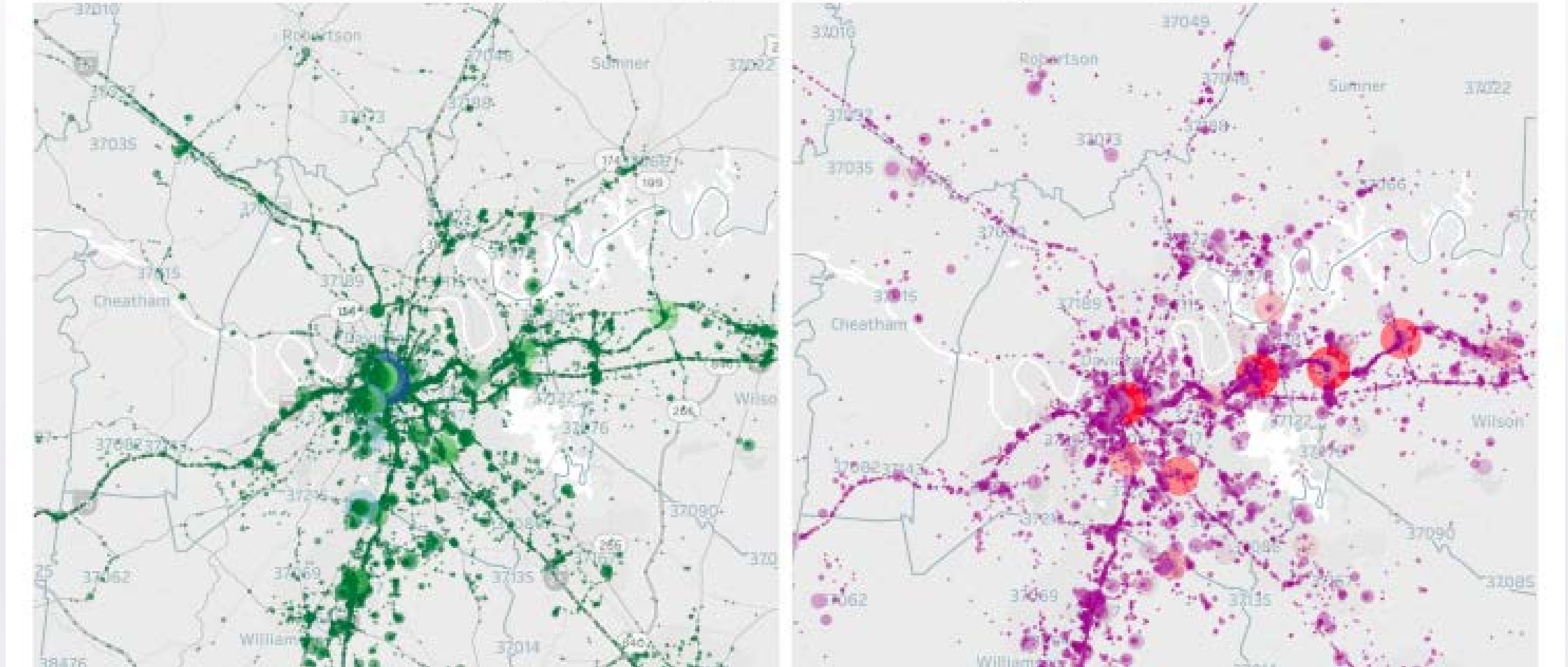


Map 2: Morning Traffic for Start and End Destinations  
(Weekdays 5AM to 9AM)



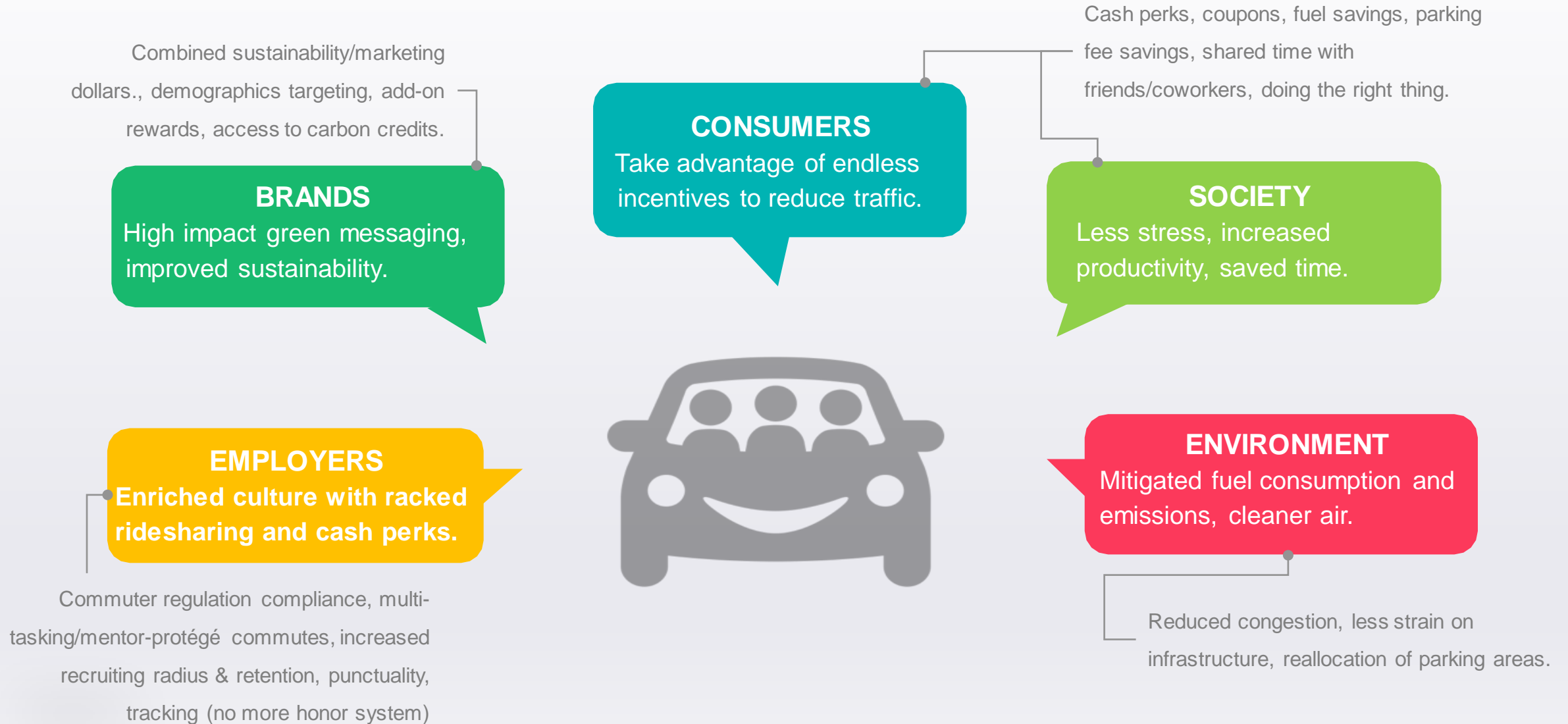
# KPIs | Proof of Concept

Map 3: Afternoon Traffic for Start and End Destinations  
(Weekdays 3PM to 7PM)





# Value Proposition | On every level



# Autonomous Everything



# Autonomous Everything





# Autonomous Everything



# Autonomous Everything

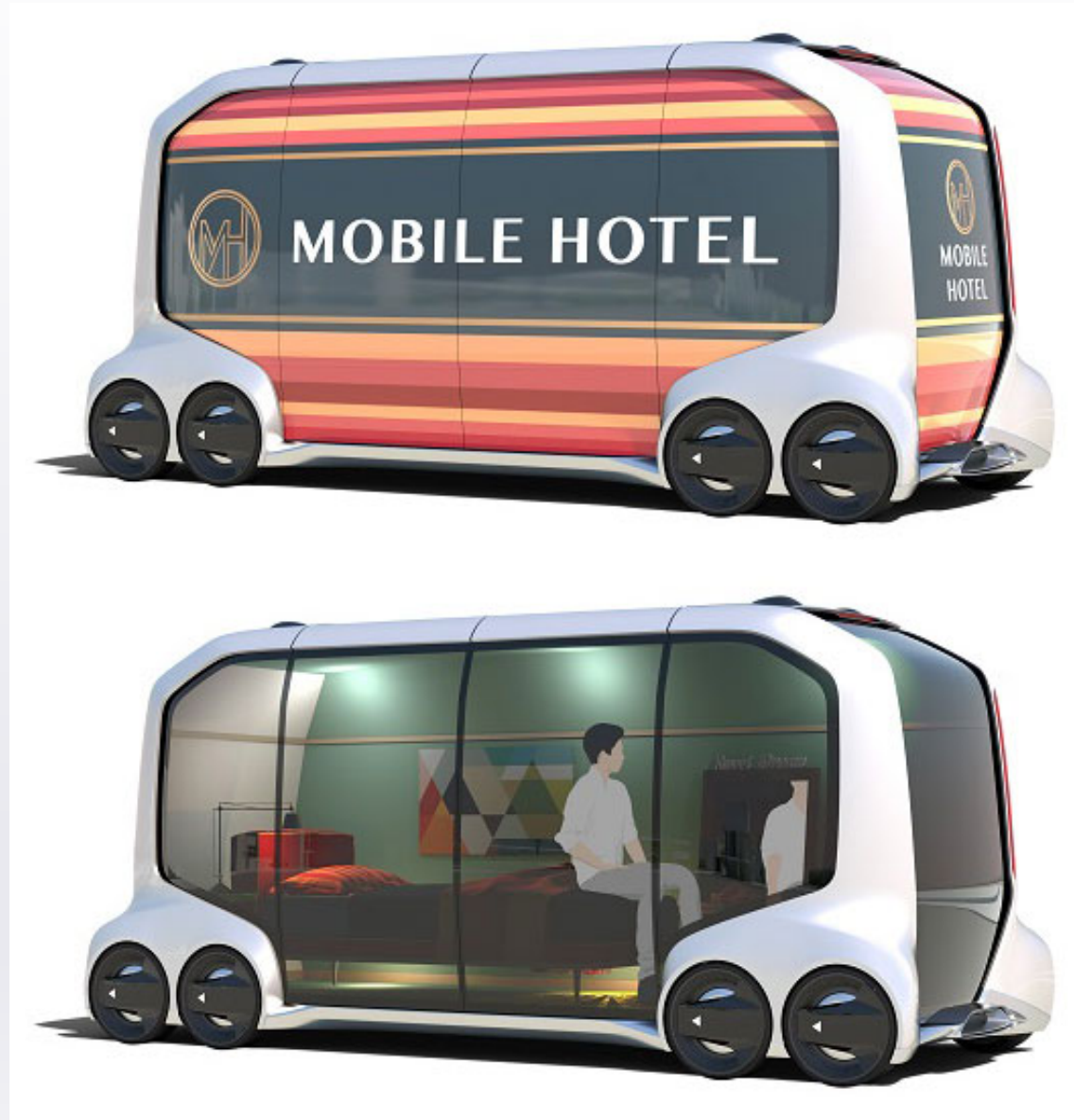


# Autonomous Everything





# Autonomous Everything

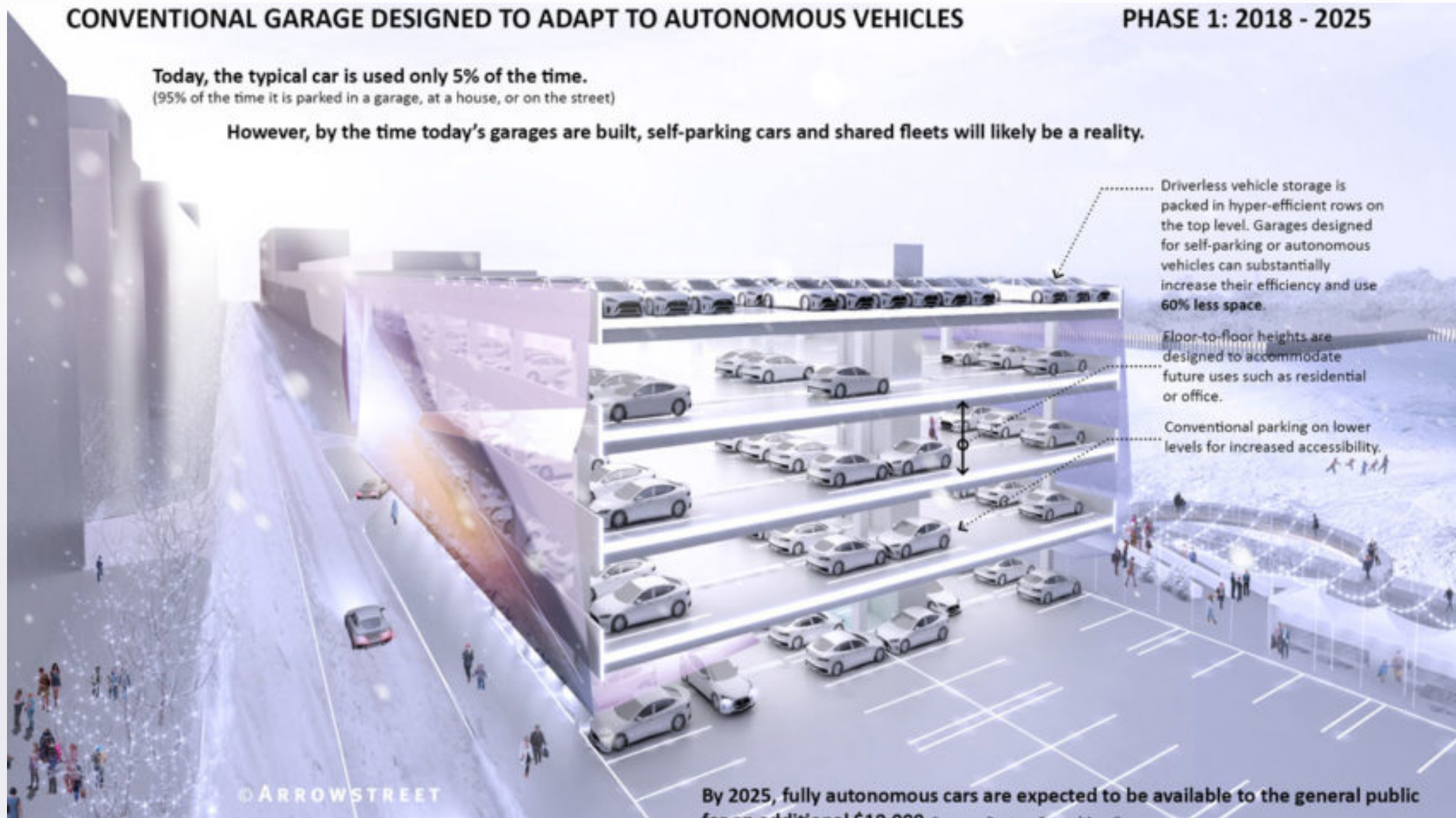




# Autonomous Everything



# Autonomous Everything

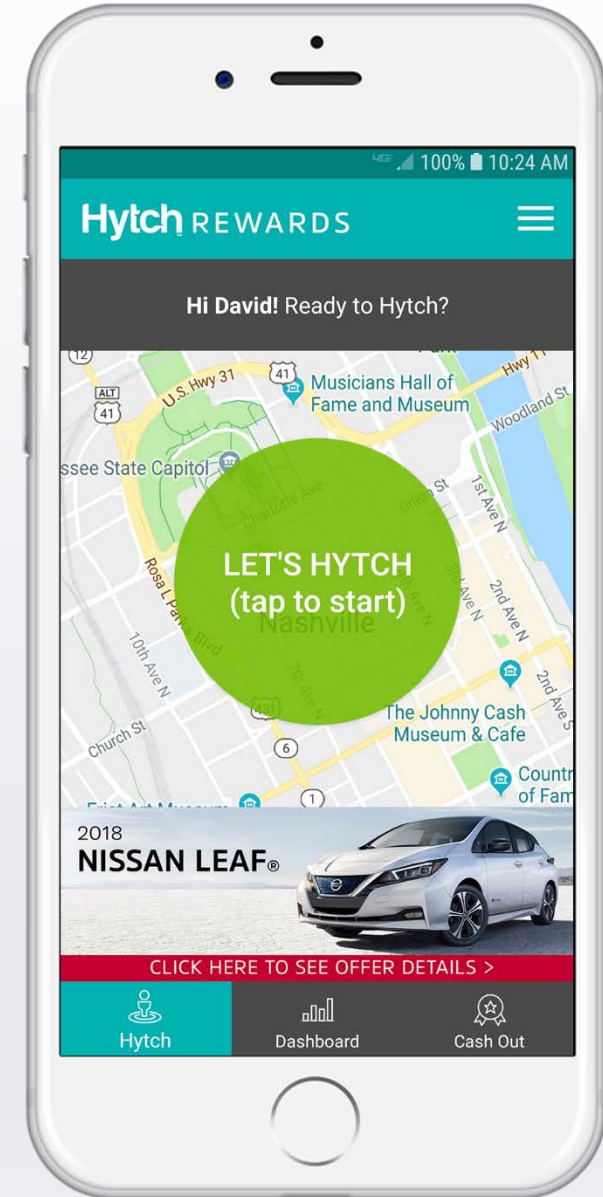




# Value Proposition

## MARKET GAP

Hytech provides what no other advertising platform can:  
the ability to influence sustainable behavior and impact climate change with documented mobility data.



# Business Model | How we fund rewards

## 1. Brandsponsors

Companies can sponsor incentives that provide highly localized brand exposure at the point of reward.

## 2. Carbon credit offsets

Organizations purchase transferrable carbon credits to balance out their emissions and meet sustainability goals.

## 3. Community grants

Federal, State and local communities offer grants to rapidly and cost-effectively influence transit behaviors.

## 4. Corporate incentives

Corporations invest in incentives to directly influence and reward employee transportation choices.



# Management Team



**Mark Cleveland**  
CEO & Cofounder



**John Bernard**  
Chief Operating  
Officer



**Shawn Chapman**  
Chief Technology  
Officer



**Jim Phillips**  
Chief Financial Officer



**Michael Jackson**  
Vice President,  
Business Development



**David Kent**  
Vice President,  
Marketing

# Management Team | CEO

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.

- 2014 Entrepreneur of the year in Nashville
- 2016 Finalist for Innovator of the Year (Nashville Tech Council)
- 2016 Innovation Award (Nashville Metro Planning Organization)



Mark Cleveland

CEO / Cofounder

# How Hytch works for sponsors

1. Define your goal
2. Customize your “reward rules”
3. See your influence and impact

# How Hytch works for partners

A simple way to reliably track, motivate, and reward employee ridesharing:

- ✓ Create custom incentives to meet your unique goals.
- ✓ Motivate your employees to *self-organize* shared commutes.
- ✓ Cultivate a commuter-friendly / eco-friendly workplace.





Let's solve this problem together.

Mark Cleveland, CEO  
mark@hytch.me / 615.519.9294

# Solution

