

**Bla Bla Car**

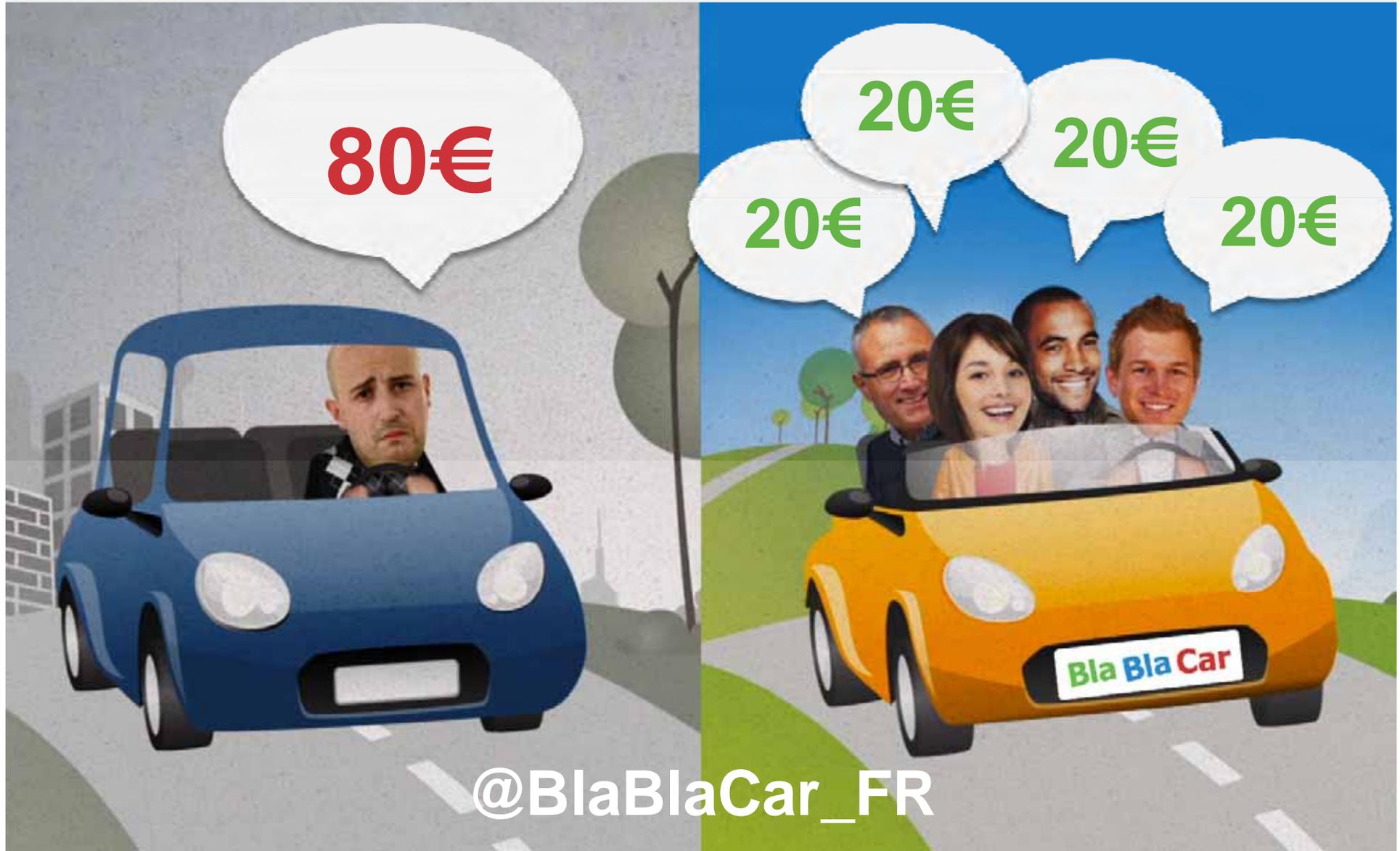
# Becoming Global

Laure Wagner  
Founding team



@BlaBlaCar\_FR

# What is ridesharing?



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# People Powered Travel



A trusted community

A travel search engine



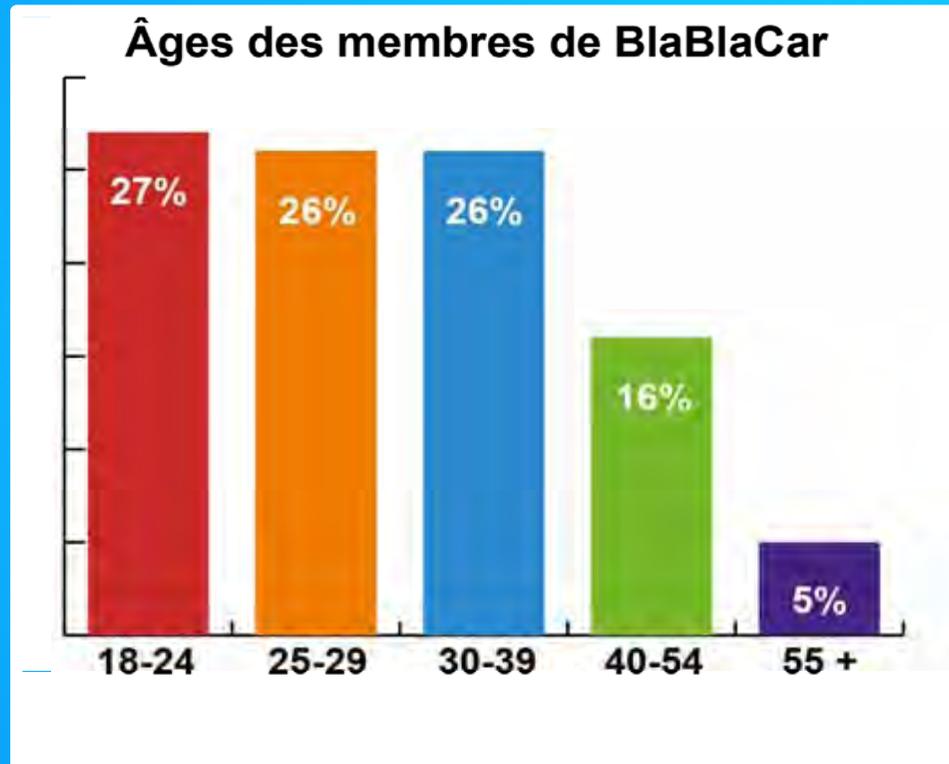
# A fast growing community



# 13 countries



# Who rideshares?



**33 y.o.**  
AVERAGE AGE  
OF OUR NEW MEMBERS  
IN 2014

@BlaBlaCar\_fr

# Making a difference



**1.7** People per car  
in Europe



**2.8** People per car  
in the BlaBlaCar  
community

**726 370**  
tonnes less  
**CO2**

- ✓ Less emissions
- ✓ Less congestion
- ✓ Shared costs

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**HOW?**

# Context



# Execution



**Easy**



**Support**



**P2P Trust**

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# D.R.E.A.M.S.

The Trust Framework by **Bla Bla Car**

**D**ECLARED



Lisa M  
26 y.o.

**R**ATED



**E**NGAGED



**A**CTIVE



**M**ODERATED



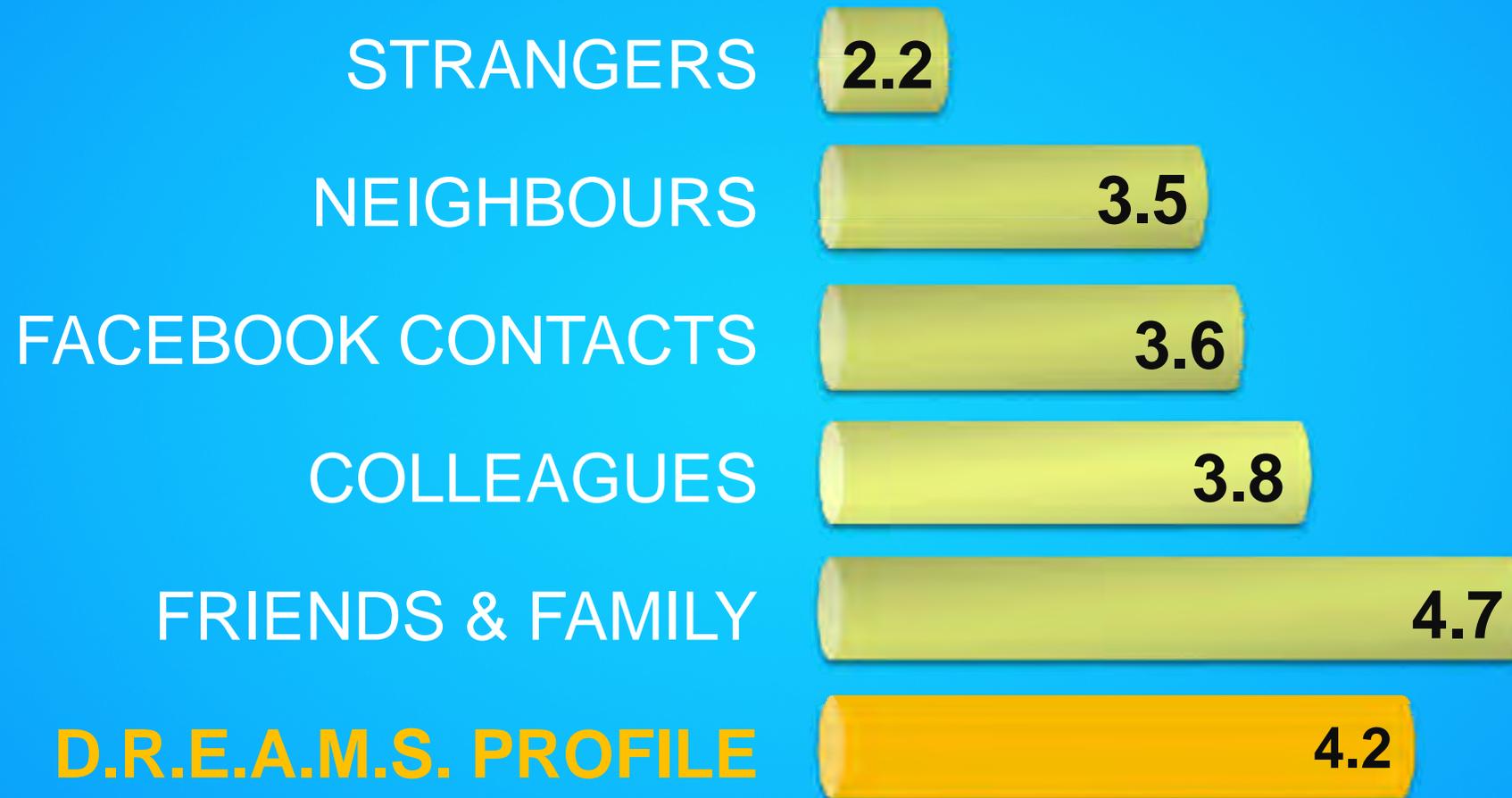
**S**Ocial



# Trust levels



# Trust levels



**Bla Bla Car**

# Our values

**IN  
TRUST  
WE  
TRUST.**

**Bla Bla Car**

**THE  
MEMBER  
IS  
THE BOSS.**

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**THINK IT.  
BUILD IT.  
USE IT.**

**Bla Bla Car**

**OUR  
PLANS**

# Startup Growth

Traditional Business :



Global Startup :



# Analyze the Market



Fuel



Cost of  
transportation



Age



Roads  
infrastructure



% of internet  
connectivity



And many  
more...

# Get a Local Team

- 3 options -

OPTION 1 :



**ACQUI-HIRE**  
Find a good local player

# Get a Local Team

- 3 options -

OPTION 2 :



## SPIN OFF

Export people from  
the HQ

# Get a Local Team

- 3 options -

OPTION 3 :



## HIRE LOCAL

Hire a future  
Country Manager

# Structure for Expansion



# Create a Unified Brand



**WHY**

**SO FAST?**

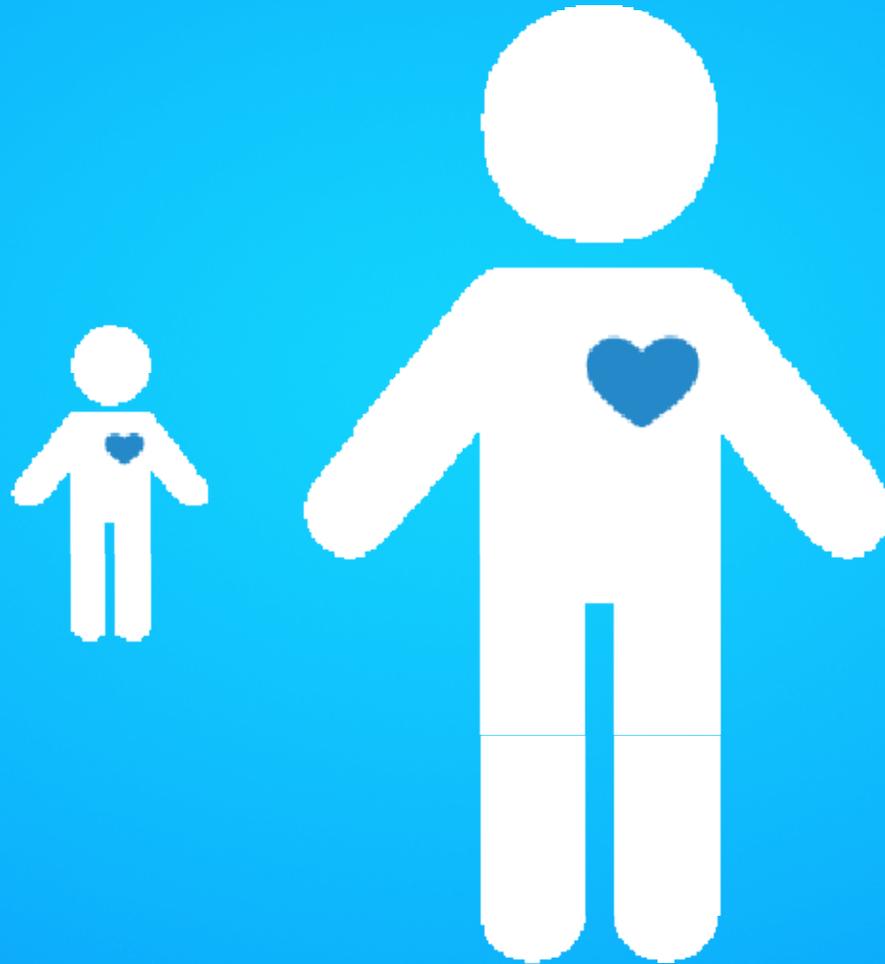
# Competitive Pressure



# Liquidity & Awareness



# Economies of Scale



# THANKS!



**Bla Bla Car**