



How To “Scale Your Transportation Program Without Increasing Costs”





**What type of
Business
are we in?**



**Are we in the
Carpool/ Vanpool
Business?**



**Are we in the
Shuttle Business?**

**I Discovered This the
HARD Way...**

(You Get To Cheat And Get The Easy Way...)



**Moving People
from Point A to Point B
in the most efficient way**

**We are in the
Mobility
Management
Business.**

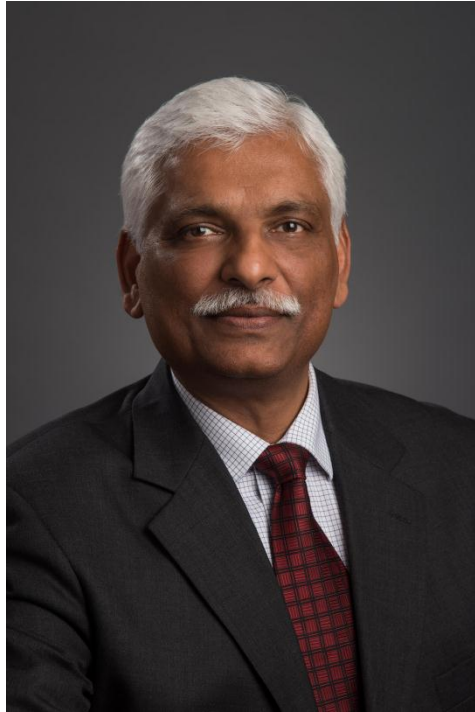


**What Makes
it Different?**



Krishna Murthy

- 25 years with EZ Ride including 22 years as Executive Director
- Grown the organization from 3 to 150 employees
- Increased annual revenues from less than half a million to \$7 million.
- Background in business, engineering and planning



Avnish Gupta

- 13 years of experience as Assistant Executive Director & Legal Counsel of EZ Ride
- 10 years experience with law firms in the United States and India
- Graduate of Georgetown University Law Center
- Expertise in designing new programs, compliance, risk management, human resources, negotiating and drafting contracts.



**Done A Lot
of Things
Right...**



Done A Lot
of Things
WRONG

...



After 25 Years...We Discovered

#1: Growing Role of Tech

#2: New Challenges &
Opportunities

#3: No Free Ride



The 3 Secrets...

Secret #1 – Competition
is Your Friend

Secret #2 – Competition
Helps You Scale

Secret #3 – Technology:
You Have What You
Need



Secret #1 –
Competition
is Your Friend



Secret #2 –
Competition
Helps you
Scale



Secret #3 – Technology: You Have What it Takes



The Past 30 Minutes...

- Agree it's been time well spent?
- Can't Cover It All in a Webinar
- Offer You to Help with your specific situation
- The first 10 people can book time on our calendar for a personal one on one 30-minute strategy session at no cost to you.



Challenge #1: Agreement with TNCs



Challenge #2: Manage Risk



Challenge #3: Technology Compatibility



**Old Habits
Die Hard...**



Get Started NOW
Signup Here:

www.ezride.org/events

or

Email Kmurthy@ezride.org