

UBER: from startup to international company

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The main purpose of this poster is to tell the story of worldwide known Uber company, but it's not everything. Almost everybody has heard about Uber, so what is so special about it? What can we learn from them? Those are some other messages of this project.



Uber

Uber logo

Uber Technologies, Inc., which everybody knows as Uber was established in 2009 in San Francisco as **UberCab**. Founders at the very beginning started by hiring private drivers, but if they would have followed that way, they wouldn't have developed the new type of transport which is now commonly known as peer-to-peer ridesharing. Currently Uber is not only a ridesharing platform but also for example a food delivery company (Uber Eats). Uber is an example of how simple idea can be transformed into a huge international company and success.

Some facts about Uber:

- In 2013 Uber corporation introduced UBERMOTO in Paris. The only difference was a way that drivers were using motorbikes instead of cars.
- Second attempt of introducing UBERMOTO has taken place in Asia where motorbikes are way more popular than in Europe, which is caused by a huge traffic. Unfortunately service was banned after 2 months by the government.
- Both drivers and customers of Uber are able to rate each other. Of course only customer rating makes sense, because driver won't bother if the customer is pleasant or not. When a new order is available, drivers are accepting it immediately, they don't check any ratings. It looks completely different from the client's perspective who has more time to make a decision.

7 Lessons how we Can Learn from Uber's Growth

- **Don't be afraid to change conventions.** – first idea was to start Limo Timeshare service company, but it wasn't their best idea. The second one was the 17 USD Billion idea (value after 5 years of Uber on the market), founders connected cell phone technology and cab –How simple is that?
- **Don't be afraid to aim high.** – Company achieved huge success in THE USA, but it wasn't enough for them. After the America it was the time for Europe and after that for almost the whole world.
- **Respond to customers needs.** – Over the years Uber has faced criticism, for example for lack of necessary protection against sexual assaults. The company very quickly improved the protection of their customers.
- **Competitors on the horizon.** – Always build up your brand. Currently on the market you can find multiple ride sharing companies but Uber was the first one and it's still the most recognizable one.
- **Try to minimize deductible costs.** – Uber doesn't hire commercial drivers, and therefore is reducing costs and gives possibility for non-commercial drivers to find a job or even a part-time job for students.
- **Always try to improve.** – The company is constantly exploring the market to find out another solutions, for example new innovations for their app.
- **Mission accomplished,** but keep going- after the success for ride sharing company Uber added another service to their portfolio: Uber EATS.

In my opinion the history of this company and current status is an interesting case study. For 100% Uber Company used to be one of a kind. Let's try to find similar companies which were established after Uber and have similar services. For sure we will get more than 2 with almost identical services in the portfolio. The History of this firm may be a perfect lesson for people who want to start up some brand new business or give a new touch for already existing one.



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