



PLAN # 82 - LocalRide

Copying UBER & LYFT

INTRODUCTION

I am initiating a PLAN entitled **LocalRide**; to basically copy what UBER and LYFT have done.

As the Founder and CEO of the Main Street Market Exchange, I've put together this Fully Developed, Comprehensive-PLAN (my PLAN) to show interested, serious, and visionary INVESTORS...how they can **infuse money (INVEST) into LocalRide**....and prosper with me.

- A.) The focus of this PLAN is to show how I plan to bring together the necessary components and people ... to make this happen.
- B.) If someone were to ask about the **MAJOR differences** between UBER, and LYFT, and My Plan (LocalRide), the differences will be minimal, but profound.
- C.) Specifically, with LocalRide, the Drivers receive the majority of each ride's fare, LocalRide receives a flat \$2 per ride, the Client receives a better price and better overall driving experience, and LocalRide owners and investors prosper, substantially.
- D.) As with most PLANS, the challenge is to integrate the many components of a plan... to make it work. For example, the Technical team, from Bangladesh, and/or India, and/or El Salvador, need to be integrated by the proper team leader. Basically, we need a functioning website and phone app for the customer to use. Additionally, we need the financial capital to effectuate the Plan. And we need and overall COO to push hard and provide the Leadership to make it work.



INTRODUCTION

- E.) The MAJOR focus of this Plan is to get LocalRide up and functioning. And the budgeted items presented reflect this; the subsequent additional funding, once it is initially introduced, are substantial. There are STEPS in any Plan and any process... this Plan attends to get LocalRide up and functioning.
- F.) UBER (\$38 Billion annual revenue) and LYFT (\$4 Billion annual revenue) dominated this new taxi-like service. The greed, mis-management, pressure from shareholders, and many other factors have caused harm and dissatisfaction to the DRIVERS and the CLIENTS.
- G.) On average, UBER gets an unfair portion of each fare, roughly 52%. This aggravates most EVERY driver (1 million Uber drivers in the USA alone) and drives up the cost of every ride. The Client, while enjoying a nice App, enjoys few other benefits. Most rides (more than 90%) are local. Clients should be able to choose from a list of available drivers, to negotiate a fare, choose a favorite driver, pay in cash, and various other benefits to the Client. LocalRide delivers.
- H.) From an Investment (Investor) standpoint, I'm looking for a **Capital Infusion of \$30,900.**



#2.) EXPERIENCE AND TIME MANAGEMENT



A.) I am initiating this PLAN to get my own transportation service and to show interested Investors how they can prosper with me...by investing in my PLAN. I'd like to utilize all the INVESTMENT proceeds from an Investor to make my new business the PREMIER transportation business in USA.

B.) I will incorporate (and delegate a lot of duties due to time restraints on my schedule) this into a Daily PLAN and assign duties as needed.

C.) I'm looking for an Initial Investment, from an Investor(s) – to implement this PLAN – of **\$30,900**.

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- Coder, Web designer, App creator \$18,000
(\$1,500 per person x 3 = \$4,500 x 4 months...
These initial guys also get a % of ownership)
- AA - Phone operator - \$500/month – 4 months \$2,000
- 4 New iPhones @ \$600 each \$2,400
- 4 New iPads @ \$600 each \$2,400
- 4 New laptop computers @ \$750 each \$3,000
- 4 Plantronics wireless headsets @ \$150 each \$ 600
- Miscellaneous and other office supplies & equipment \$ 500
- COO (gets ownership) \$ 0
- Software Packages \$2,000
- Gets us through stage 1 or step 1!

Total

\$30,900

The specific types of issues for Management are:

COO - Manager-Coordinator – will be the main point of contact for this business. The Investor can speak with the COO at most any time regarding any issue.

- Effectively, as the **COO - Manager-Coordinator**, He is the key communications person for this entire new business. His ability and energetic approach everyday will make this a success.
- **As the COO - Manager-Coordinator** will pay himself \$0. He will be given an ownership percentage and a salary upon revenue generation.
- The investor(s) will defer or forgo any form of repayment until additional steps warrant.
- The 3 initial tech team members are vital. They will each receive \$1,500 each month and will receive an ownership percentage.
- The \$30,900 Investment allows Paul the funds he needs a.) to create the website and app, b.) the ability to attract the additional funding and technical support people needed.



The New Company Name and Information:

- **Company Name:** LocalRide
- **Ownership %:** TBD
- **Office Location:** United States
- **Bank:** TBD bank

A.) Pricing, Margins and Charges - See Plan



#3.) CASH FLOW

Involves the inflows and outflows of cash... and that is the focus of this Section. Some aspects of cash flow involve the use of the initial cash investment. Some expenses may be missing from the first year's cash flow and accompanying graphs...We should view the cash flow in this light.

- A.) This cash flow analysis involves a rough cash flow for the first step or stage of LocalRide.
- B.) Accordingly, a very rough first 4 months cash flow is as follows: ** zero revenue for the first 4 month.



#4.) CONSTANT STREAM OF CUSTOMERS

Much of this PLAN needs to focus on initiating a functioning Website and App. this is step 1 or stage 1:

- a) COO needs to drive this process, this involves daily management of the a.) Coder, b.) Web designer and c.) App developer.
- b) COO needs to record daily updates to the investors in stage 1.
- c) COO needs to chart daily results.

There are 6 **specific things** the COO is accountable for each day:

What will he do (specifically)?

- 1) Direct and monitor the AA to make and receive phone calls.
- 2) Keep score; monitor any pro-active and prospecting calls.
- 3) Solve any problems or concerns ASAP...do not let issues fester.
- 4) Perform all duties related to the company.
- 5) Fill-out his daily Executive Book. Keep track of all expenses.
- 6) Be the Chief Communication Officer of the company.



When will he/ do it?

- 1) His hours are set as he's working as a FT Owner/Operator. COO is generally always 'on'. He's an entrepreneur.
- 2) He will support the AA and Tech Team each day.
- 3) He is responsible for communicating with the Investors as much is needed.

How will this management work?

- 1) Telephonically, pick up the phone. Keep AA and Tech Team honest.
- 2) Focus on serious inquiries only. Delegate to AA to screen Calls.
- 3) Focus on managing the process.
- 4) Focus on targeting folks who respond to stage 1 activities.

Why do it at all?

- 1) The process needs to be managed.
- 2) Need to keep score daily.
- 3) The Tech Team and AA cannot be left on their own; they need direction.
- 4) COO/Paul is the business; its success depends on his initiative and execution.

How much should the COO intervene?

- 1) As much as he deems appropriate. The process needs to be driven.
- 2) COO will serve as the communication-hub of the new business.
- 3) It's not a matter of how much the COO directs activities, but rather the Tech Team and the AA don't waste time.



#5.) DAILY PLAN

A) Daily Plan for Workflow

- 1) An **Executive Notebook**, which describes a Daily Plan of Action, will be completed daily by the COO... specifically for all activities.
- 2) A Daily Plan – writing things down -- is not optional.
- 3) COO will share with AA and Tech Team the **KEY activities (jobs) of the day**. Investors will be updated daily/weekly by COO.
- 4) Reality: AA and Tech Team must be constantly available for COO and Investors.
- 5) COO must make a concerted effort to constantly look for improvements.



A) Daily Plan for COO

- 1) Develop communication processes (i.e. Billing, E-mail, Communication with AA and Tech Team (Use of Book-Keeping Software, etc..)) **must be communicated effectively**.
- 2) Review appropriate information with AA, Tech Team and Paul on a daily basis. **Keep Executive Book** with you at all times.
- 3) COOPERATE with AA and Tech Team.
- 4) Write things down, don't forget things.

A) Daily Plan for AA

- 1) Develop communication processes (i.e. Billing, E-mail, Communication with, COO/Paul and Tech Team. the Use of Book-Keeping Software, etc...).
- 2) Review appropriate information with COO, and the Investors, as much as needed, and in Paul's absence...keep the processes going.
- 3) Keep your own Executive Book with you at all times. Fill it out.
- 4) COOPERATE with Paul, as needed.
- 5) Keep Score of everything...be involved in the process.
- 6) Make COO's work-life easier.

D.) Daily Plan for the Tech Team

- 1) Incorporate Daily Plan from COO with their schedule.
- 2) Communicate quickly and consistently with COO each day.
- 3) Perform tasks confidently and with initiative. Be empowered. Don't be lazy.
- 4) Develop a **Follow-Up folder**, which support your own personal Executive Book and aids the COO to get things done effectively.



#6.) ORGANIZATION

Organization is 1 of the 10 Components of creating a Fully Developed Plan. When you are organized, you are serious about your work. When you are disorganized, you have little chance of succeeding.

A) Organize your Target Market

- 1) In this case, for step 1 or phase 1, our Target is to organize the efforts of the Coder, the web designer, the app creator and the AA. All effort should be made to create daily protocols to organize the workflow.

A) Organize your Prospects/Clients

- 1) The COO and AA need to initiate contacts systems (software) to be used for prospecting and clients.
- 2) The AA should organize a training systems for future AA's.
- 3) The Tech Team should organize steps for future Tech Team members.

A) Organize your Work Desk

- 1) The COO needs to manage the organization of each member's desk. There can be no 'cowboys'...who want to do things their way.
- 2) Fill out Executive Book Daily. Not optional.
- 3) Daily Action Plan needs to be written down each day by 9:00am and communicated to everyone each day. Everyone needs to be in the same page.

#7.) PERSONAL PREPAREDNESS

Are you ready to do this?

- 1) COO, AA, Tech Team and Paul, need to speak to each other to evaluate the next day's activities and plan for the next day's needs.
- 2) COO has sufficient energy to entertain this Business.
- 3) COO wants to make this his FT business.
- 4) This business will be a very profitable one for COO, Paul and Investors.

A) Personal Assessment

- 1) COO is 49 years old. His physical and mental health are excellent.
- 2) COO is excited to see this business succeed.
- 3) COO's wife and family are elated at this new opportunity.
- 4) There are no personal, business, or other obligations in COO's life that will impede him from doing this new business.

A) Compelling Reasons

There are 4 primary things that Paul wants from this business.

- 1) To offer a superior competitive company to UBER and LYFT.
- 2) To operate LocalRide in the entire country. Dominate.
- 3) To allow Main Street folks and Investors to benefit.
- 4) To allow drivers to prosper more, and to allow clients more choices at a better price.



#8.) PROJECTIONS

I'll present 1 Projection Scenario. This 1st Projection is copied from the #3 CASH FLOW Section of this presentation.

This particular PLAN – to implement a new LocalRide service – is a bit more complex and a bit more difficult to accurately project because it could confuse people.

It's more complex for several reasons: **First**, there will be more than 1 investor. For most of the Main Street Market Exchange Plans there is just one investor. **Second**, this initial Plan is step 1 of 3 steps – of 3 Plans if you will – to make this happen. And **third**, there is no revenue generated in this first step or first phase, so it's more of a Plan-infusion of money to initiate the overall Plan than it is to somehow illustrate when profits or revenues will be realized.

Projections for **LocalRide** :

- 1) It will take roughly \$40,000 to effectively create a new functioning website and a new functioning app that are similar to the UBER and LYFT websites and apps.
- 2) The initial investors (and participants, like the Tech Team and COO) in step 1 or phase 1 (this plan) should be deemed as 'PREFERRED' owners...very similar to the notion of preferred stock shareholders on the public Wall Street exchanges.

3.) Effectively, the projection here is basically the cost of creating the product. Sort of like building a new truck model at a new car manufacturer, as a new product to sell. Think of it as an initial Capital raise.

4.) Step 2 will basically be a 60-day testing time, another non-revenue generating phase or step, to allow the Tech Team to test the Website and App, to add some additional customer support people, and to ensure that everything is working properly, so that Clients and Drivers can use the Website and App. The cost of implementing Step 2 is \$_____, which involves more of a cash infusion investment.

5.) The projection here is to define ownership and to determine investment interest, based on the different steps:

- a) Ownership % - Step 1 or Phase 1 (this plan): Paul 51%, Investors 11%, original Tech Team & COO 4%, Reserved equity/ownership 34%.
- b) Ownership % - Step 2 or Phase 2 (the next 60 days plan): Involves adding new Tech Team members, new customer support people, and new equipment, materials, and legal/executive/insurance support. The costs for step 2 amounts to roughly \$_____ and the % ownership of _____ will be taken from the reserve equity % from a.) above.
- c) Ownership % - Step 3 or Phase 3: Involves 'opening up' the investment infusion opportunity to a wider or larger investor group... in other words, to more people or companies who wish to invest in LocalRide.

****Note:** Any further dilution of ownership %, from an additional Capital raise in Step 3, will come from any remaining reserve equity % ownership and Paul's % ownership.

#9.) CAPITAL INVESTMENT

The Capital Investment breakdown of \$30,900 as previously stated in the Experienced People and Time Management Section#2 of this fully developed PLAN, is as follows:

CAPITAL INVESTMENT

Based on the CASH FLOW AND PROJECTIONS, the **CAPITAL INVESTMENT is \$30,900.**

- | | |
|--|----------|
| • Coder, Web designer, App creator
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| • 4 Plantronics wireless headsets @ \$150 each | \$ 600 |
| • Miscellaneous and other office supplies & equipment | \$ 500 |
| • COO (gets ownership) | \$ 0 |
| • Software Packages | \$2,000 |
| • COO | \$10,000 |

Total

\$30,900



A) Parameters:

- 1–Time Infusion of \$30,900 for step 1.
- Targeted infusion to cover specific costs (see above).
- No collateral required. Investor owns all office equipment and voting writes for steps 2 and 3.
- \$40,900 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

(This Plan is 90% completed. Interested Investors need to speak with Paul about specifics)



10.) EXECUTION OF THE PLAN

EXECUTION OF THE PLAN (PLAN #84)
PLAN FOR- Local Ride
TERM SHEET

CAPITAL

INFUSION: \$30,900 (This covers Phase 1 of the 3 Phases)

ENTITY: Business to be operated under Newly Formed LLC.

OWNERSHIP: Percentage of ownership is based-upon the per monthly payment to the Investor. _____ owns 100% of the new LocalRide Business. For LLC purposes, ownership % will be determined by the accountant. Payment to the Investor is determined by a monthly contractual Agreement.

PAY-BACK: Investor is paid \$__ per month (considered as a dividend) until \$30,900 infusion is paid back in full. Investor will also be paid \$__ (\$_____/__) until \$_____ initial infusion is paid in full. Thereafter, the Investor will be paid \$__ per month, until he/she receives \$30,900. At that time, if the Investor chooses to Invest additional Capital (in an amount in excess of his initial \$_____ infusion) _____ and the Investor will re-continue the same initial payment structure. If the Investor chooses not to invest more Capital, _____ reserves the right to buyout Investor for \$_____. For LLC purposes, Paul owns 100% of the LocalRide Business.

DIVIDEND: 7% dividend payable monthly to Investor, __ to __ days after Initial

ONGOING: After initial investment has been paid in full, Paul reserves the right to utilize any excess profits as he deems appropriate.

Paul reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buy-out Investor (after \$_____ total paid to the Investor ... for \$_____).

COLLATERAL: There is no collateral. The office equipment (laptops, phones, iPads) is understood to be the property of the Investor until the \$30,900 Initial Infusion is paid in full.

COVENANTS: a.) _Paul and Investor speak once a week, or as needed.

b.)Paul reserves the right for acceptance/refusal when/if the Investor wants to sell his share and/or increase his Income-stream OR make an additional infusion of Capital, as warranted.

c.) COO manages the everyday activities of the company.

d.) Investor may interface with Paul at any time (reasonable time-permitting).

PARAMETERS: a.) 1-Time Infusion of \$30,900.
b.) Targeted infusion to cover specific costs (see list of targeted costs to be covered by the Initial Infusion stipulated in Section #9 – CAPITAL INVESTMENT, of this Fully-Developed Plan).
c.) \$40,900 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

Investment Made: _____

DATE: _____