



Uber

Technology Sector

UW Investment Group

Winter 2025



Meet the Team



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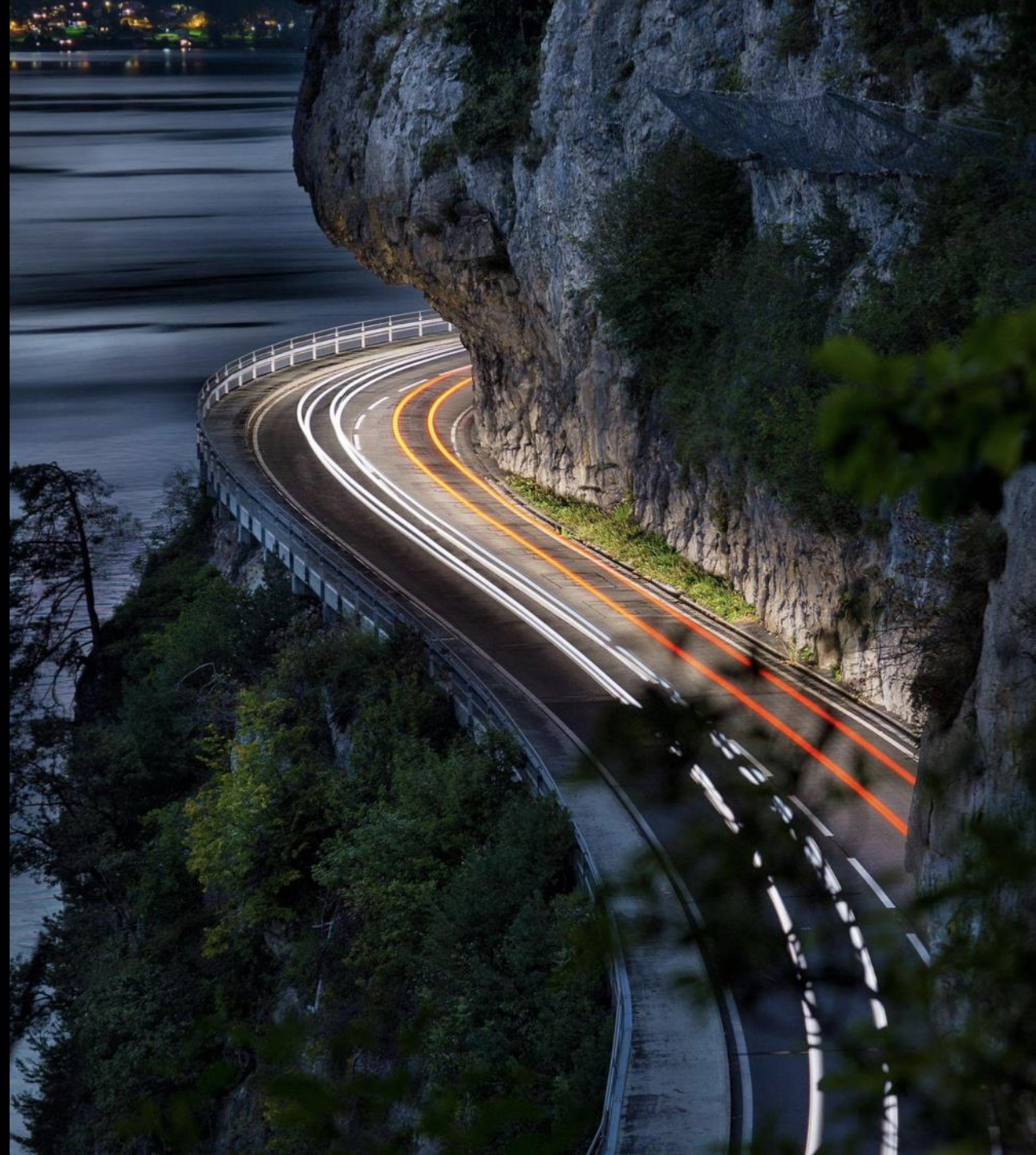
Analyst
ACMS & Art History '28



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Analyst
Finance & Education '28

Company and Industry Overview



Company Overview

Uber is a multinational transportation company providing services in **10,500 cities** and **70 countries**.



Freight
Carrier Solutions



Mobility
Ride-share Services



Delivery
Grocery & Business Deliveries



Revenue Breakdown

Financial Information

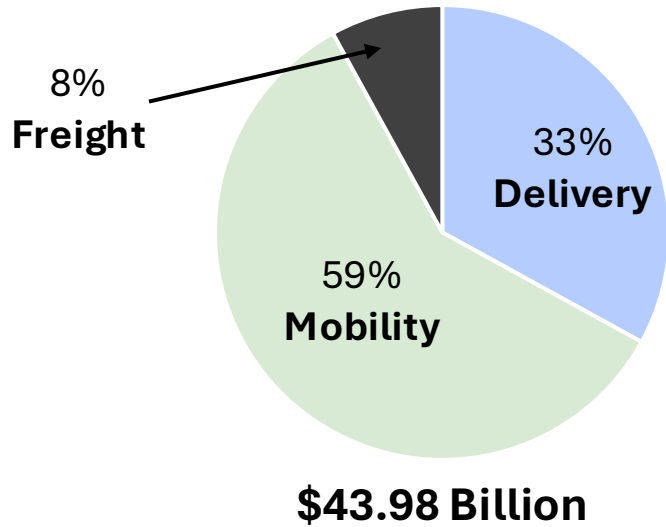
Market Cap:
\$176.24 B

EBITDA Growth:
44% in 2024

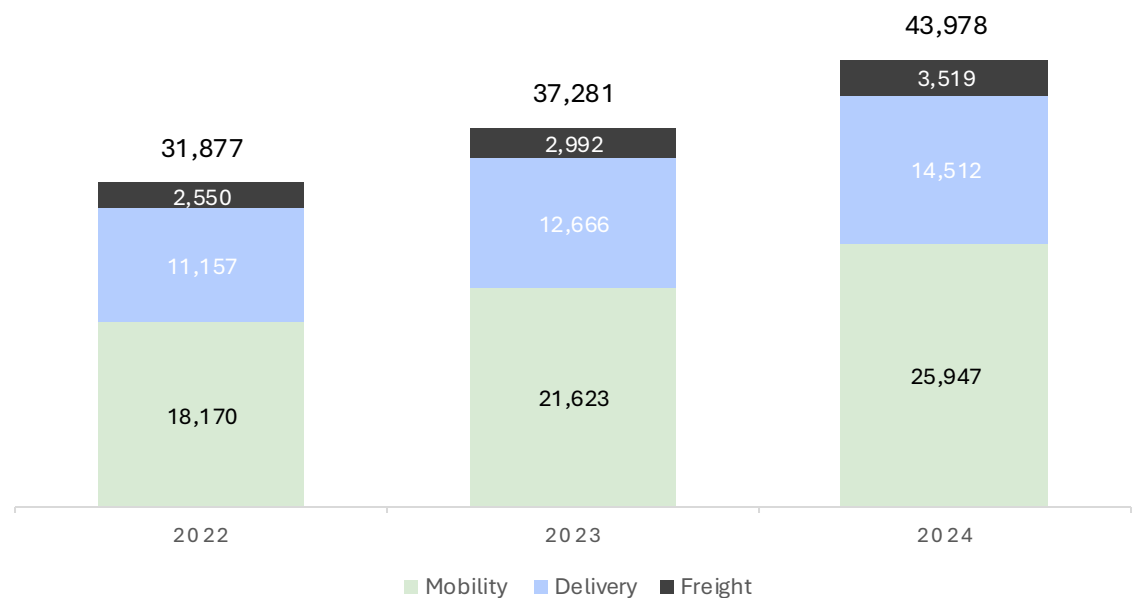
Forward P/E:
12.23

EV/EBITDA:
31.37

Revenue Breakdown



Revenue Breakdown By Segment



Sources: IBIS World | Uber



Freight Sector



Direct Broker Access

Provides freight brokers with direct access to Uber Freight's technology platform and carriers.

Supply Chain

Matches shippers with carriers and routes to improve shipping efficiency.

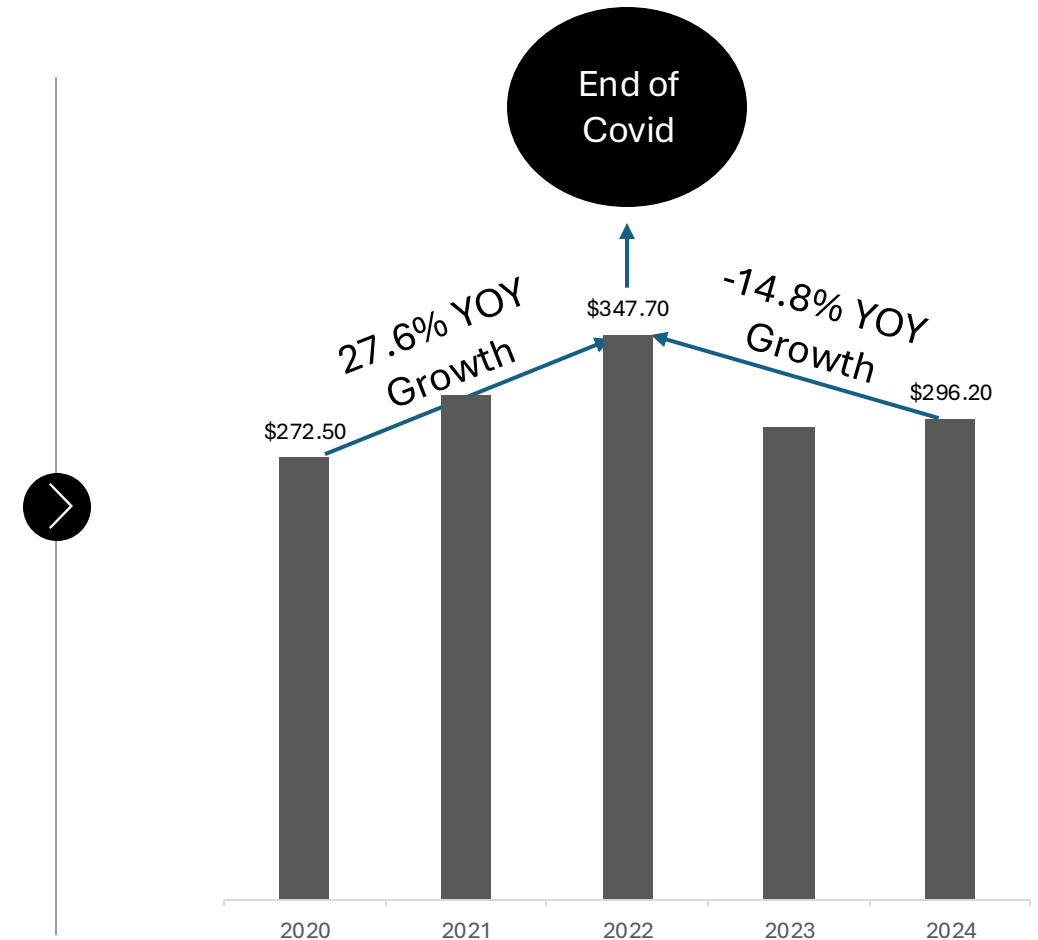
Consulting Services

Evaluating current warehouse operations and providing cost and sustainability analysis.

Sources: [IBIS World](#) | [Uber](#)



Freight Sector Annual Revenue



Delivery Sector



Uber Eats

Online Food ordering and delivery platform that provides food from restaurants.

Uber Courier

Delivery service that can request drivers to pick up packages or other items.

U.S. Food Delivery Industry (Billions)



Sources: [IBIS World](#) | [Uber](#)



Mobility Sector

Uber



Mobility Sector

1

UberX: Basic service for up to four riders.

2

Uber XL: Larger vehicles for groups.

3

Uber Black: Luxury vehicles.



Overview

Investment Thesis

Valuation

Catalysts

Risk & Mitigations

Conclusion

Mobility Sector



Mobility Sector

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Mobility Sector

Uber



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Mobility Sector Breakdown

Transportation service network that connect passengers with drivers **directly** using websites or mobile apps.

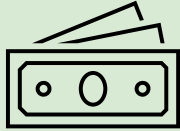


U.S. Ride-Share Industry (Billions)



Sources: IBIS World | Uber

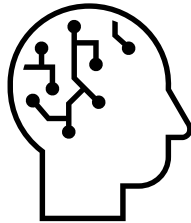


Growth Drivers

-  **Cost Efficiency**
-  **Green Transportation**
-  **On-Demand**

Industry Overview

The Information Technology industry involves the development of **technological products, services, and digital solutions.**



AI



Software Services



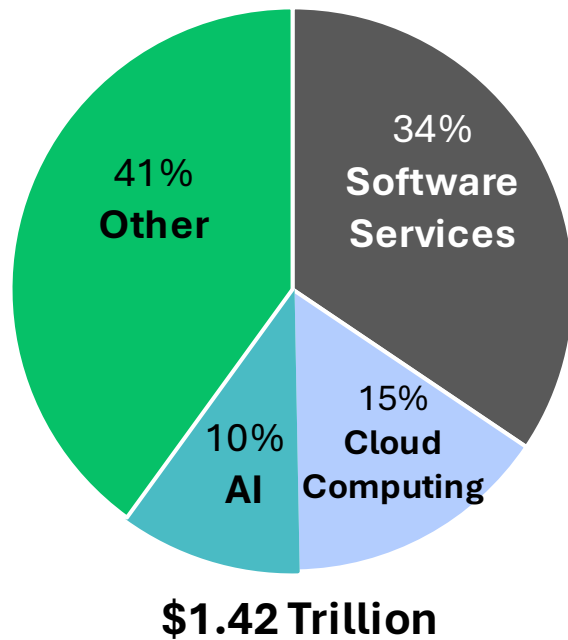
Cloud Computing



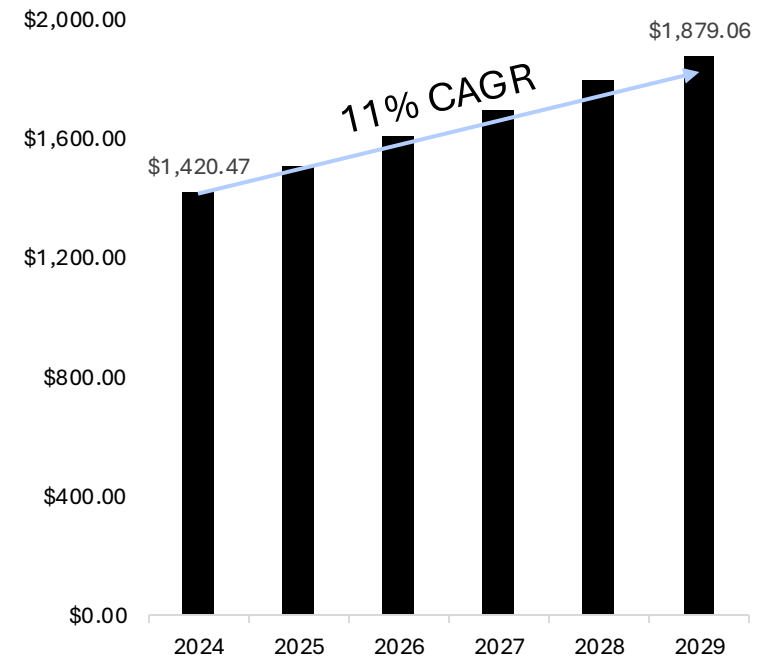
Industry Overview

The Information Technology industry involves the development of **technological products, services, and digital solutions.**

Information Technology Revenue



Information Technology Industry



Sources: [IBISWorld](#) | [Wall Street Journal](#)



Software Service Subsector

The Software service industry provides access to software applications through a **subscription** or **pay-per-use model**.

Predictable Revenue Stream

Reliable user base from subscriptions results in an average industry Gross Margin of **60.82%**.

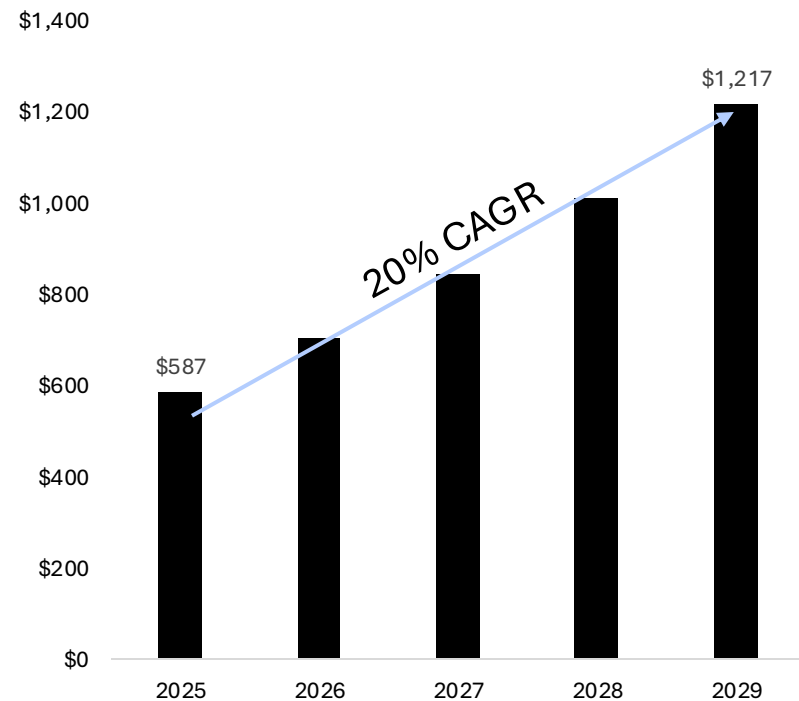
Demand For Digital Transformation

All industries are digitizing some aspect of their business model with **80%** using some form of SAAS.

Increasing Necessity For Ease of Use

Most people are only willing to wait **2-5 minutes** for a service driving the necessity for easy access and use.

Software Service Industry



Sources: [Better Cloud](#) | [NYU](#)



Competitive Positioning

Freight:



Market Share

37%

Differentiating Factor

Larger national network,
name recognition

What Uber Does Better

Direct broker access

Mobility



Market Share

24%

Differentiating Factor

Community orientated
image

What Uber Does Better

Less expensive pricing
options

Delivery



Market Share

63%

Differentiating Factor

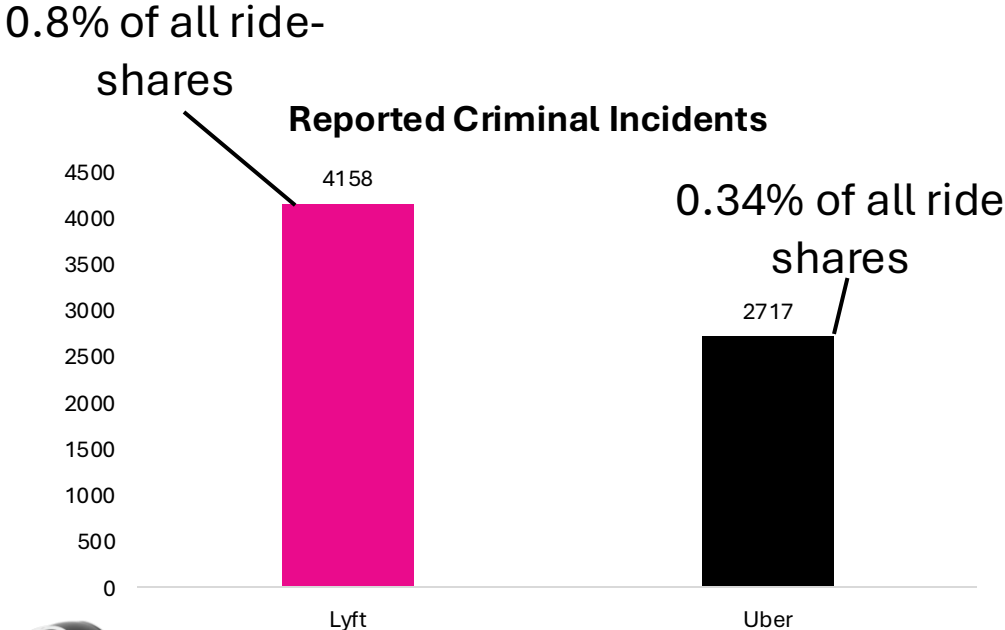
Lower order minimum

What Uber Does Better

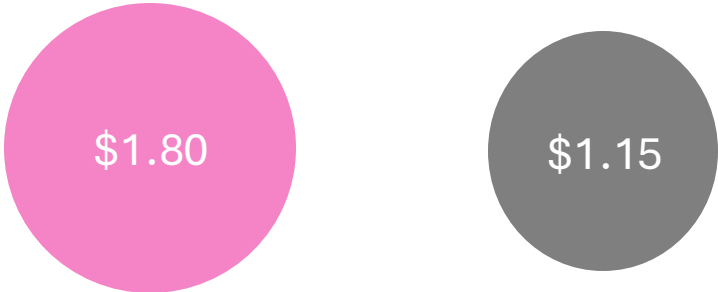
Wider restaurant selection
and promotional deals

Sources: [Investopedia](#) | [Uber](#)





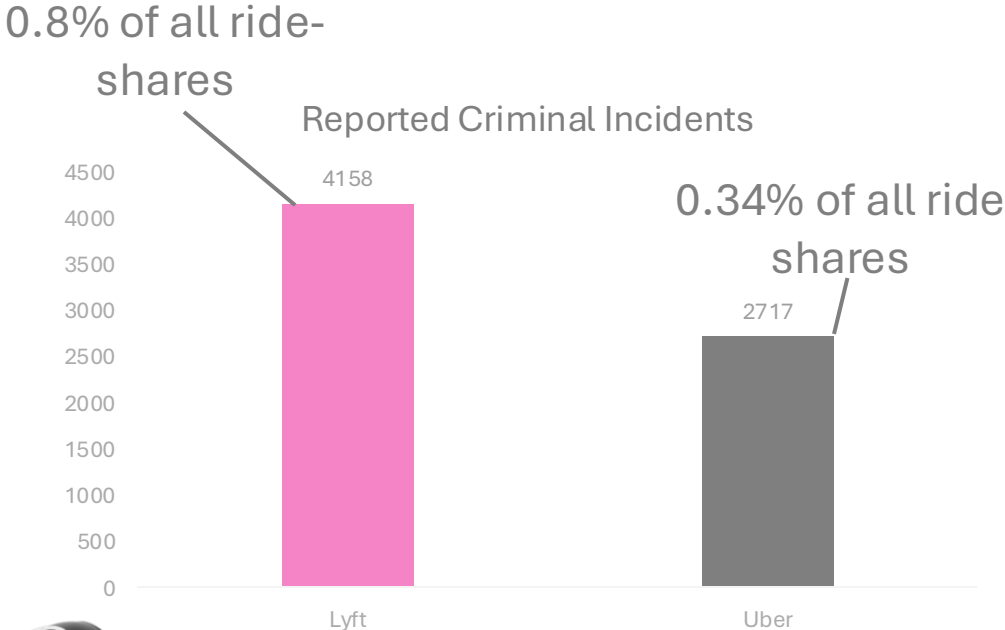
Lyft vs Uber Price Per Mile



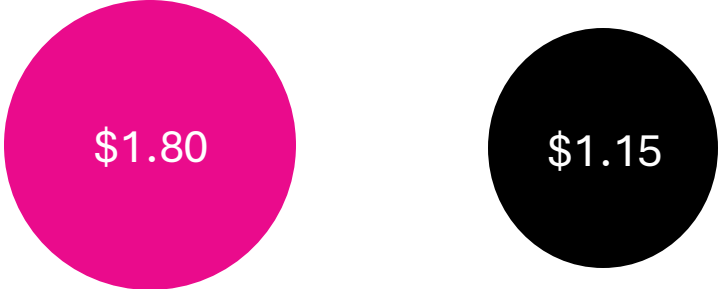
Sources: [Investopedia](#) | [Uber](#)



Consumer Analysis



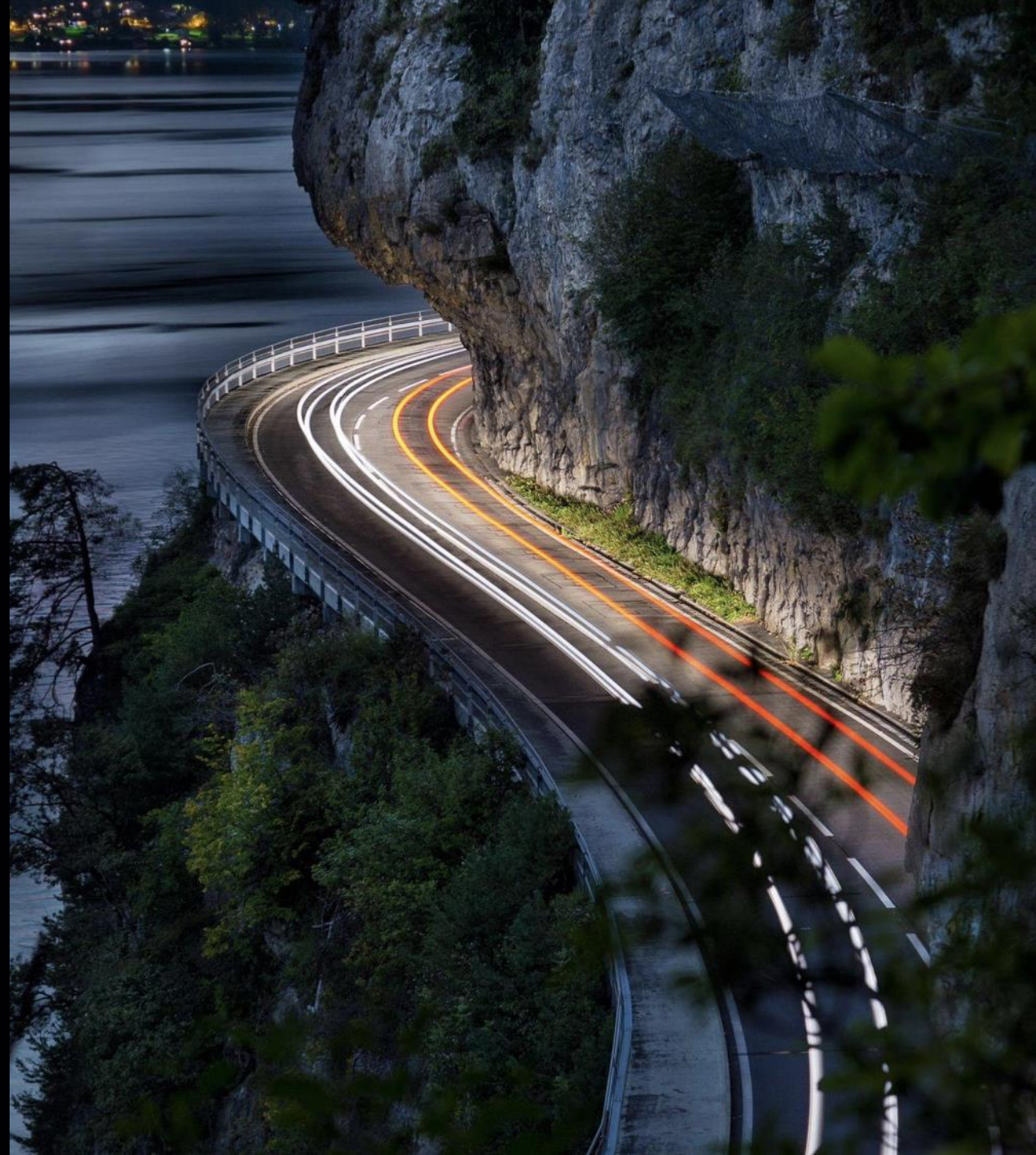
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Investment Theses



Investment Theses

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**Multiple
Segments
Driving
Sustained
Growth**

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**Positioned
for Success
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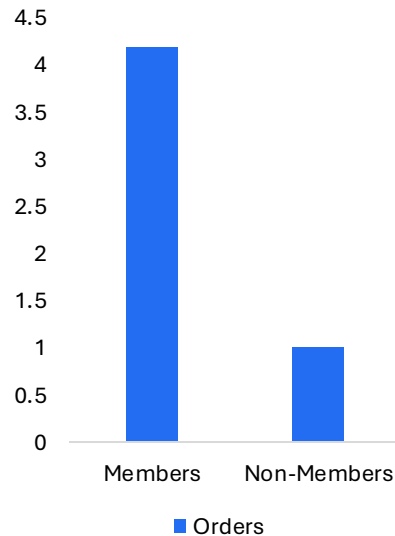
**Leader in Global
Expansion by
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Uber Eats: A Subscription Growth Engine

Uber One Membership Flywheel

 30M+ subscribers | 42% of orders | \$3.6B ARR

Members order **4.2x** more than non-members



92% retention rate at 12 months



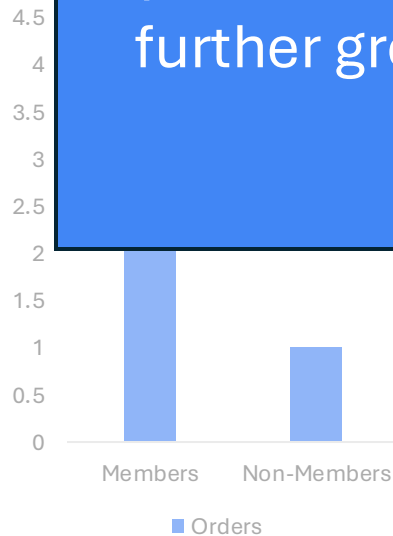
Sources: [Uber Q4 2024 Earnings](#)



Uber Eats: A Subscription Growth Engine

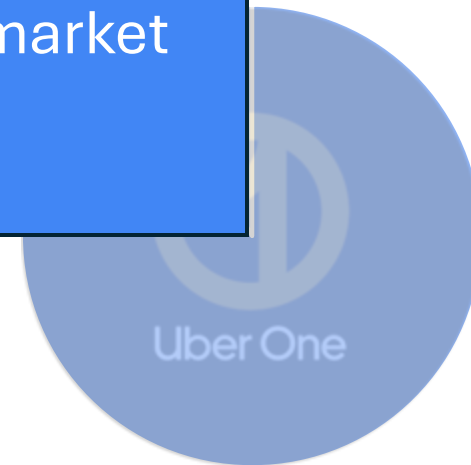
With plans to expand membership benefits (e.g., grocery discounts, corporate perks), Uber One is expected to surpass **50 million** members by 2026, further growing Eats' order volume and market share

Members order



RR

te at 12 months



■ Retained ■ Not Retained

Sources: [Uber Q4 2024 Earnings](#)

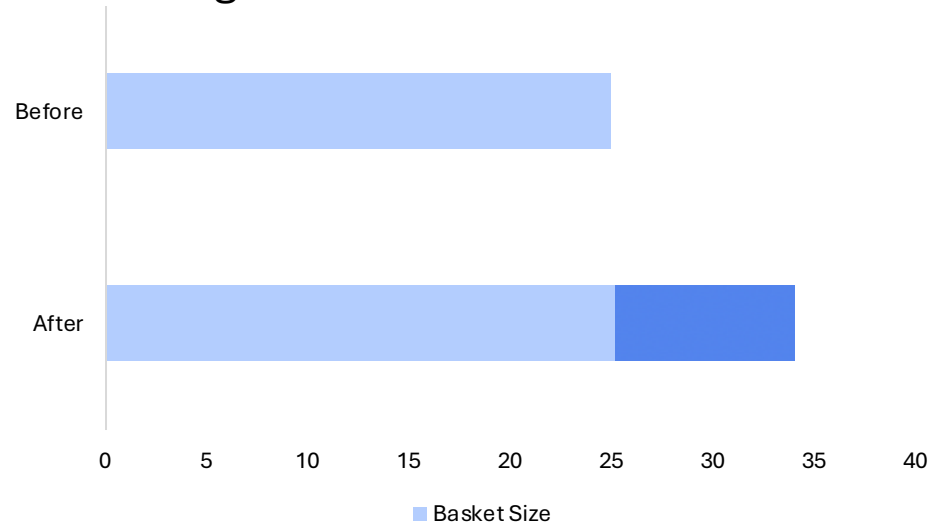


Uber Eats: A Blooming Partnership

Wegmans Grocery Partnership

 22% of Eats bookings | \$18.7B TAM

38% larger basket size vs. restaurant orders



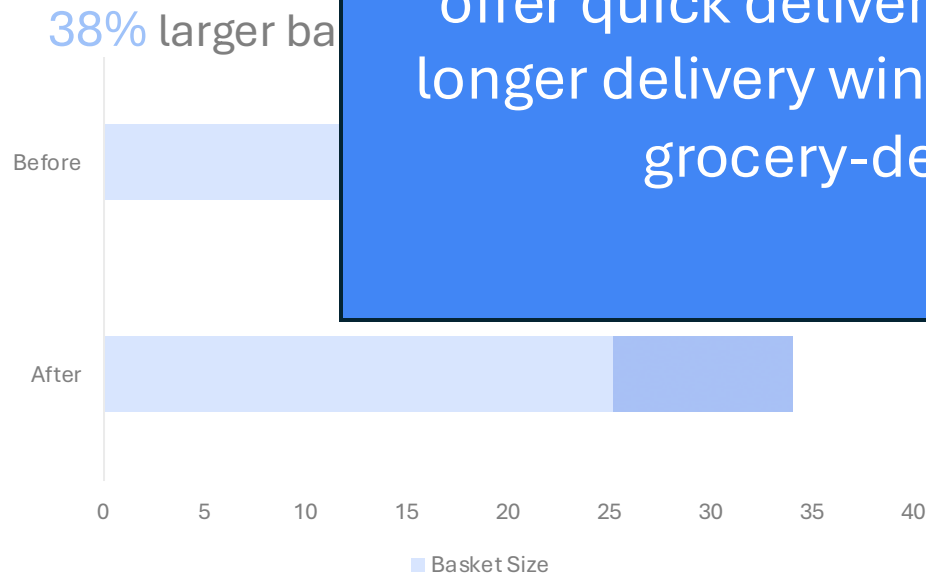
15-min delivery promise in 12 metro markets

Sources: [Mass Market Retailers](#)



Uber Eats: A Blooming Partnership

Uber Eats leverages its existing driver network to offer quick delivery, undercutting **Instacart's** longer delivery windows and taking some of its grocery-delivery market share



promise in 12 metro markets

Sources: [Mass Market Retailers](#)



Uber Eats: Ad-Powered Growth

Platform Ads Monetization

 \$1.2B 2025 projection | 85% margins

Sponsored listings drive
17% conversion lift



Octopus-JourneyTV
Partnership

Over 50,000 vehicles

98% ad completion rate

74% of riders interested

1,200+ enterprise
advertisers onboarded



Sources: [DIGIDAY](#) | Uber



Uber Eats: Ad-Powered Growth

While **DoorDash** only has its food delivery platform for ad targeting, Uber uses data from its other segments (Mobility and Freight) to produce cross-segment, more effectively targeted ads.

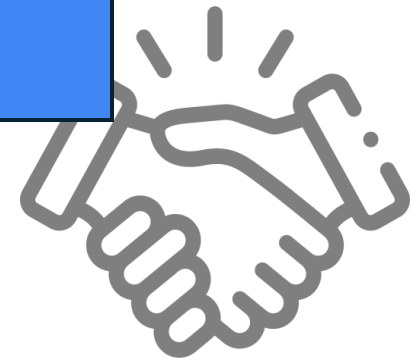
Sponsored list
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100+ enterprise
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98% ad completion rate

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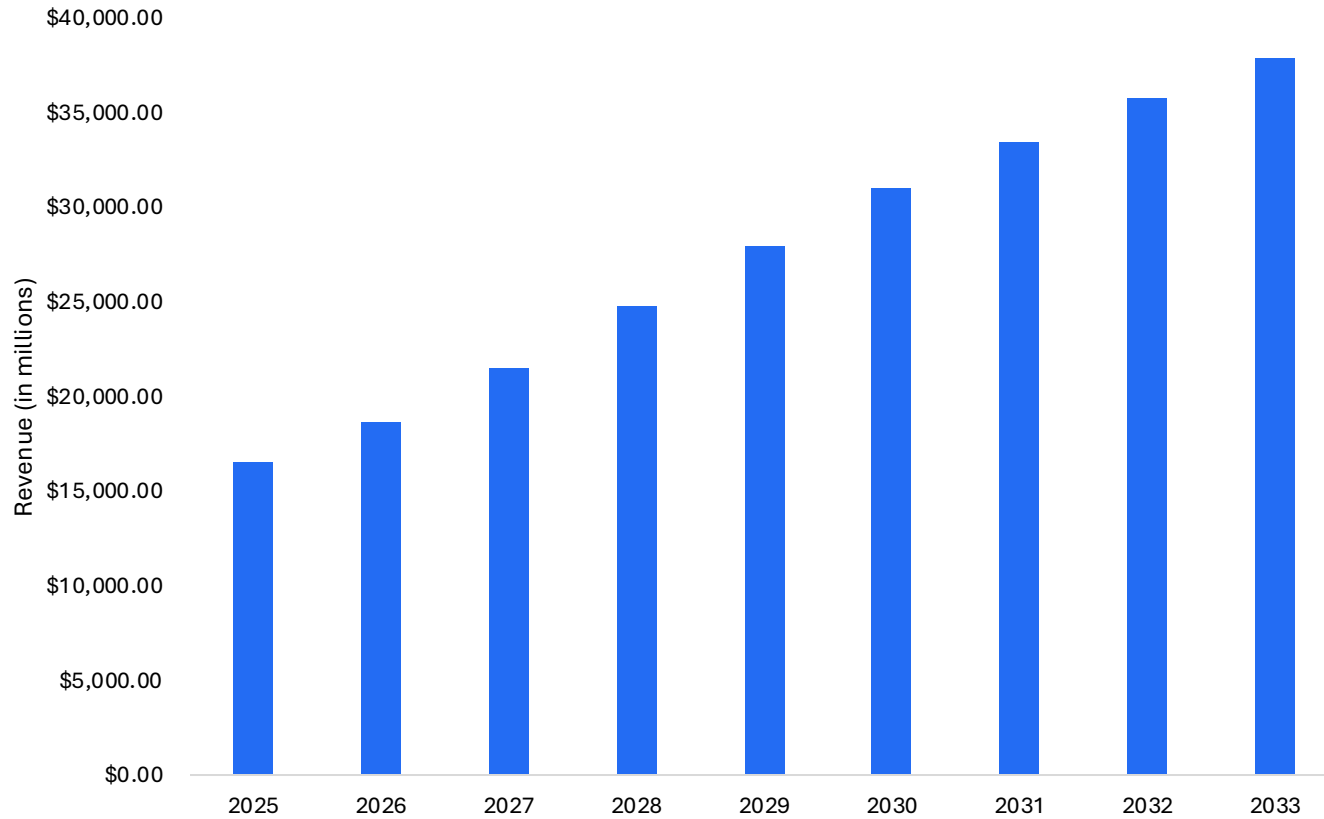


Sources: [DIGIDAY](#) | Uber



Uber Eats

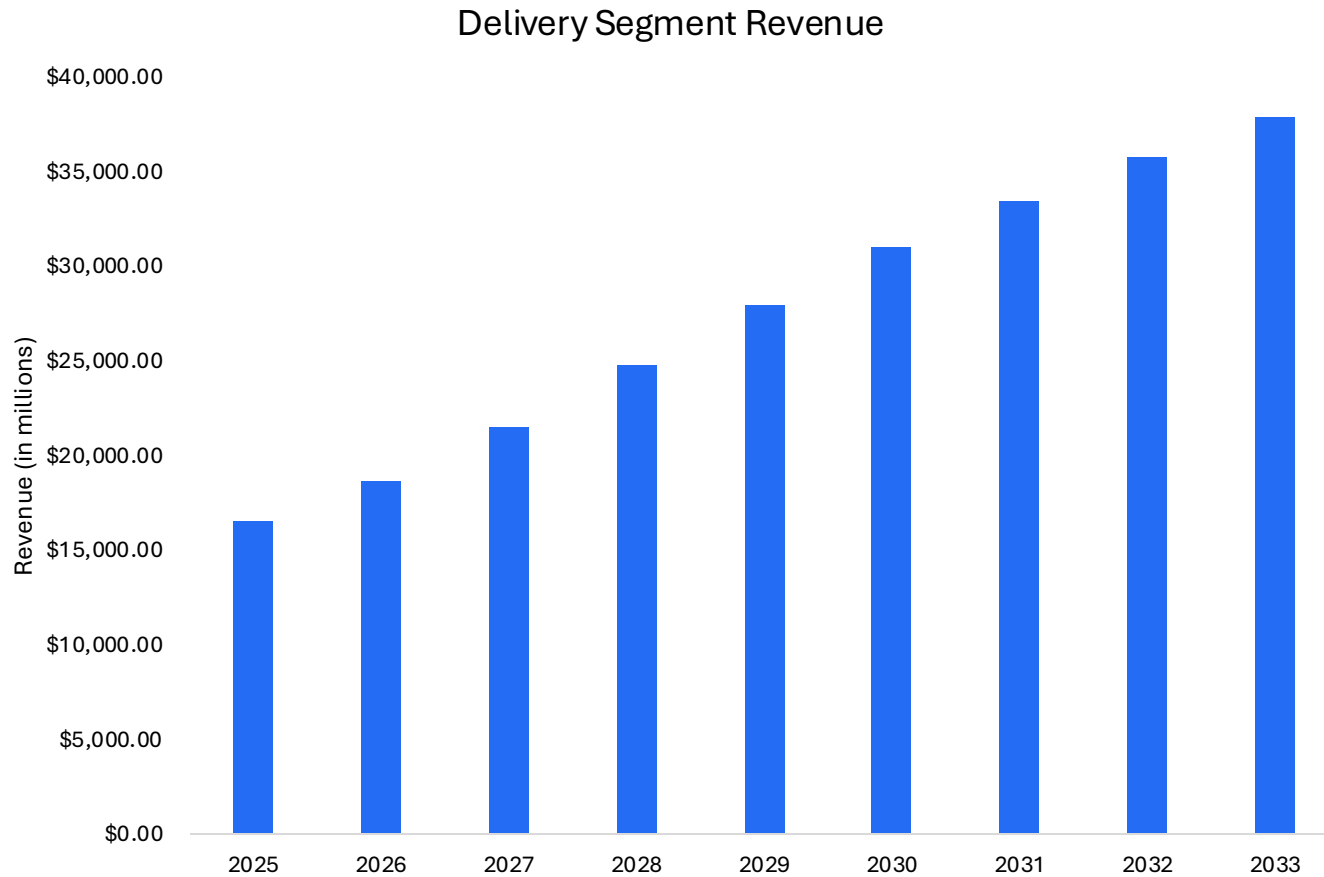
Delivery Segment Revenue



Sources: [DIGIDAY](#) | Uber



Uber Eats



Delivery revenue projected to grow 21% in the next year

Sources: [DIGIDAY](#) | Uber



Uber Freight: Predictive Logistics Powerhouse

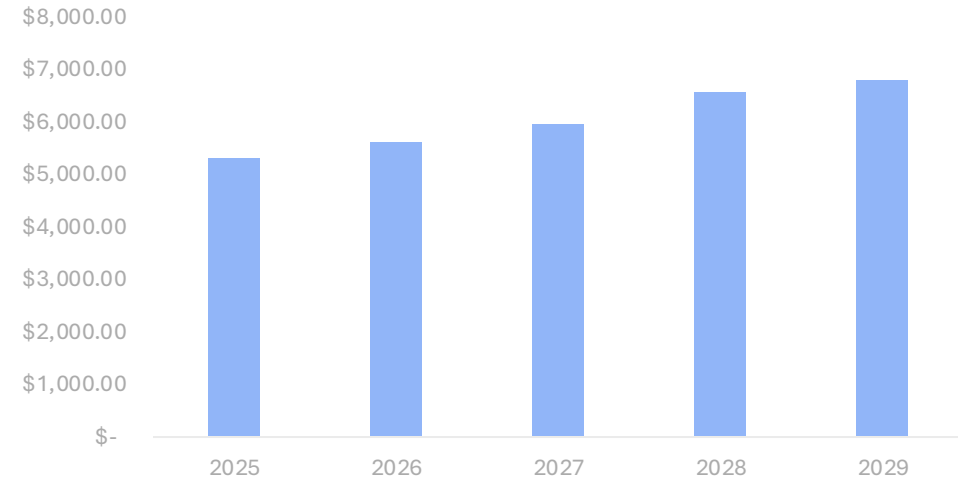
Market Positioning for 2025 Tightening

- **Capacity Crisis Advantage:** Positioned to capitalize on **5-20%** YoY take-rate expansion during 2025 freight crunch
- **Carrier Health Monitoring:** AI analyzes **120+** financial/operational signals to preempt carrier defaults

Technology Edge

- **Tender Acceptance AI:** Reduces load rejections by **34%** vs. industry average
- **Private Fleet Network:** 15,000+ fleets cutting empty miles by **22%**
- **Dynamic Pricing Engine:** Adjusts rates **85%** faster than legacy brokers

Freight Revenue



Sources: [Talk Business](#)



Uber Freight: Predictive Logistics Powerhouse

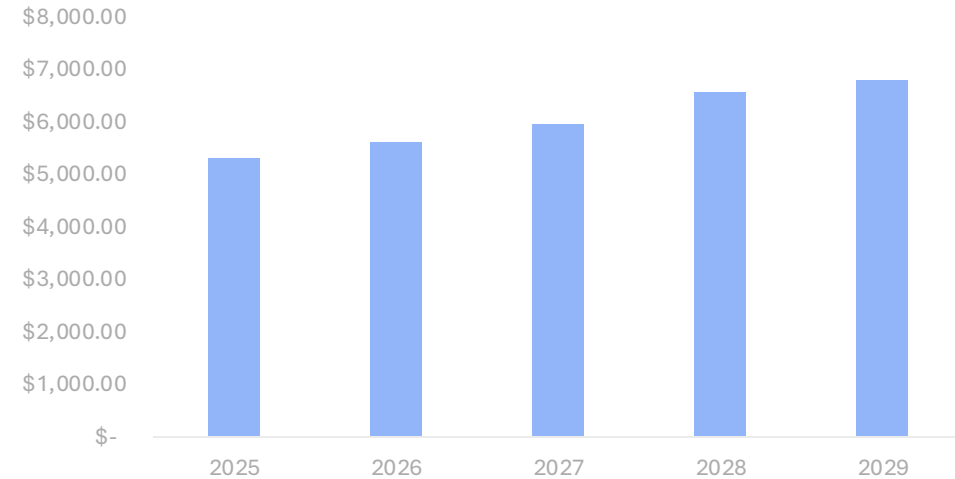
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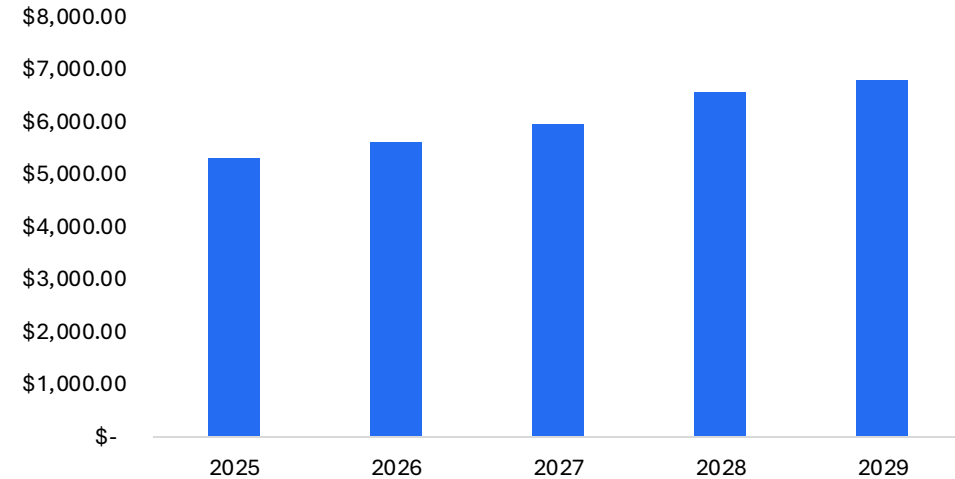
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Freight revenue projected to grow 27% from 2025-2029

Sources: [Talk Business](#)



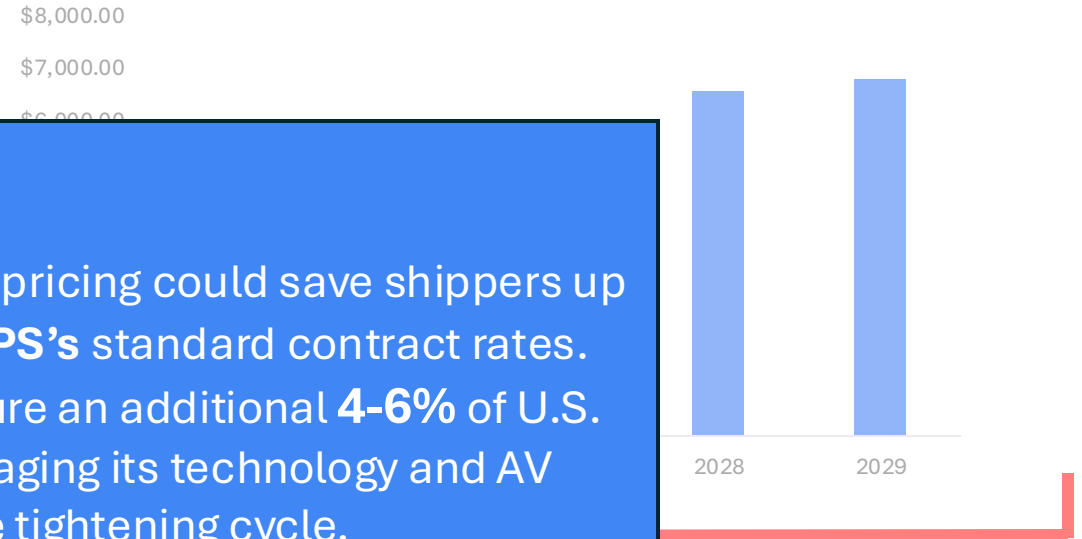
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- **Carrier Health Mo** financial/operation carrier defaults

Autonomous trucking and dynamic pricing could save shippers up to **\$0.12** per mile compared to **UPS's** standard contract rates. Uber Freight is positioned to capture an additional **4-6%** of U.S. truckload market share by leveraging its technology and AV capabilities during the tightening cycle.

Freight Revenue



Freight revenue projected to grow **27%** from 2025-2029

Techno

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Sources: [Talk Business](#)



Investment Theses

1



**Multiple
Segments
Driving
Sustained
Growth**

2



**Positioned
for Success
in the
Autonomous
Vehicle Era**

3



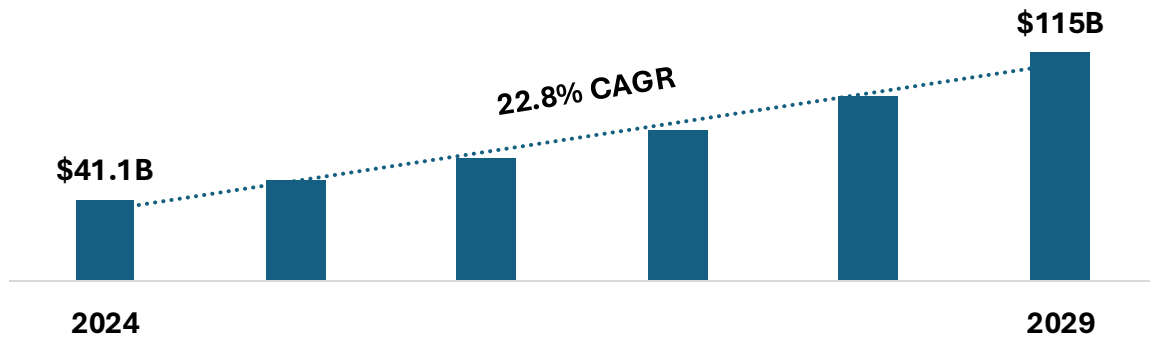
**Leader in Global
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Autonomous Vehicle Landscape Overview

Industry Snapshot

- The autonomous vehicle industry is rapidly evolving, driven by advancements in artificial intelligence, sensor technology, and regulatory progress
- The landscape is populated by major automakers, tech companies, and startups investing heavily
- Demand for safety and standardization across the automotive space has fuelled investment in autonomous driving solutions
- Mobility solution providers within ride-hailing, delivery and logistics are accelerating AV adoption to cut costs

Autonomous Vehicle Market Growth



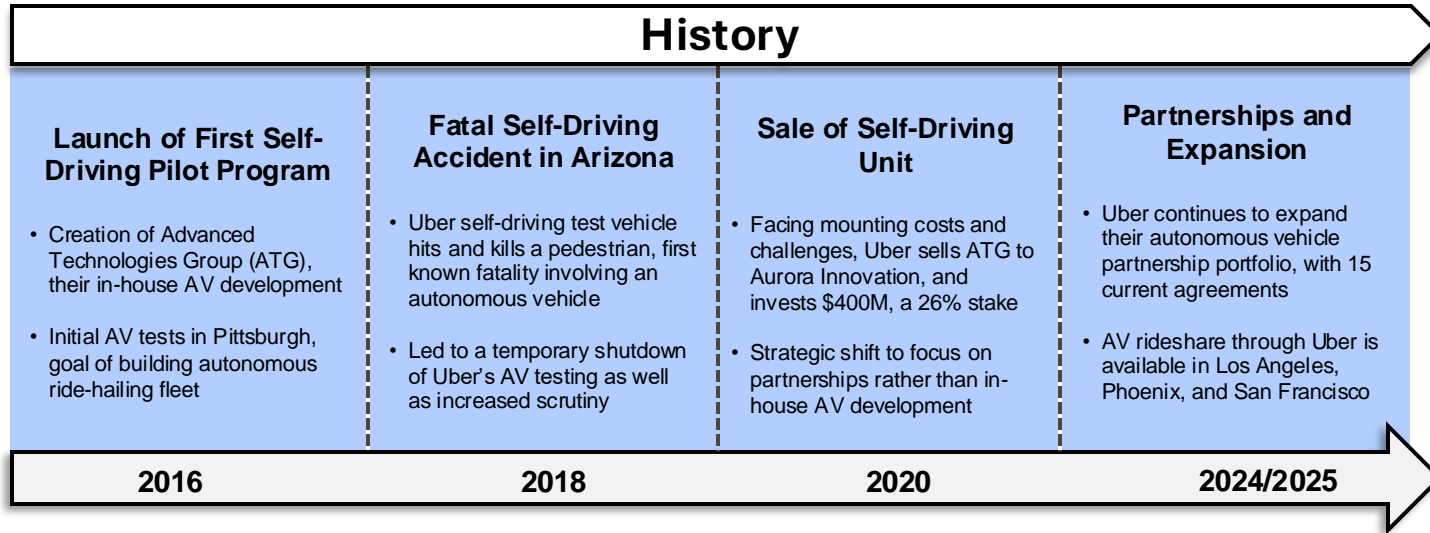
Sources: [Pitchbook](#)



Uber's Competitors

- **Waymo:** Operates a fully autonomous robotaxi service in select US cities with no human drivers
- **Tesla:** Develops and deploys “Full Self-Driving” software for its electric vehicles, plans to roll out the Cybercab robotaxi in Austin in 2025

Uber's History, Evolution & Value in AV



Value to AV Manufacturers

- Access to Customer Base:** Uber's platform provides AV manufacturers with immediate access to a large user base
- Operations Support:** Uber offers comprehensive fleet management for AV providers, including warehousing and maintenance for Waymo's vehicles as part of their partnership

Sources: [Uber Q4 2024 Earnings](#)



AV Projections

2025-2026 Jump

- Uber starts with 500 AVs in 4 cities in 2025 serving as a test run.
- Projected increase from 500 to 3000 due to UAE Expansion & Achieving L4 Autonomy

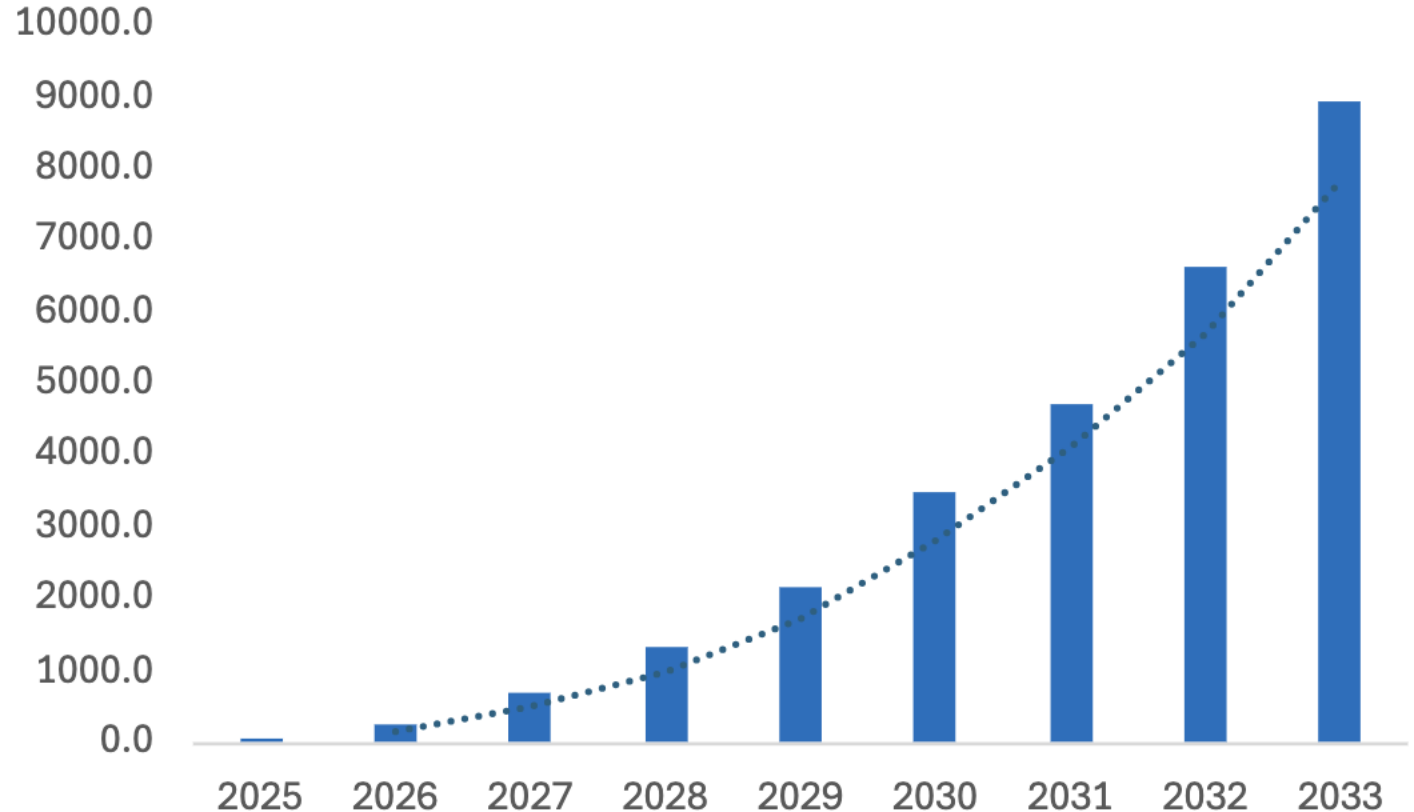
2028 Jump

- Expected release of L5 Autonomy leading to much faster expansion globally (McKinsey)

Revenue Projection Calculation

- We have extensively calculated Revenue/Mile, Miles/AV, and # of AVs in order to get revenue

AV Projected Revenue (\$mm)






Clear Winner in the Race for Rideshare AVs


Uber 

<ul style="list-style-type: none"> 15 partnerships with AV providers, multi-layered across ride-hailing, delivery, and trucking 	<p>Partnerships to Date</p>	<ul style="list-style-type: none"> 3 partnerships with AV providers, centered around one dimensional ride-hailing service
<ul style="list-style-type: none"> Previous launches in Phoenix, Las Vegas, San Francisco, Los Angeles, and Abu Dhabi, UAE Six-fold YoY increase in trips by Avs during Q2 2024 	<p>Successfully Achieving AV Scalability</p>	<ul style="list-style-type: none"> Only 100,000 rides completed with autonomous vehicles, very little market penetration Only currently available in Austin, TX
<ul style="list-style-type: none"> Leveraging NVIDIA collaboration to support AI-powered autonomous driving technology Waymo partnership to expand to Austin and Atlanta by early 2025 	<p>Expansion Plans</p>	<ul style="list-style-type: none"> Plans to launch autonomous rides in Dallas “as soon as 2026” Consistently a year behind Uber in expansion



AV Competitive Landscape Considerations

Players	AV Strategy	Recent/Future Deployment
	Partners with in-house providers	Available in 5 cities, expanding to 2 more by EOY 2025
	Owns & operates robotaxis, offers rides through app separate from Uber partnership	150,000+ rides per week, L4 Autonomy
	Developing in-house FSD for consumer vehicles and taxis	Plans robotaxi launch in 2026, declined partnership with Uber



Threat to Uber



High: Direct Competitor

High: Potential Disintermediation

Sources: [Uber Q4 2024 Earnings](#)





AV Competitive Landscape Considerations

Players	Uber	 WAYMO	 TESLA
AV Strategy	Partners with in-house providers	Owns & operates robotaxis, offers rides through app separate from Uber partnership	Developing in-house FSD for consumer vehicles and taxis
Recent/Future Deployment	Available in 5 cities	150,000+ rides per week	Plans robotaxi launch in 2025, declined partnership with Uber
Threat to Uber?		High (direct competitor)	High (potential disintermediation)



AV Competitive Landscape Considerations

Players	Uber	 WAYMO	 TESLA	
AV Strategy	<p>Despite the considerable competitive risks posed by Waymo and Tesla, Uber's unmatched user scale, global recognition, and operational expertise within ridesharing will allow the company to remain competitive and successful as AVs become more popular, and the increase in profit margin associated with AVs will make Uber more valuable.</p>			in-house consumer d taxis
Recent/Future Deployment	Threat to Uber.			taxi launch in ned with Uber
				(potential disintermediation)



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Uber's Strategic Expansion in Emerging Markets

Leadership in Global Autonomy (AVs)

Competitor	Europe/APAC Progress	Key Weakness
Tesla	FSD stuck in U.S. beta testing	No EU/APAC licensing (Reuters, 2024)
Wayve	UK trials only (London).	No commercial scaling (TechCrunch, April 2024).
Lyft	Exited AVs in 2021.	Reliant on third-party tech (e.g., Motional).



Europe: 3,000 AVs (Motional) in Berlin/Paris by 2026 (Motional, Feb 2024).

APAC: Hybrid auto-rickshaw pilots in Hyderabad 2025 (ET India, Jan 2024).

LatAm: 500 AVs in São Paulo regulatory corridors (Bloomberg, May 2024).

Key Stat:

Cost/Mile: 0.60 (UberAV) vs. 1.15 (human drivers).

Sources: [The Economic Times](#) | [Motional](#)



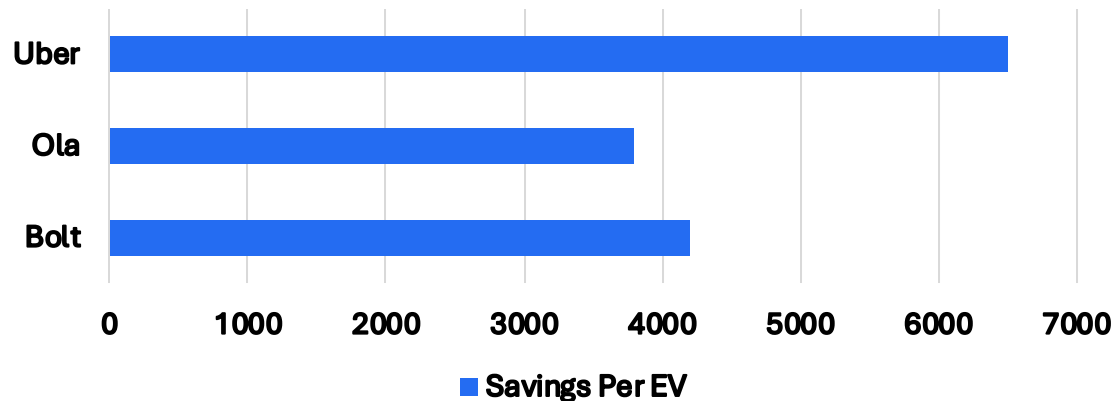
BYD Partnership: \$650M Savings & Emerging Market Dominance

Electrifying the Global South

Key Stats:

- Government Incentives: \$6,750/EV (Germany) + 10–15% LatAm tax breaks.
- Market Growth: 35% ride-sharing CAGR in SE Asia (McKinsey, 2023).

BYD EV Savings vs. Competitors

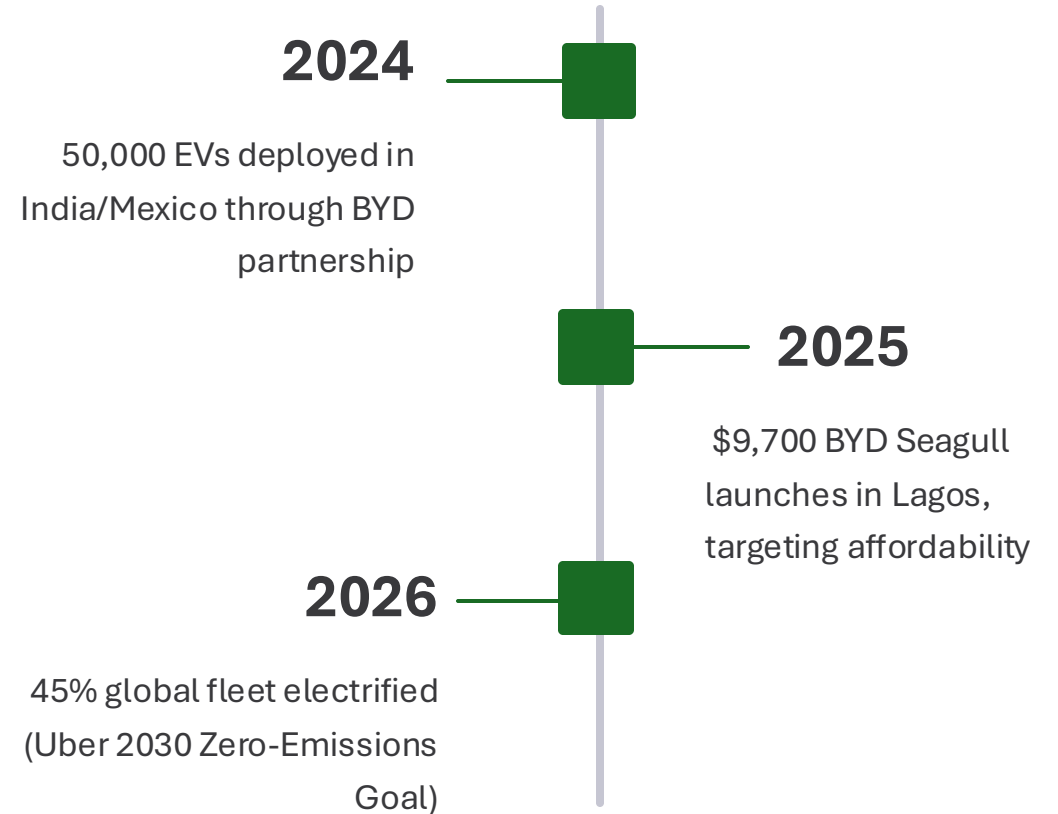


Source: BNEF Electric Vehicle Report 2024

Sources: [BYD Africa](#) | [IEA Policies](#).



Timeline:



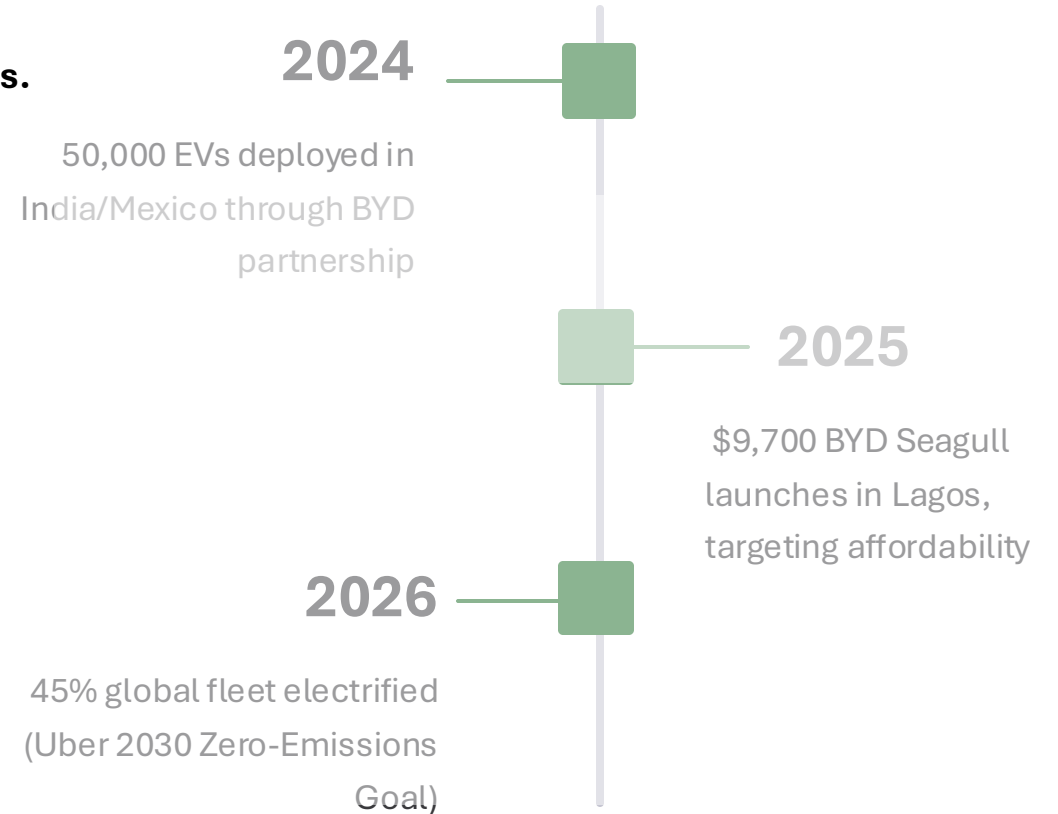
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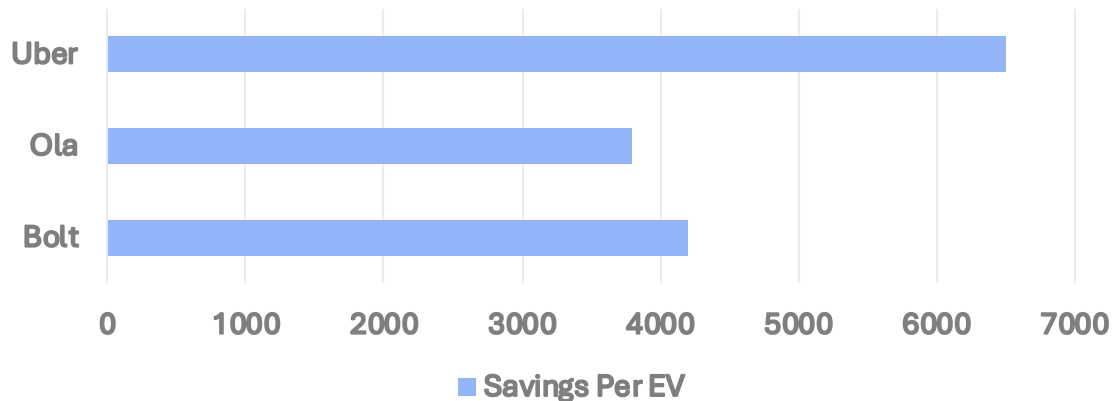
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Timeline:



BYD EV Savings vs. Competitors



Source: BNEF Electric Vehicle Report 2024

Sources: [BYD Africa](#) | [IEA Policies](#).



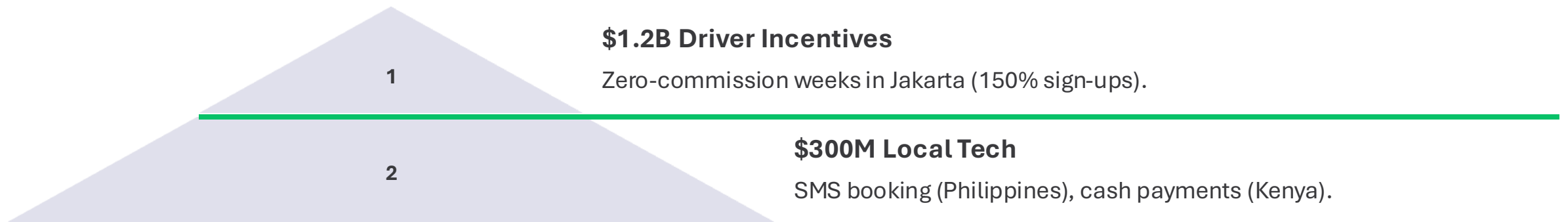
\$1.5B Reinvestment: Securing 65%+ Market Share in Key Regions

Localized Strategies for Growth

Region	Uber (2023)	2026 Target	Competitor Share
India	53%	65%	Ola (38%)
Brazil	45%	60%	99 Taxi (20%)
Nigeria	65%	80%	Bolt (25%)

Mobility Reports 2024.

Reinvestment Allocation



Sources: Reuters | Bloomberg

Offline Booking: 85% adoption in rural Philippines (TechCabal, 2024).



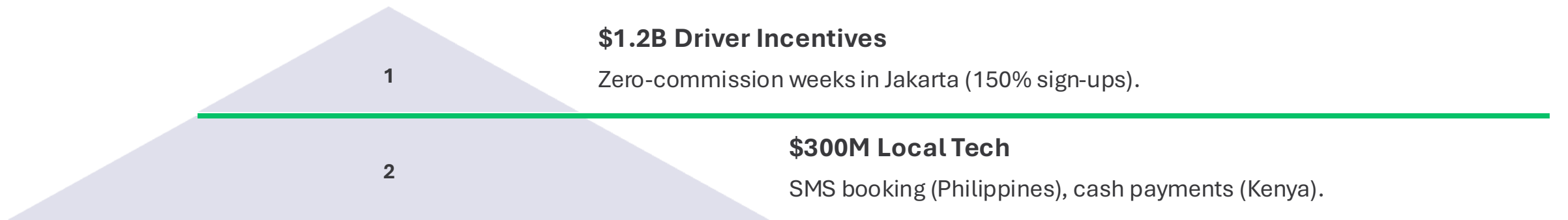
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Nigeria	65%	80%	

Mobility Reports 2024.

Reinvestment Allocation



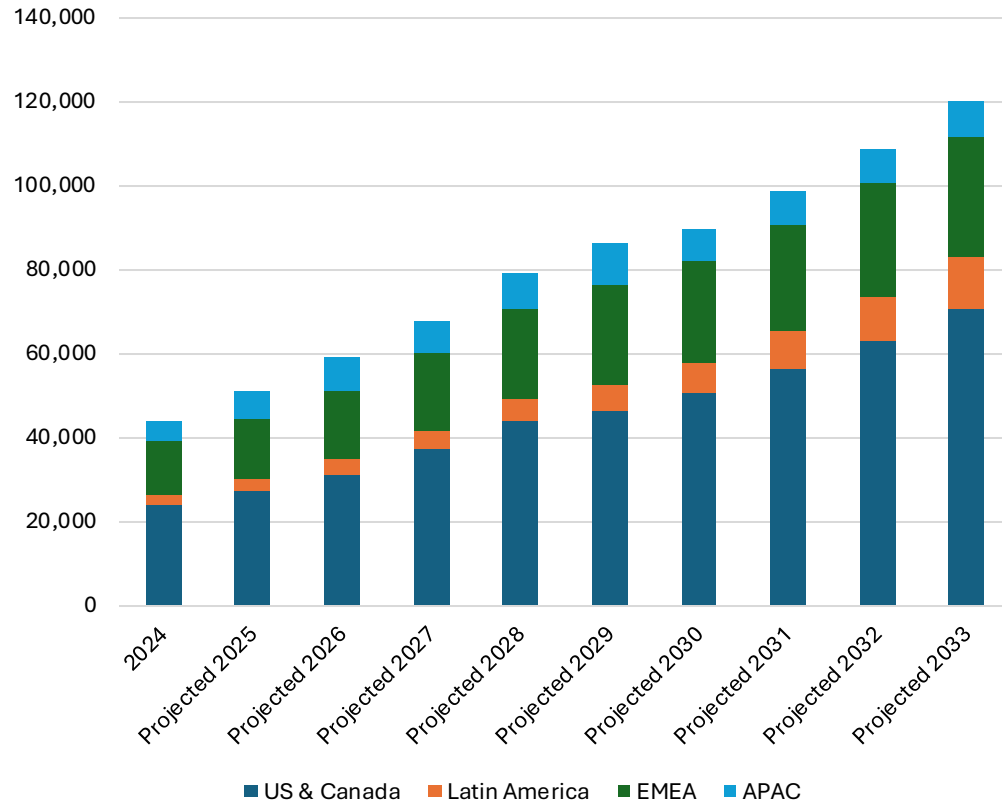
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Historical and Projected Global Expansion

Projected Regional Growth

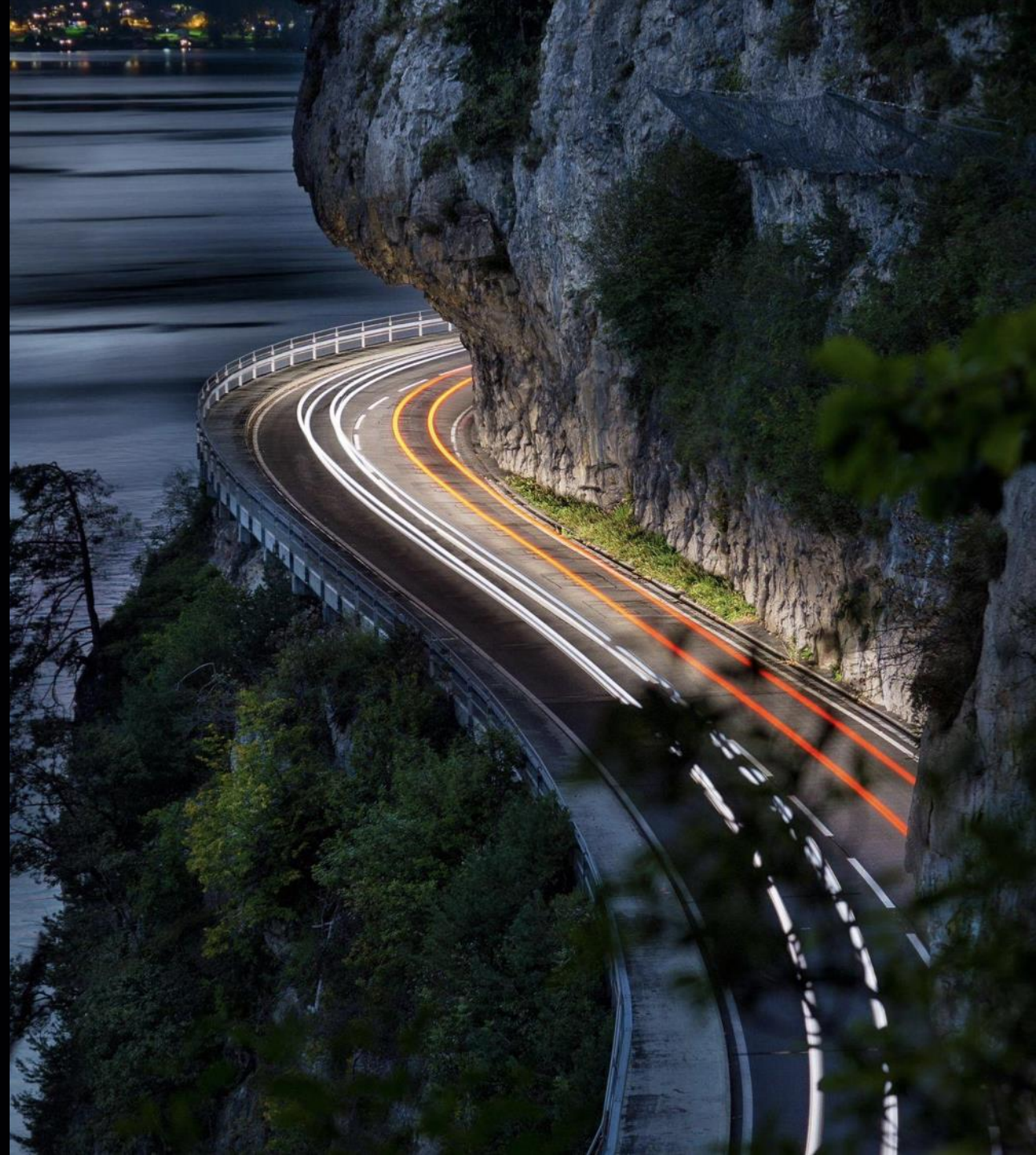


Global Growth Drivers

- Shift to Autonomous Vehicles**
- Latin America Fastest Growing Market – 16% Average Growth until 2033**
- EMEA 2nd Fastest Growing Market – 9% Average Growth until 2033**



Valuation



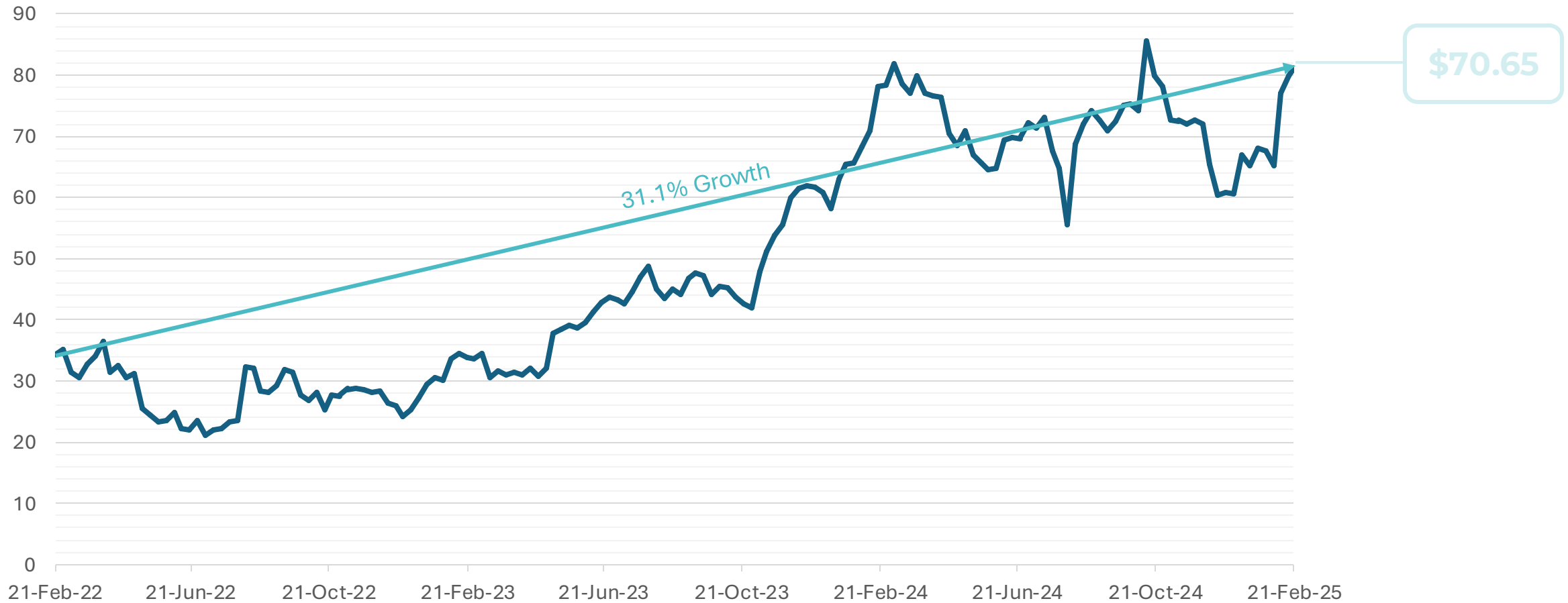
Historical Stock Price

Uber Stock Price



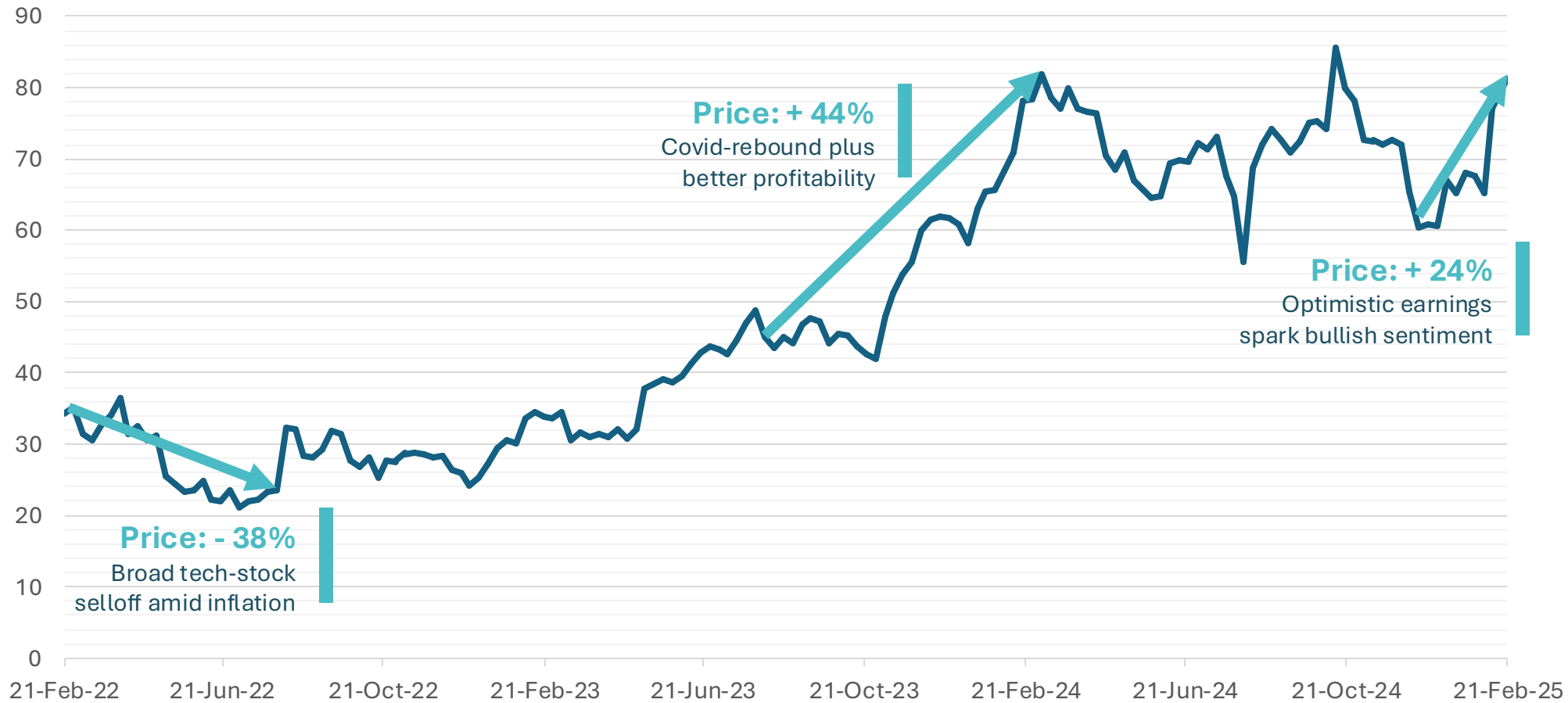
Historical Stock Price

Uber Stock Price



Historical Stock Price

Uber Stock Price



Bull, Bear and Base Scenarios

Cross Segment Synergies

Autonomous Vehicles

Global Expansion

Bear

Uber One adoption slows and Freight division struggles with margin compression

Slower roll out of Avs, AV costs per mile are projected to be higher due to lag in reaching L4 tech.

Limited local partnerships and slow regulatory approvals stall the global expansion effort.

Base

Steady Uber One membership and consistent Uber Freight performance

Steady roll out of Avs, Partnerships and advance In technology drive Moderate growth.

Steady international Partnerships and adequate market entry strategies drive moderate global growth

Bull

Uber One subscriptions surge, and Freight division captures significant market share

Achieve technology milestones for L4 and L5 autonomy at A faster pace leading to faster expansion.

Swift regulatory clearances, AV Adaption, and strong alliances propel, large-scale international expansion

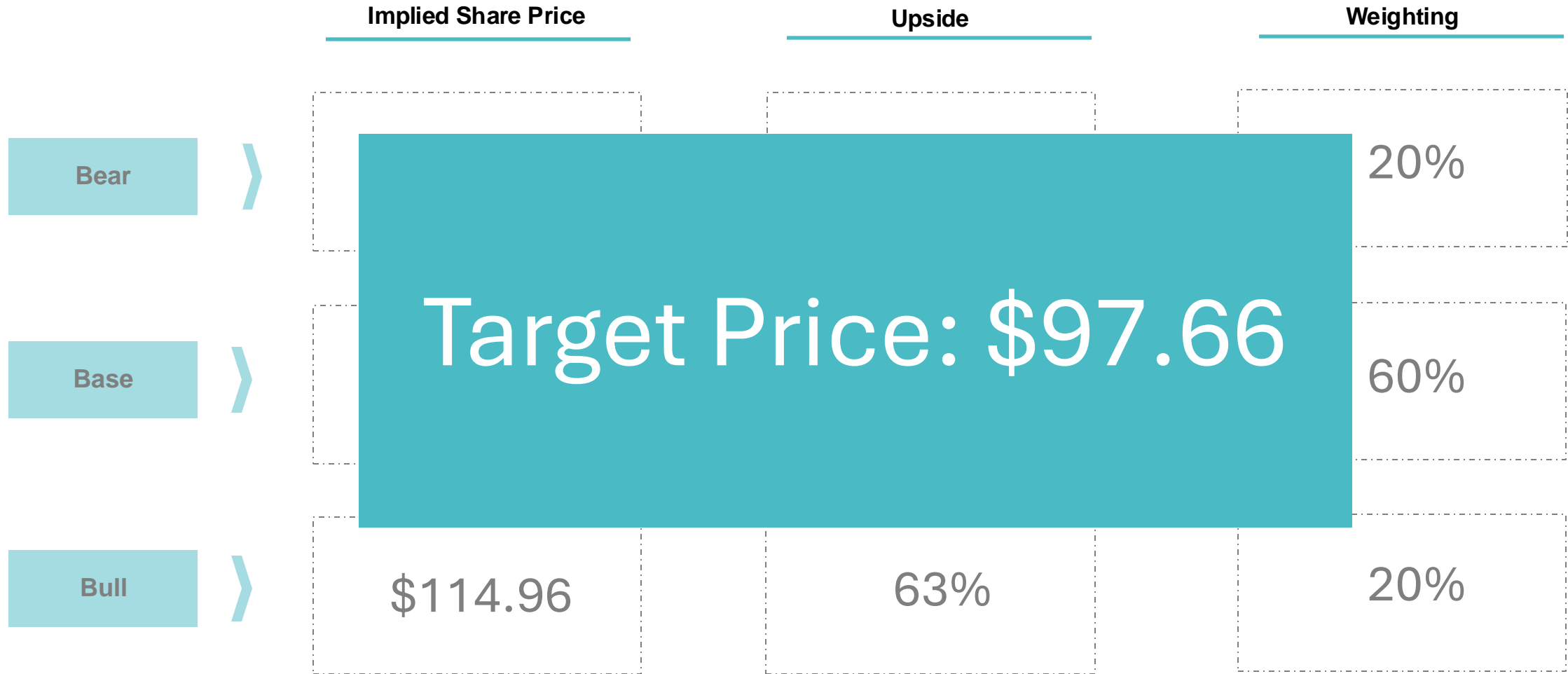


Bear, Bull, and Base Cases

	Implied Share Price	Upside	Weighting
Bear	\$77.28	9%	20%
Base	\$97.97	39%	60%
Bull	\$114.96	63%	20%



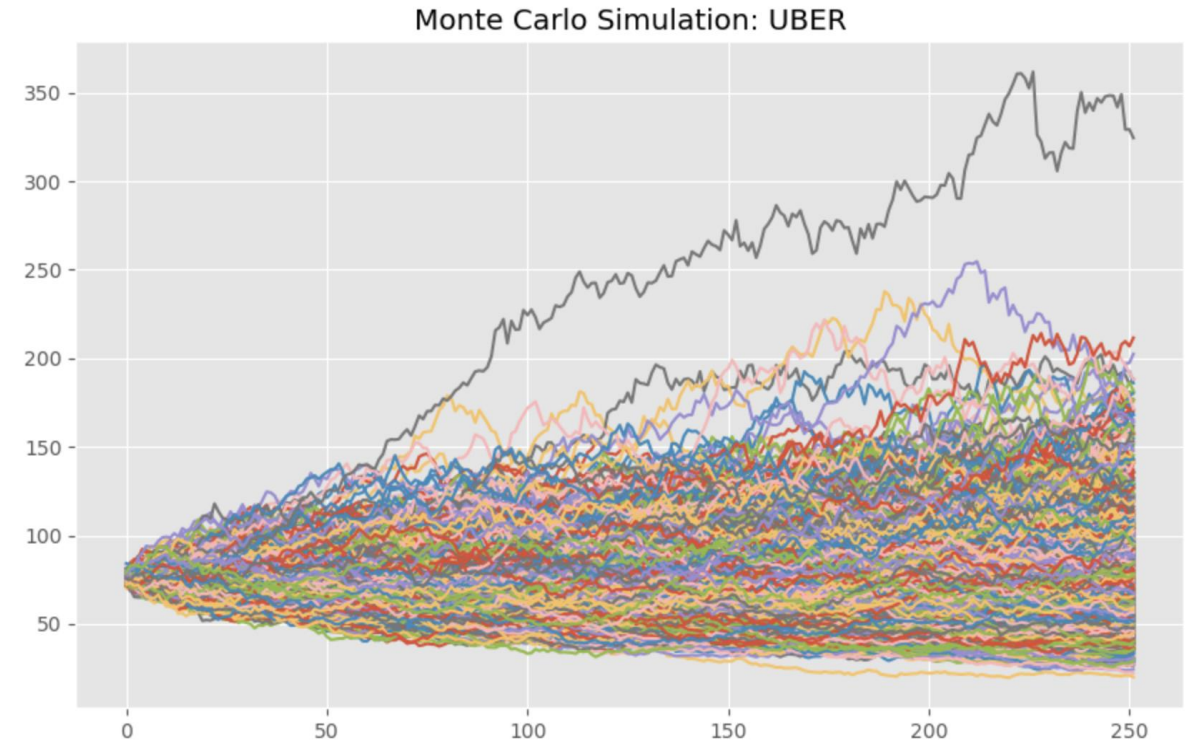
Bear, Bull, and Base Cases



Valuation Assumptions

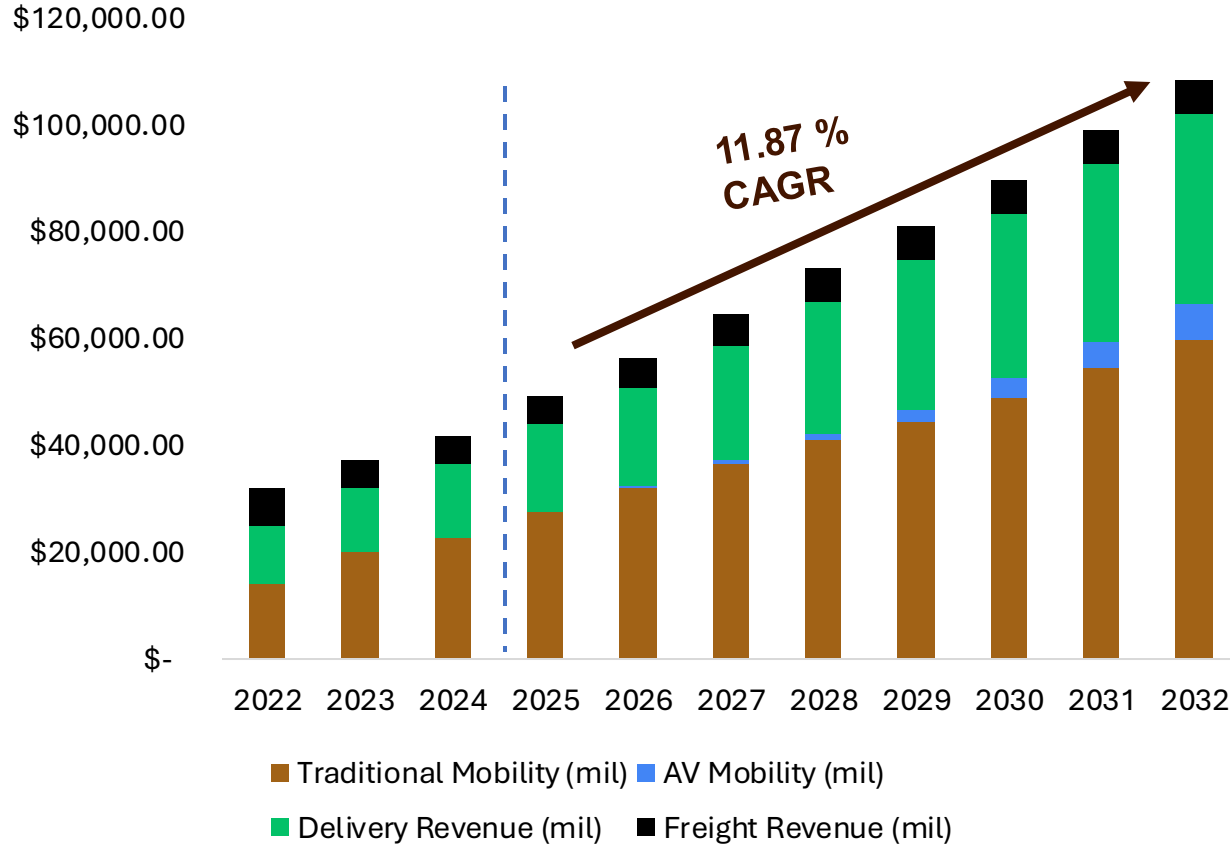
Growth Rate Assumptions

- **Decreasing Operating Expenses:** Uber has launched internal tools like QueryGPT (Natural Language to SQL Using Generative AI)
 - Saving 140,000 Hours Each Month
- **Average revenue growth rate:** Approx 12% CAGR (Projected)
- **AV Market Dominance and Emerging Market Expansion:** Uber will solidify its AV leadership while leveraging emerging markets to drive sustained incremental growth



Discount Cash Flow Valuation

Revenue Forecast



New AV Mobility

7.94% Increment to Revenue

Uber One Stimulus

10.65%

Growth Rate of Delivery Sector

1.13x

Growth Accelerated by Uber One

Geographic Expansion

\$28.73B EMEA market

10.4% CAGR



Competitive Companies Tables

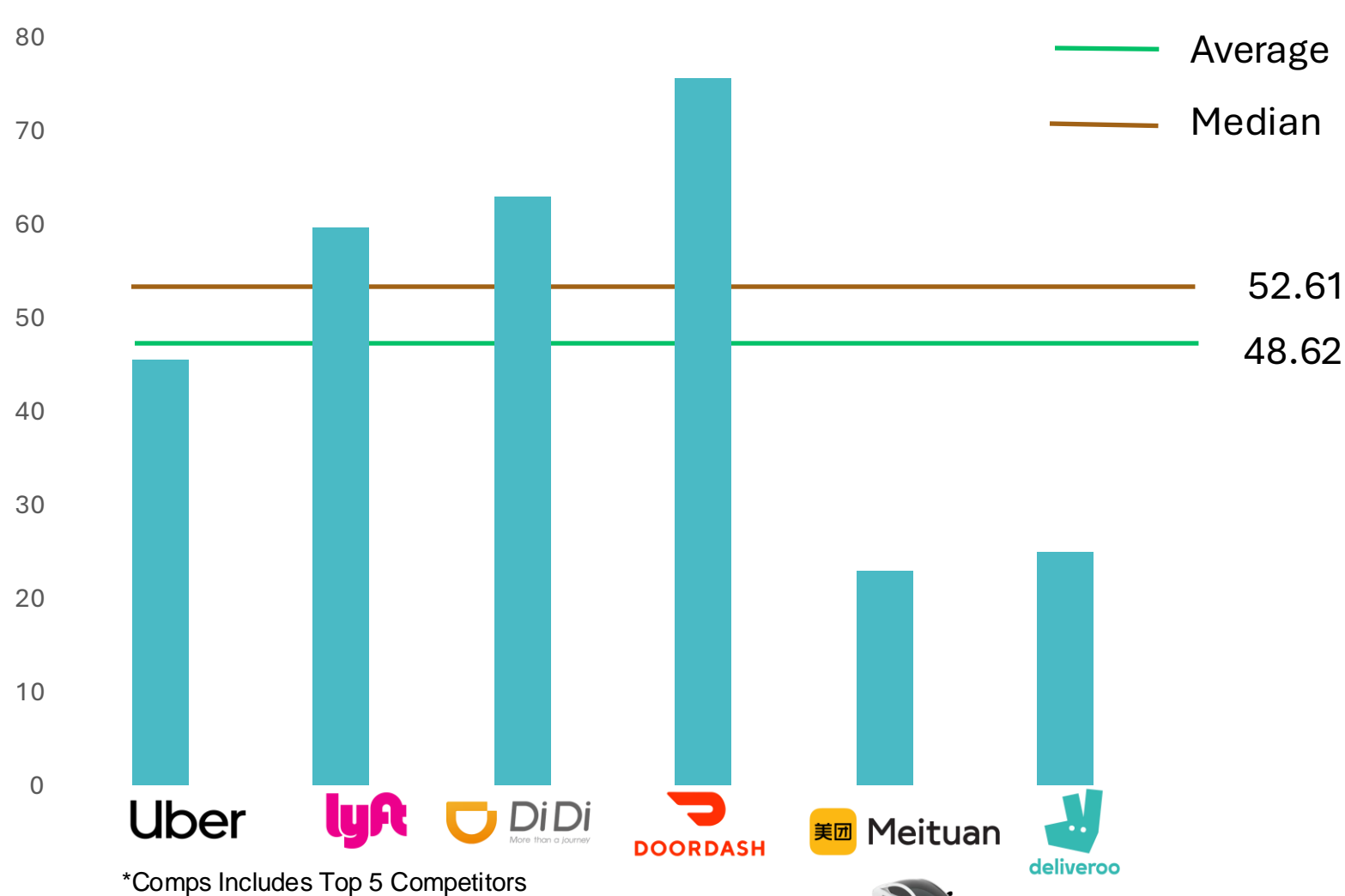
Uber is Trading at a low EV/EBIT Compared to Industry Peers

Comp Set		Key financial Data			Valuation Metric (normalized)				
Ticker	Market Cap	EV (in billion)	EPS	P/E	EV / EBIT	EV/EBITDA	EV/EBITDA (Y1)	EV/EBITDA (Y2)	
UBER TECHNOLOGIES, INC. (XNYS:UBER)	\$ 147,546,705,670	\$ 167.71	4.56	13.23	33.72	45.51	19.29	13.75	
LYFT, INC. (XNAS:LYFT)	\$ 4,777,837,155	\$ 4.37	0.06	46.82	19.26	59.70	8.69	6.63	
GRAB HOLDINGS LIMITED (XNAS:GRAB)	\$ 17,356,370,000	\$ 13.17	-0.03	95.24	223.94		29.06	17.28	
DiDi Global Inc. (OTCM:DIDIY)	\$ 25,733,124,540	\$ 19.38	0.20	98.36	59.87	62.95	20.95	12.33	
DOORDASH, INC. (XNAS:DASH)	\$ 77,184,256,453	\$ 79.18	0.30	87.70	1,356.98	75.68	24.90	18.75	
Delivery Hero SE (XFRA: DHER)	\$ 8,094,636,000	\$ 118.86	7.73	71.94	14.66		16.45	11.76	
MEITUAN (XHKG:3690)	\$ 1,068,574,000,000	\$ 129.55		33.02		23.00	19.73	15.77	
DELIVEROO PLC (XLON:ROO)	\$ 1,926,695,000	\$ 2.09		42.59		24.90	12.42	8.50	
Average	\$ 168,899,203,102	\$ 66.79	2.14	56.24	284.74	48.62	18.94	13.10	
Median	\$ 21,544,747,270	\$ 49.28	0.25	46.82	46.80	52.61	19.51	13.04	



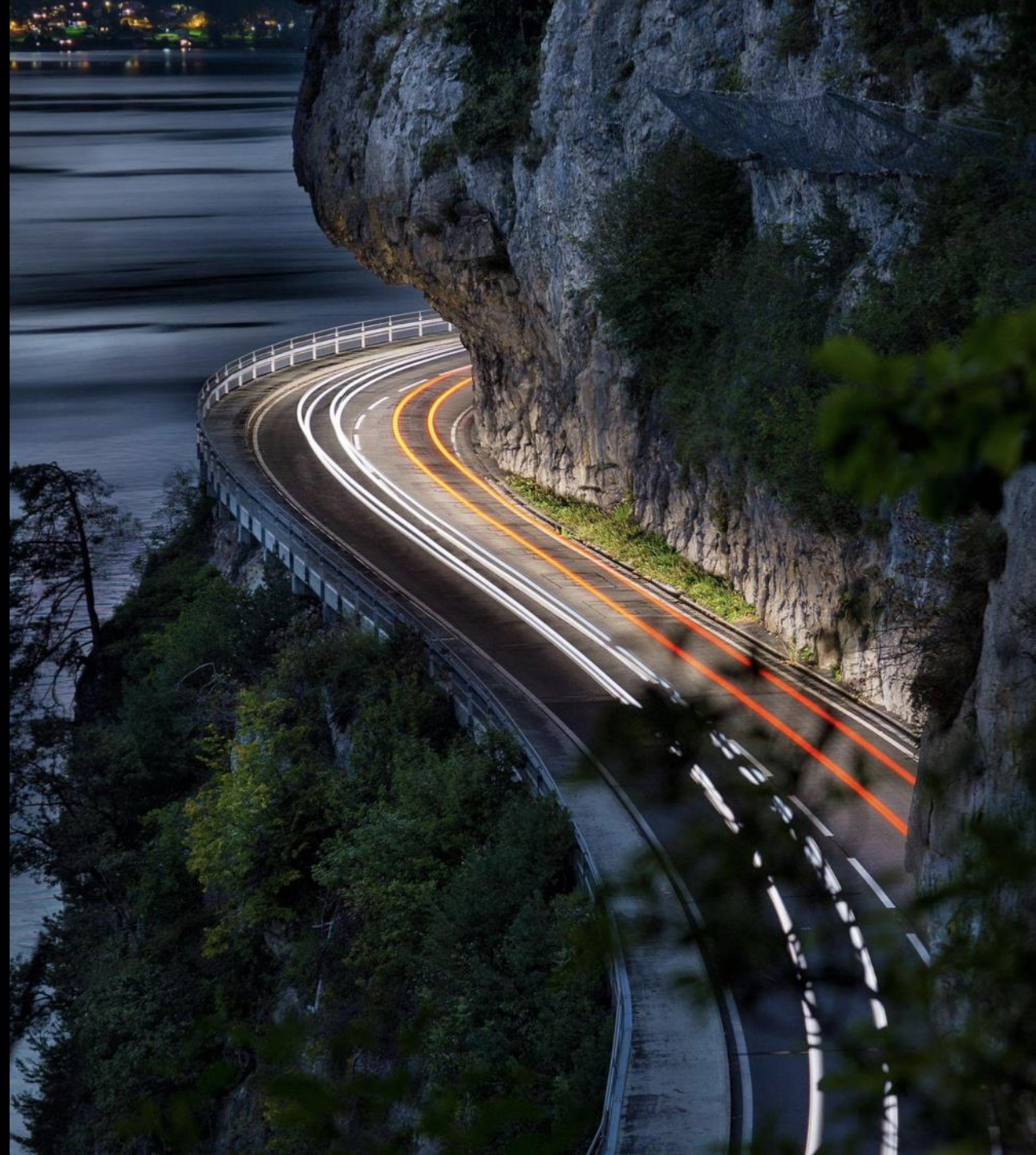
Competitive Companies Analysis

Uber is Trading at a fair forward EV/EBITDA Compared to Industry Peers



	Median EV/EBITDA	Implied Share Price
LTM	52.61x	\$394.35
FY1	19.51x	\$163.82
FY2	13.04x	\$119.10

Catalysts



Catalysts

1



**Key
Partnerships**

2



**Beneficial
Litigation**

Catalysts

1



**Key
Partnerships**

2



**Beneficial
Litigation**

Key Partnerships

Key corporate partnerships or changes in local and national transportation laws could either **open new markets** for Uber and **ease current regulatory pressures**.

Corporate Partnerships

- Waymo, has expanded its **partnership** with Uber to introduce **autonomous ride-hailing services** in Austin and Atlanta.
- Avride, an autonomous vehicle startup, has partnered with Uber to deploy **autonomous delivery robots** in Austin and Dallas.

[Source: Waymo Announces Partnership with Uber](#)

Federal Collaboration

- Partnering with federal agencies to increase **charging stations** in urban areas and high-demand routes
- Advocating for **tax credits, grants, and subsidies** that make EV adoption more affordable for drivers, aligning with government **sustainability goals**.



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Catalysts

1



**Key
Partnerships**

2



**Beneficial
Litigation**

Beneficial Litigation

Uber claims that DoorDash **coerces** restaurants into exclusive delivery agreements by threatening **higher commission rates** or reduced visibility on their platform if they collaborate with competitors like Uber Eats.

[Source: Wall Street Journal](#)

Market Share Expansion

If DoorDash is forced to change its commission practices or loses goodwill among restaurants, Uber Eats may **capture a larger portion** of the food delivery market.

Reputation Support

By positioning itself as a defender of restaurants against unfair practices, Uber could **strengthen its reputation** among restaurant owners, potentially attracting **more partners**.



Beneficial Litigation

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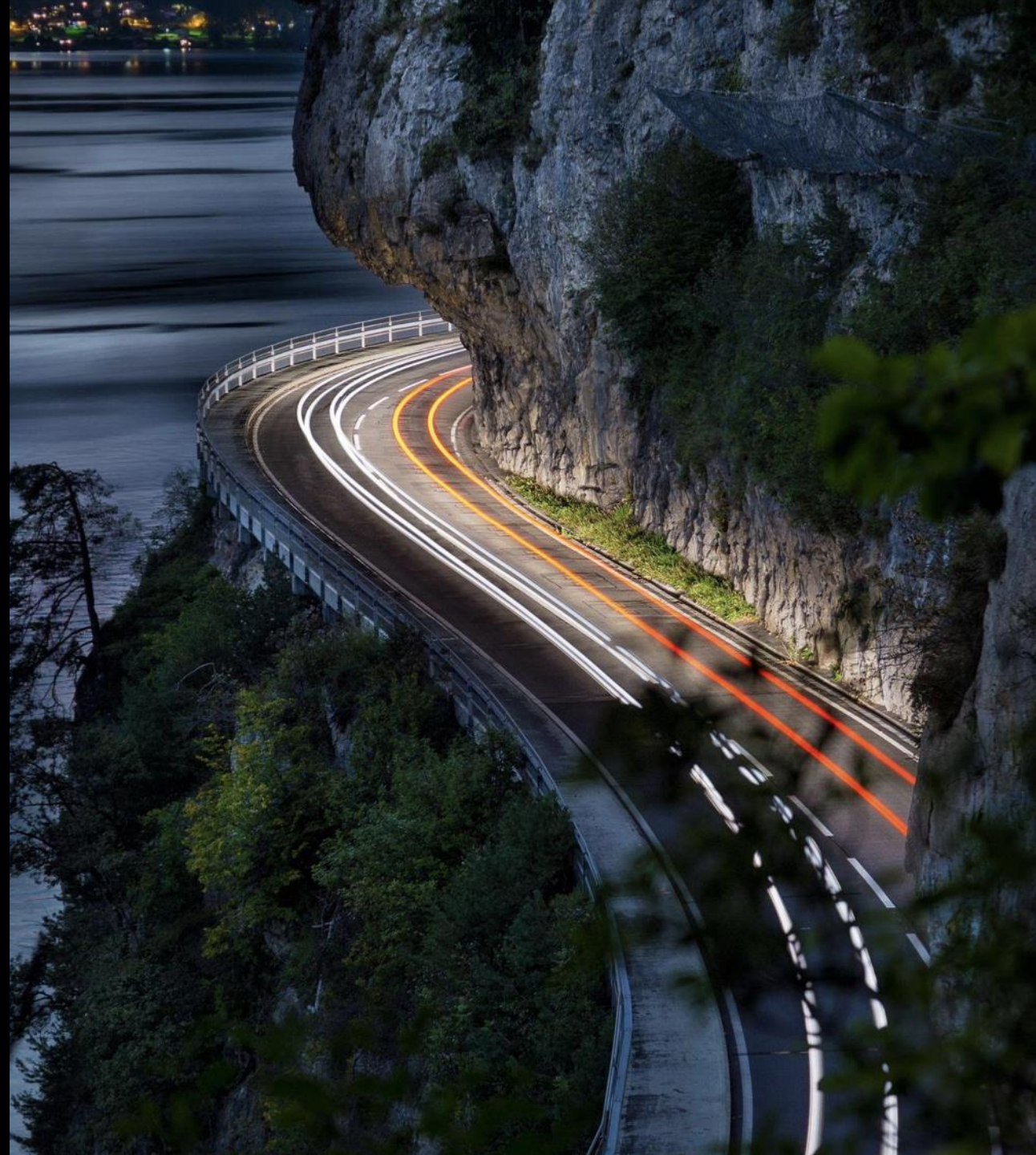
Source: Wall Street Journal

Given that DoorDash held **63%** of the U.S. food delivery market in 2024, compared to Uber's **25%**, even a modest **10%** shift could result in a **\$2.84B (28%+) increase** in revenue.

partners.



Risks & Mitigations



Risks & Mitigations

1



**Brand &
Reputation**

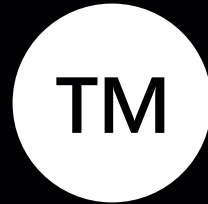
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**Driver
Classification**

Risks & Mitigations

1



**Brand &
Reputation**

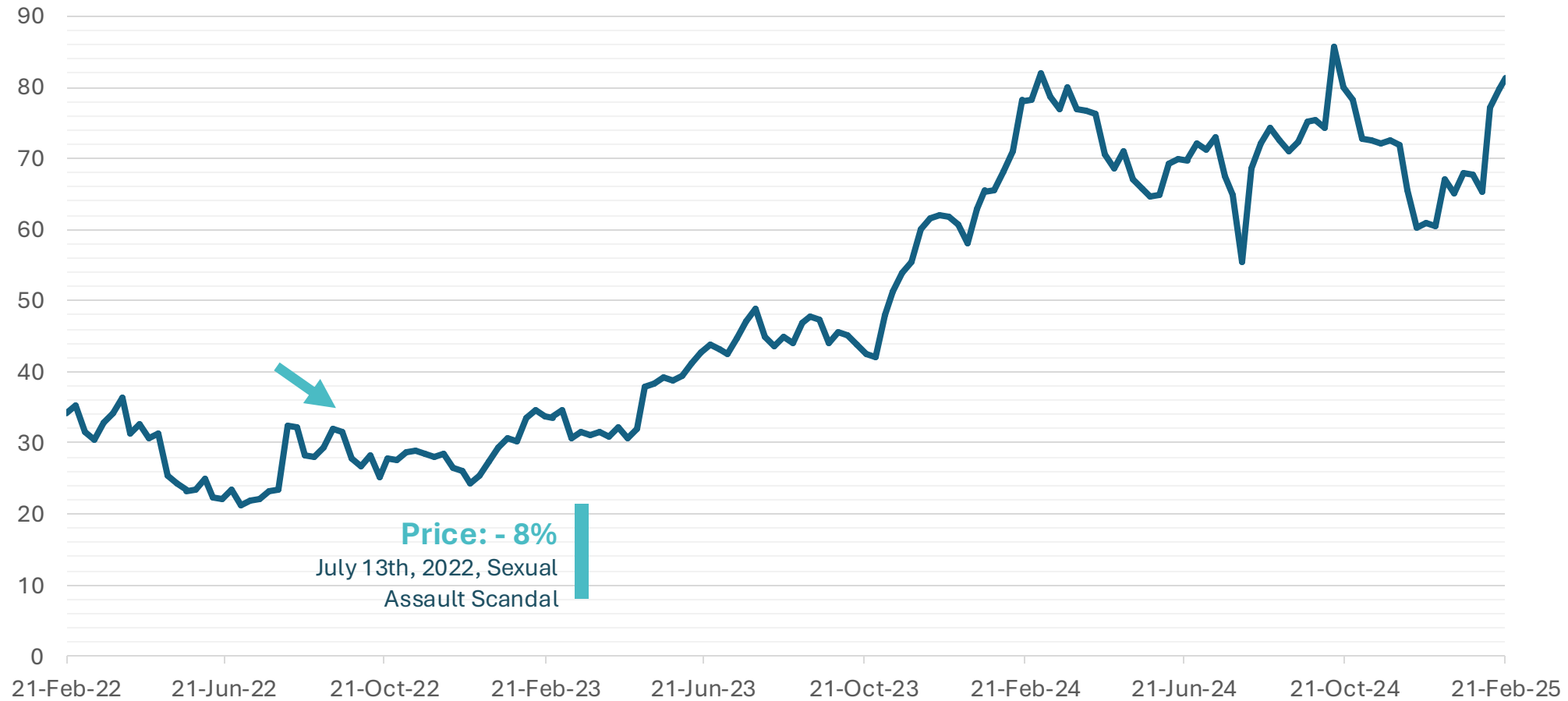
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**Driver
Classification**

Brand & Reputation

Uber Stock Price



Brand & Reputation

Uber Stock Price



Risks & Mitigations

1



**Brand &
Reputation**

2



**Driver
Classification**

Driver Classification

Uber's business would be **adversely affected** if Drivers were classified as **employees**, workers or quasi-employees instead of **independent contractors**.

[Source: Wall Street Journal](#)

Political Lobbying

- Funds and supports **California's Prop 22**
- Builds relationships with policymakers and funds political campaigns to influence labor regulations in its favor.

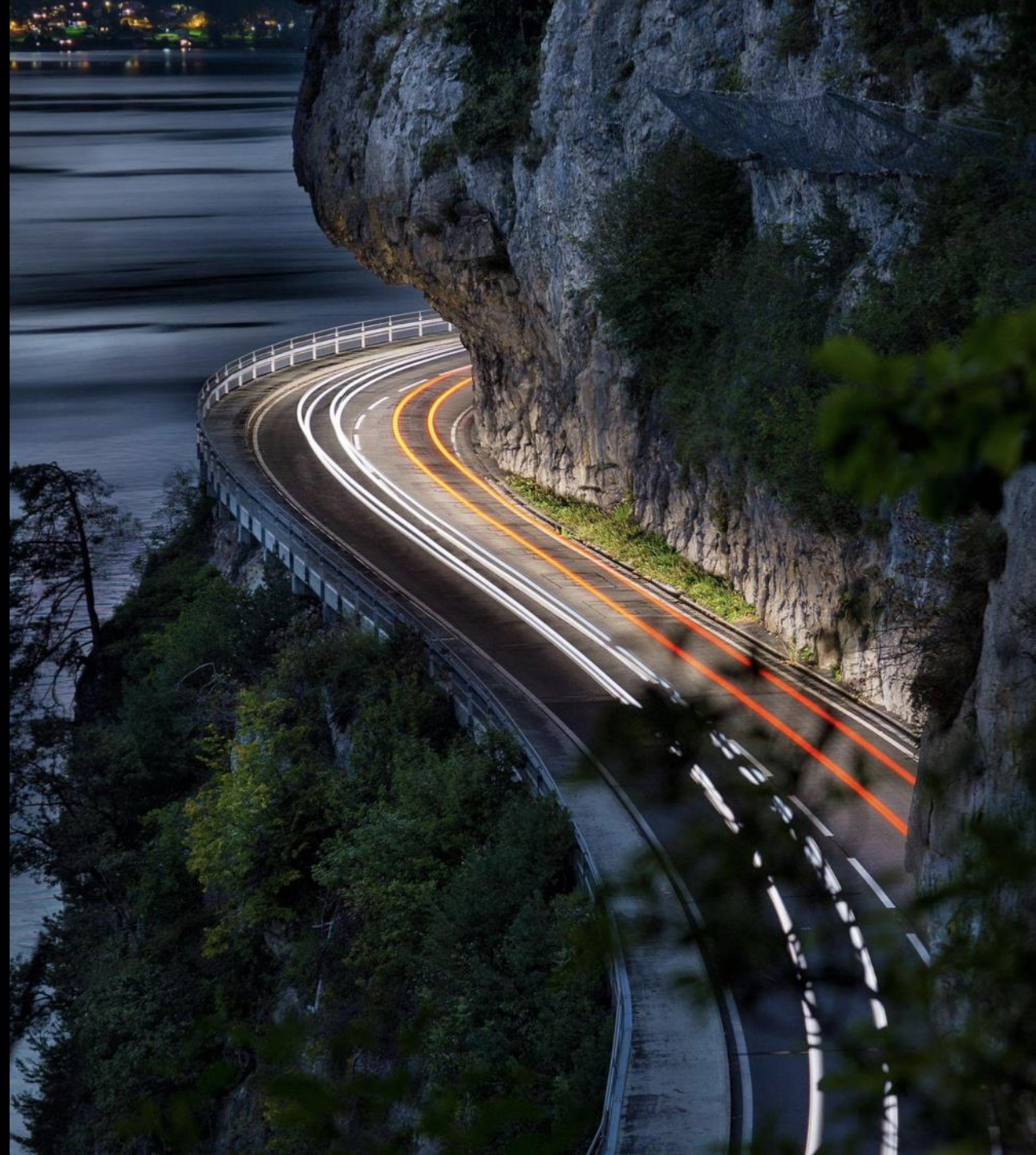
Diver Incentives

- 10% cash back on gas and **12% on EV charging** with the Uber Pro Card
- Offers drivers \$1,000 when they purchase an EV, complete at least 150 trips, and maintain a 4.85 rating.

[Source: Uber Driver Promotions](#)



Conclusion



Conclusion

Investment Thesis

1

Segment
Diversification

2

Autonomous
Vehicles

3

Global
Leadership

Target Price

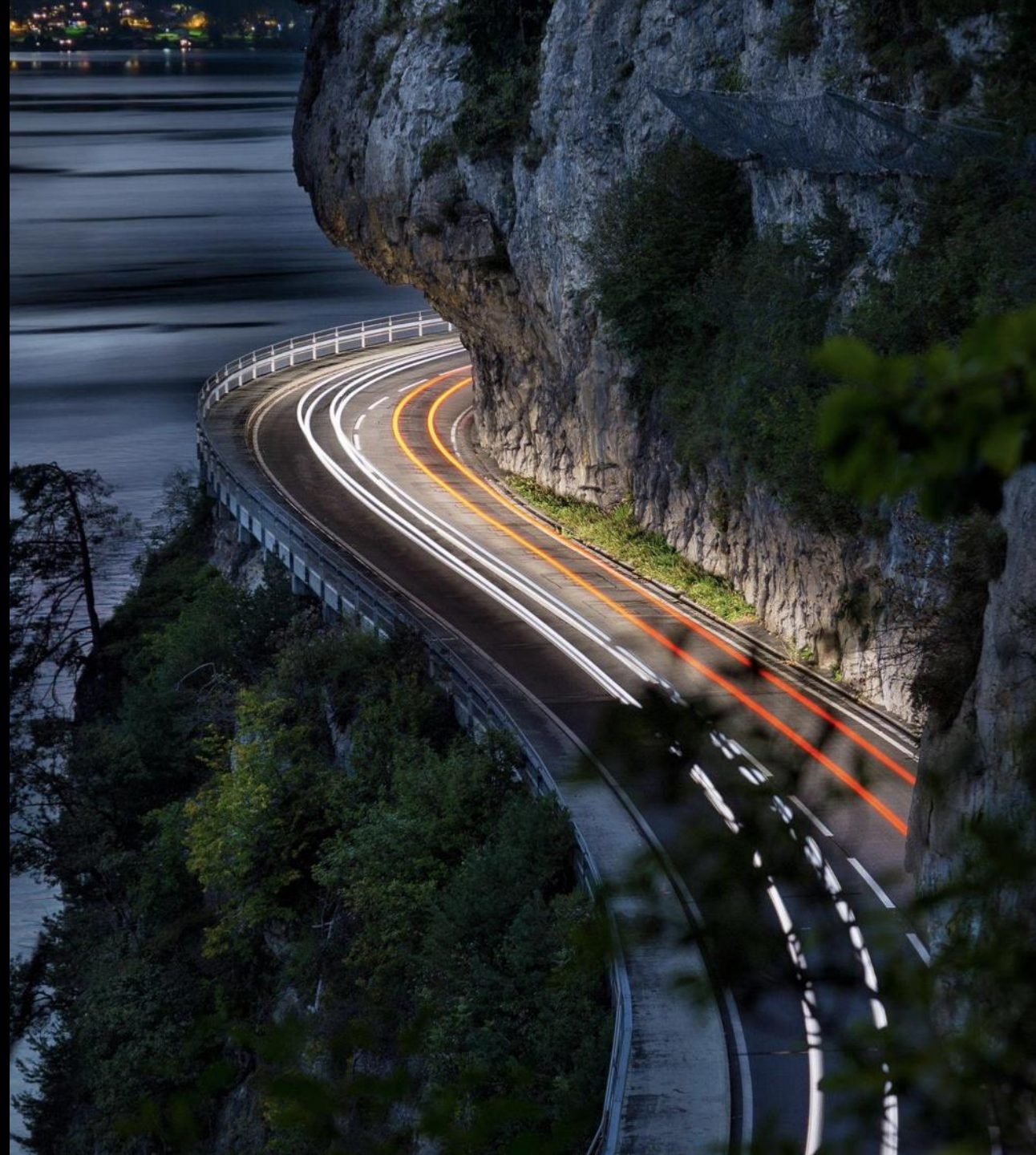
Current Stock Price: \$70.63

Target Share Price: \$96.66

Potential Upside: **47.4%**



Appendix



WACC Calculations

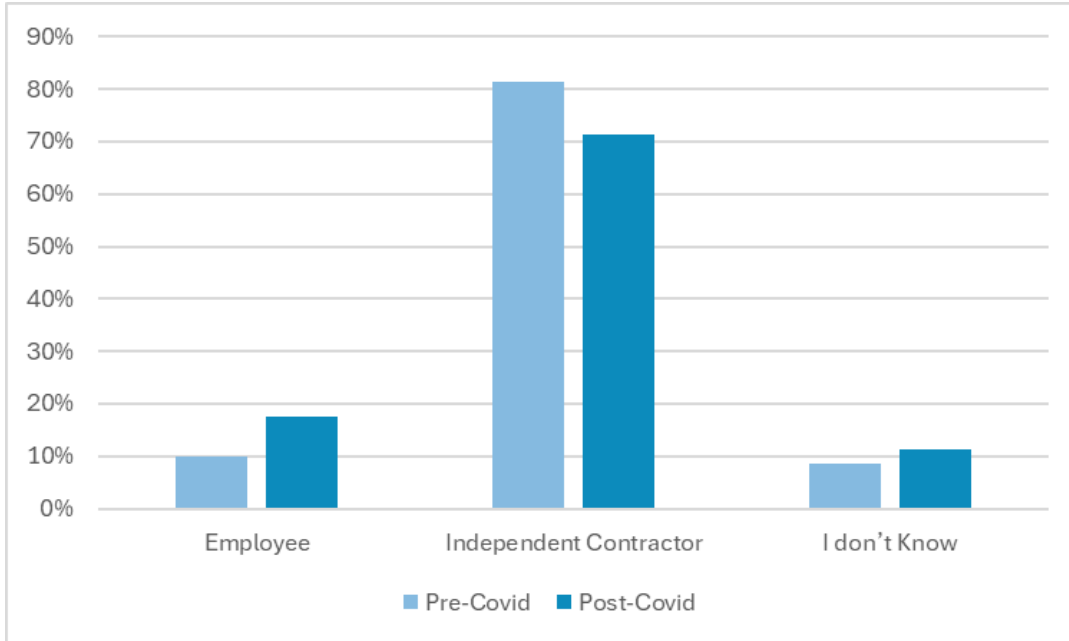
Cost of Equity		Source	
Risk free rate	4.20%	Government Bond Yields	
ERP	4.33%	Factset	
Beta	1.36	UBER TECHNOLOGIES, INC. (XNYS:UBER)	1.36
Cost of equity	10.11%		

WACC			
Total Equity	\$ 147,546,705,670	UBER TECHNOLOGIES, INC. (XNYS:UBER)	\$ 147,546,705,670
Total Debt	\$ 8,347,000,000	UBER TECHNOLOGIES, INC. (XNYS:UBER)	2,089,009,000
Cost of Equity	10.11%		
% of equity	94.65%		
Cost of debt	6.27%	Total Interest	523,000,000.00
% of debt	5.35%		
Tax	21.00%	Corporate Federal Tax Rate - Inconsistent taxes over past 7 years	
WACC	9.83%		



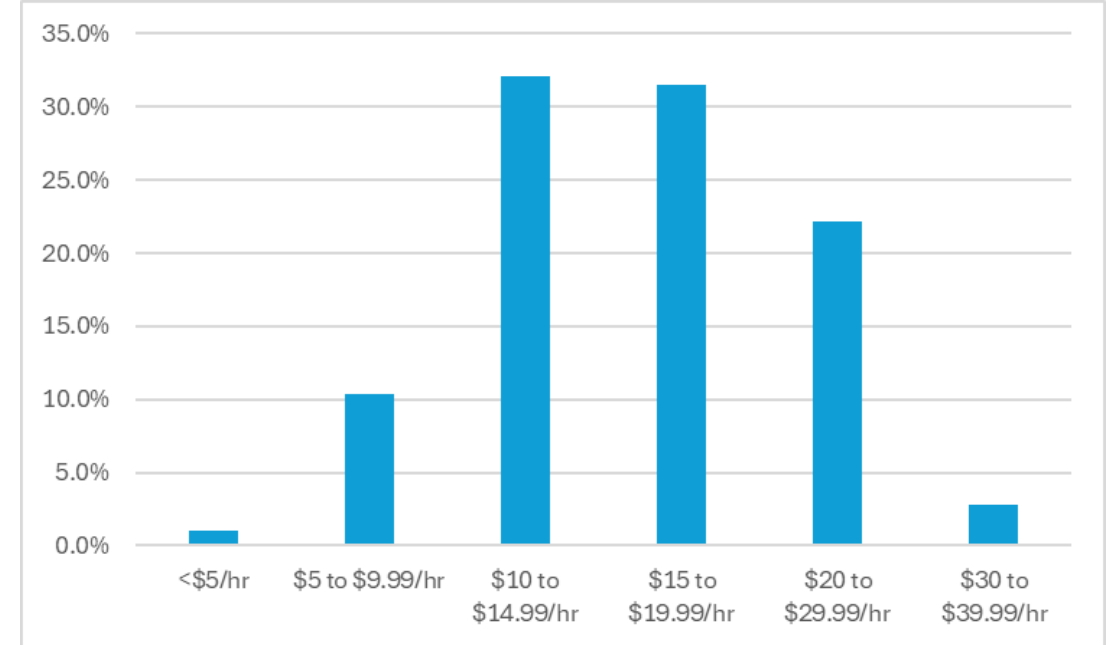
Driver Push for Contractor Classification

Percentage of Drivers Preferring W2 vs IC



Source: Lyft & Uber Driver Survey

Average Hourly Wage Breakdown



Source: Lyft & Uber Driver Survey

Uber Drivers are making above the federal minimum wage, satisfied with their experience driving or delivering for Uber, with **71% of Drivers** preferring to be classified as Independent Contractors.



Brand & Reputation



Enhancing Customer Satisfaction and Loyalty

- 78% of **Uber users** in the United States were extremely or very satisfied with the service.
- In 2023, Uber achieved a brand awareness rate of **92% among U.S. mobility service users**

[Source: Newsweek Uber Driver Satisfaction](#)



Strengthening Partnerships with Merchants

- **81% of U.S. merchants** reported an average 10% increase in revenue after joining Uber Eats
- 79% of Drivers want to remain Independent Contractors, with 60% indicating preference for Prop 22.

[Source: Lyft & Uber Driver Survey](#)



Implementing Safety and Verification Measures

- Uber introduced "**verified**" **badges** for riders who completed additional verification steps & show proof of government issued identification.

[Source: Driver verification process](#)

Uber has mitigated the risk of potential **brand and reputation exposure** by enhancing **customer satisfaction**, strengthening **partnerships**, and implementing **safety measures**



AV - Potential Profit Margin Increase

10 Mile UberX Customer Perspective Breakdown	
Component	Cost
Base Fare	\$2.00
Per-Mile Charge	\$12.00
Per-Minute Charge	\$6.00
Booking Fee	\$2.50
Tolls/Taxes	\$1.00
Total Cost to Rider	\$23.50



AV - Potential Profit Margin Increase

10 Mile UberX Uber Perspective Breakdown	
Component	Earnings
Total Cost to Rider	\$23.50
Uber's Revenue (25% cut)	\$5.88
Driver's Earnings (75%)	\$17.62
Uber's Net Cost	\$3.58
Uber's Net Profit	\$2.30

10 Mile UberX Uber Cost Breakdown	
Expense Component	Estimated Cost
Payment Processing Fees	\$0.50
Insurance Costs	\$0.80
Customer Support Costs	\$0.25
Technology Costs	\$1.13
Marketing and Promotions	\$0.50
Operational Costs	\$0.30
Uber's Net Cost (10%)	\$3.58



AV - Potential Profit Margin Increase

10 Mile UberX Uber AV Cost Breakdown	
Expense Component	Estimated Cost
Vehicle Maintenance	\$2.00
Electricity/Fuel Costs	\$1.50
Insurance Costs	\$1.50
Technology Development	\$3.00
Operational Costs	\$1.00
Platform and Technology Costs	\$0.75
Customer Support Costs	\$0.25
Marketing and Promotions	\$0.50
Regulatory Costs	\$0.50
Driver Incentives (Optional)	\$0.00
Total Estimated AV Cost	\$11.00



AV - Potential Profit Margin Increase

10 Mile UberX Uber Cost Breakdown	
Component	Estimated Value
Total Fare Collected	\$23.50
Expenses)	\$11.00
Uber's Estimated Profit From AV	\$12.50
Estimated Profit	\$2.30
Current Uber Profit Margin / Ride	10%
AV Uber Profit Margin / Ride	47%



AV - Potential Profit Margin Increase

\$1T+ opportunity that autonomy can unlock in the US alone

% US Urban Vehicle Miles Traveled (VMT) by Price per Mile

— Current Addressable VMT — Growth Getting to \$1/Mile ••• Growth <\$1/Mile

\$1T+ Opportunity

