SUBA
2.90
1.50

Innovative Destruction

Kodak vs. Digital Photography

Print News vs. Digital News

Records vs. Napster

Taxi vs. TNC

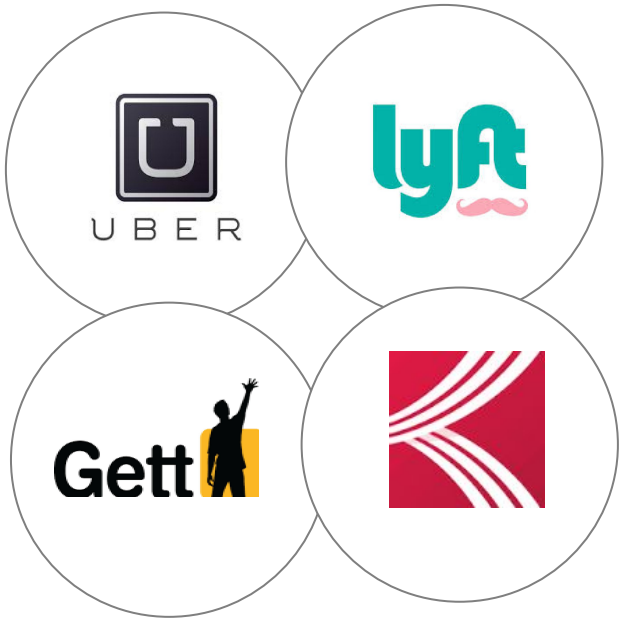
State of New Jersey

The State of New Jersey is aware of the economic effect of newly established Transportation Network Companies. In an attempt to support local transportation providers a level competing platform the Assembly introduced State of New Jersey 216th Legislature Bill No. 3765 in April 2015.

The bill has not yet been approved despite support from local organizations.

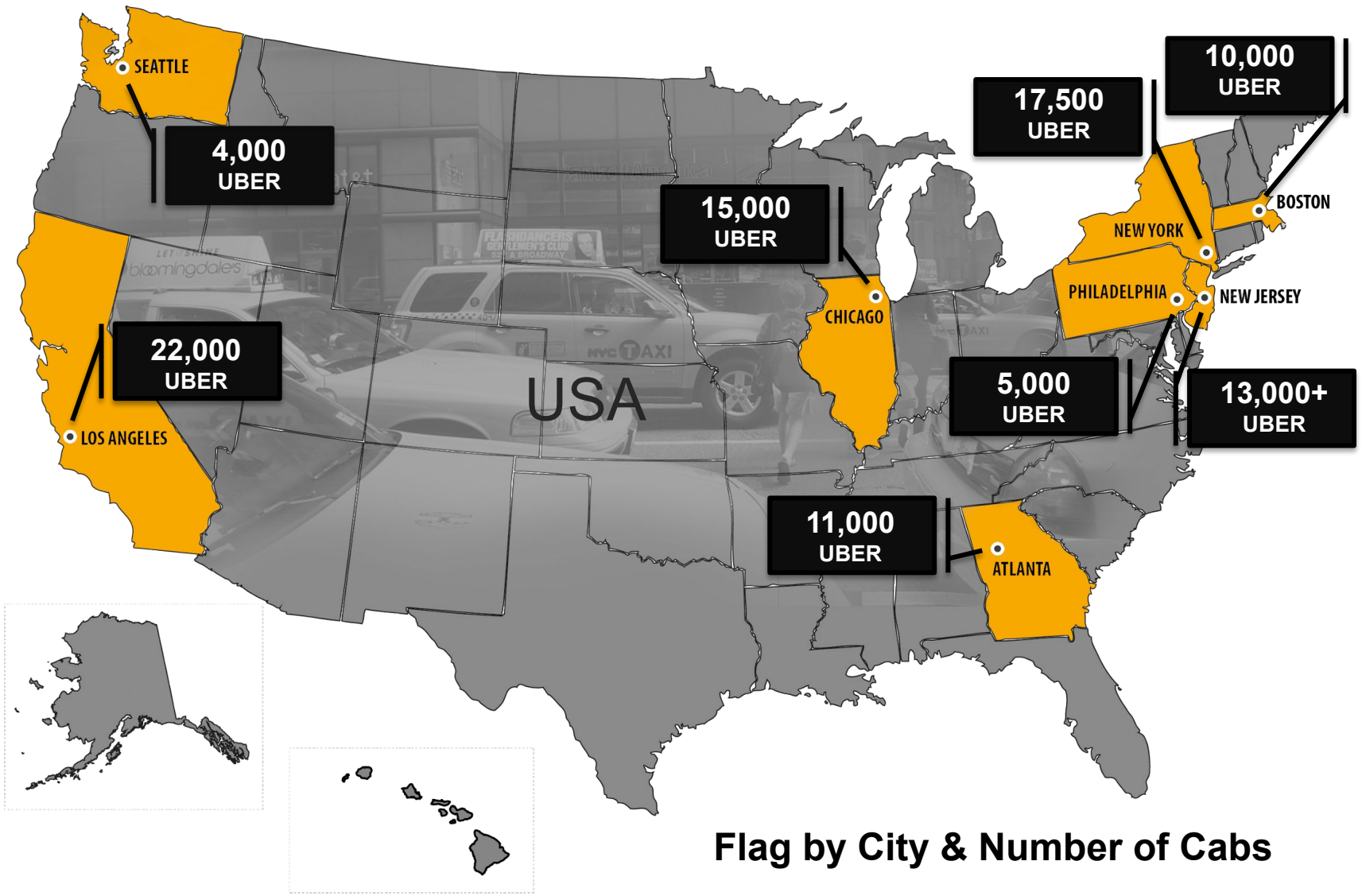
Transportation Network Company (TNC)

A **transportation network company** (TNC) connects paying passengers with drivers who provide **transportation**. Both users are connected to the service via website and mobile apps. TNC's have used the latest technology to change the standard for clients in the transportation industry. They leverage an massive independent fleet to serve the needs of the public without approved legal regulations to operate.



- **NO** city or county limits
- **NO** local regulated vehicle inspections
- **NO** medallion or city licenses
- **NO** annual operating fees

Competition Across Major US Cities



Flag by City & Number of Cabs

What is SUBA?

Smartphone App

Taxi – Limo Application

Taxis

Enhance Operations for Registered Providers

Revenues

Regain Market Share from TNCs

SUBA is a Transportation Network Company available for use on Google Play and Apple Stores. SUBA's platform aggregates the network of registered and licensed transportation providers exclusively to offer users a safe, fully insured and convenient option for travel.

SUBA connects people and businesses to licensed transportation networks, such as taxi's, under one universal umbrella app. The technology offers the convenience of safe travel and guaranteed professionalism. SUBA will afford cab companies and independent cab drivers the opportunity to regain market share and increase income through innovative marketing efforts.

How does SUBA work?

1

Download the app at GoSUBA.com. User registration is simple and only takes only a minute. Facebook registration is also available.

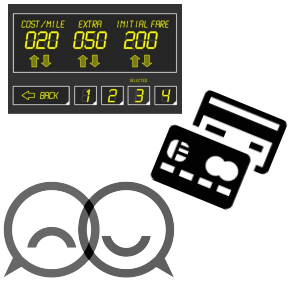
2

Users can request service on-demand, NOW, or reserve a ride for a future time, LATER. Requests are immediately sent to the SUBA network of approved transportation providers and confirmed within seconds.

3

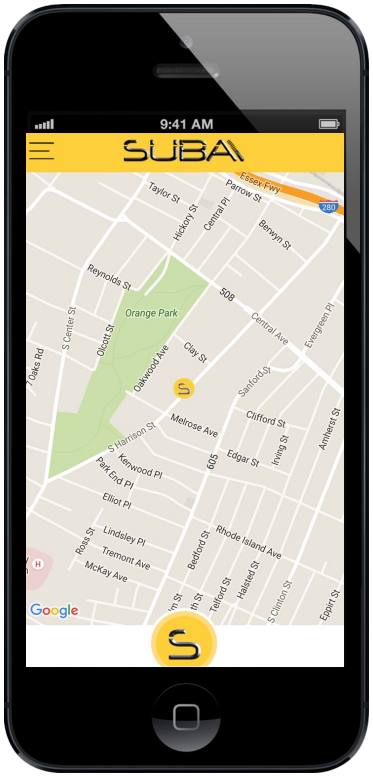
Passengers can sit back and track the professional service en-route. Once the driver arrives, the passenger is notified and enters a safe and professional transportation experience.

4

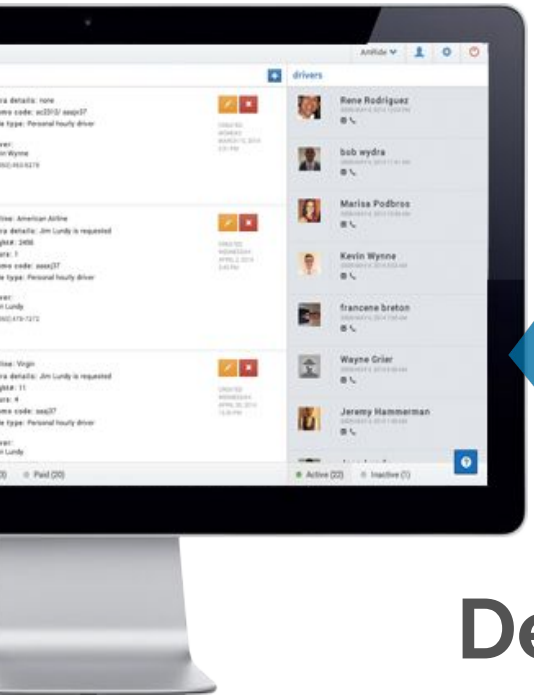


Once the route is complete, users will have multiple options available for payment and will have the ability to rate the service. A detailed receipt is stored within the app and emailed to the passenger.

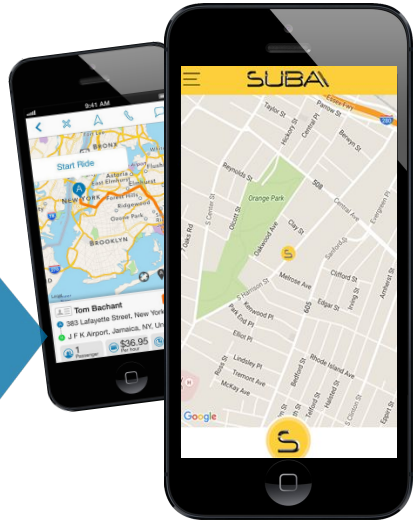
Exclusive Features



- Services **NOW** or **LATER**
- Predetermined Fare Estimates
- Multiple Vehicle Options
- Multiple Languages
- Direct Communication with Driver
- Itinerary Options
- Cash and Electronic Payments



End-to-End SaaS Solution



Desktop

Companies
- Manual dispatching or auto-assignment algorithm
- Revenue breakdown and analytics
- Bill customers

Corporate Account
- Supervise drivers & fleet
- Accounting integration

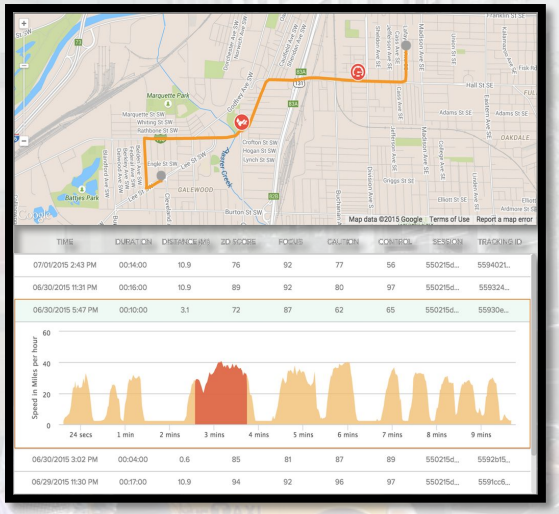
Mobile

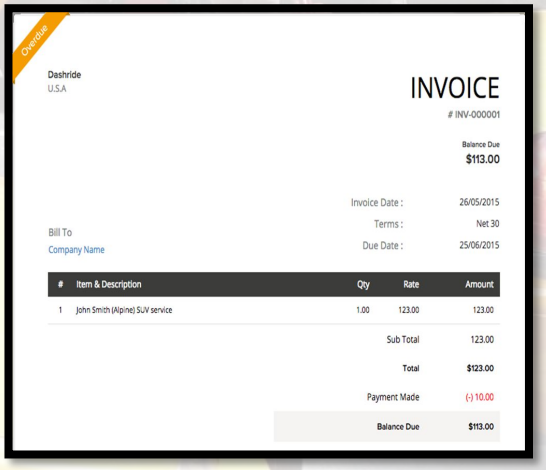
Drivers
- Accept / Decline rides
- Navigation
- Chat with customer in-app
- Charge customers

Customers
- Schedule ride on website or branded mobile app
- Alerted with ride details
- View driver location on the phone

Company Backend Management

- Detailed Trip and Route Logs
- Dispatching portal with Reservations and Auto-Dispatch
- Driver and Vehicle Management
- Route and Ride History
- Reports and Analytics
- Accounting and Invoicing





Why Drivers Partner with SUBA

Latest Techonology to Compete with TNC's

No Upfront Cost

Promotes Passenger Cab Accessibility

Ensures Passenger and Driver Safety

Designed to compliment Current Taxi Infrastructure

Web Marketing

Retained Corporate Partnerships

Expansive Marketing Partnerships

Easy to Use

App Navigation and Best Practices (Operations)

User Training

Backend Panel Management (Vehicles and Drivers)

Financial Reconciliation (Payments)

Partners

SUBA

DMC PUBLISHING

verizon

Red Bull Arena

PayPal

CITY OF ELIZABETH
Great Business. Vibrant Communities. A New Energy

seatslink
The complete ticket experience

SUBA

Our Mission

To provide a universal mobile application platform for all transportation infrastructures worldwide. Initially, SUBA aims to offer the citizens of the TriState area, a network of fully insured and professional operators. SUBA prides itself in offering existing small business owners in the taxi and limousine industry a mobile application solution to compete with unregulated Transportation Network Companies (TNC's).

Going Somewhere?

#GoSUBA

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