

An aerial photograph of a city at sunset, showing various buildings, green spaces, and a river in the distance. The sky is a mix of orange, yellow, and blue.

# Scaling Micromobility

Ryan Rzepecki, CEO, JUMP

Uber



**2008 - 2011**





**2012 - 2015**





2016



**JUMP**

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**2017**



**JUMP**

by Uber

Uber

**JUMP**  
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Today



# How do you want to get there?



Ride



JUMP  
Bikes



JUMP  
Scooters



Transit



# Preparing For Scale



# Focus on Hardware

Durability & Life-Cycle Cost

Safety

Charging and Efficient Labor Models

All-weather Performance

Security

User Experience

Universal sizing

Global Certifications



# Working with Cities

Data Sharing / Privacy

Vehicle Caps

Operating Fees

Infrastructure



# Customer Focused

Education and Safety

Reliability

Equitable access

Building a Movement



# TDM Partnerships

Hosting Charging Infrastructure

Including in Commuter Benefits

Build a common network





Questions?