



# Hytch<sup>TM</sup>

## REWARDS



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# Changing the Conversation

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## **RIDESHARING:**

Relating to a car service in which a person uses a smartphone app to arrange a ride in a usually privately owned vehicle.

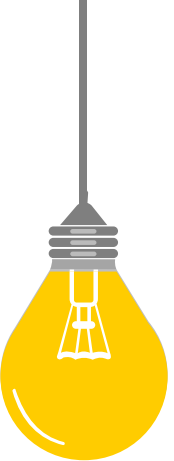
## **SHARING RIDES:**

Self-organized networking for the purpose having two or more people move together.

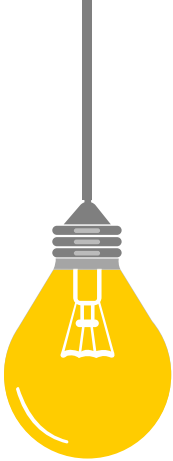


# The Value of Shared Mobility

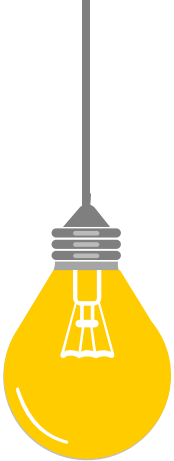
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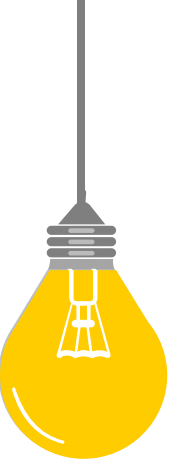
Employees



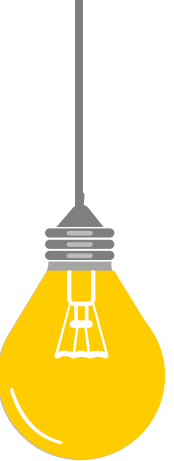
Community



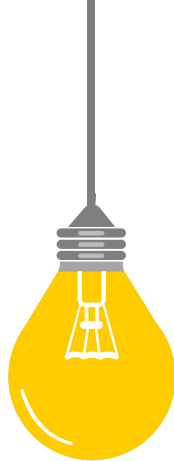
Culture



Branding/  
Exposure



Resilient  
Networks

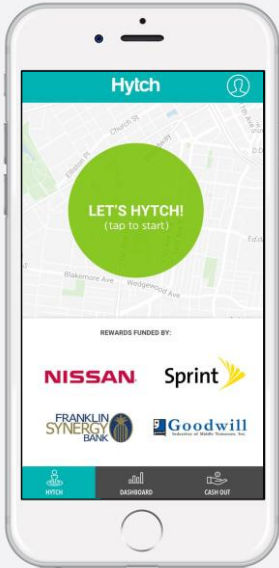


Sustainability  
Organizing  
Principle

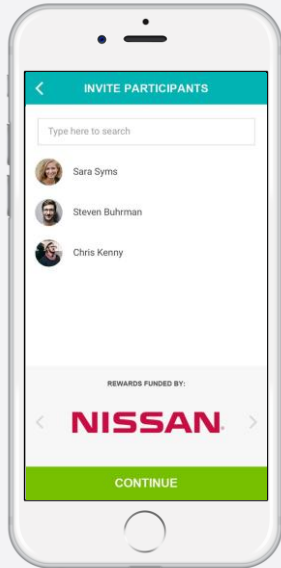
# How It Works



TAP "LET'S HYTCH"



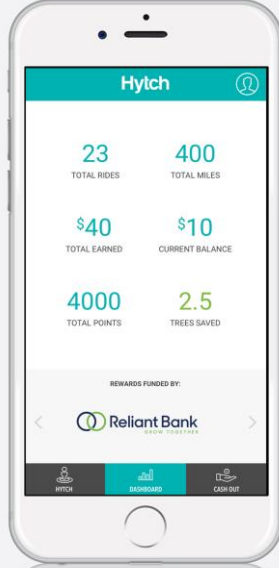
INVITE PARTICIPANTS



EARN POINTS



SEE YOUR IMPACT



CASH OUT!



# How Rewards Work

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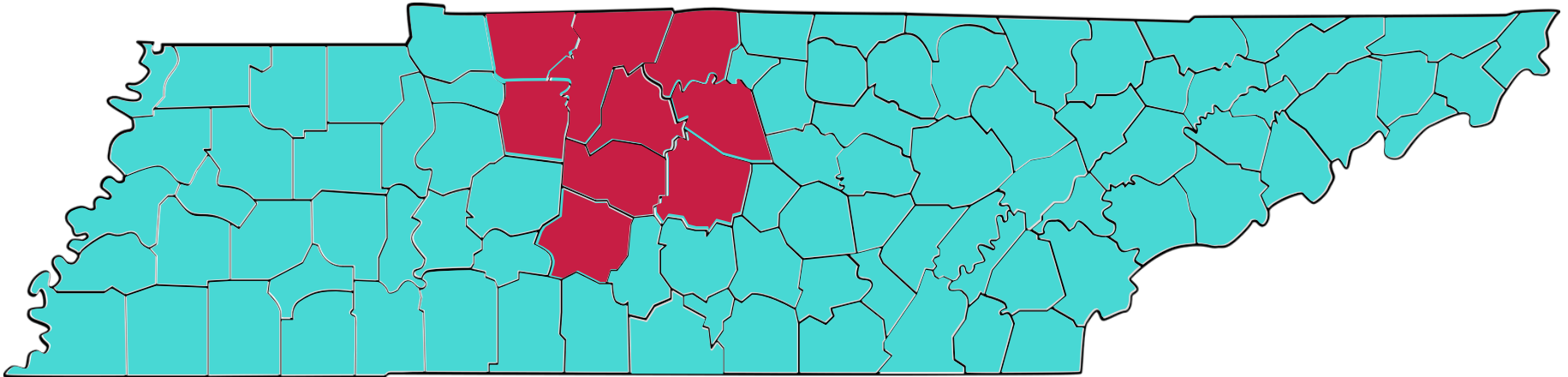


PRESENTED BY:

**NISSAN**

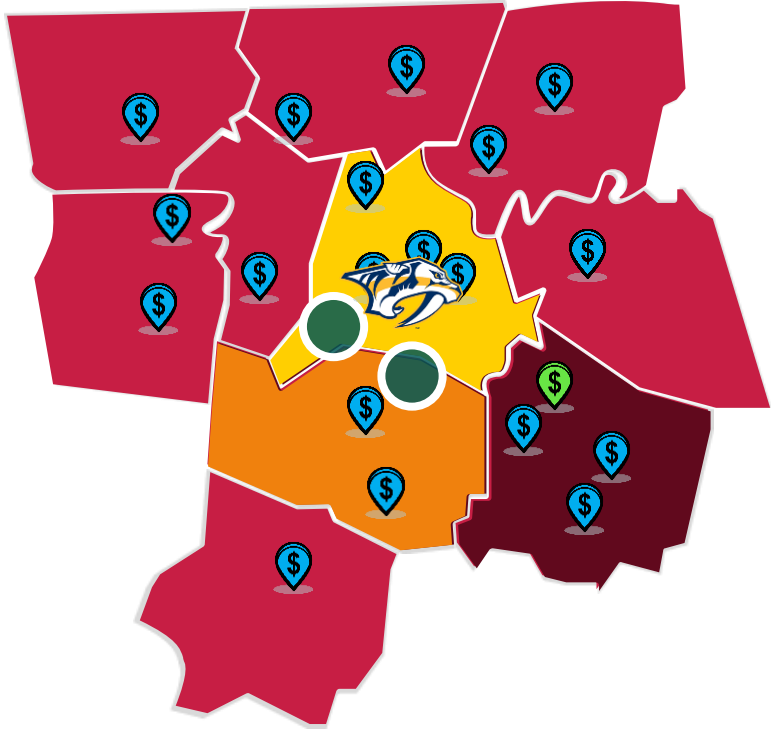
1¢ per mile Statewide

5¢ per mile Middle Tennessee





# How Rewards Work



**NISSAN**



**Sprint**



**Onin** STAFFING



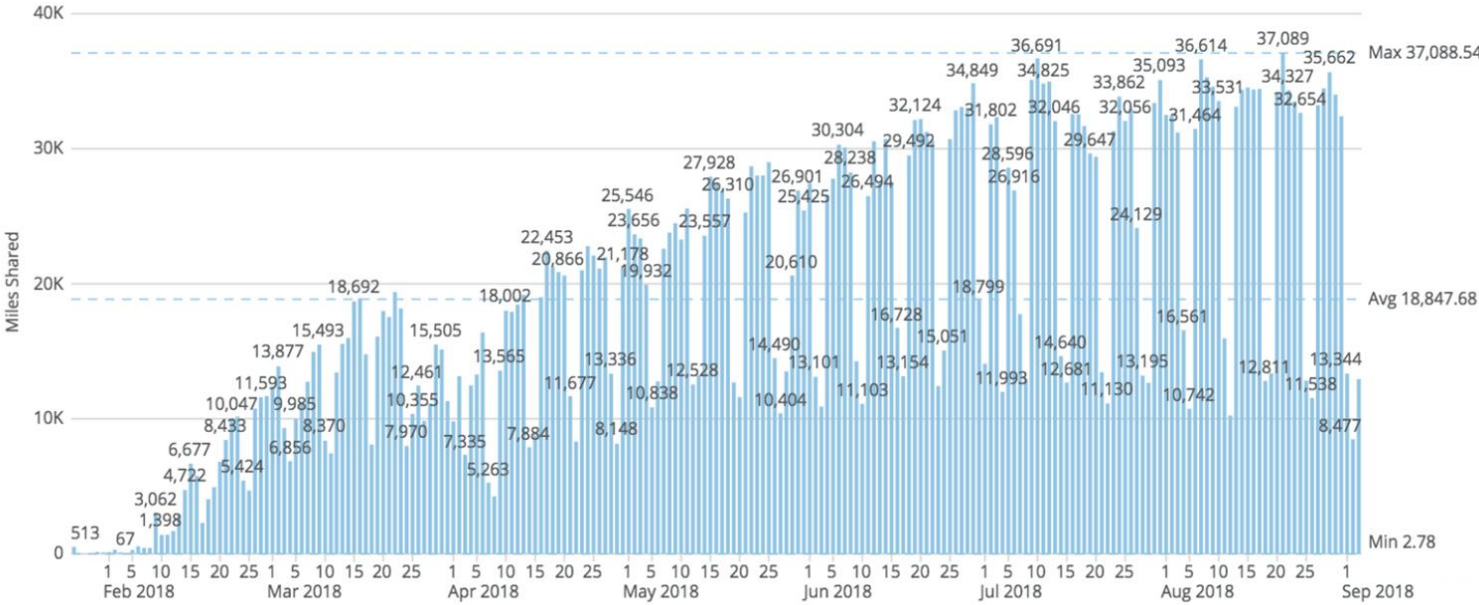
- 1¢ All of Middle Tennessee
- 1¢ Davidson, Williamson, Rutherford
- 1¢ Davidson County
- 5¢ Maryland Farms, Hill Center Belle Meade, & 1¢ Williamson County
- 4¢ Onin Staffing Employees
- 5¢ Goodwill Employees
- 4¢ Nashville Predators Playoff Games



# The Outcome

Miles Shared Jan 26, 2018 - Sep 3, 2018, by Day

**4,146,489** Sum of Distance

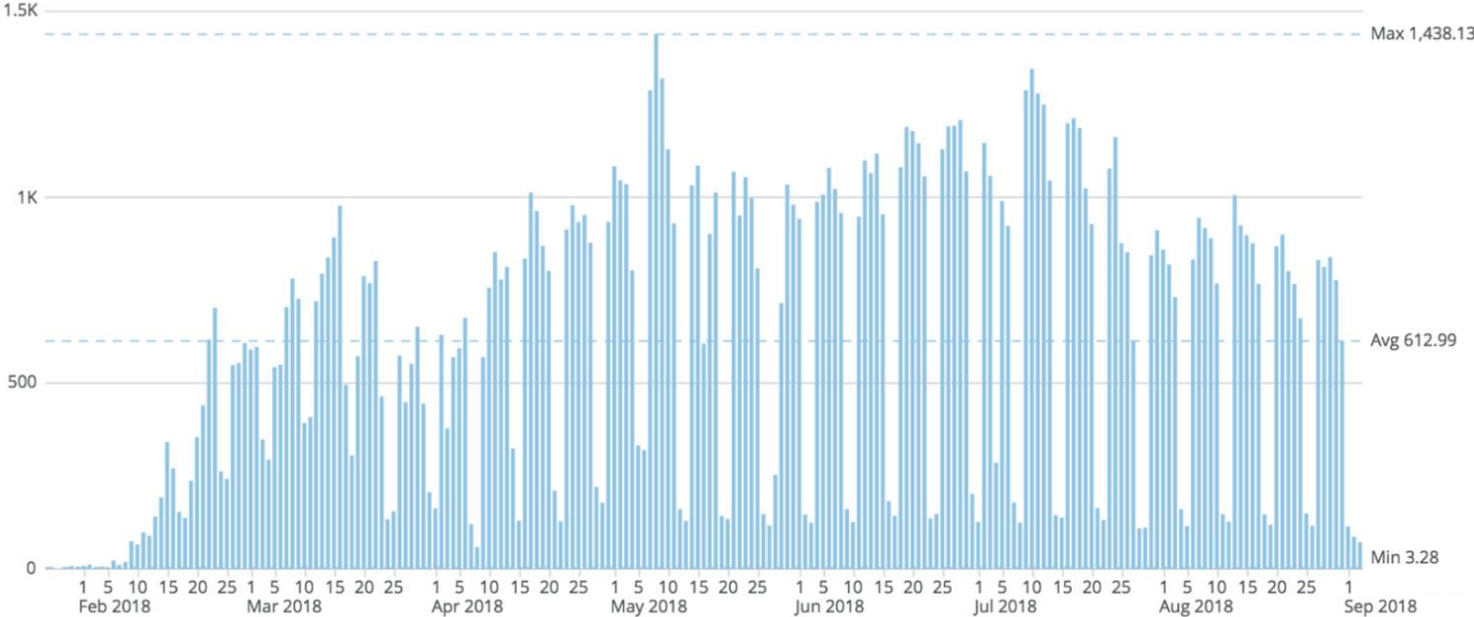




# The Outcome

SponsorTransactions Jan 25, 2018 - Sep 2, 2018 ▾

**\$134,245** Daily Rewards Earned







# The Outcome

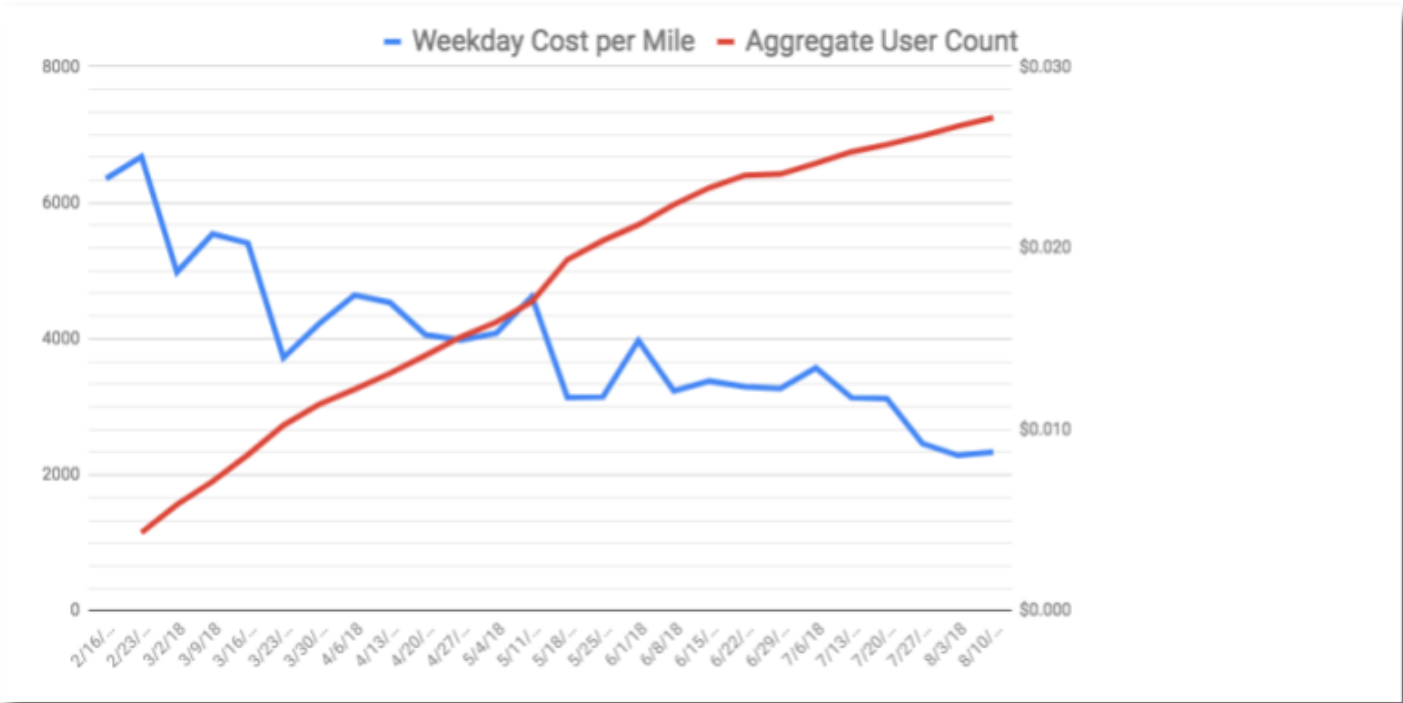
## Declining Cost of Rewarding Person Miles





# The Outcome

## Declining Cost with Rising User Count





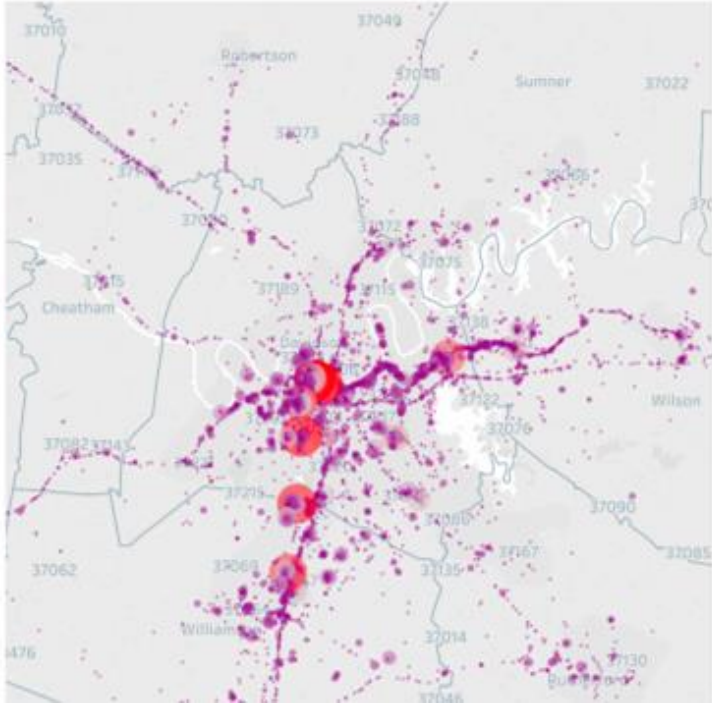
# The Outcome

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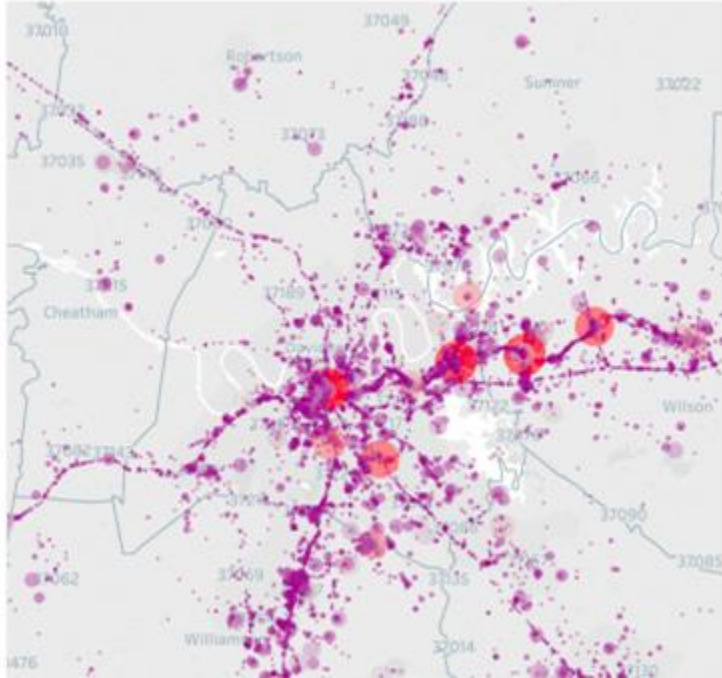
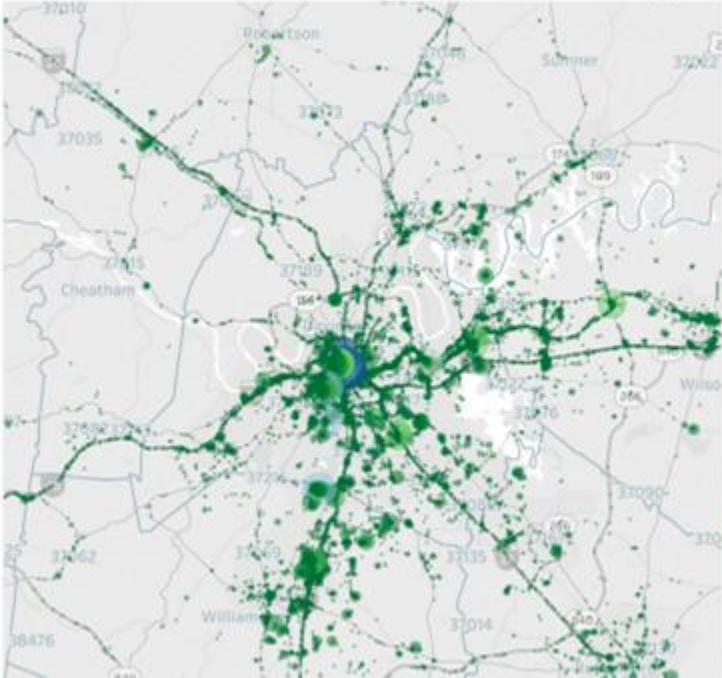
# The Proof

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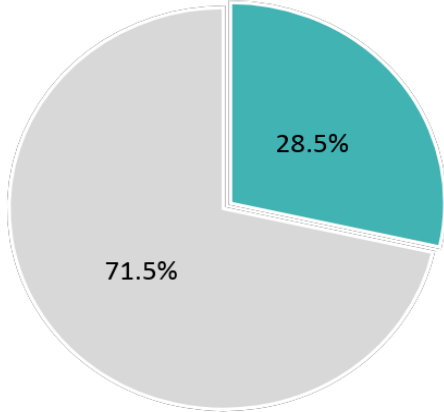


# The Proof

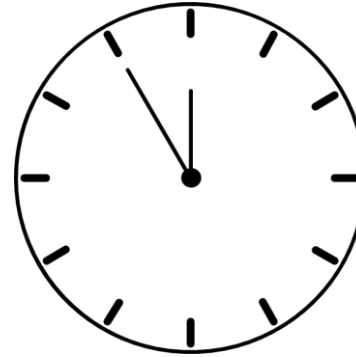
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# Why Companies Care



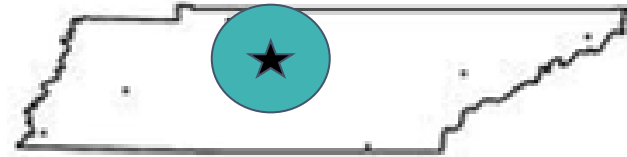
**The Number One Emissions Source: Transportation Sector**



Decrease commute times with HOV access



- Increased Punctuality
- Improved Company Culture
- Multitasking Commutes

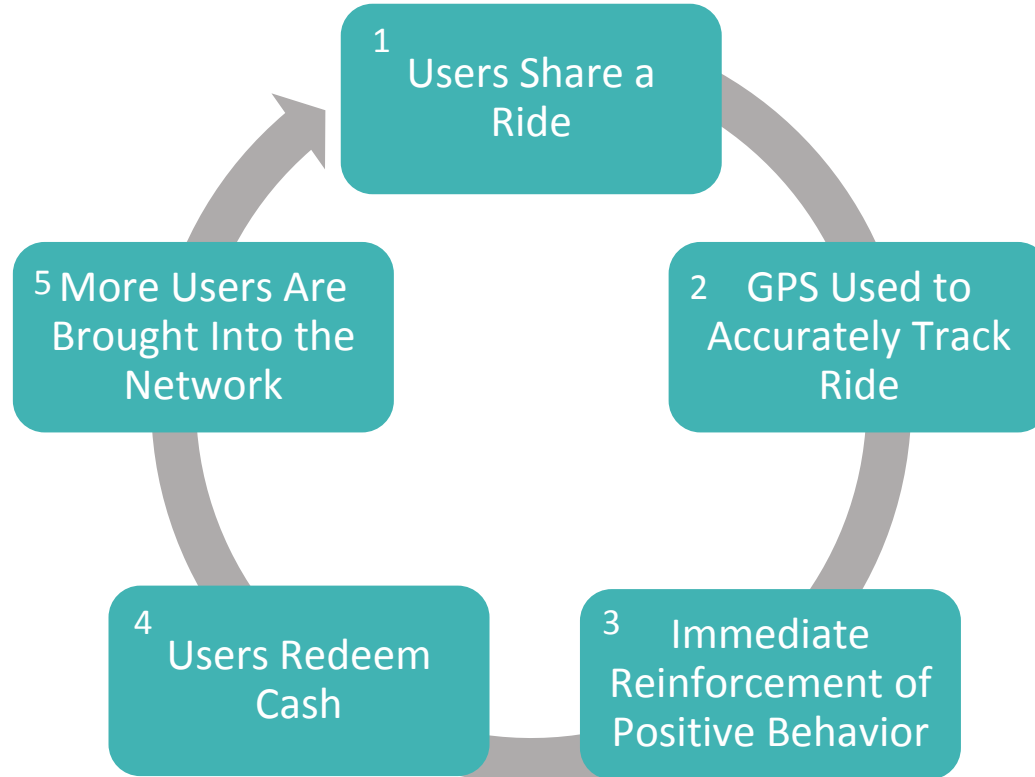


Workforce retention as recruiting radius expands



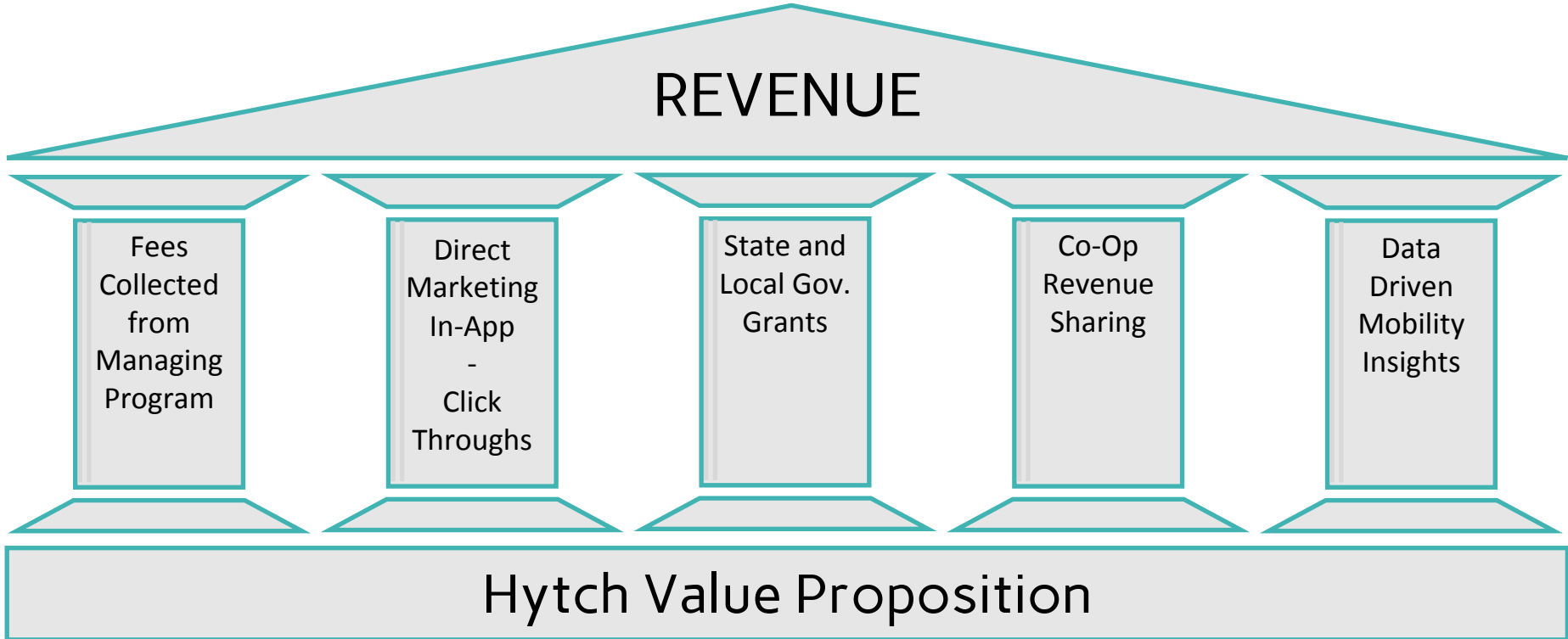
# Growing the Hytch Network

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# Hytch Revenue Streams

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# What Hytch Sponsors Value



## CARE ABOUT

SPONSORS	Employees & Staff	Image/Brand	Carbon Reduction	Traffic Congestion	Parking Hassles & Costs	Community	Mobility Data
Companies	☆☆☆☆☆	☆☆☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆☆	☆☆☆☆☆
Major Event Organizers	☆	☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆
Sports Teams	☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆
Cities & Counties	☆☆☆	☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆
Governmental Agencies	☆☆☆☆☆	☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆
Universities	☆☆☆☆☆	☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆



# What's Next?

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- Activating communities throughout Tennessee
  - Knoxville, Chattanooga, Memphis
- Donating your rewards
- Exporting Hytch - A Tennessee Product

A street scene at dusk or dawn, viewed through a large, dark, circular object that resembles a lens or a hole. The sky is filled with dramatic, orange and yellow clouds. In the background, there are buildings, power lines, and a street with some traffic. The overall mood is somber and contemplative.

Let's solve this problem together.

Mark Cleveland, CEO  
mark@hytch.me / 615.519.9294