RYAN RZEPECKI
Founder/CEO

JULY 16-17
EXPECT BIG DELAY

give it back
Coca-Cola
tbs

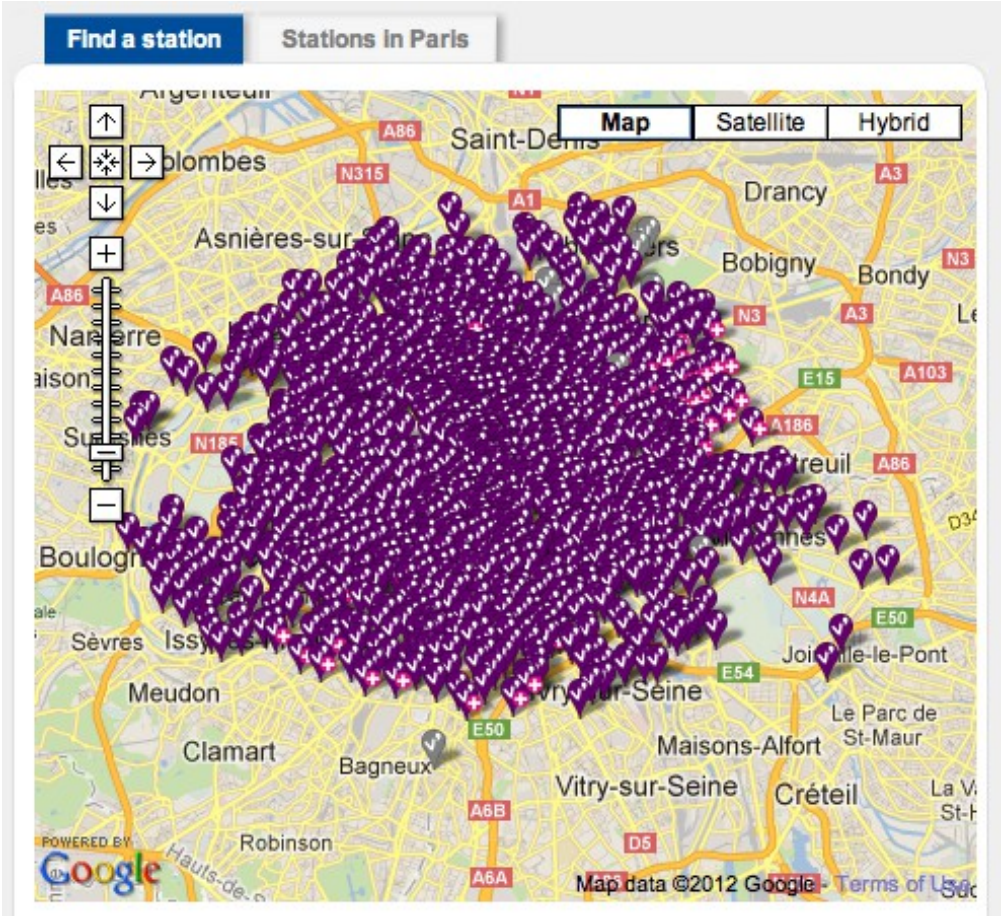
give it back
Coca-Cola
TNT
WEDNESDAYS
tbs

SPEED LIMIT 30
LANE
FIRE
ONLY
Phone
KE PATH
CHRISTMAS

40% < 2 MILES

10-3-66

HKL
HST
www.hkl.fi



20,000
BIKES

1,200
DOCKING
STATIONS

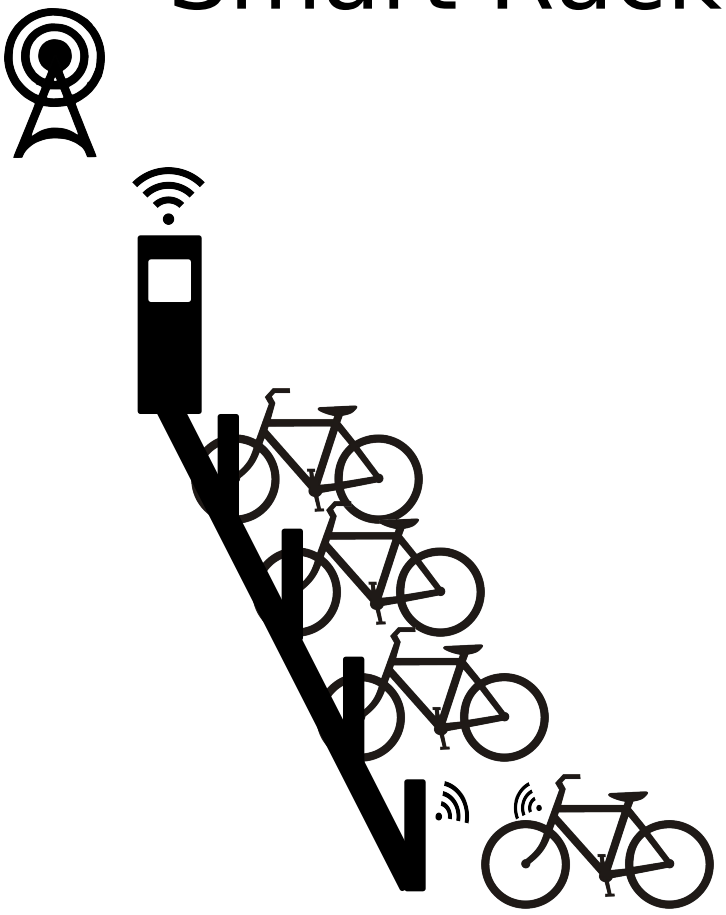
$140M

velib'

2007 25 Systems
15,000 Bicycles

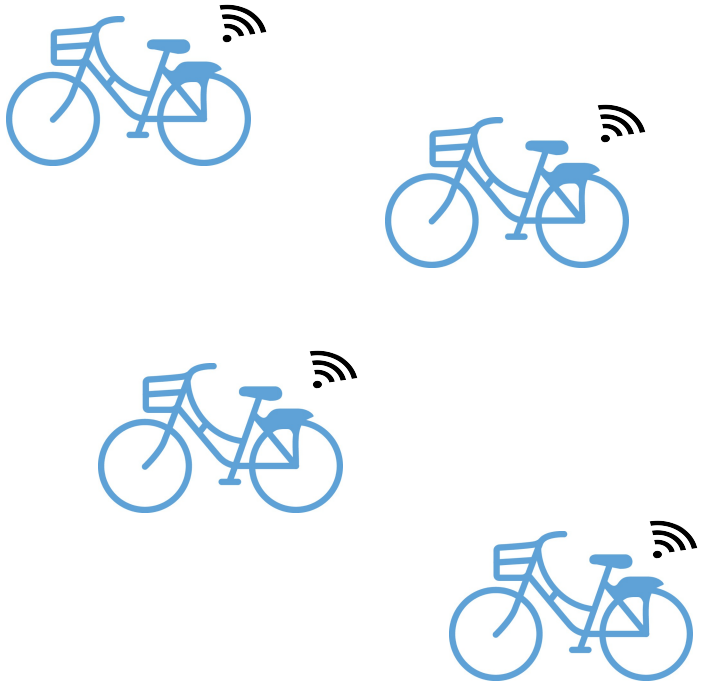
2013 500 Systems
500,000 Bicycles

2005 Smart Rack

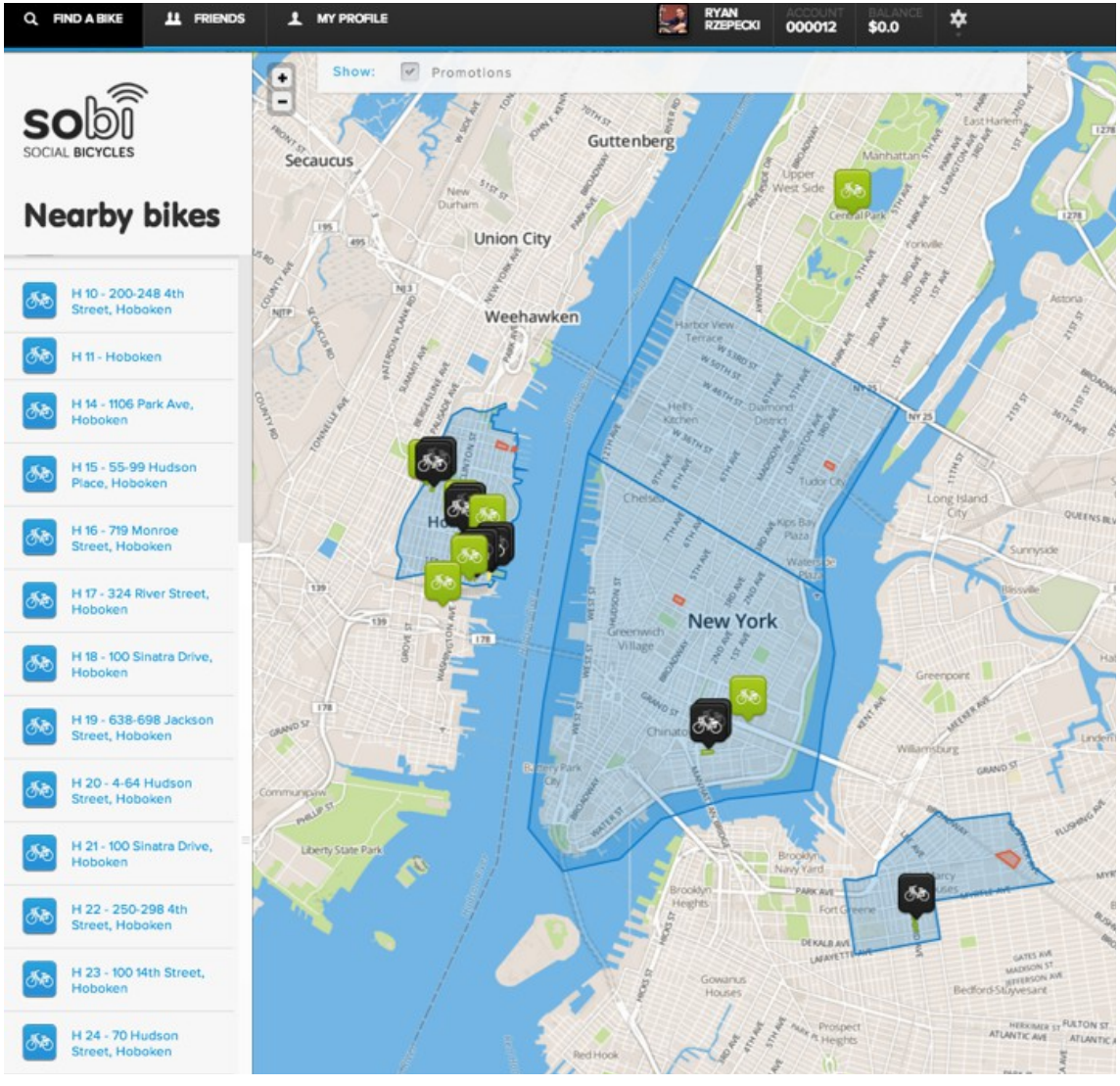


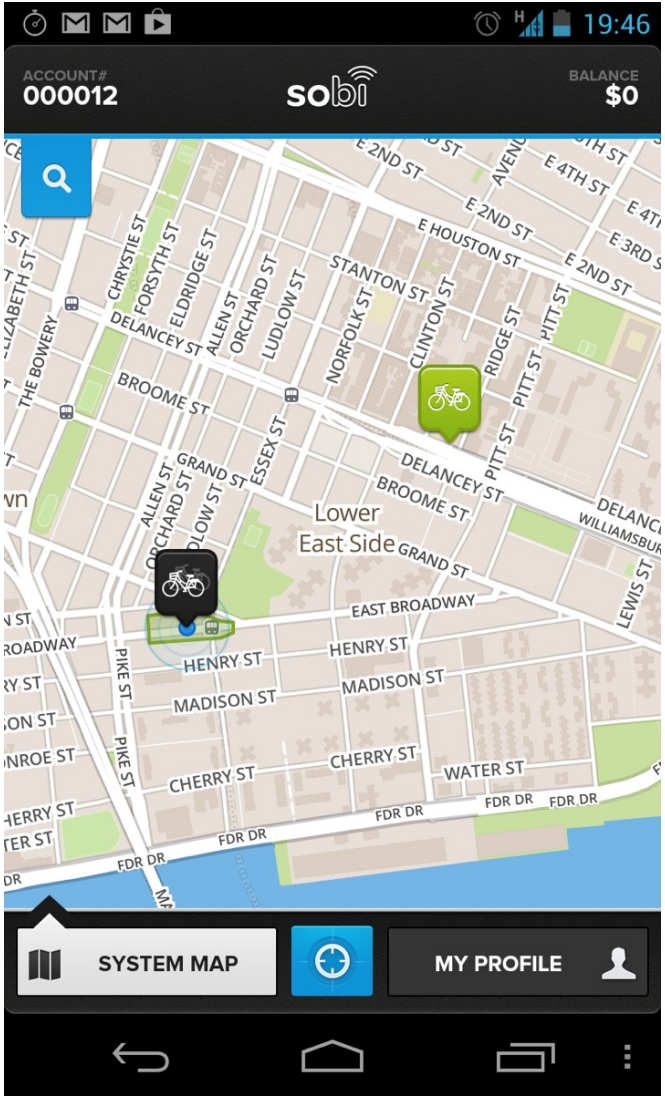
> $5,000/bike

2013 Smart Bike

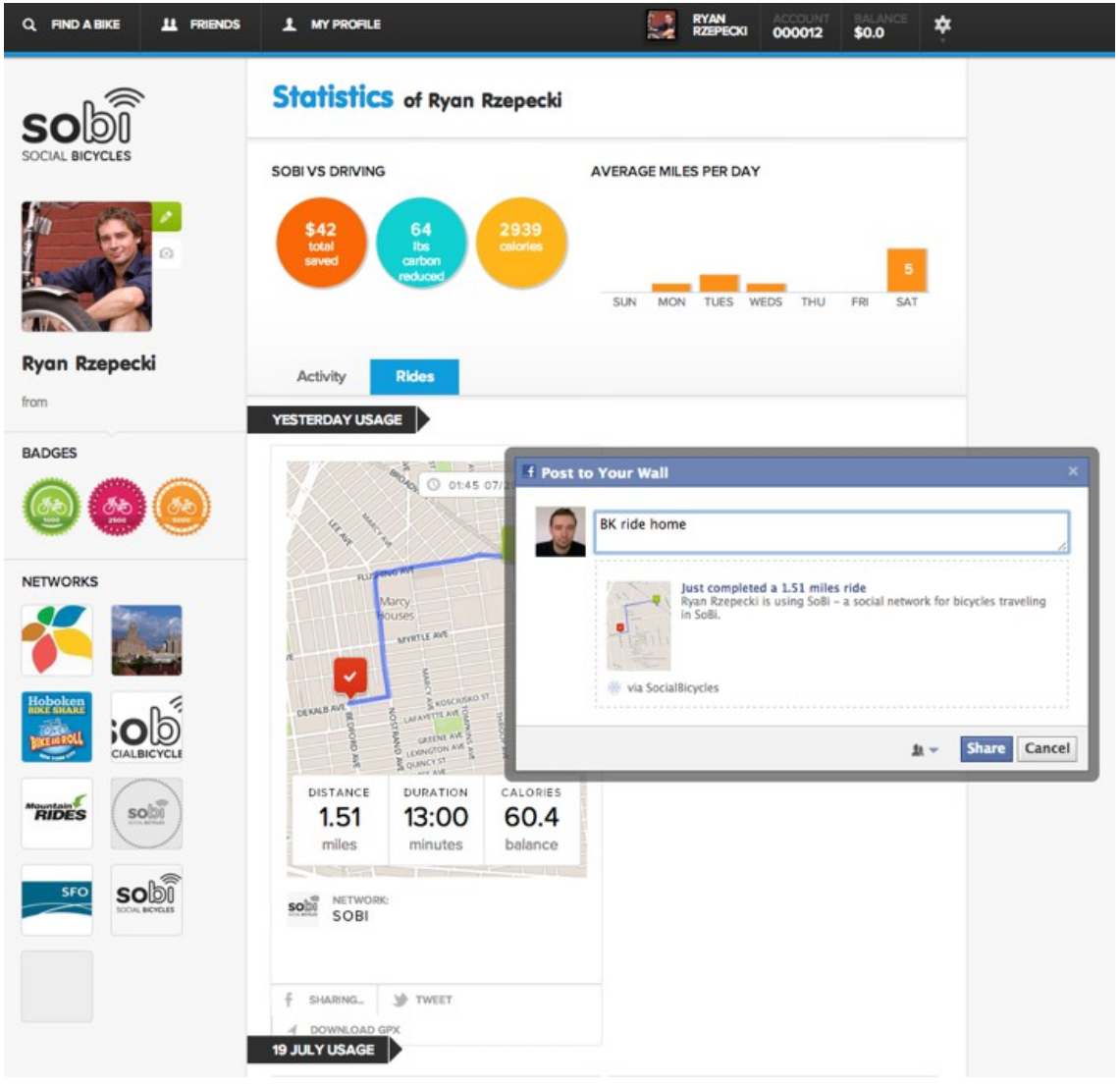


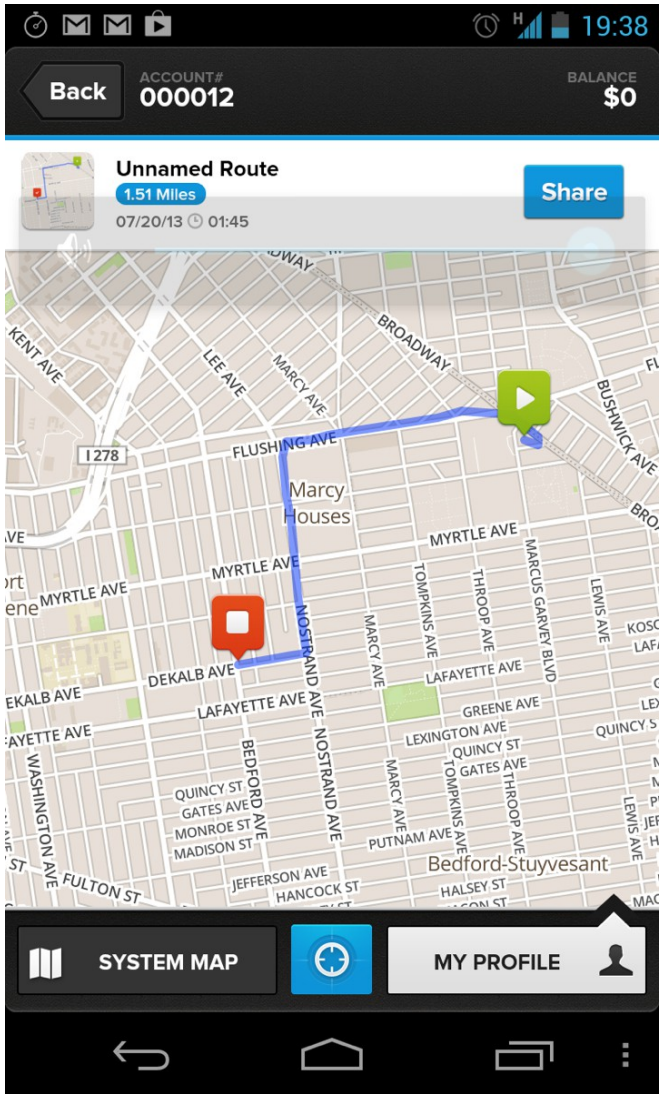
~ $1,000/ bike


FIND A BIKE
FRIENDS
MY PROFILE
RYAN RZEPECKI
ACCOUNT 000012
BALANCE $0.0
sobi
SOCIAL BICYCLES
Nearby bikes
H 10 - 200-248 4th Street, Hoboken
H 11 - Hoboken
H 14 - 1106 Park Ave, Hoboken
H 15 - 55-99 Hudson Place, Hoboken
H 16 - 719 Monroe Street, Hoboken
H 17 - 324 River Street, Hoboken
H 18 - 100 Sinatra Drive, Hoboken
H 19 - 638-698 Jackson Street, Hoboken
H 20 - 4-64 Hudson Street, Hoboken
H 21 - 100 Sinatra Drive, Hoboken
H 22 - 250-298 4th Street, Hoboken
H 23 - 100 14th Street, Hoboken
H 24 - 70 Hudson Street, Hoboken
Show: Promotions
Secaucus
Guttenberg
Union City
Weehawken
New York
Manhattan
Upper West Side
Central Park
Chelsea
Greenwich Village
Chinatown
Greenpoint
Williamsburg
Brooklyn Heights
Fort Greene
Gowanus Houses
Red Hook
Liberty State Park
Long Island City
Sunnyside
Astoria
Yorkville
Harbor View Terrace
Hell's Kitchen
Diamond District
Kips Bay Plaza
Tudor City
Brooklyn Navy Yard
Prospect Heights
Bedford-Stuyvesant


19:46
ACCOUNT# 000012
sobi
BALANCE $0
E 2ND ST
E 4TH ST
E HOUSTON ST
STANTON ST
DELANCEY ST
BROOME ST
GRAND ST
ESSEX ST
Lower East Side
EAST BROADWAY
HENRY ST
MADISON ST
CHERRY ST
WATER ST
FDR DR
PIKE ST
CHRYSTIE ST
FORSYTH ST
ELDRIDGE ST
ALLEN ST
ORCHARD ST
LUDLOW ST
NORFOLK ST
CLINTON ST
RIDGE ST
PITT ST
THE BOWERY
LEWIS ST
SYSTEM MAP
MY PROFILE

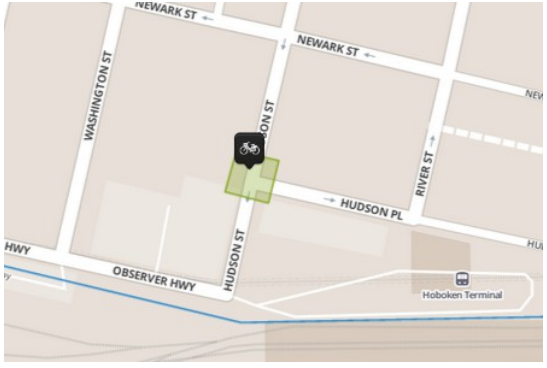
hello!
ENTER PIN
UNLOCKED
LOCKED
1 2 3
4 5 6
7
HOLD
sobi
REPAIR


FIND A BIKE
FRIENDS
MY PROFILE
RYAN RZEPECKI
ACCOUNT 000012
BALANCE $0.0
sobi
SOCIAL BICYCLES
Statistics of Ryan Rzepecki
SOBI VS DRIVING
$42 total saved
64 lbs carbon reduced
2939 calories
AVERAGE MILES PER DAY
SUN MON TUES WEDS THU FRI SAT
5
Ryan Rzepecki
from
BADGES
NETWORKS
Activity
Rides
YESTERDAY USAGE
Post to Your Wall
BK ride home
Just completed a 1.51 miles ride
Ryan Rzepecki is using SoBi – a social network for bicycles traveling in SoBi.
via SocialBicycles
Share
Cancel
DISTANCE 1.51 miles
DURATION 13:00 minutes
CALORIES 60.4 balance
NETWORK: SOBI
SHARING...
TWEET
DOWNLOAD GPX
19 JULY USAGE


19:38
Back
ACCOUNT# 000012
BALANCE $0
Unnamed Route
1.51 Miles
07/20/13 01:45
Share
KENT AVE
LEE AVE
MARCY AVE
BROADWAY
BUSHWICK AVE
I 278
FLUSHING AVE
Marcy Houses
MYRTLE AVE
DEKALB AVE
LAFAYETTE AVE
NOSTRAND AVE
TOMPKINS AVE
THROOP AVE
MARCUS GARVEY BLVD
LEWIS AVE
GREENE AVE
LEXINGTON AVE
QUINCY ST
GATES AVE
WASHINGTON AVE
BEDFORD AVE
PUTNAM AVE
MONROE ST
MADISON ST
JEFFERSON AVE
HANCOCK ST
HALSEY ST
FULTON ST
Bedford-Stuyvesant
SYSTEM MAP
MY PROFILE

Washington Park
Stevens Institute of Technology
Hoboken
NEWARK ST
PATERSON PLANK RD
FRANK SINATRA DR
HUDSON ST
WASHINGTON ST
CLINTON ST
JEFFERSON ST
MADISON ST
ADAMS ST
GRAND ST
RIVER ST
PARK AVE
NEW YORK AVE
PALISADE AVE
OGDEN AVE
HOPE ST
18TH ST
16TH ST
15TH ST
14TH ST
13TH ST
12TH ST
11TH ST
10TH ST
9TH ST
8TH ST
7TH ST
6TH ST
5TH ST
4TH ST
3RD ST
2ND ST
1ST ST
NEWARK ST

sobi


NEWARK ST
NEWARK ST
WASHINGTON ST
HUDSON PL
RIVER ST
HUDSON ST
OBSERVER HWY
HWY
Hoboken Terminal

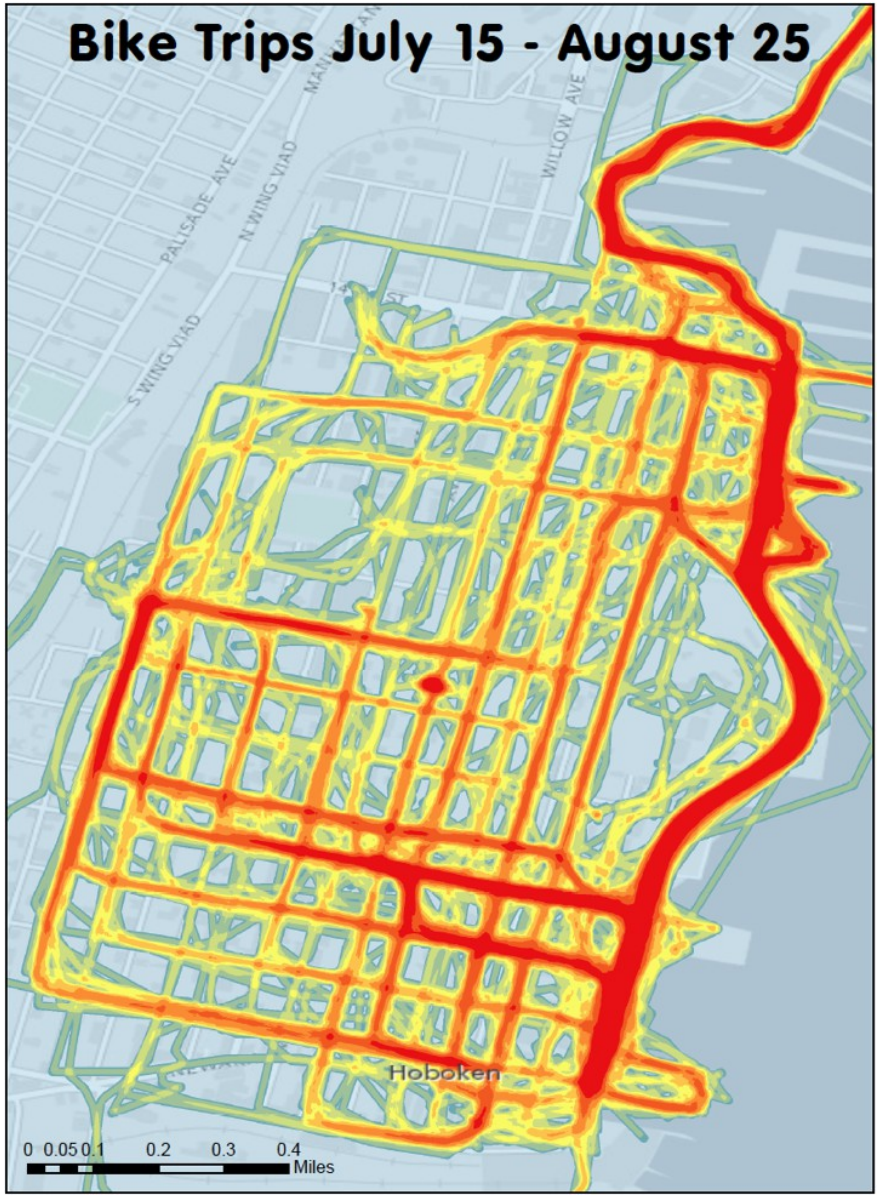
SOCIAL BICYCLES
Hoboken Bike Share

SFO
San Francisco International Airport

Mountain RIDES

Buffalo CarShare

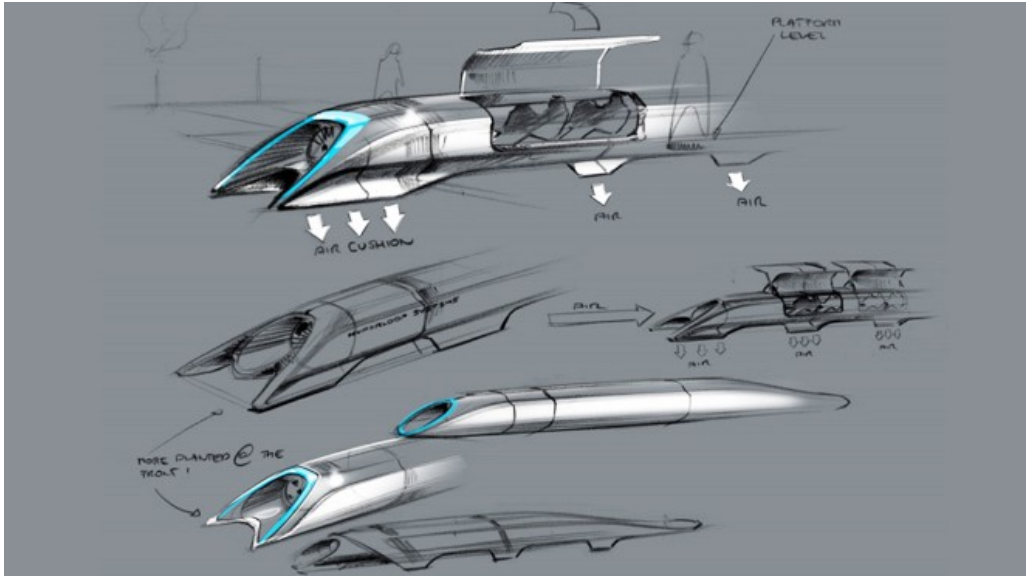
SOCIALBICYCLES
Hoboken Bike Share


Bike Trips July 15 - August 25
PALISADE AVE
N WING VIAD
S WING VIAD
WILLOW AVE
Hoboken
0 0.05 0.1 0.2 0.3 0.4
Miles

GR:D

BIKE SHARE

Subway


PLATFORM LEVEL
AIR
AIR
AIR CUSHION
AIR
AIR
AIR
AIR

Google Ventures Puts $258M Into Uber, Its Largest Deal Ever

ALEX WILHELM ALEXIA TSOTSIS

Thursday, August 22nd, 2013 **81 Comments**

A **Certificate Of Incorporation** unearthed **by AllThingsD** today shows that Uber **has closed** $361.2 million in its latest round. It's unknown why TPG, which picked up 775,092 shares, paid a lower per-share price than the other participants. The late-stage investor plunked down a total of $88.4 million in Uber. Existing investor Benchmark put in another $15 million in this round.

Lyft Lifts $60 Million From Andreessen Horowitz, Gives 30,000 Rides A Week A Year After Launch

RYAN LAWLER

Thursday, May 23rd, 2013 **30 Comments**

It was almost one year ago (to the day!) that my colleague Kim Mai-Cutler **wrote our first story on Lyft**, and how the company was going to offer some lower-priced competition to on-demand ride leader Uber in San Francisco. Now, 366 days later, Lyft is celebrating the anniversary of that launch with some huge news: It's raised a $60 million round of financing led by Andreessen Horowitz.

The new funding will give Lyft a huge shot in the arm as it plans to expand aggressively both in

Car Rental Company Avis To Buy Zipcar For $500 Million

ALEXIA TSOTSIS

Wednesday, January 2nd, 2013 **15 Comments**

Car rental company Avis **has announced** its intent to scoop up car-sharing company Zipcar for $500 million, with the acquisition expected to close in the Spring of 2013, **according** to a press release. Zipcar itself **went public** in April 2011.

"By combining with Zipcar, we will significantly increase our growth potential, both in the United States and internationally, and will position our company to better serve a greater variety of consumer and commercial transportation needs," said Avis CEO Ronald L. Nelson in the announcement.

Google Bought Waze For $1.1B, Giving A Social Data Boost To Its Mapping Business

INGRID LUNDEN

Tuesday, June 11th, 2013 **99 Comments**

After months of speculation, the fate of **Waze**, the social-mapping-location-data startup, is finally decided: Google is **buying the company**, giving the search giant a social boost to its already-strong mapping and mobile businesses. Speculation has had the sale at $1 billion to $1.3 billion, and so far there is no price on the deal, but a source tells TechCrunch that it was done for $1.1 billion.

Getaround Raises $13.9M Series A Led By Menlo Ventures, Launches Getaway For Managed Car Rentals

RYAN LAWLER

Thursday, August 2nd, 2012 **28 Comments**

Peer-to-peer car sharing service — and former **TechCrunch Disrupt winner** — Getaround just raised $13.9 million in new funding to expand into new markets and improve its product. It's also rolling out a new product called **Getaway** that will let users who never use their cars to rent them out for months at a time, with Getaround managing rentals and handling all maintenance.

RelayRides Acquires Wheelz To Boost Inventory And Improve Hardware For Its Peer-To-Peer Car Rentals

RYAN LAWLER

Tuesday, May 14th, 2013 **5 Comments**

There's consolidation afoot in the peer-to-peer car rental space. San Francisco-based RelayRides, which launched about five years ago and is now available nationwide, has gobbled up fledgling competitor Wheelz. That includes all the assets, IP, and about 10 employees from Wheelz, which **launched about a year-and-a-half ago**.

Ride-Sharing Startup SideCar Raises $10 Million From Lightspeed And Google Ventures To Expand Into New Markets

RYAN LAWLER

Wednesday, October 10th, 2012 **6 Comments**

Ride-sharing has become extremely popular in San Francisco, as a couple of startups have emerged to offer low-priced transportation alternatives to taxis and Ubers all around town. So far, Lyft has been getting most of the attention here, thanks to its flashy pink mustaches driving around town and its company culture. But competitor **SideCar** will likely be the first startup in the space to expand outside the Bay Area, and it's raised quite a bit of funding to do so.

Uber Rival Hailo Reportedly Set To Close $30M Funding Round As It Expands In The U.S.

CATHERINE SHU

Monday, December 24th, 2012 **2 Comments**

London-based mobile taxi network **Hailo** is set to close a $30 million round of funding as it sets its sights on the U.S. market, **reports AllThingsD**. The Series B funding round is likely being led by Fred Wilson of Union Square Ventures. Earlier this year, **Hailo raised a $17 million round of series A financing** led by Accel Partners.

According to AllThingsD's sources, the new round values Hailo at about $140 million, a discount from Uber which was valued at more than twice that amount when it closed $32 million in Series B funding one year ago.

Social Bicycles Raises $1.1 Million To Expand Bike Sharing Project

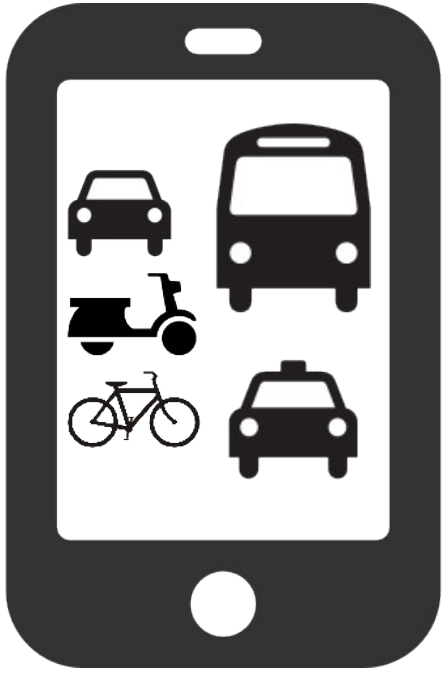
JOHN BIGGS

Wednesday, May 1st, 2013 **0 Comments**

Bike sharing service **Social Bicycles** has raised $1.1 million to expand the reach of their social bike sharing service to new markets. The company, led by Ryan Rzepecki, reported the funding this morning.

The round was led by David Rose on behalf of New York Angels as well as Esther Dyson, Amol Sarva, and Karl Ulrich. David Rose and Brad Higgins will be on the company board.

The company, founded **in 2011**, began as a Kickstarter project and then turned into a solid rental product with a pilot launch at the San Francisco airport in December and another pilot at the University of Buffalo in March.



Google
self-driving car

TAXI

SOCIALBICYCLES
sobi
SOCIALBICYCLES