

Uber: Driving Global Disruption Harvard Case Solution & Analysis



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UBER

Everyone's private driver

TheCaseSolutions.com



Introduction

in San Francisco, California
from 2009

by Travis Kalanick and
Garrett Scott

Taxi-hailing application
Revolutionized the taxi
transportation model

An aerial, black and white photograph of a multi-lane city street. The street is filled with various vehicles, including cars, vans, and a truck. A prominent red banner with a white checkered border is overlaid across the center of the image. The banner contains the text 'History of UBER' in a large, bold, black serif font. The background shows lane markings, a traffic light, and a sidewalk with some pedestrians.

History of UBER

“UberCab” is launched by Travis Kalanick and Garrett Camp in San Francisco. The service allows users to hail private black cars on-demand using a mobile app.

2010



'UBERCab

Uber raises \$32 million in venture capital from several sources, including Amazon founder Jeff Bezos' Bezos Expeditions. Uber launches in Paris.

2011



International expansion

More than **8,000,000** users

Over **250** cities

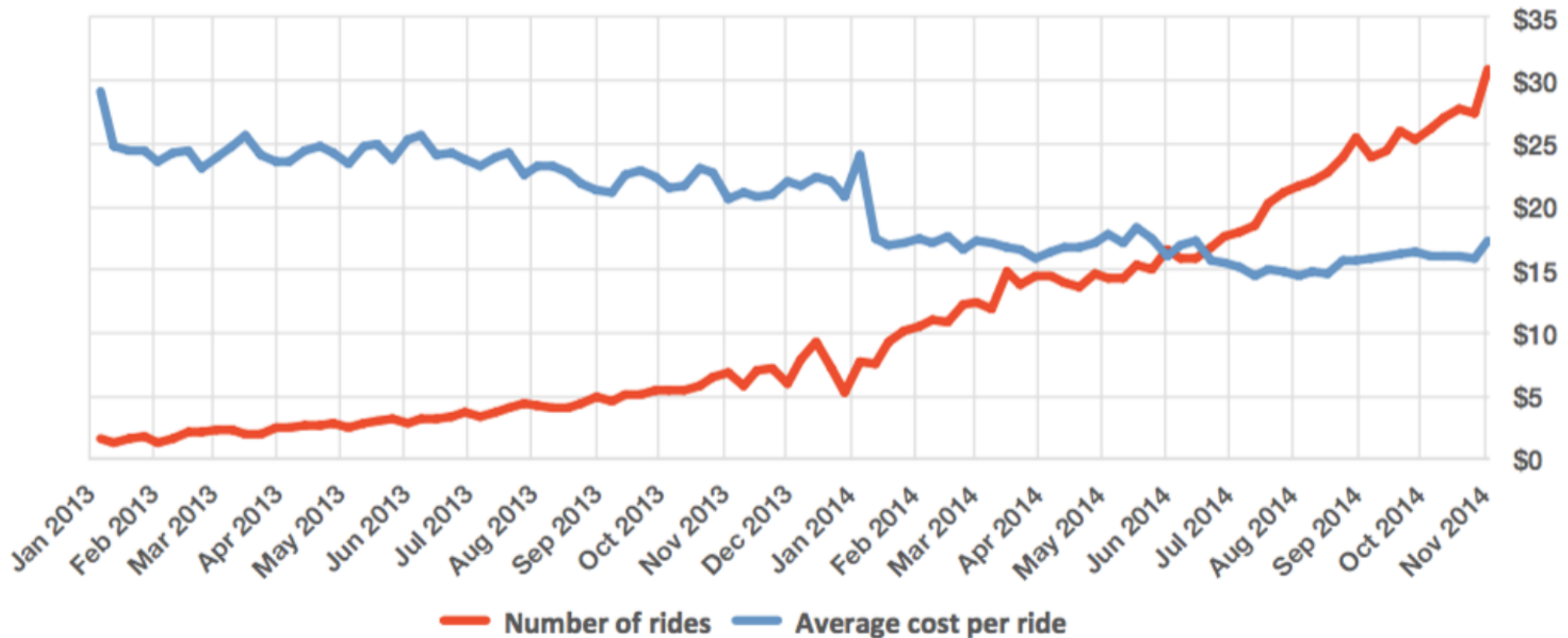
2014

50 countries

Over **140million** daily UBER trips

Increasing Growth, Lower Costs

UBER RIDE GROWTH vs. COST PER RIDE JANUARY 2013 – NOVEMBER 2014



Data: Aggregated spending behavior across an anonymous panel of millions of US consumers between January 2013 and November 2014. Number of rides is displayed as an index of aggregate volume that occurred within the panel.