

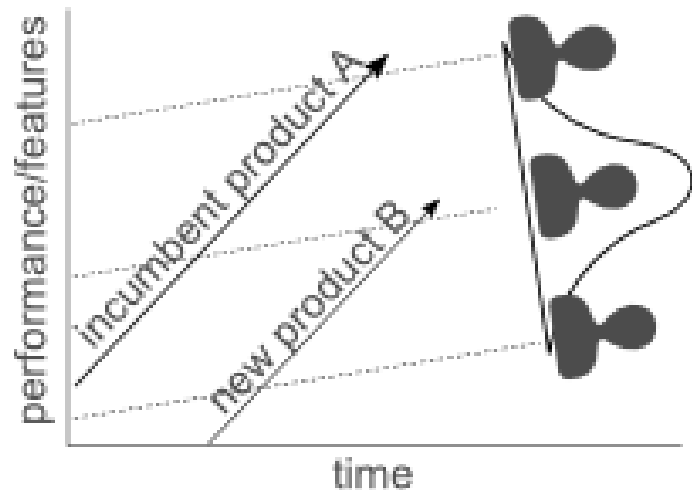
AUTOMOTIVE DISRUPTION

JUSTIN COETZEE

CEO



WHAT EVERYONE OUGHT TO KNOW ABOUT DISRUPTIVE INNOVATION



"A disruptive innovation is **not** a breakthrough innovation that makes good products a lot better."
- Clayton Christensen

Disruptive innovation is formed in a niche market that may appear unattractive or inconsequential.

Eventually, the new product or idea completely redefines the industry.

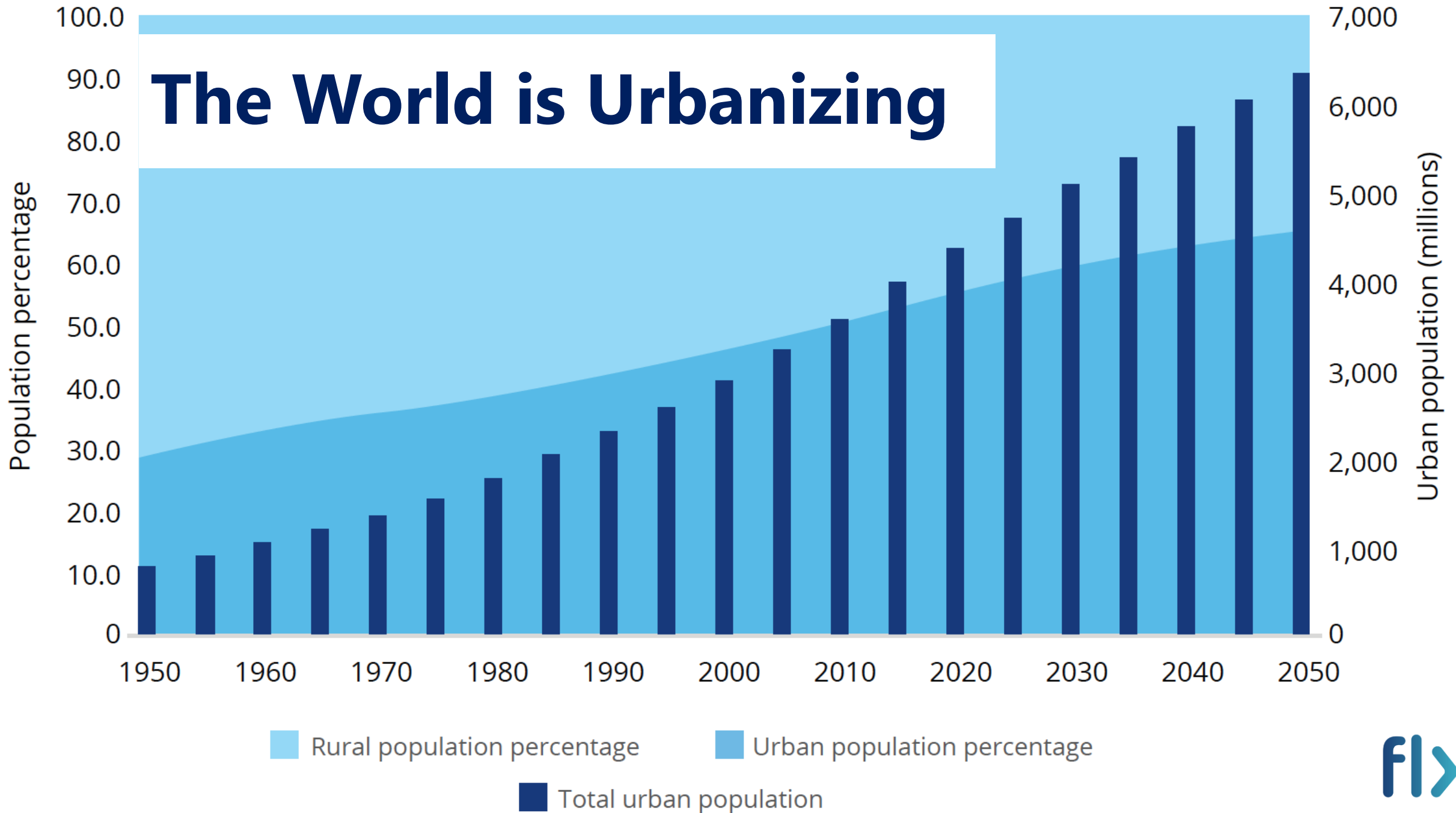
**Disruption is not coming.
It's here.**



Disruptive innovations make products and services more accessible and affordable, thereby making them available to a much larger population.

- Christensen Institute

The World is Urbanizing



E

Electric

A

**Autonomous
Driving**

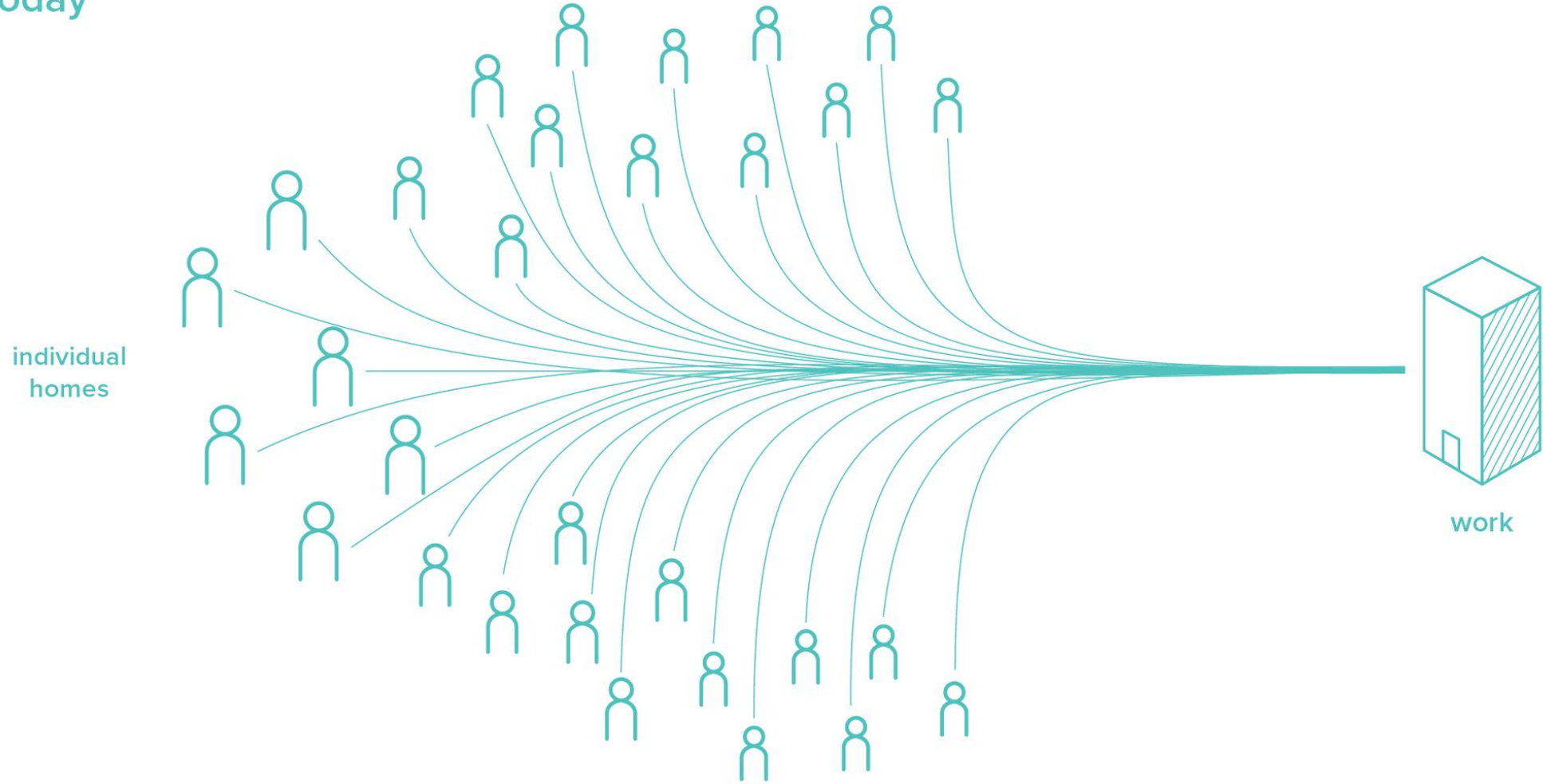
S

**Self
Driving**

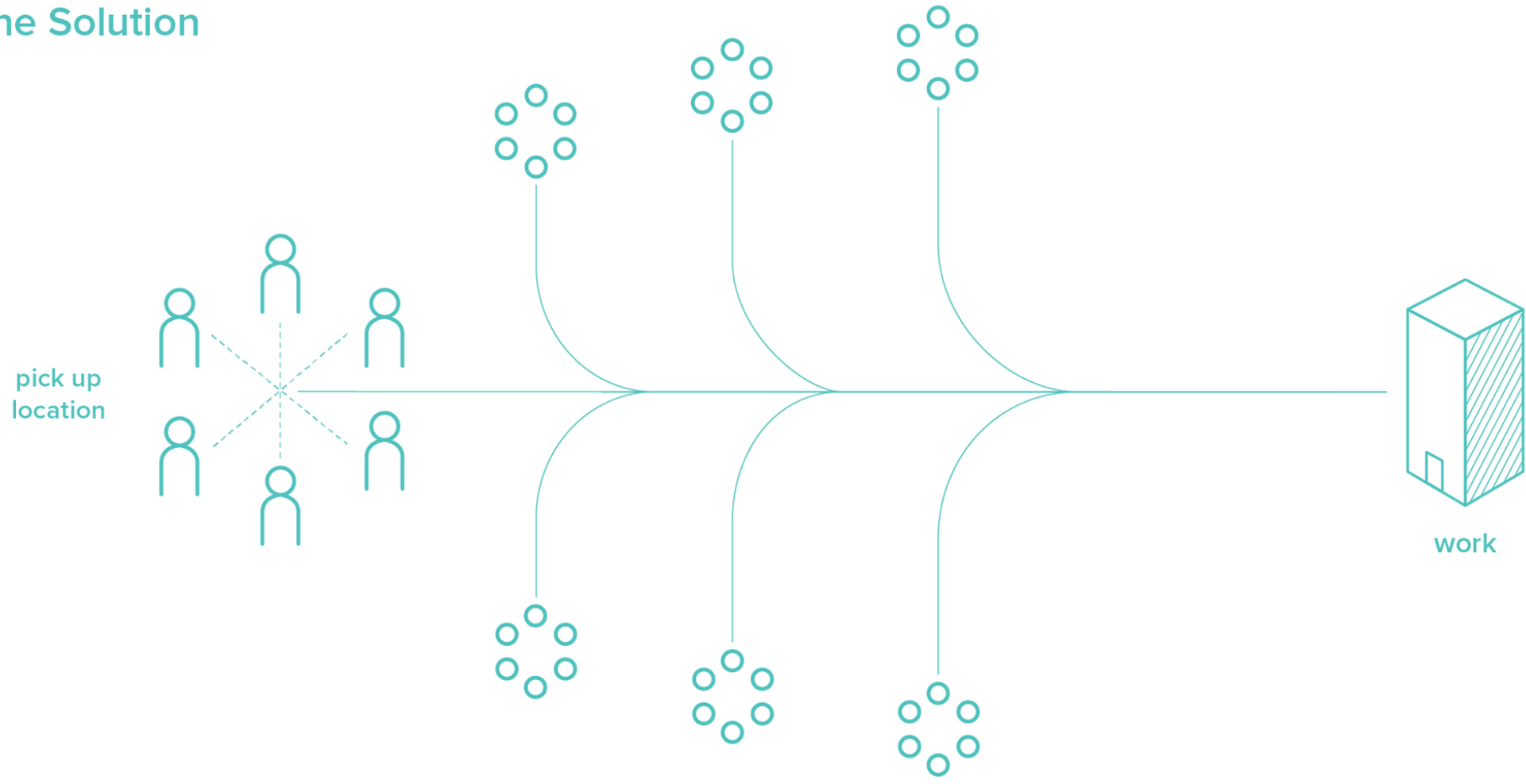
Y

You

Today



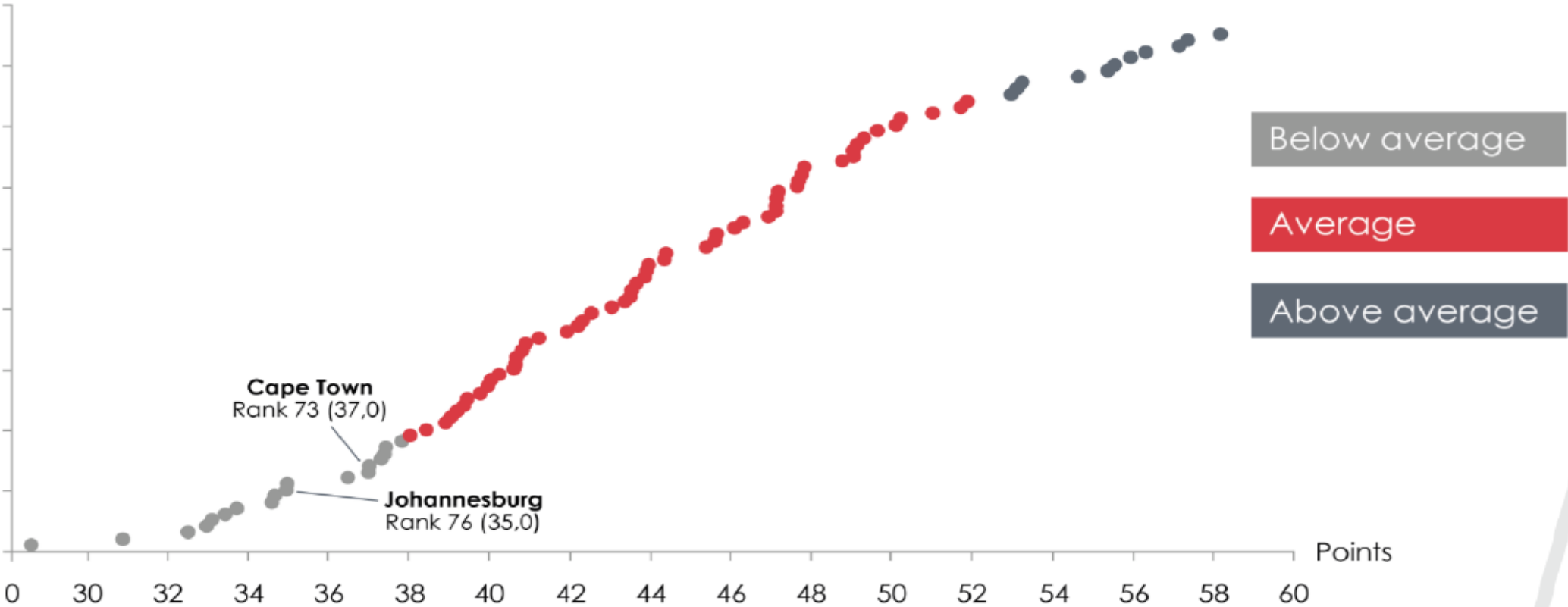
The Solution



**SO HOW DOES
DISRUPTION AFFECT THE
WORLD WE KNOW?**

Cape Town and Joburg Mobility is poor

With an overall score of 37,0 points, the City of Cape Town ranks 73rd out of 85 cities worldwide and 4th out of 6 in Africa





**ANNA HAS JUST
STARTED HER
FIRST JOB.**

**HOW IS SHE
GETTING TO
WORK?**



ANNA ONCE HAD
LIMITED
OPTIONS BUT
THANKS TO
DISRUPTION SHE
NOW HAS MORE.

Your current options are limited



Convenient

Socially responsible

What if we expanded our options by using tech to promote shared mobility?



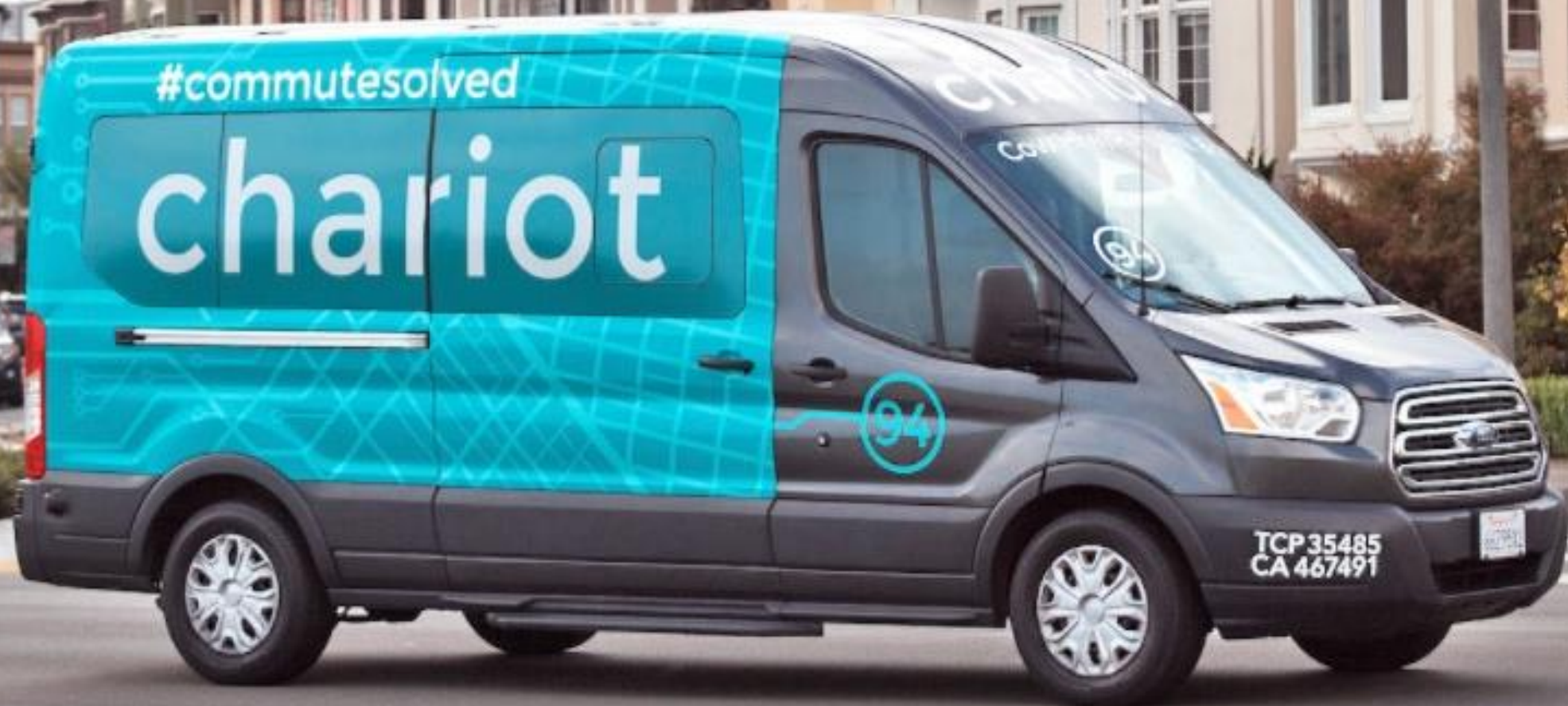
Shared door-to-door



Shared mall-to-mall





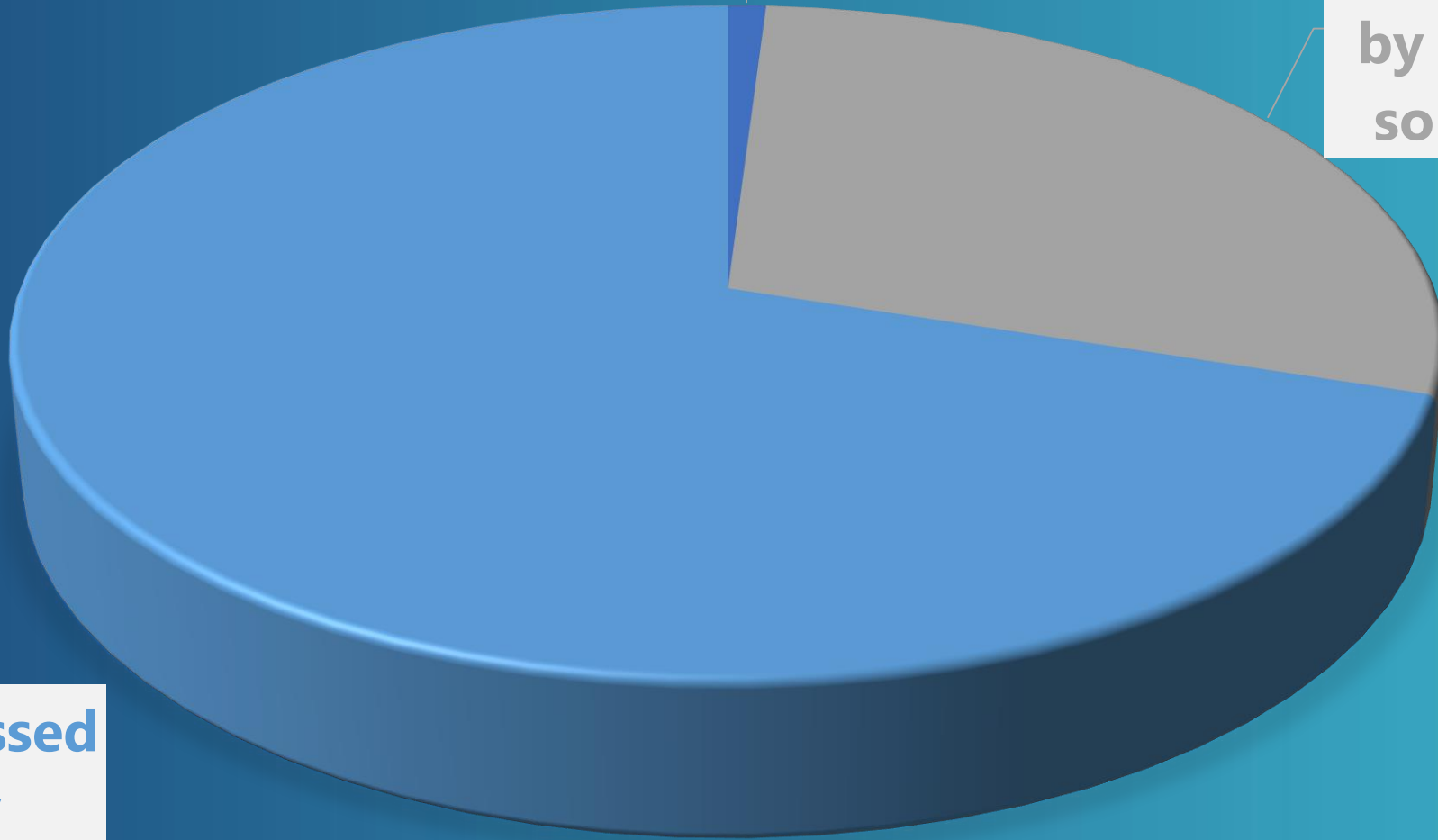




**Covered by
Rideshare market**

**Addressable
by current
solutions**

**Unaddressed
today**



69°
4:52 PM



23
MILES



MUSIC



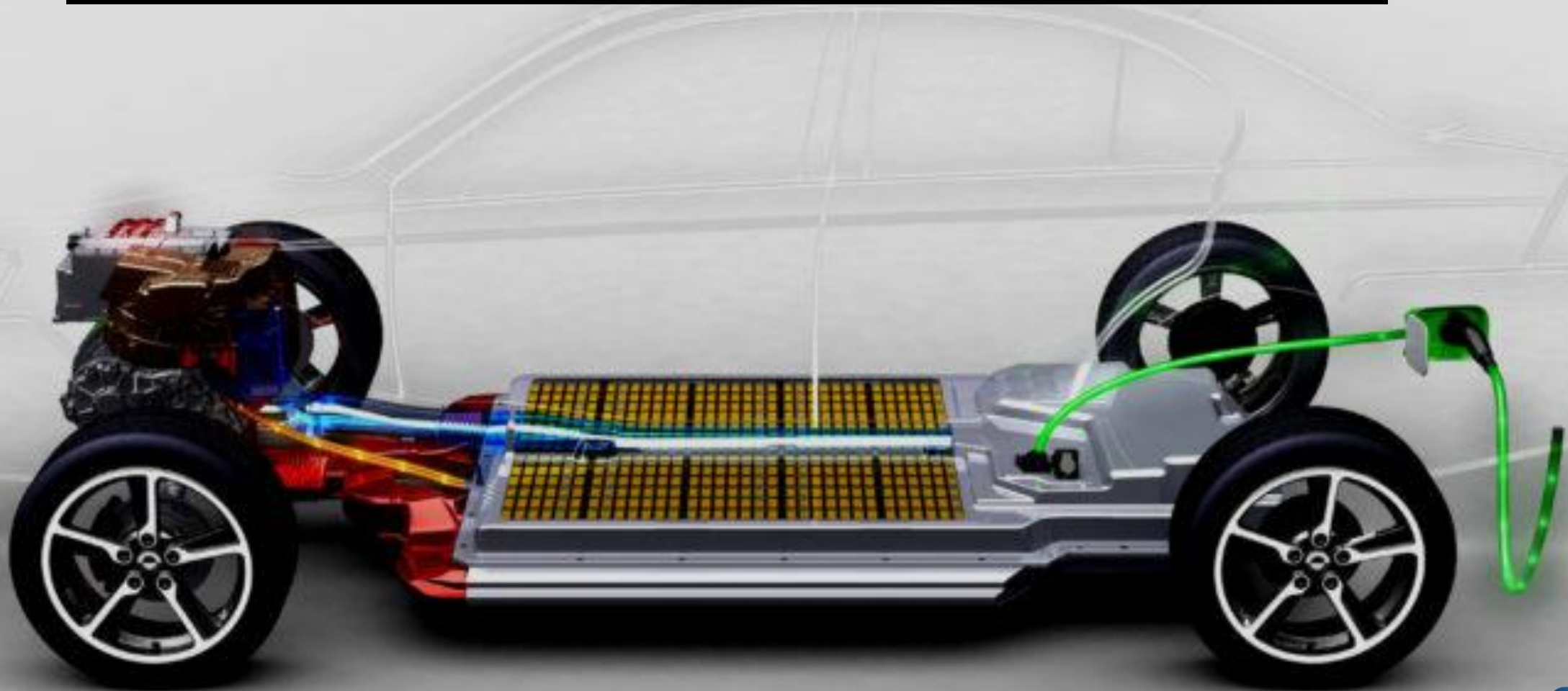
Climate: Auto
Front: Following



NEXT
PASSENGER



SO HOW WILL **WE** DISRUPT THE AUTOMOTIVE INDUSTRY?





**A ride sharing network to
alleviate congestion, the
costs of owning a vehicle
and the hassle of sitting
in traffic.**



Visit
www.flxrides.com
to ride with flx



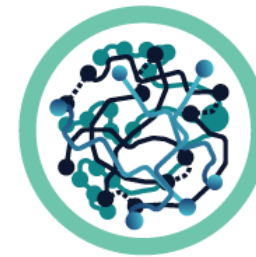
Rider Requests



Driver



Server

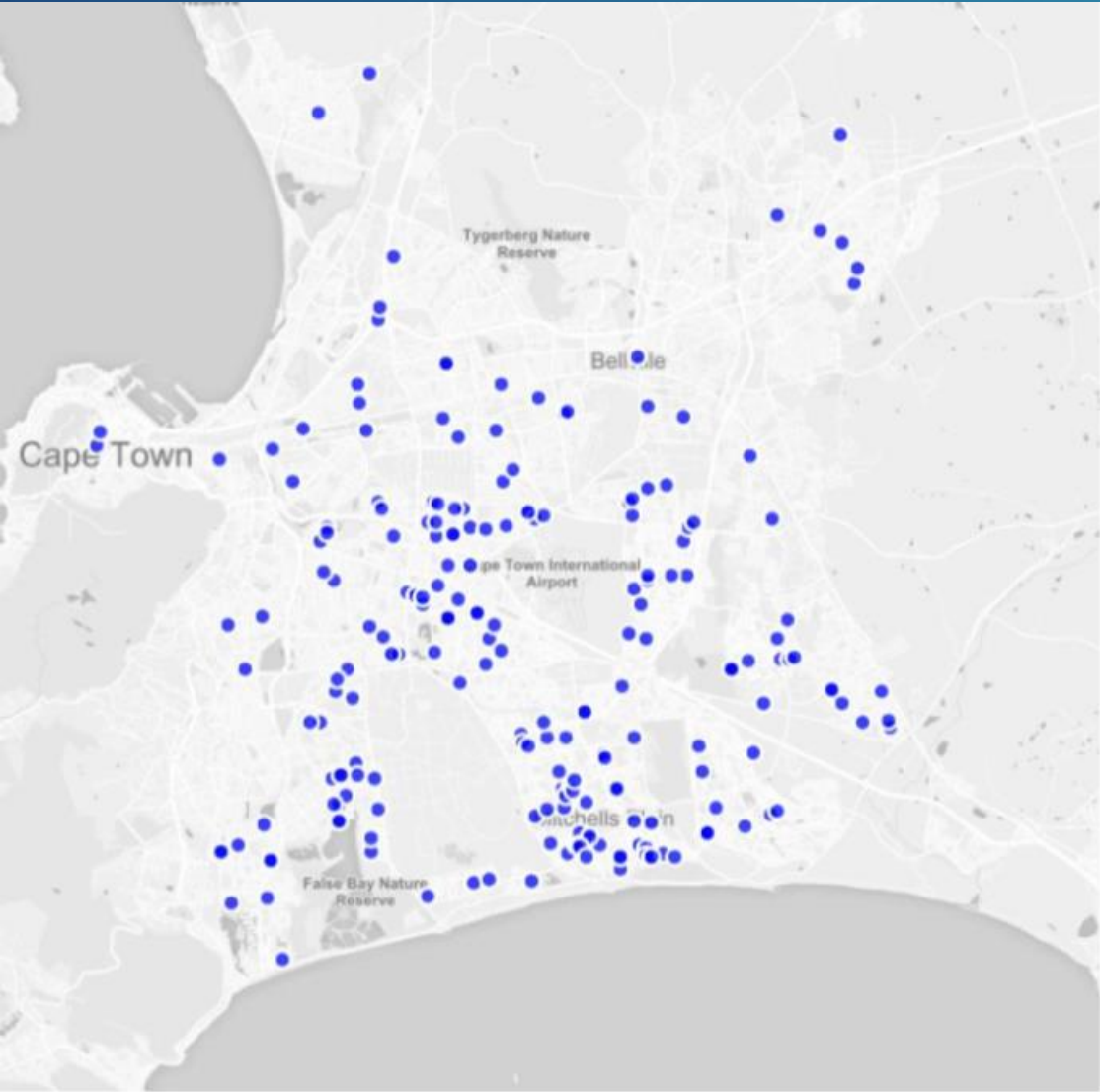


Control
Centre

A technology stack developed to analyse existing or potential staff transport networks and optimise operations to reduce inefficiencies

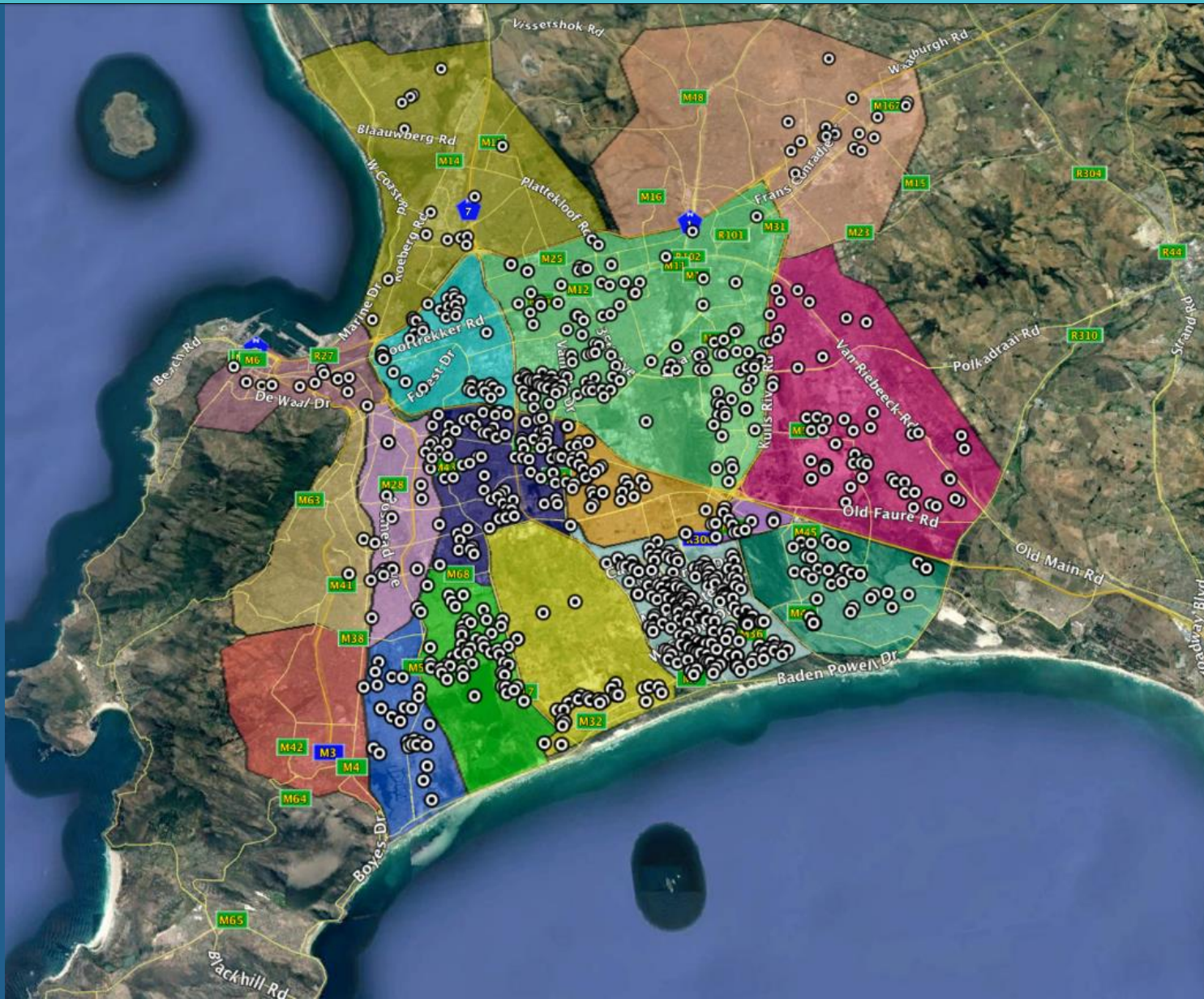


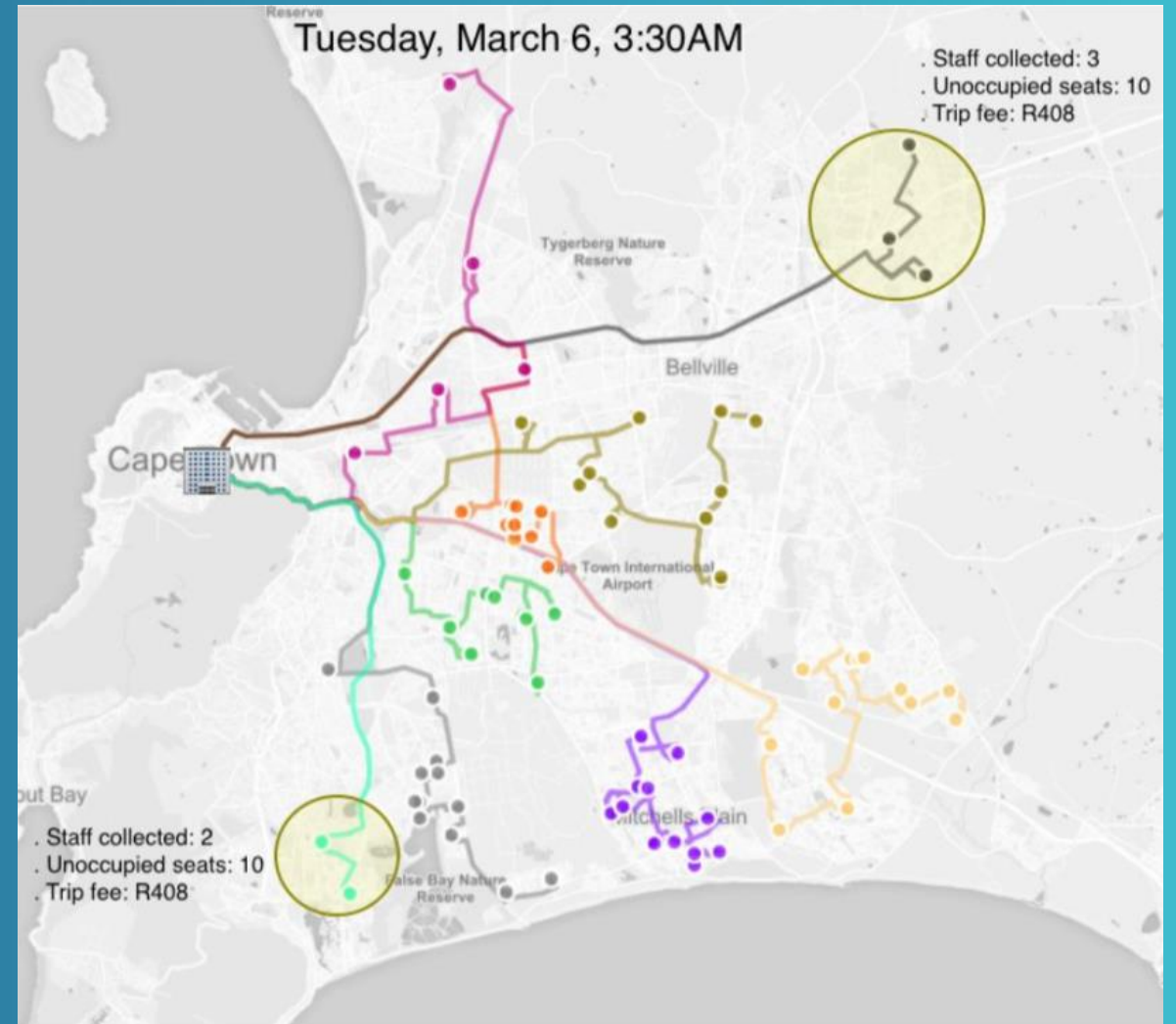
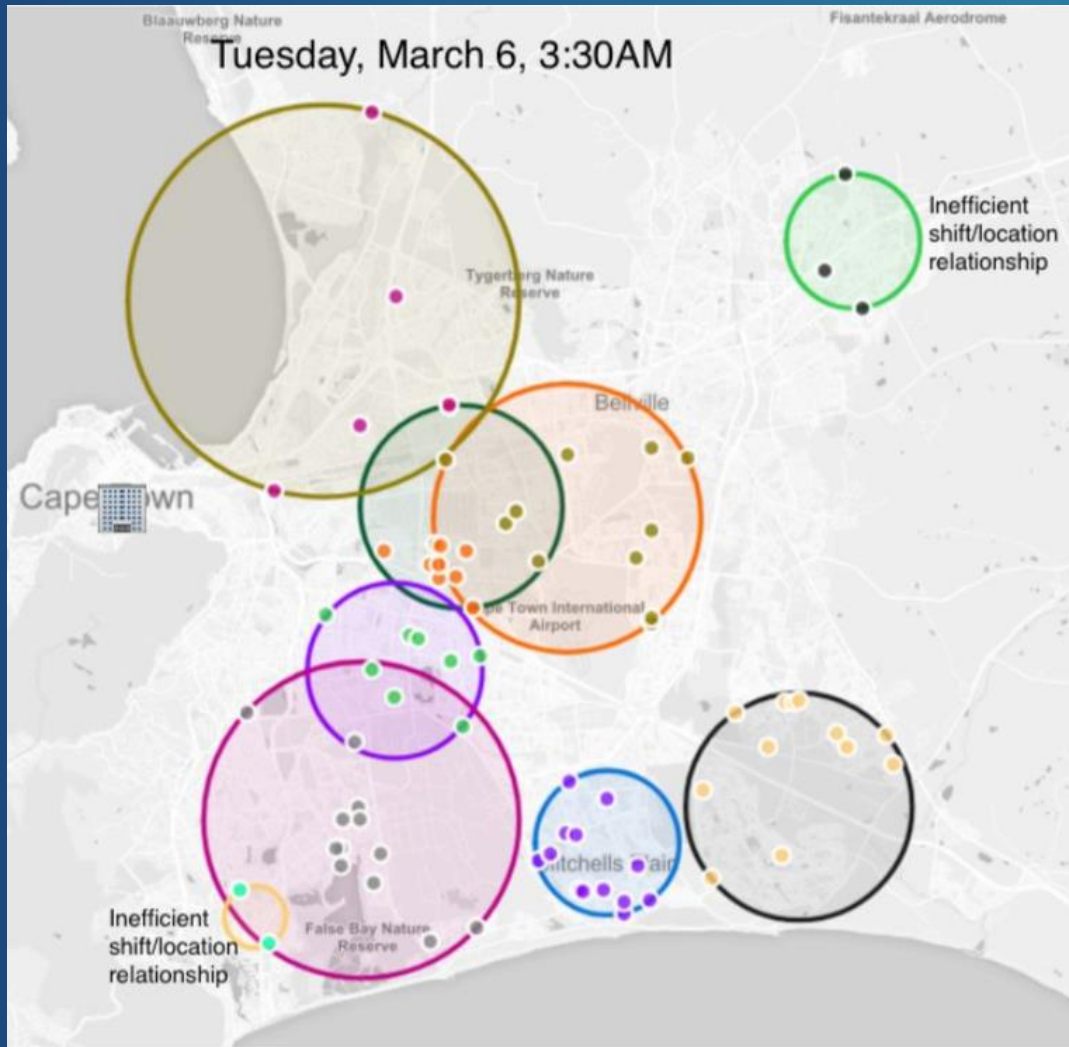
Staff Geolocation





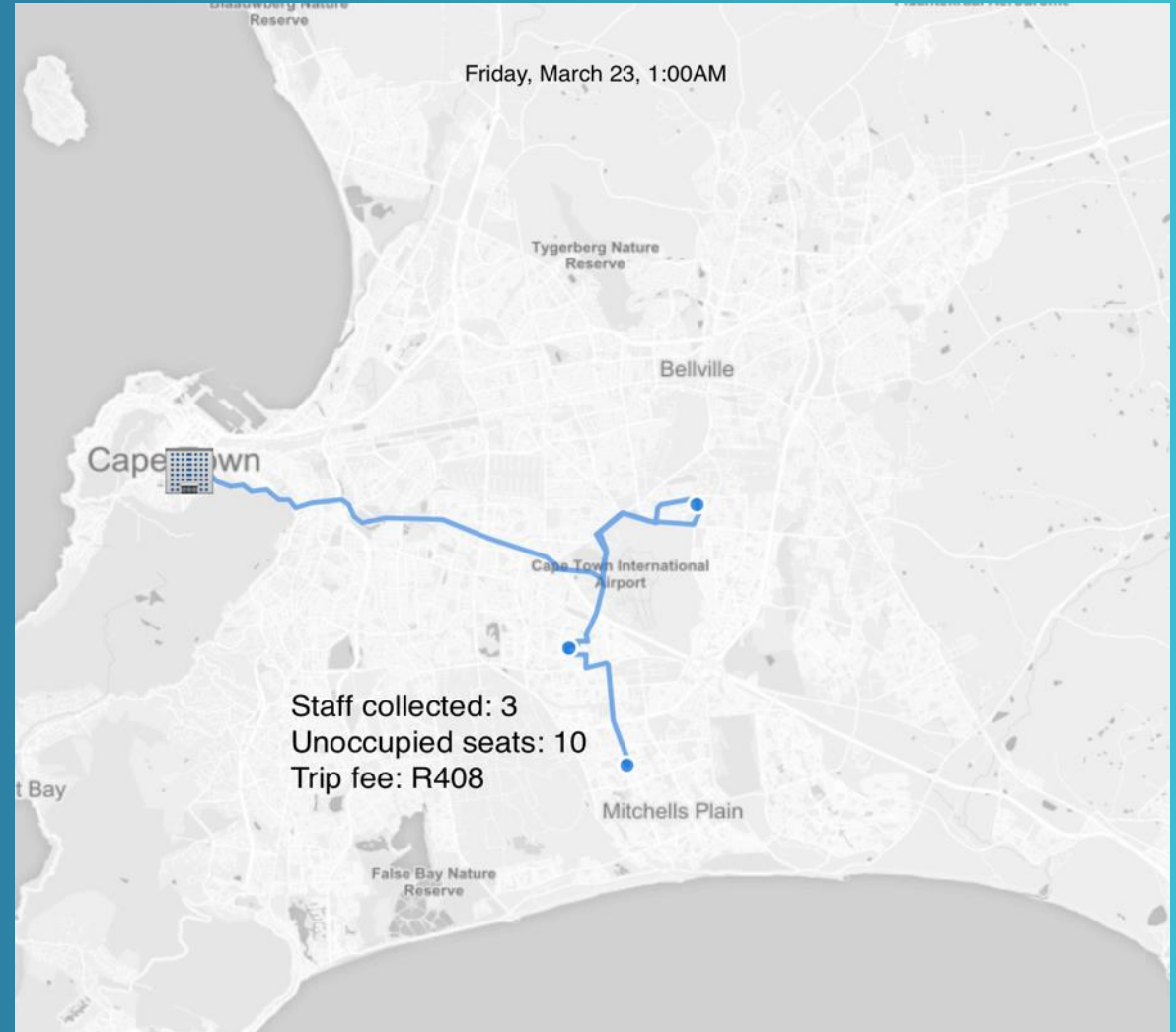
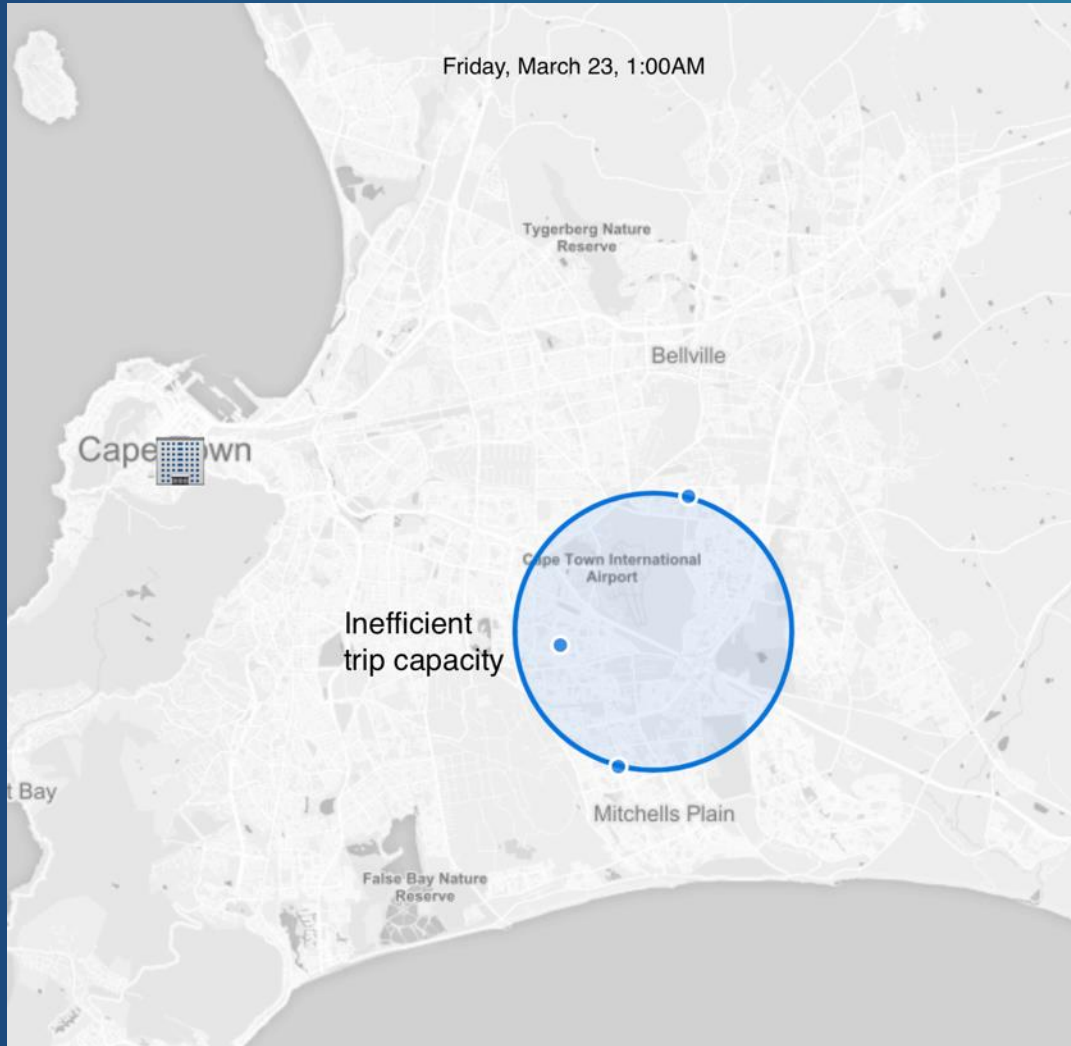
Geolocation Including Traffic Zones





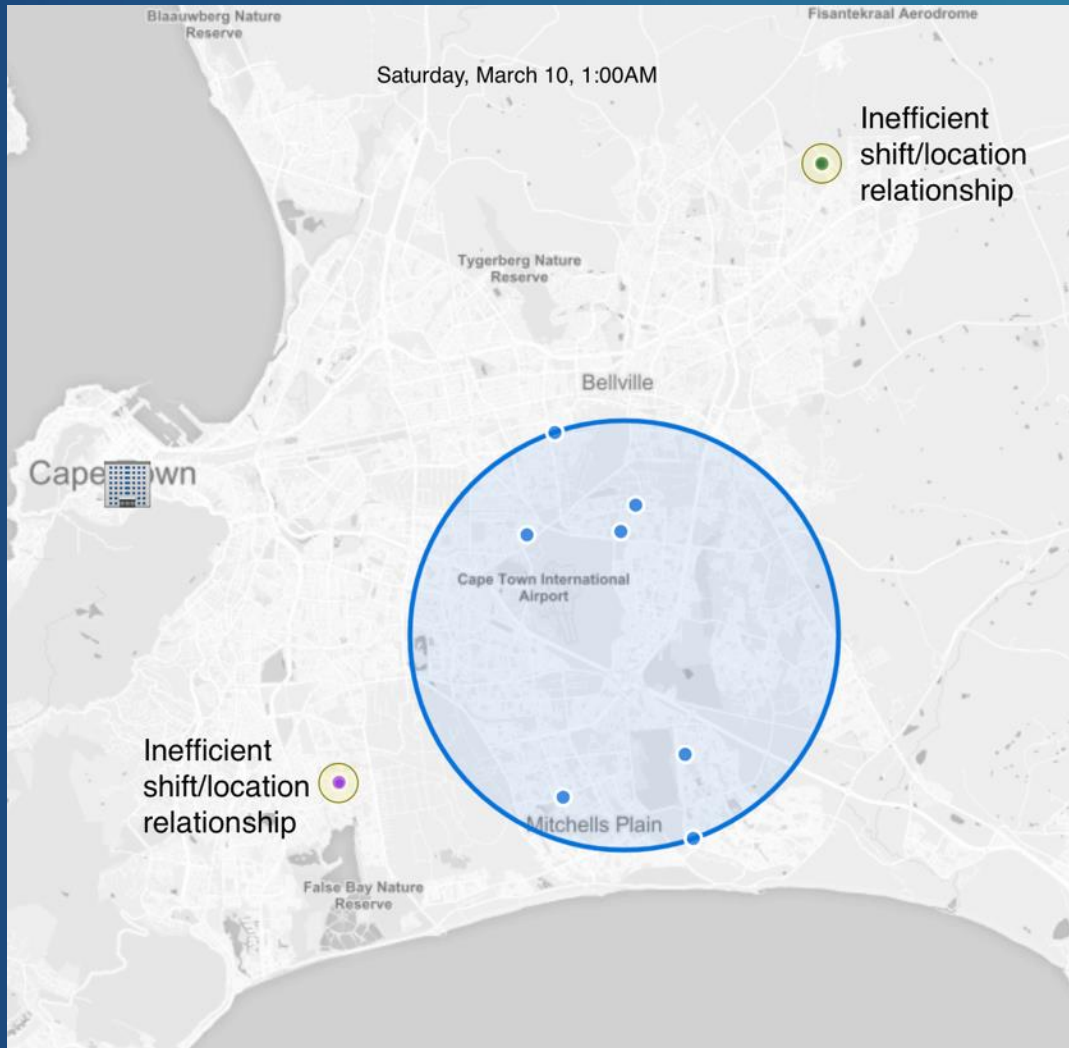


Example: Level 2 Vehicle Fleet & Cost Optimisation





Example: Level 3 Shift Optimisation





Transport Plan stats for march 2018



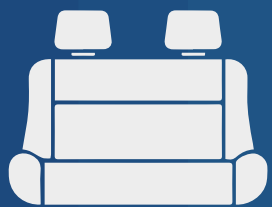
3 225
Optimised
trips by flx



21 259
Passenger
trips



24 284
Total seats
occupied



8 249
Unoccupied
seats



34%
Unoccupied
seats



112 055 km
Total distance
traveled

Avg:



41.4 km
Average
per trip



4 689 hrs
Total travel
time



Avg: 104 min
Average travel
time per trip

Current monthly transport spend: R1 313 000

flx savings per month:

Level 1:
Route Clustering
Optimisation



16% = R210,000



Level 2:
Vehicle Fleet &
Cost Optimisation



20% = R262,000



Level 3:
Shift
Optimisation



30% = R394,000

flx

Platform

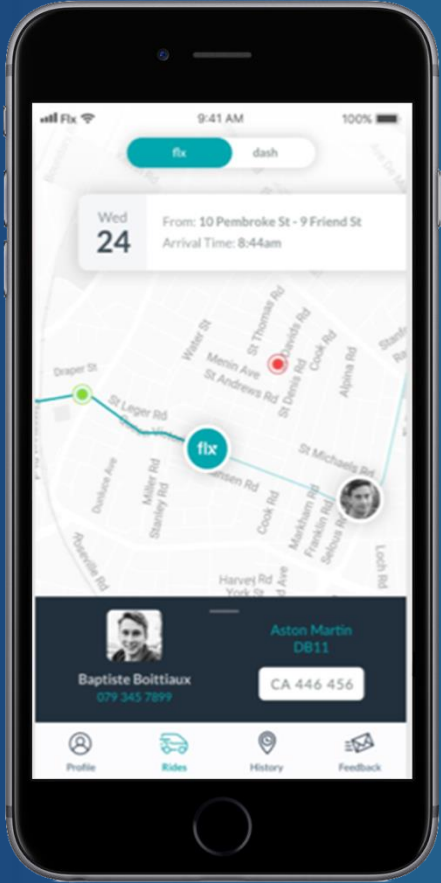
DRIVER APP

RIDER APP



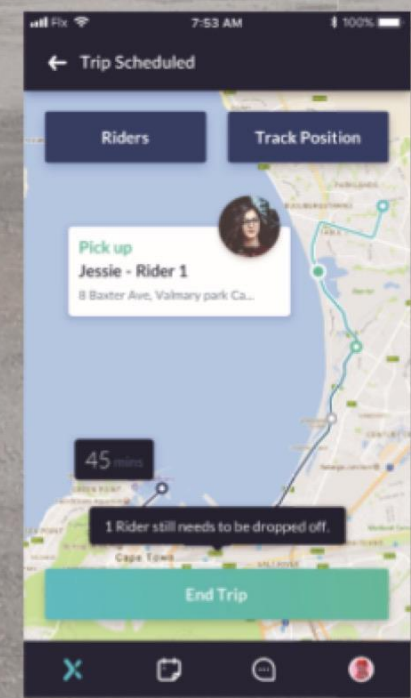
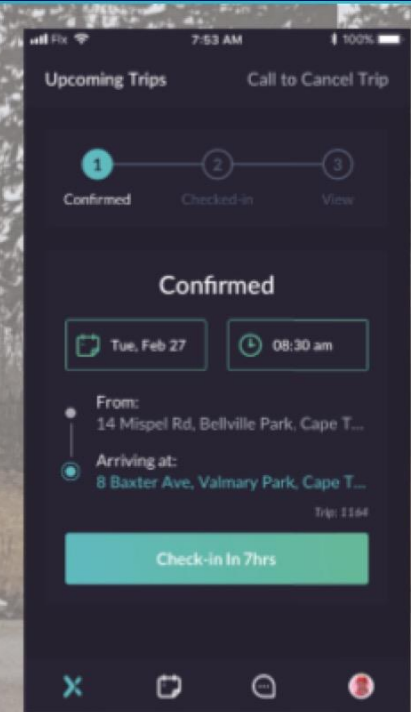
DESIGNER

ENGINE





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