

The PiggyBack Network



What the Family Carpool Experience
SHOULD Be

The Problem...

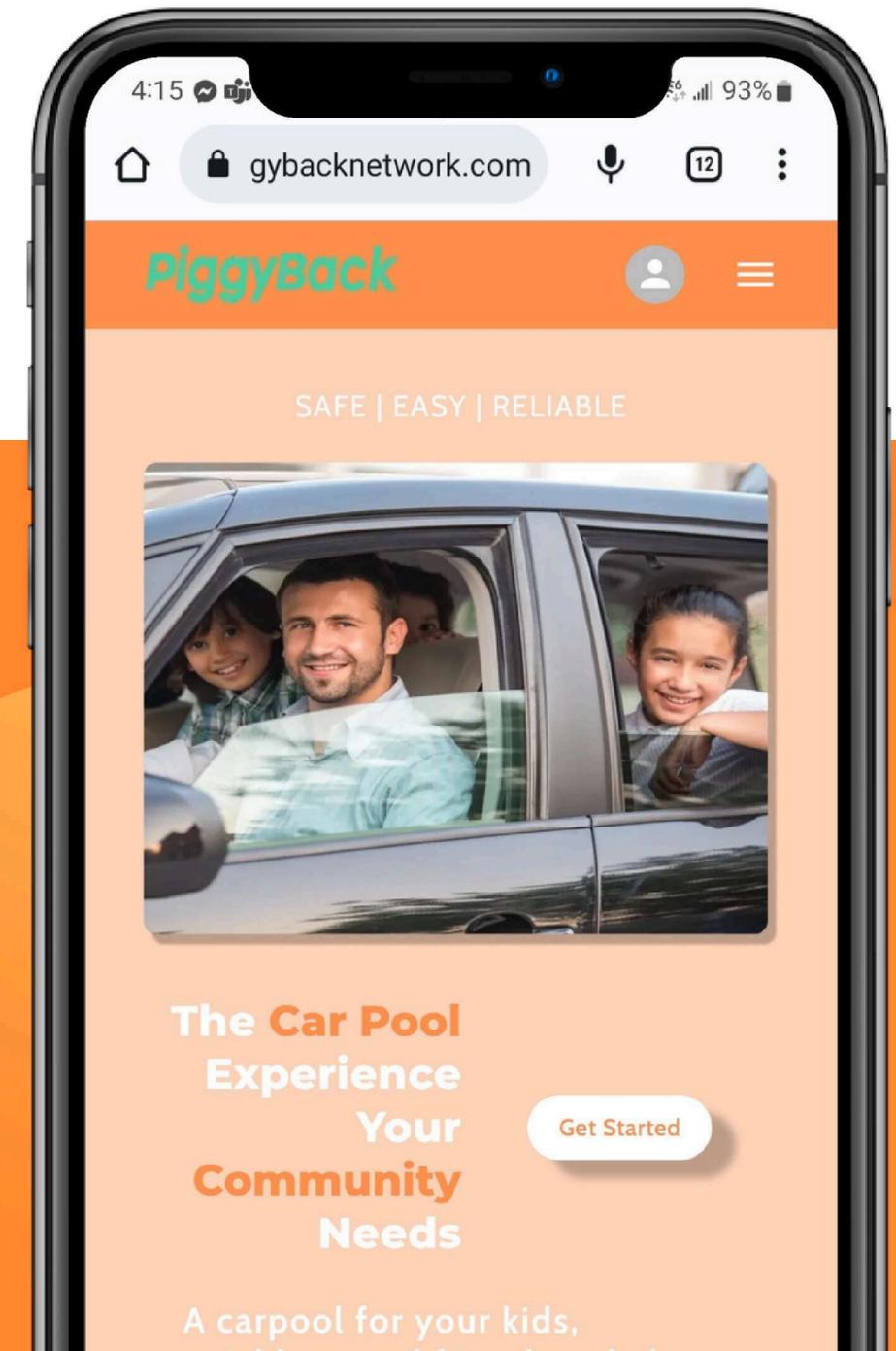
Every school day, 42 million American families drive a child to school.

That's a \$30B rideshare category that has no marketplace leader.



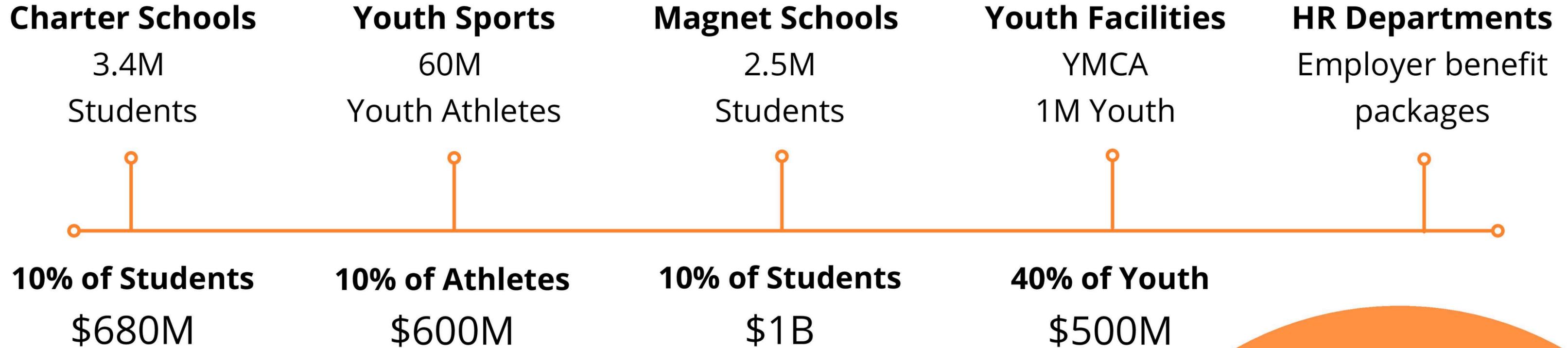
We created a platform where parents and guardians connect with local driving families that **already drive the same routes.**

- Background Check
- Members Match
- Members Meet In Person
- Members schedule affordable rides as needed





Serviceable Available Market (US population)



The global carpooling market is expected to reach \$21 billion by 2030, @ 14% annual growth.

Serviceable Obtainable Market
\$2.8B

Competitive Differentiation

HOPSKIPDRIVE

ZUM

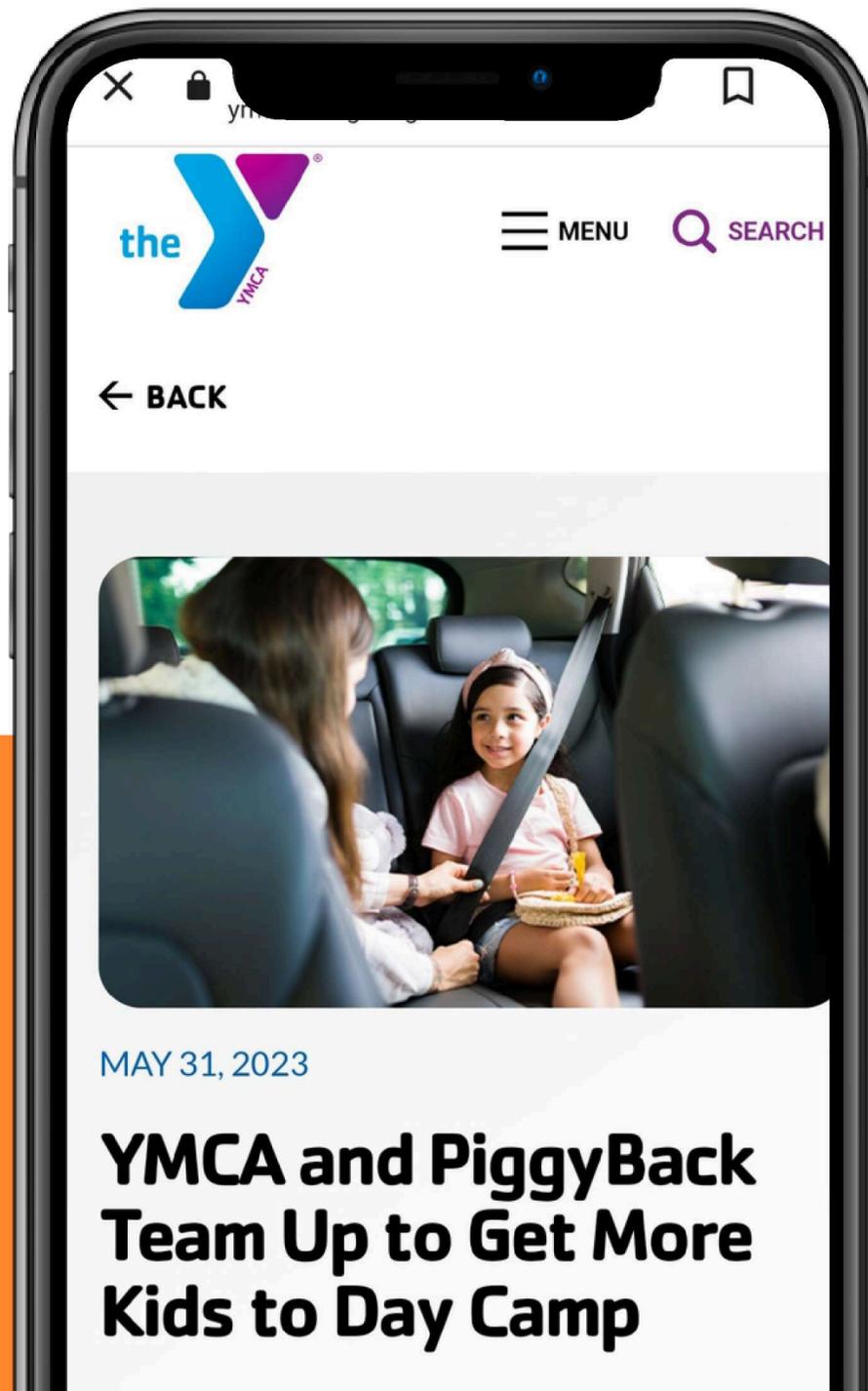
UBER



	HOPSKIPDRIVE	ZUM	UBER	PiggyBack
Flexibility in daily schedule	✗	✗	✓	✓
Brings parent community closer	✗	✗	✗	✓
Average 5 mile trip for roughly \$10	✗	✗	✗	✓
Passengers as young as 3 months old	✗	✗	✗	✓
National Presence	✗	✗	✓	✓

Summer 2023 Pilot

- YMCA Metro Chicago



Traction...

Fall 2023

- 530 Scholars
- Doctoral Moms
- Suburban Youth Football
- Marwen Arts
- Chicago Children's Choir
- Boys & Girls Club Austin, TX
- Coral Riding Academy, NC
- YMCA Greater Boston



Direct Impact

Sustainable Development
Goals in our sights as we
please our customers

- Good health and well-being
- Quality education
- Affordable and clean energy
- Sustainable cities and communities
- Reduced inequalities
- Climate action
- Life on land



HYBRID BUSINESS MODEL

PEER TO PEER (free)

Members create two way marketplace based on routine driving patterns.

ON-DEMAND (fee per ride)

Requesting Members pay for rides and Driving Members earn compensation

Business Model



Peer to Peer (Free Member Matching)



On-Demand (Commission Per Ride)



01

Requesting member selects the date



02

Requesting member requests the Ride



03

Driving member executes the Ride

Our Founders



Ismael El-Amin

CO-FOUNDER AND CEO

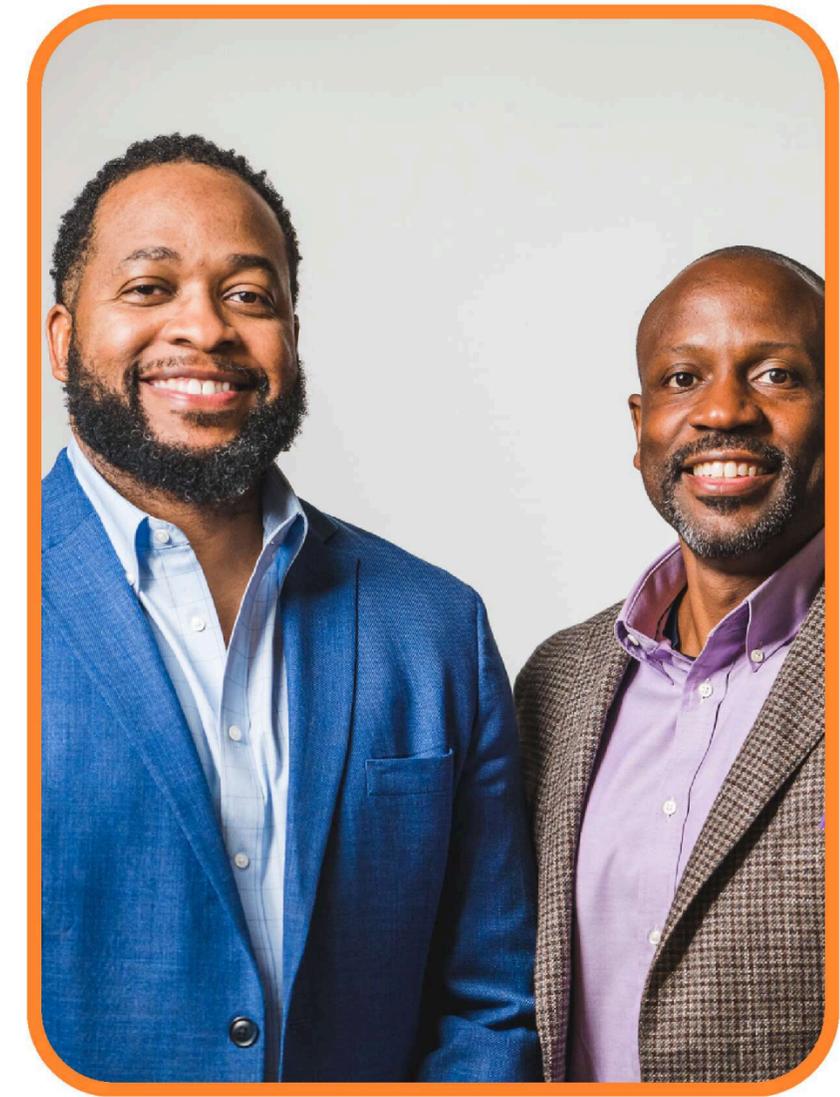
- Princeton University, BSE
- Electrical Engineering / Varsity Football
- 20 Years Corporate Leadership
- Director of Business Development
- Parent of 4



Donald Scott II

CO-FOUNDER AND CTO

- Princeton University, BSE
- Electrical Engineering / Varsity Football
- 20 Years Corporate Technical Management
- IT Solution Architect
- Parent of 3





Thank you!