



Waves Ahead 2016

Re-thinking transport

Car hire between people
&

The Airbnb for motor vehicles with the
insurance barriers overcome



MEET HiyaCar



PROBLEM FOR CAR OWNERS

- £4,500 to run a car per year
- Parked for 23 hours a day
- Financial pressure
- Lacking sense of community





PROBLEMS FOR PEOPLE IN NEED OF A CAR

- **Access - Limited options**
- **Cost**
- **Choice**
- **Inconvenience**



SOLUTION

**A platform that
enables car hire
between people**

HOW IT WORKS



Join



Strict eligibility criteria

Book



Owner chooses whether to accept

Pick-up



Sign Car Condition Checklist

Drop-off



Owner leaves feedback and gets paid

Support



Majority of issues resolved by members





"...put Britain at the forefront of the online sharing economy..."

...so I'm introducing two new tax-free allowances each worth £1,000 a year..."

George Osborne,
Chancellor of the Exchequer

WHY NOW?

- **Improved technology**
- **81% of adults in the UK own a smartphone**
- **Over 25% of UK adults have used sharing economy services**
- **Growth of services like Airbnb increased public receptiveness to sharing,**
- **£1,000 TAX FREE Income**

PARTNERS



FOUNDERS PLEDGE



BEHAVIOUR CHANGES

- **ON-DEMAND**
- **People need access to a car - 75% of hiya's Cat 1 Cars (£20-£50PD)**
- **Hiyas in same postcode & connecting communities**
- **Owners use money for bills, holidays & Recreation**
- **Creating new relationships (John & Verena)**
- **Car owner dropping hirer off to tube as raining**
- **3 days average hiya duration**
- **Facilitated hourly hiya's and expect to increase with Keyless Tech: 61B journeys, 86% 1 hours or less = Reduction of car ownership**

IMPACT

- Giving communities the freedom to have a better life
- Bridging inequality gap
- Sharing Economy - Biggest impact since Industrial Revolution



IMPACT cont

- Reducing car ownership (Keyless tech)
- Lower traffic and lower emissions
- Every car shared, 17 new private cars are taken off the road
- Sustainable & Positive impact environmentally



THE MEMO

SHARING ECONOMY UK

next greencar™

StartupDirect

Tech SPARK

SEEDRS

KM Kent Business

All things tech in the
Hiyacar highlights benefits of car sharing

KM Kent Online NEWS & VIEWS



Bringing the UK Sharing Economy to Silicon Valley

05 February 2016 – Ellie Gummer
Graeme Rigsby, Co Founder & CEO of HiyaCar.

KM Kent Business

Car-sharing firm HiyaCar poised to launch in Maidstone after entrepreneurs meet experts in San Francisco

by Chris Price cp@kentonline.co.uk 12 February 2016
Two entrepreneurs running a car-sharing business are poised to launch in their hometown after swapping tips with some of the world's top experts in a Government-funded trip to San Francisco. Graeme Rigsby and Rob Larmour, who live in Boughton Monchesses, are hoping to sign up at least 20 drivers in Maidstone to their firm HiyaCar, which allows motorists to rent their vehicle out to other drivers while they are not using it. The pair were flown out to the US last month to meet bosses from the likes of Airbnb and Turu, which have already become global names in the sharing economy.



Should the rest of the sharing economy get a tax break?



Rob Larmour founded HiyaCar with the shared vision of revolutionising the UK car-sharing industry.



there are bigger weeks. Next personally. I'm heading to San Francisco for the Sharing Economy Summit (starting in one month), has been asked to give a presentation on soliciting contributions to sharing - from the UK, including the US. That's why I'm so excited to be going to the sharing economy and to where I got



FIRST YEAR: HIYA CAR

is the peer to peer car sharing community, allowing members to enjoy a better driving experience - without owning a car.

As we reported last month, the Government has been talking to businesses and entrepreneurs from the sharing economy exploring the idea of extending the tax break (used by people letting spare rooms on Airbnb) to the entire sharing economy. Now the Chancellor has done exactly that.

Making sharing mainstream

"It's great that the Government have acted so quickly," HiyaCar CEO Graeme Rigsby told us.





Thank You

Graeme Risby

Co-Founder & CEO

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