

Overview

Drvn empowers rideshare drivers with intelligent and customizable tools that help them attain the working freedom that drew them to the career in the first place. Drvn brings stability to drivers' days by enabling them to plan their days in advance, cut down on idle time and expenses while increasing daily earnings. **Since its founding in January 2022, Drvn has accumulated over \$22k in non-dilutive funding, and is onboarding an average of 30 drivers per week in anticipation of a beta release in early Q4 2022.**

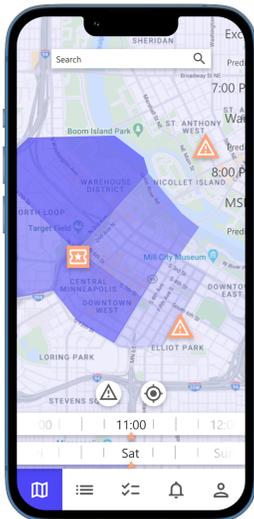
Team

Sam Richter (Co-Founder and CEO) has 4 years of experience as a full stack developer designing, coding, and launching apps from solo projects all the way to the enterprise level. He's driven by being able to interact directly with customers and build tools that help them succeed.

Biel Wiel (Co-Founder and COO) has a degree in Entrepreneurship from the University of St Thomas. He has extensive experience developing innovative ideas and business plans through competitions and internships. His passion lies in creating innovation that changes the way people live their lives.

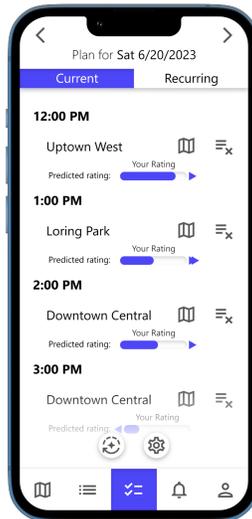
Product

Drvn offers drivers access to its platform of forecasting and planning tools. Access will be available through a monthly subscription offered on Drvn's website.



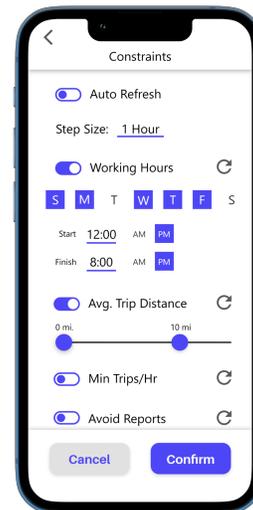
Forecast

Drvn leverages data from its customers and other sources to forecast demand for rides.



Plan

Drvn translates its forecasts into daily plans for drivers at the push of a button.



Customize

Drvn tailors its offering to drivers' individual habits through regular check-ins.

Revenue Model

- Drvn offers subscriptions at a starting rate of \$20 monthly after a two week trial period.
- Other revenue streams include affiliate marketing, and partnerships with venues and local events

Market

Drvn is targeting both part-time and full-time rideshare drivers at all stages of their careers. Initially Drvn will focus on experienced drivers within the Twin Cities metro area.

- **SAM:** 13K drivers in Minneapolis-St. Paul Metropolitan area X \$20/Mo X 1yr = **\$3.12MM**
- **SOM:** 1.5MM drivers in the United States X \$20/Mo x 1yr = **\$360MM**
- **TAM:** 21 MM drivers globally * \$20/Mo x 1yr = **\$5.04B**

**Assuming, on average per customer: a 12 month subscription*

Competition

	Drvn	Uber, Lyft Ridesharing Services	Rideshare Guy Community Sites	Mystro, Sherpashare Companion Apps
Planning	✓			
Live Data	✓	✓		
Forecasting	✓	✓		
Habit Tracking	✓			✓
Strategies	✓		✓	✓

Financing and Milestones

Round	Closing	Runway Through	Amount	Status	Milestones
Competitions	Q2 2022	Q4 2022	\$5K	Closed	Web presence and cloud workspace, Incorporation, MVP development
Pre-Seed	Q2 2023	Q4 2023	\$500K	Future	Initial Hiring, Development expenses leading up to full product launch.

Comparables

Who	Status	Date	Raise	Product Category	Metrics
AutoCab	Acquired by Uber	2020	Undisclosed	SaaS, driver dispatch	
HyperTrack	Series A	2022	\$25M	Freight logistics planning	10,000 orders per month, 150,000 drivers.
Flywheel	Acquired by Cabconnect	2017	Undisclosed	On-demand Taxis	1800 daily active drivers
SherpaShare	Seed	2016	\$700K	Rideshare Driver Assistant	Launched IOS App