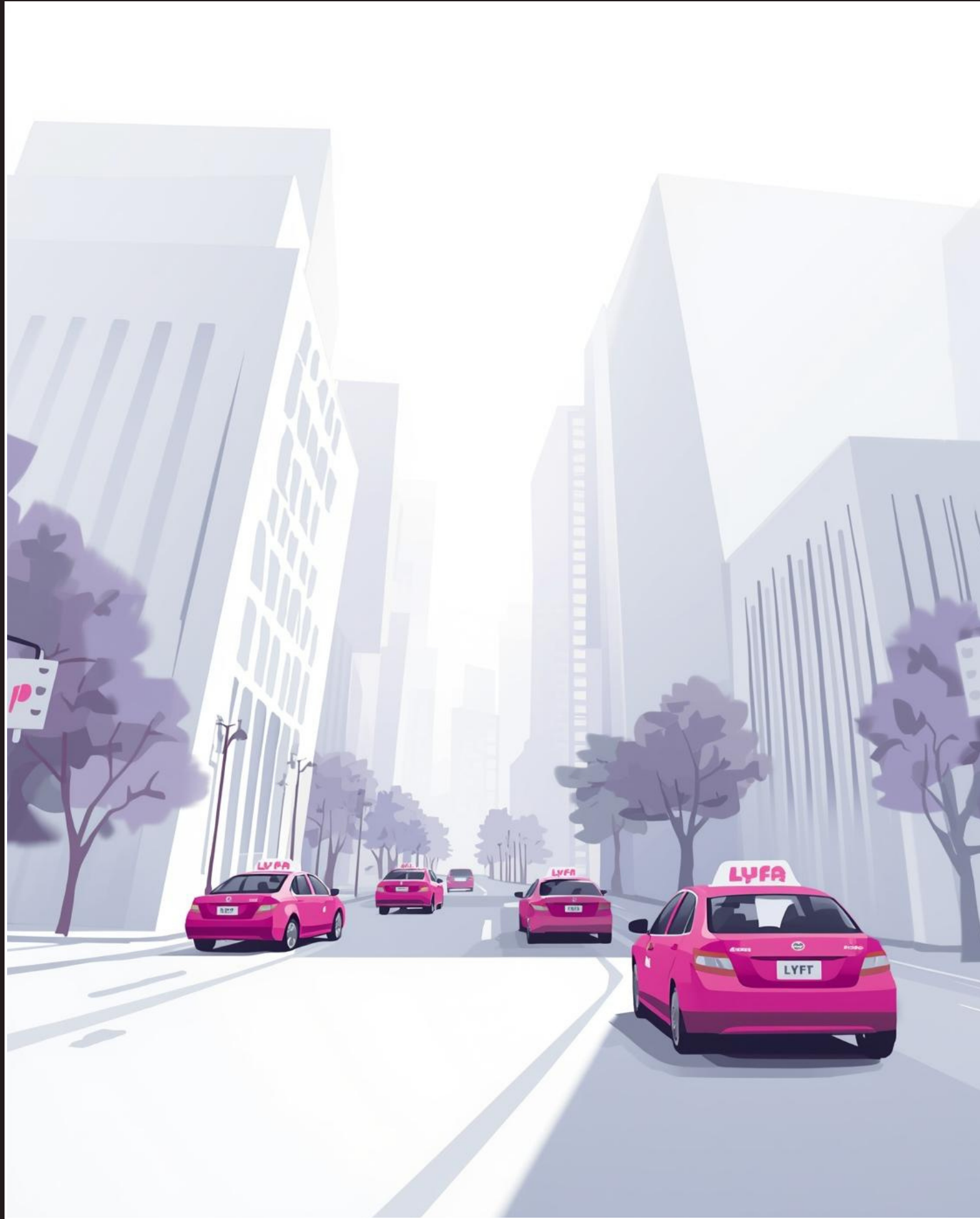




A Path Forward for Lyft Ridesharing Platform

Presented by Juls Lee

Lyft History and Founding



From Zimride to Ride-Sharing Giant: A Brief Overview

Founding Story

- Lyft was founded in 2012 by Logan Green and John Zimmer as a spin-off of Zimride, an intercity rideshare service.
- The company aimed to create a more community-oriented ride-sharing platform
- Based in San Francisco, CA
- Operated primarily in US and Canada
- Lyft connected riders with drivers through its Rideshare Platform (Mobile App)
- Q2 2025 Metrics: 234.8 million rides (14% YoY growth), 26.1 million active riders (10% YoY growth)
- Currently holds 30% in North America's rideshare market. Uber is its main competitor.
- Public company with around 4453 employees.

Mission Statement

Lyft's mission is to “improve people's lives with the world's best transportation.”

Vision Statement

Lyft's vision statement is ride by ride, we re changing the way our world works. We imagine a world where cities feel small again. Where transportation and tech bring people together, instead of apart. We see the future as community-driven and it starts with you.



Lyft Product Background

A comprehensive look at Lyft's market and positioning



Product and Purpose:

- Lyft is an intelligent mobility platform — a digital ecosystem connecting riders, drivers, and cities through trust, predictability, and purpose-driven design.
- Purpose: “To eliminate barriers in urban mobility and create accessible, human-centered transportation that reconnects communities.”

Core Features:

- Ride Tiers: From Standard to Premium options for every user segment.
- Price Lock: \$2.99/month subscription for predictable fares — <0.02% adoption = major growth potential.
- Lyft Silver: Premium ride experience for seniors.
- AI-Powered Driver Tools: Optimize routes and earnings.

Expanded Offerings:

- Business Travel: Linked accounts earn Lyft Cash + partner points.
- Autonomous Readiness: Partnering with OEMs and AV leaders so new vehicles launch “Lyft-ready.”
- Micro-Mobility & Ads: Bikes, rentals, and in-app advertising.
- Lyft Healthcare: Serving hospitals and payers, competing with Uber Health.



Product Vision

Product Vision: Lyft isn't just a rideshare app. It is the infrastructure of trusted urban mobility.

- By 2028, Lyft will be the most trusted and predictable mobility platform in North America
- Every feature we build from Price Lock to AV integration, strengthens the foundation of a community-driven transportation future.

Why is Lyft's rideshare platform critical to its overall business strategy?

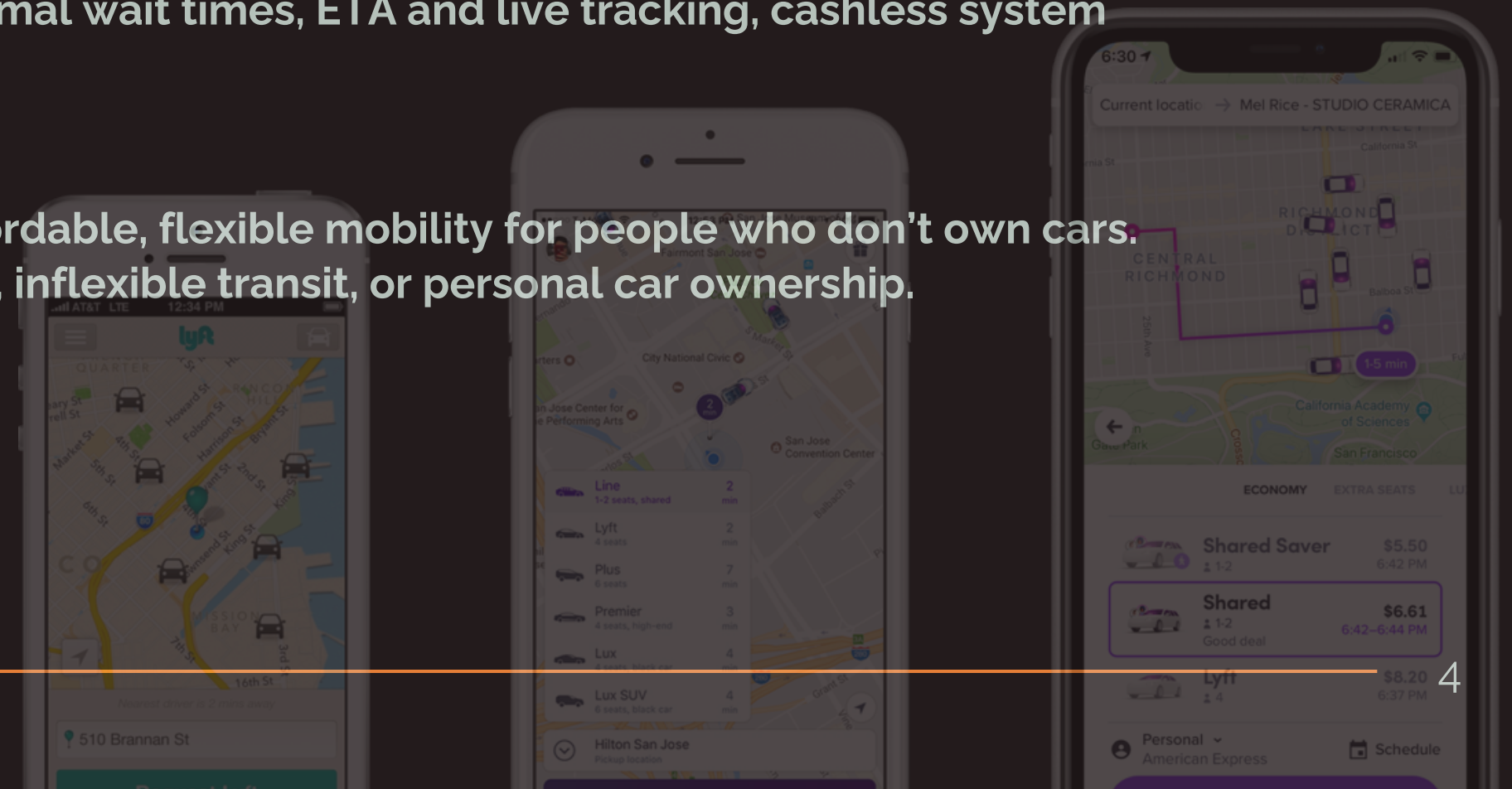
- It is Lyft's strategic engine. It underpins revenue, powers network effects, builds loyalty and secures the company's position in the future mobility ecosystem.

What is Lyft's unique selling proposition?

- Lyft offers a solution to the commute problem faced by people in their everyday life and while doing so it creates value proposition for both riders and drivers. The service offers minimal wait times, ETA and live tracking, cashless system where payment can be processed online after the ride.

Why was Lyft created?

Lyft was created to solve a major gap in urban transportation: affordable, flexible mobility for people who don't own cars. Before Lyft, city dwellers had few options beyond expensive taxis, inflexible transit, or personal car ownership.



Lyft Audiences

A comprehensive look at Lyft's market and positioning

Lyft's target audience includes:

Primary Riders:

- Urban millennials and Gen Z (roughly 18-40 years old) who are comfortable with app-based services and prefer on-demand transportation
- Car-free individuals in urban areas or cities where owning a vehicle is expensive or impractical. e.g. NYC
- Occasional drivers who use rideshare for nights out, airport trips, or when their car isn't available
- Eco-conscious consumers attracted to shared rides and reduced car ownership

Secondary Audiences:

- Suburban commuters using Lyft for work commutes or last-mile connections to public transit
- Business travelers needing reliable airport and meeting transportation
- Older adults 65+ yrs who want convenient transportation without driving. (This market is increasing)
- Healthcare patients needing regular transport assistance.

Driver-Partners:

- People seeking flexible income opportunities, including gig workers, part-time earners, and those supplementing their primary income



Lyft Competitive Advantage

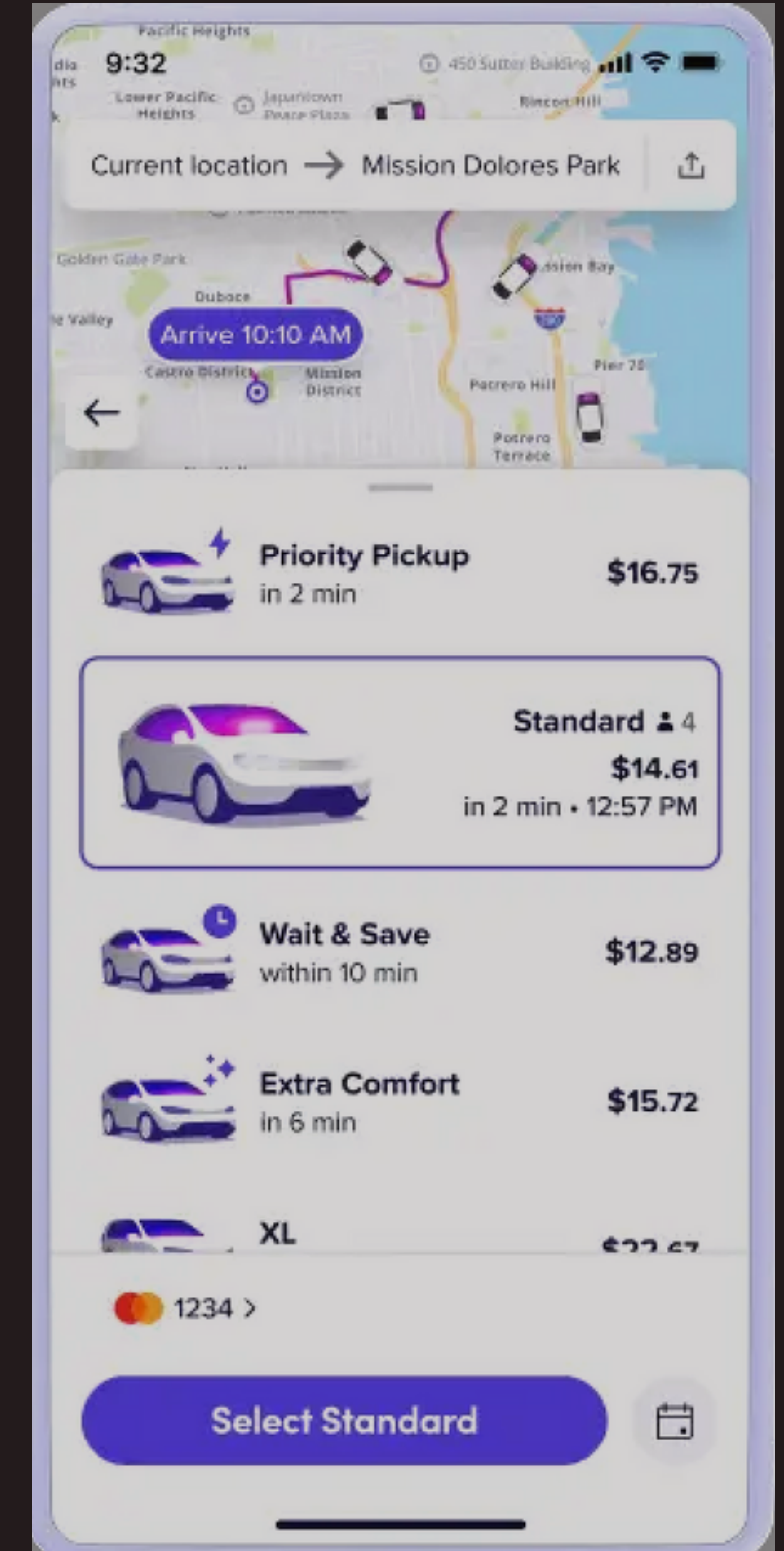
Brand Positioning:

Lyft has historically positioned itself as the more friendly, community-oriented, and progressive alternative to Uber, emphasizing a "people-first" approach.

Their **pricing and marketing aims at middle-class, tech-savvy urbanites** who value convenience and affordability over luxury transportation options.

Primary differentiators:

- Friendlier brand image - focuses on being more approachable and community-oriented than Uber. Involved in less corporate scandals. They avoided the high-profile controversies appealing to consumers who prefer a company with better ethics.
- Sustainability focus - Committed to carbon neutrality and electric vehicles resonates with environmentally conscious users
- Operational excellence - Adopted faster innovation cycles and customer obsession philosophy. Lyft presents itself as more driver-friendly, E.g. Offers drivers lower commission rates at times, making it more attractive for drivers in certain markets. Products are almost on par with Uber's offerings.



Lyft's Company Core Values



Customer Obsession

Going above and beyond for high quality products & services that customers love and trust



Excellence

Strive for excellence in products, services and how we lead people



Accountability

Take ownership of one's work, ensuring tasks are completed and the end result is what matters.



Belonging

An inclusive environment where everyone feels safe to be themselves, diversity and connection within Lyft's ecosystem of drivers, passengers and staff.



Make it happen

A bias for action and ownership. Taking bold but calculated risks in driving the company's mission forward.



Innovative Culture

Foster a supportive environment to uplift each other, and bring your authentic selves to work. Be yourself.



Product Development - Key Milestones



2023

Crisis Management & Leadership

Lyft's 2023 restructuring was a strategic reset and shift toward operational excellence, sustainable profitability, and innovation velocity.

2024

Breakthrough to Profitability

Lyft entered a new era of sustainable growth in 2024, achieving GAAP profitability and proving that trust-based innovation scales. Expanded new features like price lock service and strong ETAs. Drivers earned a record \$9 mil.

2025

Strategic Expansion

Growth and transformation. Lyft expands into Europe by acquiring Free Now and partnered with Waymo for autonomous ride hailing. First \$500 share buyback program launched. Focused on expansion into new markets while maintaining momentum.



3 Top Key challenges

Commodotized Product with Weak Differentiation

The Problem: Rideshare is commoditized. Customers have both apps and choose based on price/ETA in the moment.

Why It Matters: Standardized Market for redefining value through trust, predictability, and personalization.

Competing with Uber

The Problem: Lyft is smaller with 30% market share vs Uber's 70%. This is a major scale gap. Uber offers the same services with an expanded portfolio (Uber Eats and Freight) which threatens Lyft's revenue streams.

Why It Matters: Lyft serves as the essential alternative in a duopoly using agility, culture, and customer trust to outperform legacy giants.

Autonomous Vehicle Disruption

The Problem: Self-driving technology represents the next evolution in mobility. Rather than being disrupted, Lyft is becoming the platform that brings autonomous vehicles to riders through trusted partnerships.

Why It Matters: The Autonomous Vehicle Evolution is a transformational opportunity to extend Lyft's platform into autonomy.



Lyft Overall Business Strategy

Operational Excellence & Profitability

- GAAP profitability in 2024 is \$22.8 million.
- Q2 2025 posted record free cash flow of \$329.4 million compared to \$256.4 million in Q2 2024.

Geographic Expansion

Lyft's Freenow acquisition facilitates entry into nine European countries, expanding its market presence beyond North America.

Based on 4 key pillars

Strategic Partnerships

Lyft announced partnerships with United Airlines and Benteler Mobility while strengthening existing partnerships with Alaska Airlines, Chase, and DoorDash. They expanded into providing rides in Healthcare and Corporate travelers.

Autonomous Vehicle Integration

- Cities adopting AVs growing five times faster than others.
- Upcoming partnerships with May Mobility in 2025 and with Baidu, Benteler Mobility, and Mobileye Marubeni in 2026 are expected to drive growth.



Product: The Ridesharing Mobile App

Future Developments

Earn good money, meet great people

Get started

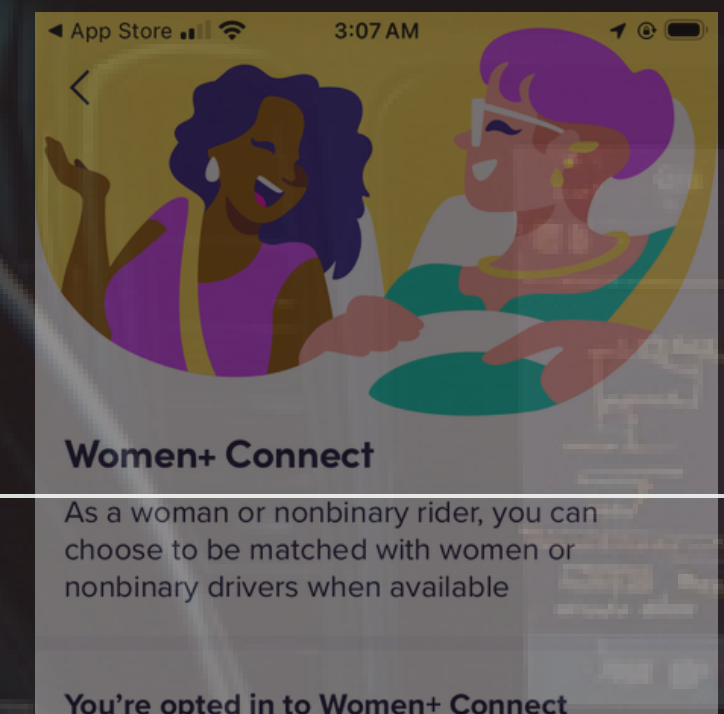
Ready to ride? Open the rider app. →

WHY: Lyft's platform is critical to its success because it is the engine that delivers on Lyft's mission and vision. It turns "improving lives" and "changing how the world works" from abstract ideals into everyday reality. Every feature, revenue stream, and future innovation depends on the strength and reach of that core app.

- Improves lives by reducing transportation barriers: The Rideshare Platform (Mobile App) functions deliver just that, by connecting people with drivers for easy transport to and from desired locations with ease. The app's user-friendly design makes it easy to adopt. One of Lyft's core values is Inclusivity so they adapt the app to everyone.
- Connects communities through accessible, predictable mobility: Every ride coordinated through the app reduces traffic, lowers the need for private cars, and physically connects people.
- Drives human-centered design and belonging. The mobile platform is where user experience, trust, reliability, and personalization happens. Features like Price Lock, Lyft Silver, and business travel integration are all layered on top of the rideshare core.

Future Product Developments that tie into Lyft's product vision could entail:

- **Inclusivity:** Expand accessibility features (voice UI, adaptive app design)
- **Predictability:** Integrate AI to forecast ride pricing and demand
- **Community:** Introduce peer-to-peer ride-sharing for local networks



12 month Objectives & Key Results

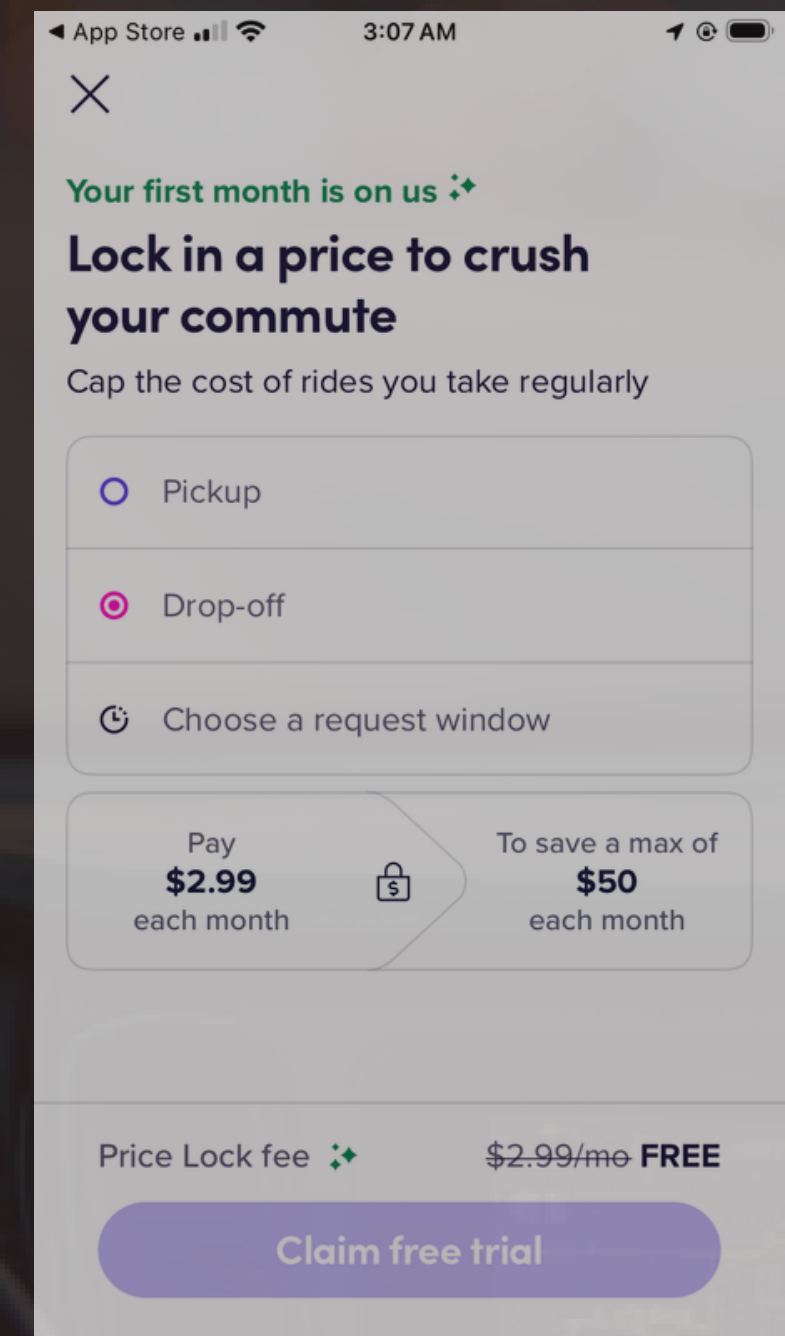
The following 3 OKRs were specifically chosen for a 12-month planning horizon (FY 2026) to align the product team towards the strategic vision while supporting business objectives. Each objective includes 2 measurable key results.

OKR 1 - Expand Predictable Pricing and Passenger Trust Programs

This objective is aligned with Operational Excellence & Profitability Strategy:
E.g. (Price Lock) has <0.02% adoption. Pay \$2.99/month to never worry about surge pricing on your regular routes.

Key results:

1. Increase price lock subscribers from <1% to 15% of active riders (In 2024, Lyft had 1.6 million price lock rides in total out of 828 million rides. Goal is to increase to 6.6 million price lock subscribers in 12 months.
2. Generate \$250M+ in annual recurring revenue from Price lock subscriptions which gives a predictable revenue stream which helps in creating a predictable, recurring revenue foundation



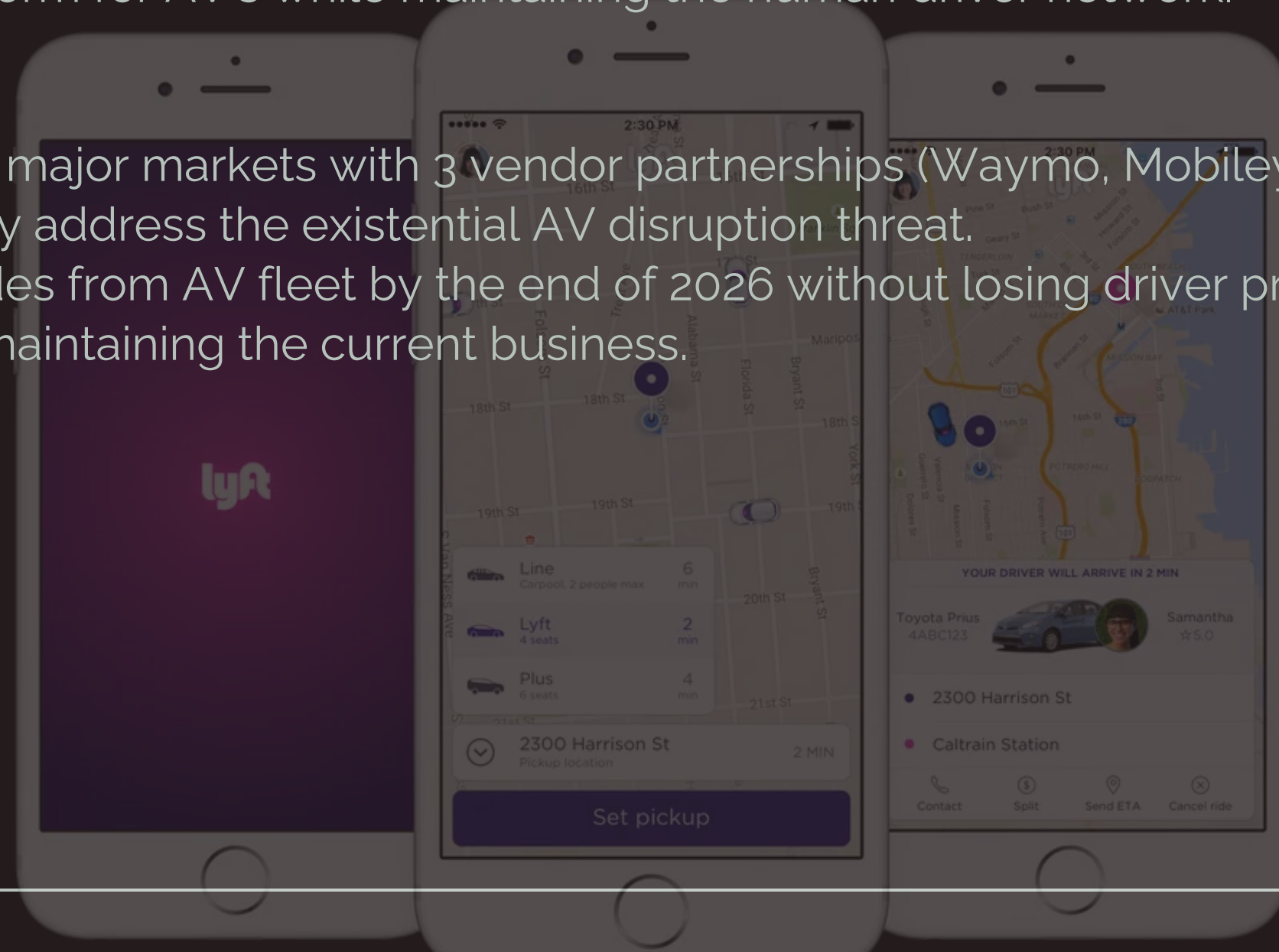
12 month Objectives & Key Results cont'd

OKR 2 - Launch the Hybrid Network for Human + Autonomous Mobility

This objective is aligned with the Autonomous Vehicle Integration business strategy. Lyft's goal is to become the preferred distribution platform for AV's while maintaining the human driver network.

Key results:

1. Launch AV service in 5 major markets with 3 vendor partnerships (Waymo, Mobileye, May Mobility in existence). This would immediately address the existential AV disruption threat.
2. Achieve 10% of total rides from AV fleet by the end of 2026 without losing driver preference. This addresses the shift to AVs while still maintaining the current business.



12 month Objectives & Key Results cont'd

OKR 3 - Lead the Market through Trust, Reliability, and Speed

The objective is also aligned with Operational Excellence and Profitability as it is essential for Lyft's strategy as the 2nd largest rideshare platform in the marketplace.

Key results:

- Sustain Lyft's industry leading average ETA which is less than 5 minutes in the top 20 markets. Operational excellence is Lyft's strongest defense in a commodities market as this would address structural disadvantages.
- Achieve GAAP profitability margin of greater than 2% while maintaining rider growth. (GAAP profit was 0.4% in 2024) This would prove that Lyft has a sustainable business model and not just one time or fragile profitability.

These OKRs don't just stabilize revenue. They will accelerate Lyft's evolution toward becoming the world's most predictable and trusted mobility network.



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**AI was used mainly to assist with research and sentence flow structuring.