UBER Canvas

Uber
Eats

Key Partnerships

Uber's Mobility business is standalone, doesn't rely on Partnerships.

Multiple partnerships in for the Delivery business model, including:

- **Restaurants -** national chains, small local restos
- **Subscription** - partnership with AMEX for new Uber Pass promotion
- **Grocery** - partnerships with large Grocers in different markets as they design new model

Uber's acquisitions (ie. Postmates, Drizly, etc) open new Partner doors

Key Resources

Brand, Platform, Partners

- Uber is #1 in ridesharing, Uber Eats #2 in Delivery
- Platform can expand, enables quick growth and new models
- Partners help create compelling products

Key Activities

Innovation, Margin Growth, Profitability

- Innovation in heavily competitive segments helps differentiate, create loyaltly
- Loyalty Products (ie. Membership) should help drive margin/profitability

Value Proposition

On-demand urban mobility (ridesharing) and delivery platform for consumers

Ridesharing

- Quick pick-up, transparent pricing, multiple options for different consumer segments

Food & Grocery Delivery

- Food and Grocery delivery from local restaurants and merchants, delivered door to door

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Customer Relationships

In-App

- Consumers interact with Drivers for Mobility/Delivery in-app
- Ratings helps create trust, ensures Driver accountability *(to an extent)*

Channels

Uber Apps (Ridesharing & Uber Eats)

- Orders, Payments, Comms are dealt with in-app
- Partners + Acquisitions are helping create new customer channels

Customer Segments

Mobility (dominant platform) & Delivery (youth, #2 position)

- Uber dominates in all major Mobility markets it operates in (> 65% market share globally)
- The majority of consumers in the Delivery segment are in the 18-34 age group
- Uber Eats + Postmates command about ~26% of US Market Share - DoorDash is the dominant Delivery platform

Cost Structure

Cost of Revenue - payout Drivers for both segments (Mobility and Delivery), other fees

Platform R&D - large amounts of money continue to be invested in R&D for platform, tech innovation

Sales & Marketing - marketing campaigns + cust. acquisition

Revenue Streams

Mobility: ~30-40% Commission on Gross Booking, 20% Net Margin on Revenue. ~46% of total Revenue (Q4, 2020)

Delivery: Flat Fee for Consumer, Commission ~30% for restaurant. ~45% of total Revenue (Q4, 2020)

Subscription Model: $24.99 per month (Ridesharing + Delivery), $9,99 per month Delivery only