

A glowing, orange and yellow Lyft logo is positioned in the center of the car's dashboard, appearing to float or be part of the vehicle's interior lighting.

# Lyft

## Shaper for the MaaS'es

Presented by Team 3 : GRIFFIN

# GCI should invest in Lyft – A Strong Transportation Network, AV Opportunities, and MaaS

INVESTMENT RECOMMENDATION

**Lyft's** Network  
Is The **BEST** Place  
To Commercialize **AV.**

Lyft Co-founder and President, John Zimmer

# Stuck In the Red Ocean: Lyft struggles to claw its way out of pandemic without eroding profitability

WHAT IS LYFT'S CURRENT SITUATION?

Breaking even for Lyft  
seems far off

**\$377.2**million

Net loss for Q2 2022

Unbalanced rider demand  
and driver supply

**24%**

of drivers decided to stop driving  
for Lyft completely after the  
covid hit

# Autonomous Vehicles, climate change, inflation and ride-share trend pivots Lyft towards AV/EV + MaaS

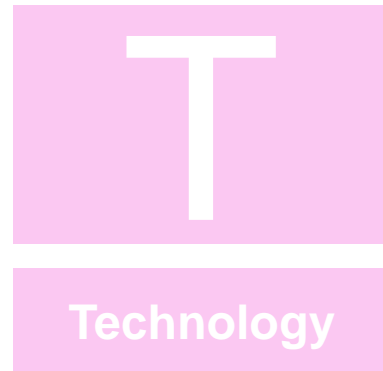
WHAT ARE THE RISKS AND CHALLENGES THAT LYFT IS FACING?



**Personalized  
Transportation  
/Maas**

**34%**

of the population  
drive less due to  
ridesharing



**Safety of  
Autonomous Vehicle**

**37**

Uber test  
vehicle  
crashes



**Unstable  
Fuel Prices**

**50%**

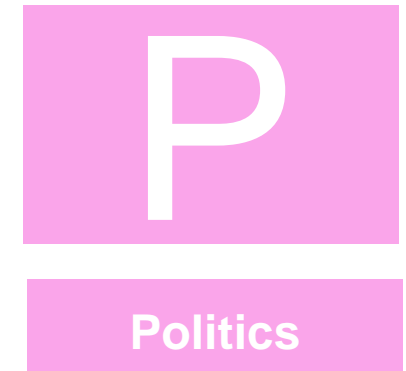
Lyft drivers in the  
U.S. have quit or are  
driving less due to  
high gas prices



**Climate  
Change**

**By 2030**

Reduce carbon  
emissions 50-  
52%



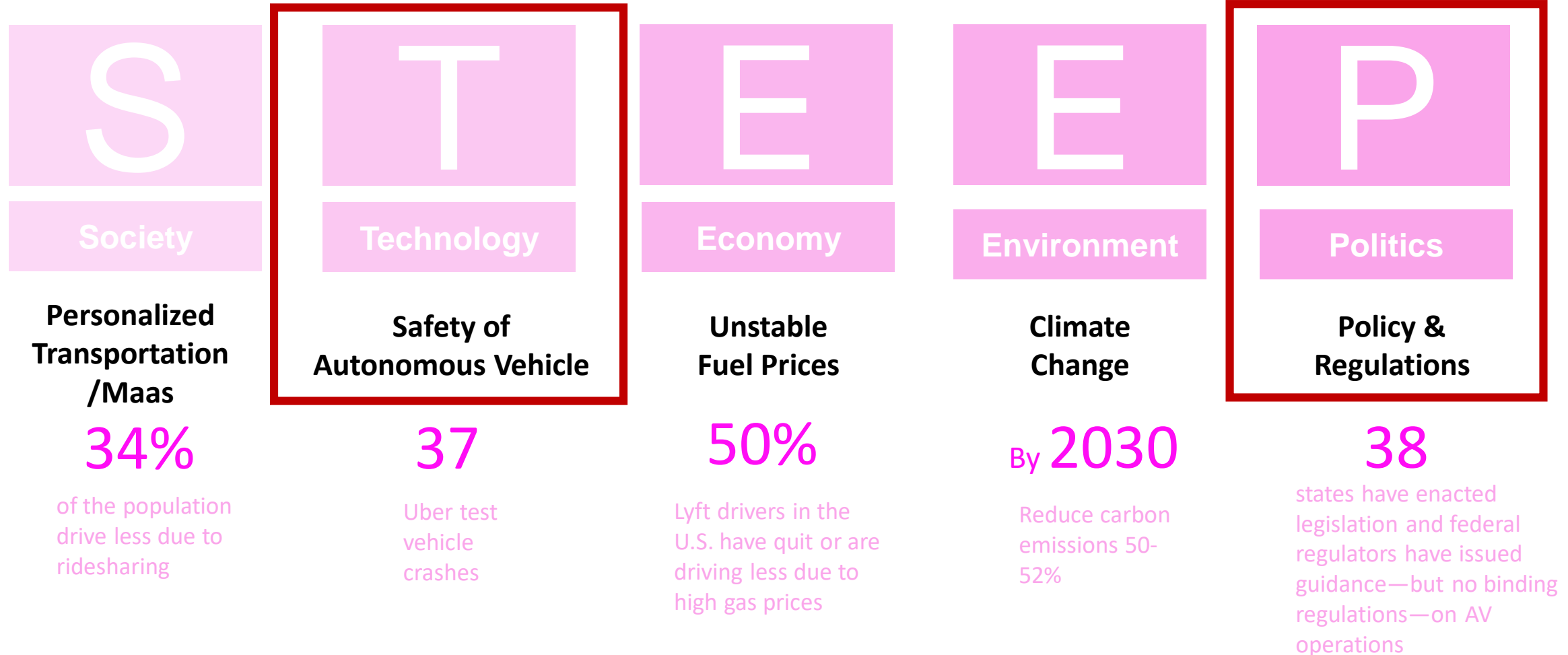
**Policy &  
Regulations**

**38**

states have enacted  
legislation and federal  
regulators have issued  
guidance—but no binding  
regulations—on AV  
operations

# Autonomous Vehicles and Policy Regulations impact Lyft's strategic landscape the most

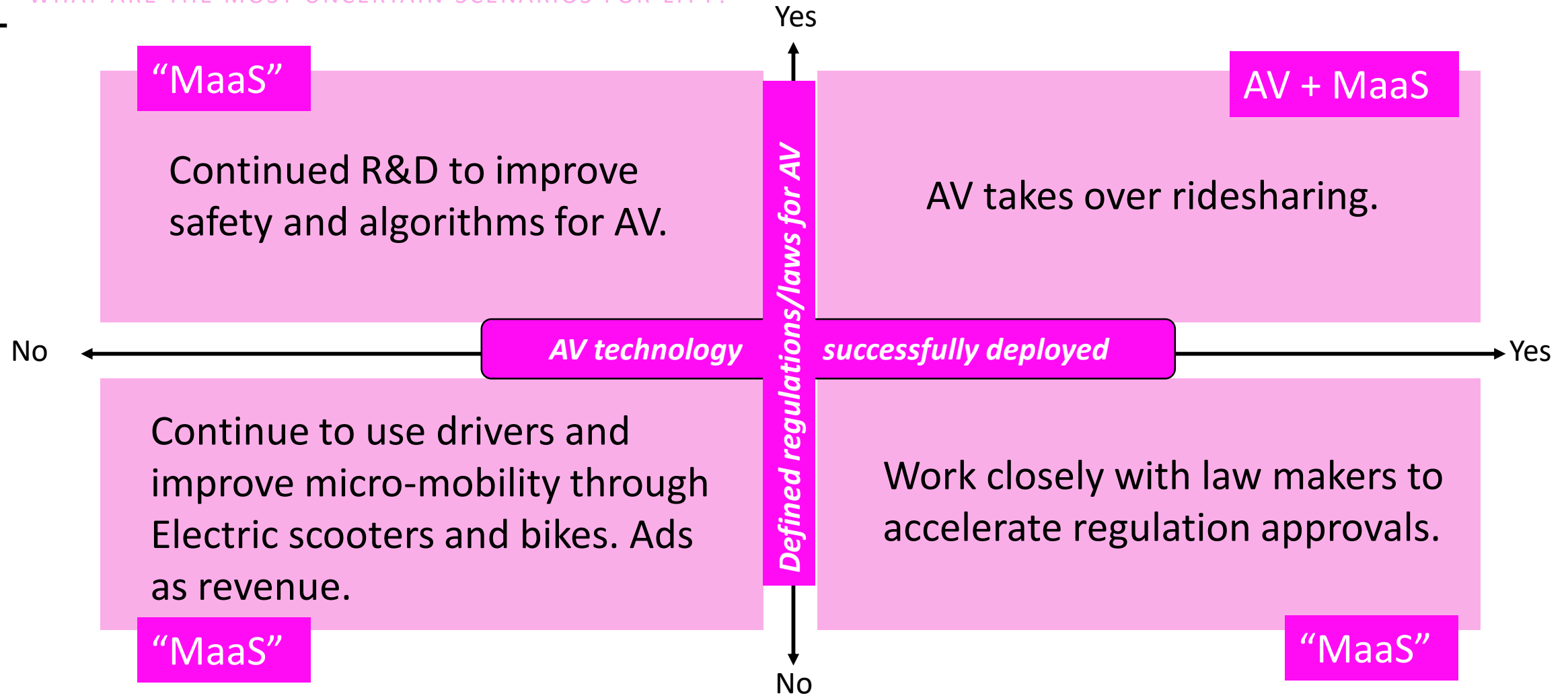
WHAT ARE THE RISKS AND CHALLENGES THAT LYFT IS FACING?





# The market is unpredictable, but by collaborating with AV manufacturers and regulators, Lyft can shape the game

WHAT ARE THE MOST UNCERTAIN SCENARIOS FOR LYFT?

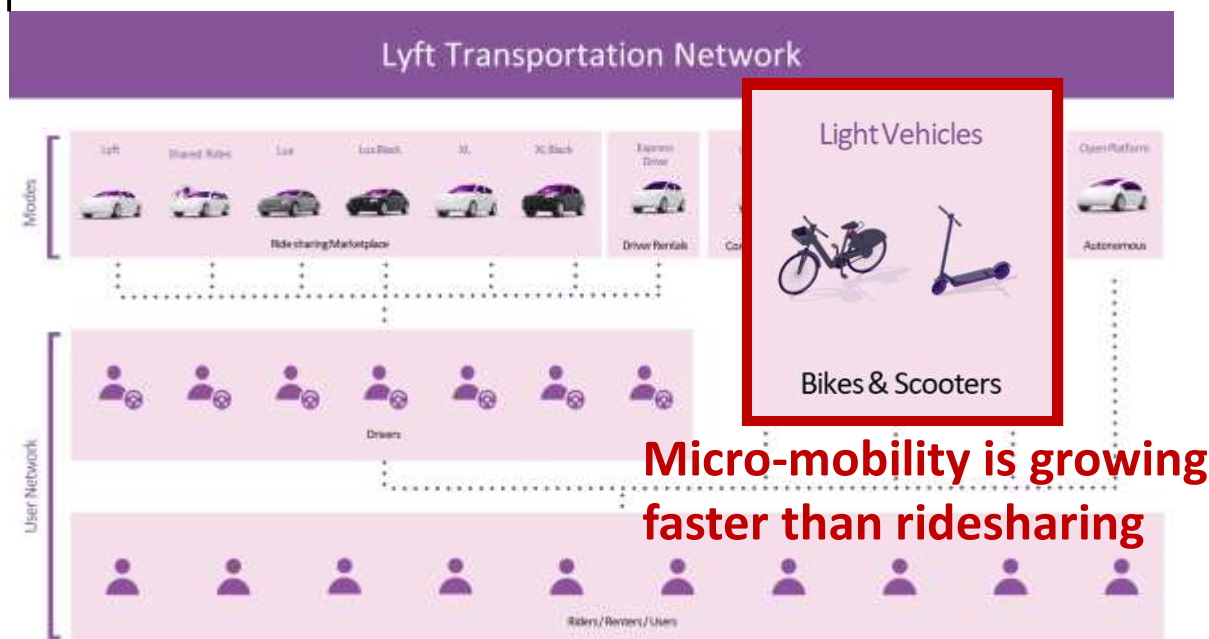


# Lyft's ridership has diversified: The micro-mobility business is thriving and expanding Lyft's transportation network

WHAT IS PREDICTABLE?

## Lyft's Competitive Advantage

Strong Transportation Network



Over **2.4** Million

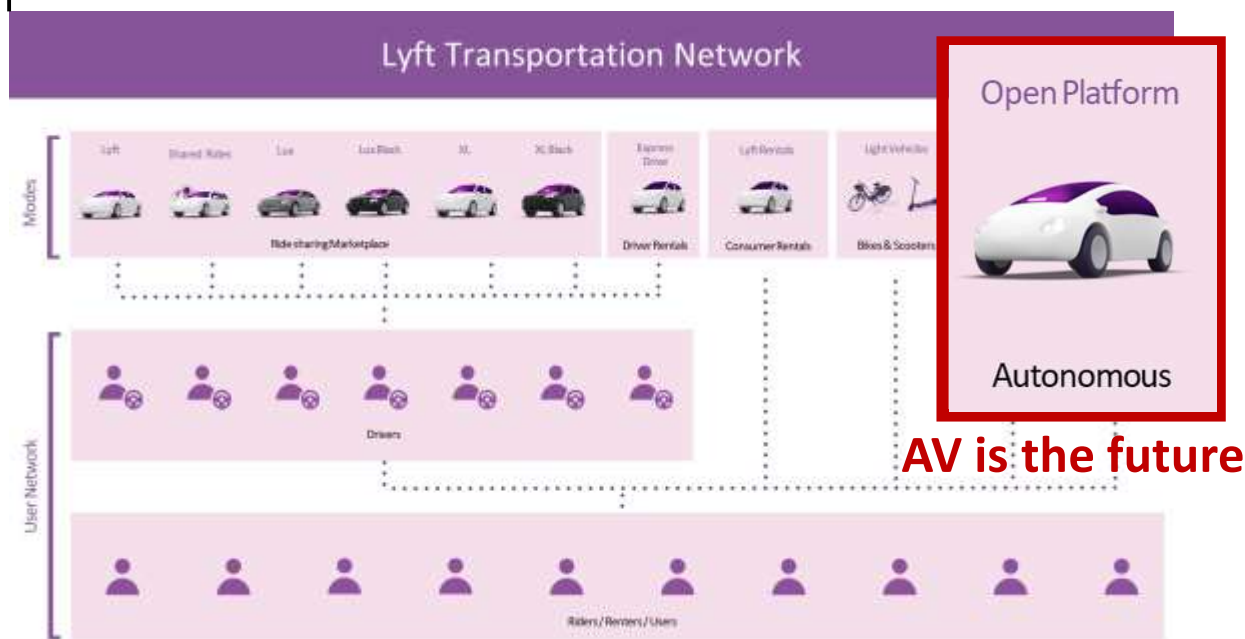
first-time riders across the United States tried Lyft-operated bikes and scooters as sustainable, affordable, and convenient ways to make short trips within cities.

# Lyft deploys first generation of self-driving cars on rideshare networks side-by-side with human drivers

WHAT IS PREDICTABLE?

## Lyft's Competitive Advantage

Strong Transportation Network



100,000 rides

Lyft facilitated more than 100,000 paid AV rides on our platform since 2018 with Motional.

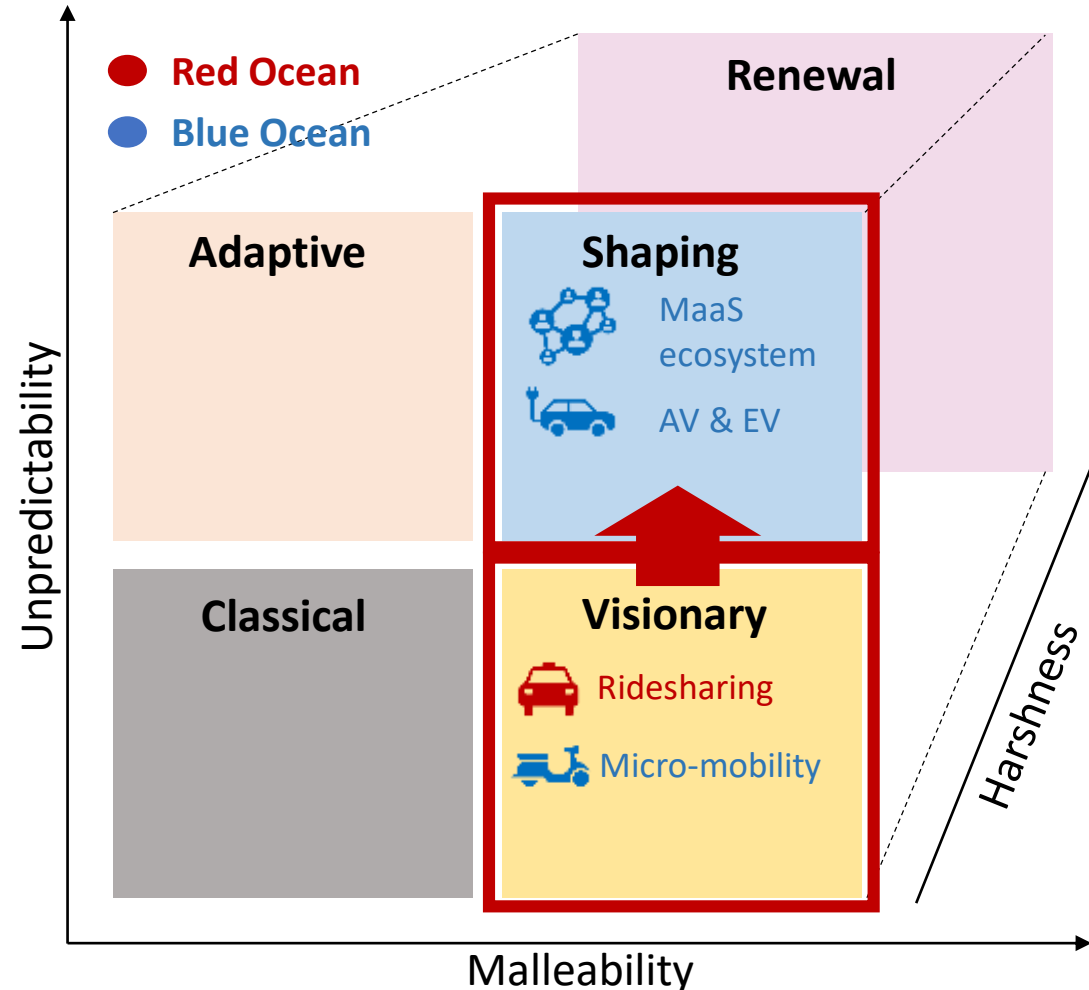
2023

Lyft plans to deploy fully autonomous Motional vehicles



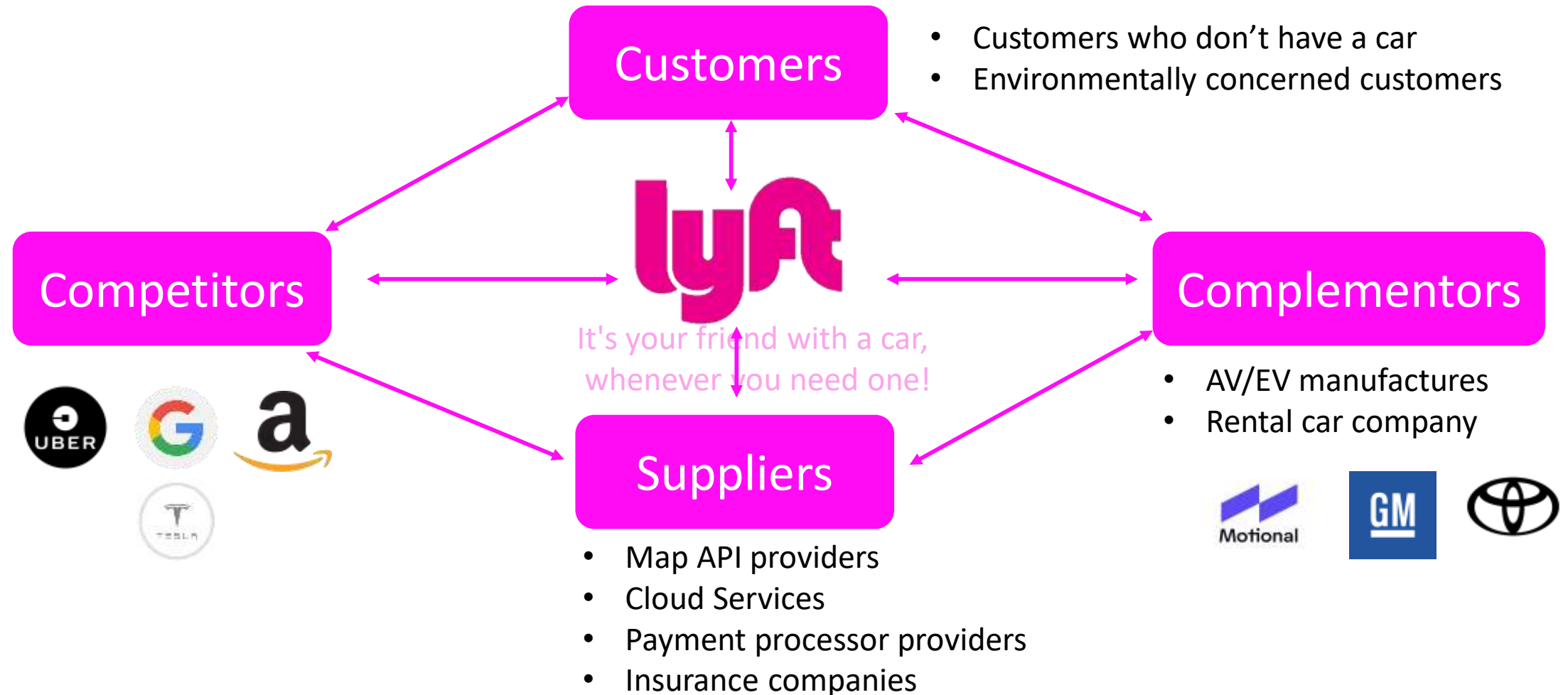
# Lyft shifted from Visionary to Shaping, with a strategy to move into AV/EV and expand the MaaS business

WHERE IS LYFT IN THE STRATEGY PALETTE NOW?



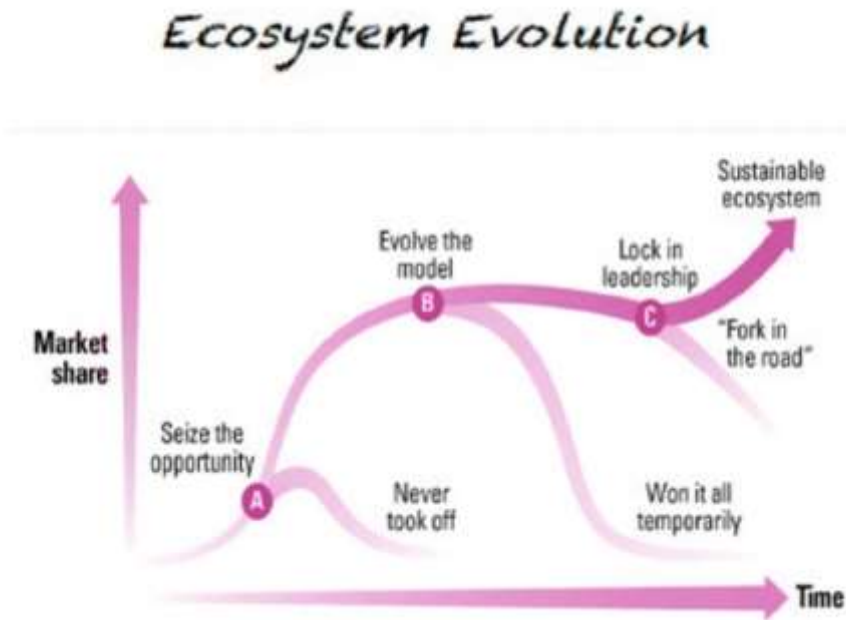
# Lyft can't predict the market, but it is shaping the game with co-opetition

WHAT IS LYFT DOING IN THE SHAPING LANDSCAPE?



# Lyft is evolving and will be the key player of the MaaS ecosystem

## WHERE IS LYFT IN THE ECOSYSTEM EVOLUTION MODEL ?



### A: Seizing the opportunity

Started in June 2012, Lyft's mission: "To improve people's lives with the world's best transportation"  
It had 29% of the rider market in the USA until the pandemic hit and couldn't recover as expected

### B: Evolving the model

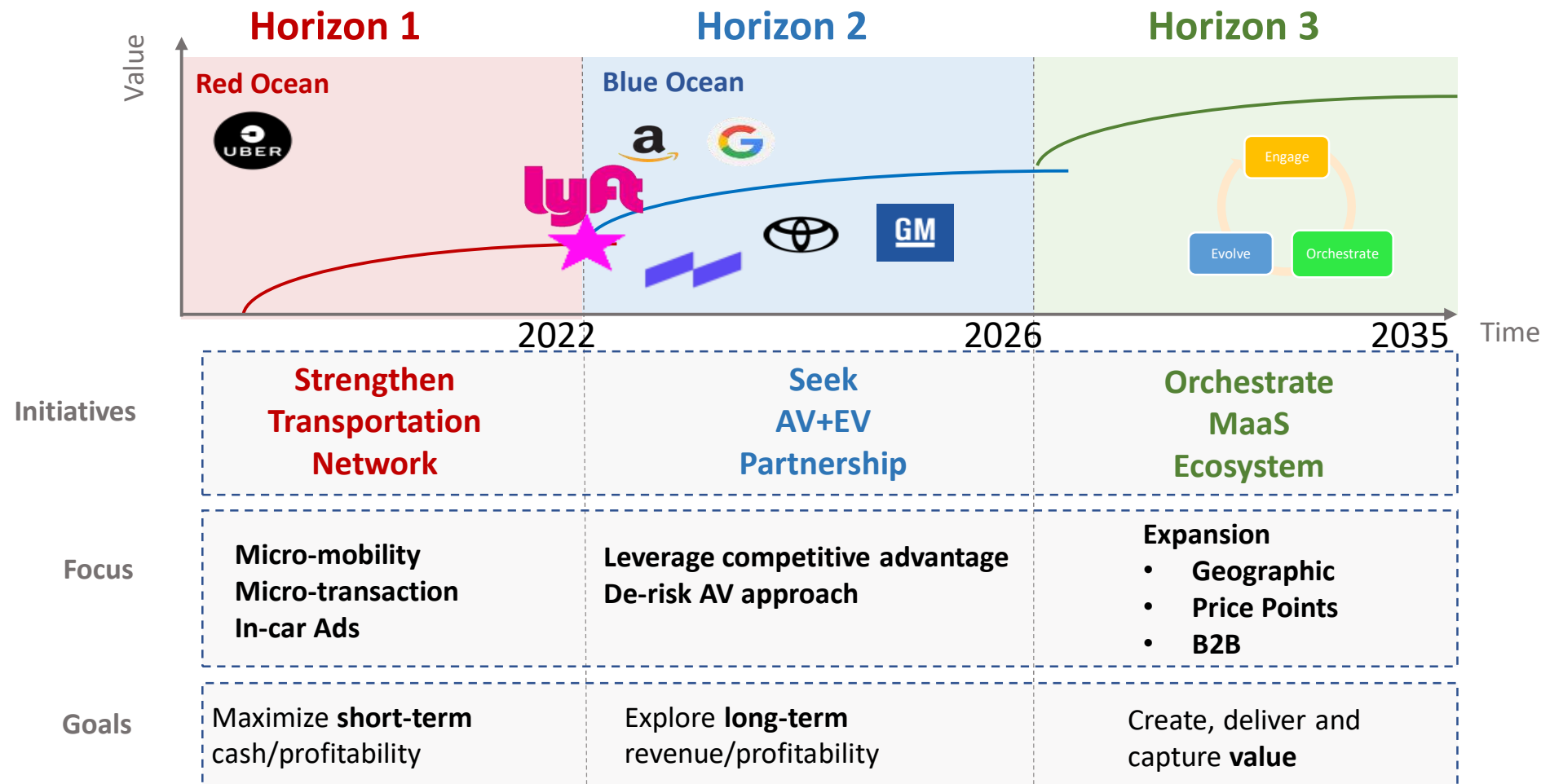
Lyft currently is in this phase as it is shaping and evolving by collaborating with Ford, Toyota, Hyundai while also expanding its presence in micro mobility

### C: Lock in leadership

With the recommendations, Lyft will be the key player of the MaaS ecosystem.

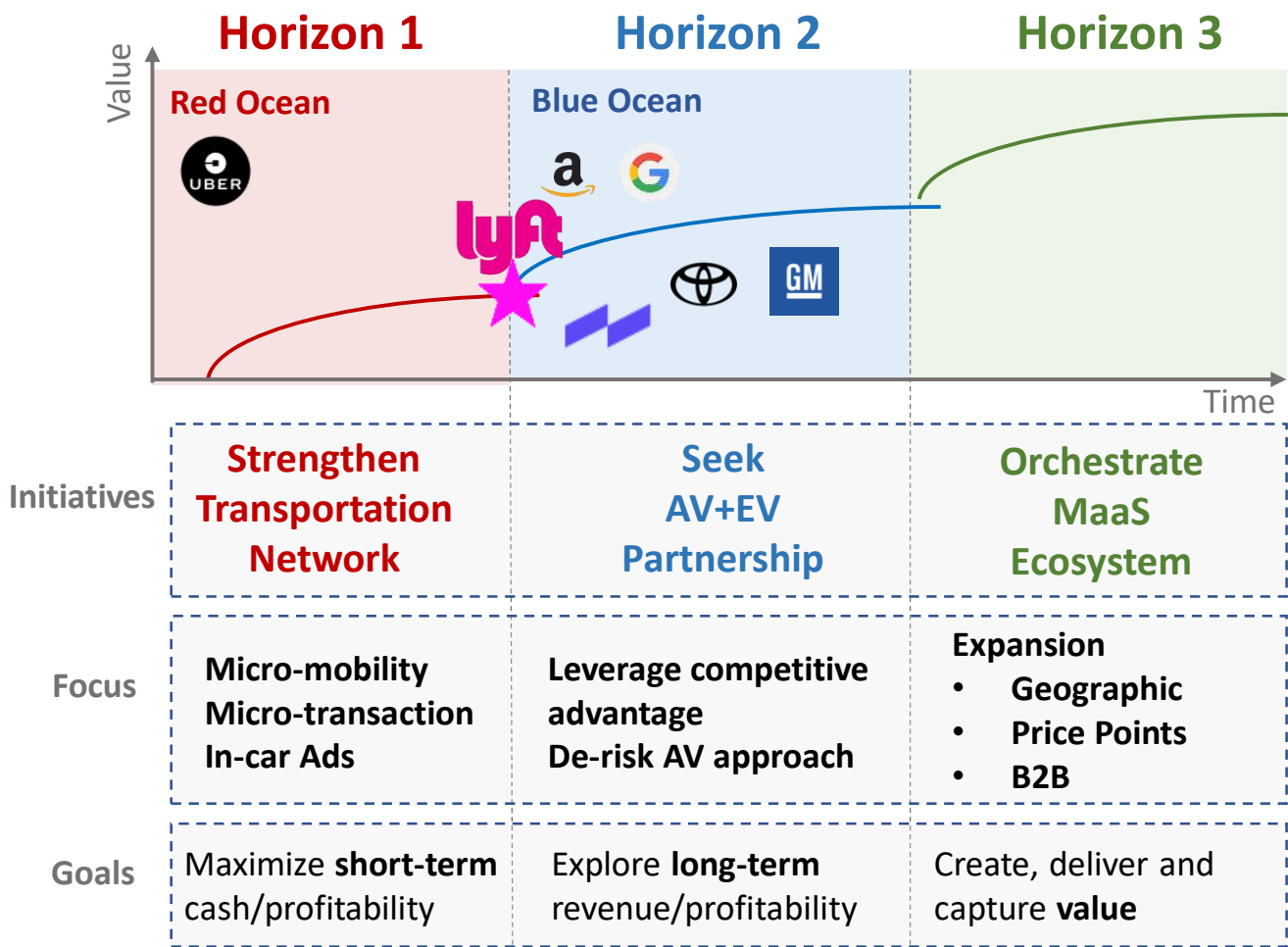
# 3 horizon strategy for Lyft to succeed: Strengthen Transportation Network, Seek Partnerships, and Orchestrate the MaaS Ecosystem

HOW?



# In horizon 1, Lyft need to strengthen its transportation network and maximize short-term revenue

HOW CAN LYFT SURVIVE IN THE SHORT TERM?



## Horizon 1

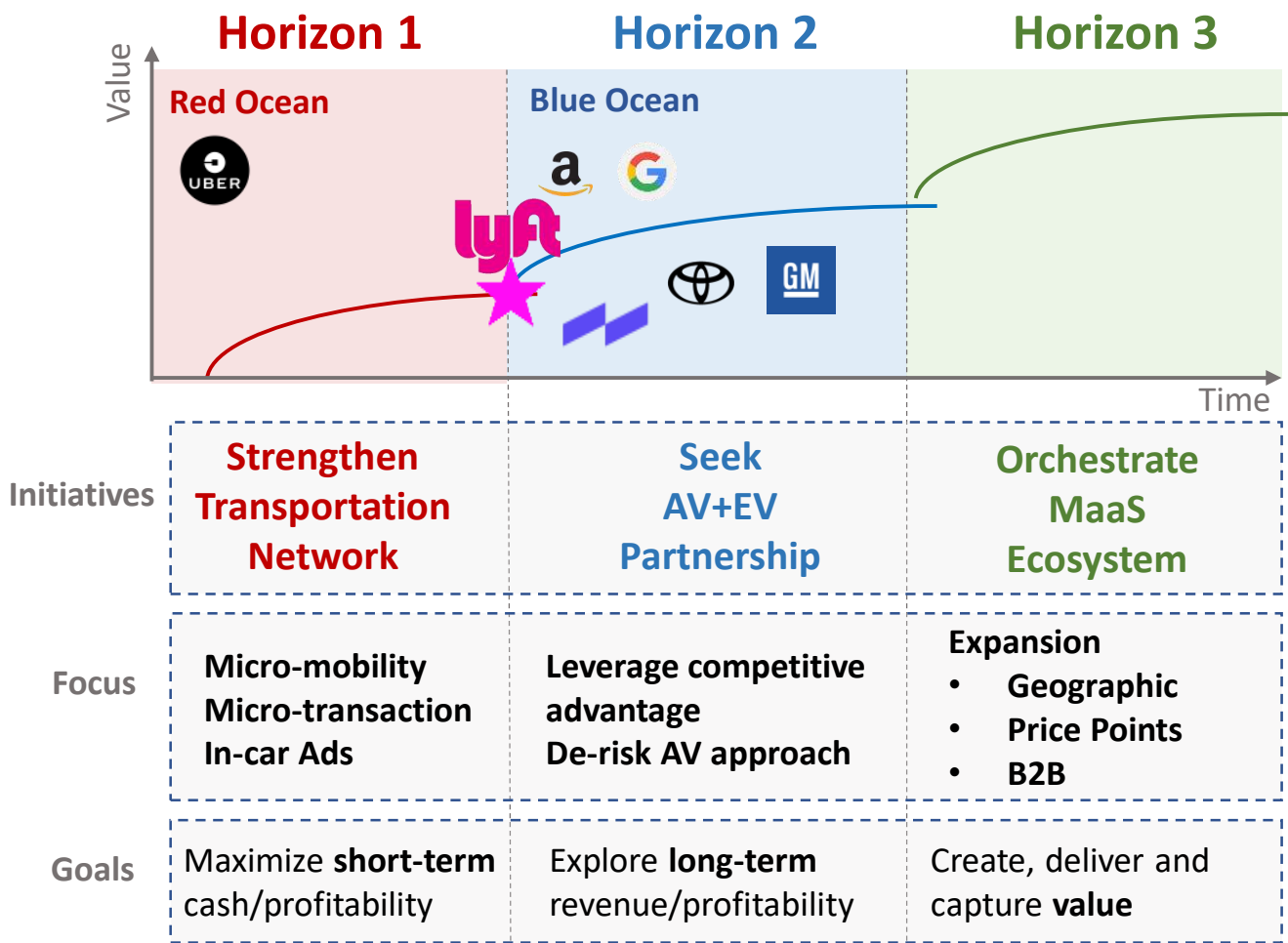
### Strengthen Transportation Network

Broad goal - to lay the foundation to jump from Declining S curve to ascending S curve OR to enter from red ocean to blue ocean

1. To increase the ridership or fleet - more fleet management data and more penetration of Lyft to be the go-to mobility app
2. To focus on micromobility and micro transactions - it would diversify lyfts portfolio , increase overall revenue and hedge the risks of ride-sharing uncertainties- basically it would keep the business afloat/viable till its ready to jump to the next S curve.

# To survive in horizon 2, Lyft need to actively seek AV + EV partnership to deploy AV on its rideshare network

HOW CAN LYFT SURVIVE IN THE LONG TERM?



### Horizon 2

#### Seek AV+EV Partnership

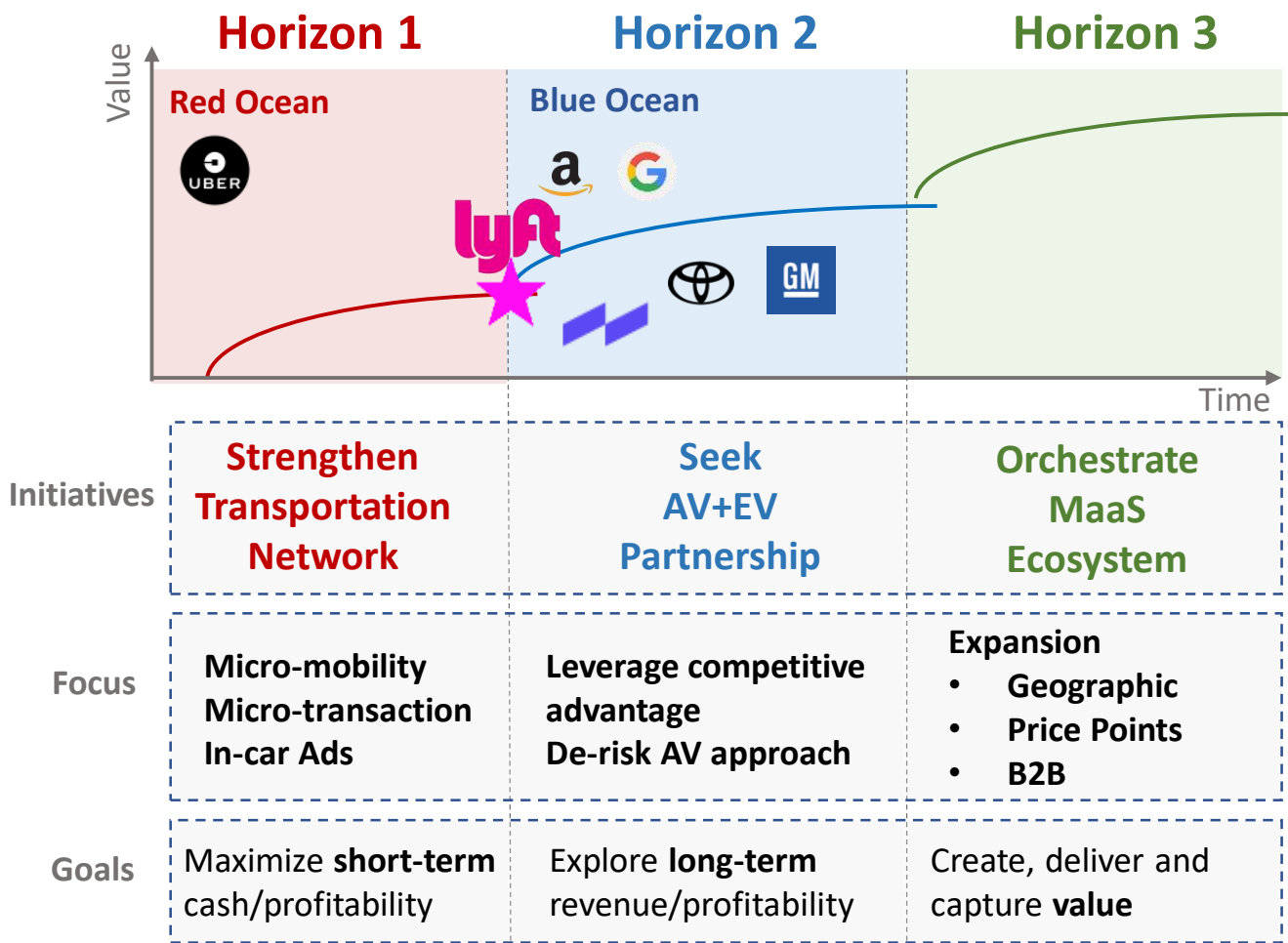
Seek AV EV partnership –

To have the first mover advantage and capture the market. It is the next big thing and the collaborative efforts of domain experts can achieve it. Lyft is the key player in the ecosystem, no-matter who perfects the AV technology, Lyft is going to be the software platform that accelerates the adoption and commercialization of AV.



# In horizon 3, “Lyft it.” - The only word that comes to your mind when talking about mobility

HOW CAN LYFT BECOME THE “LYFT IT” COMPANY?



5/12/2025

### Horizon 3

#### Orchestrate MaaS Ecosystem

“Lyft it!”

With visionary approaches like Woven city - that intends to solve the issues of urbanization and mobility in future - Lyft would play a key role in that ecosystem - it would be platform that holds everything together and integrates various cogs of this big machine. According to the UN by 2050 68% of the world would live in Urban areas, so re-inventing the transportation sector in the need of the hour.

# GCI should invest in Lyft – A Strong Transportation Network, AV Opportunities, and MaaS

INVESTMENT RECOMMENDATION

# Yes. Let's Lyft it!

# Team 3



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Gomathy**



# Lyft it!

Presented by Team 3 : GRIFFIN

# Appendix

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2. <https://www.pymnts.com/news/ridesharing/2022/lyft-ceo-sees-third-chapter-as-all-about-the-network/>
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