



# THE COST OF LOYALTY



Lyft and Uber in LA and Sidecar in Lyft and Uber.

In the local **transportation** market, we now have lots of options in addition to mass transit. Here in NYC, we have taxis, Lyft, and Uber. In SF and LA, we have taxis, Sidecar (our portfolio company), Lyft, and Uber.

app Sidecar




I've always wished there was an aggregation **app** that pulled all the prices and availability in real-time across all the available services and got you the best fare at the time. Or allowed you to make the choice between price and ETA (the way sidecar's app does). It turns out there is a lot of price variability in the market and there is not one choice you can make all the time that will work out well for you. Being **loyal** to one app costs you.

Boris app

Then this morning, a blog post popped up in my inbox courtesy of my friend Boris. In this post, they calculated the "**cost of loyalty**" to one just one app.

Citibike Uber Lyft

## Our Services

-  Document Translation Services
-  Interpretation Services
-  Desktop Publishing Services
-  Video Translation Solutions



looks like right now its just a web/mobile web app and all it does it give you the fares. If they or someone else went further, made it into a mobile app, and used the services APIs to actually book rides (if the APIs were available to do that), then we'd really have something.

Google Apple

That's the way this market should work long term. I hope we can get there soon. **Google Maps** and **Apple Maps** are the ideal interfaces to make it happen. Let's go!

AVC <http://avc.com/2014/10/the-cost-of-loyalty/>

36 <http://www.36kr.com/p/216496.html>

## Our Services



Document Translation Services



Interpretation Services



Desktop Publishing Services



Video Translation Solutions