

La última milla

Septiembre 2018

Grace Schiodtz

Gerente General Uber Chile

Uber

Economía Colaborativa

Democratización del acceso

Optimiza el tiempo de nuestros
usuarios #uberparatodos

Eficiencia de los Recursos

Aumenta el uso de bienes
subutilizados

Confianza Digital

Entrega de servicios y
monitoreo en tiempo real

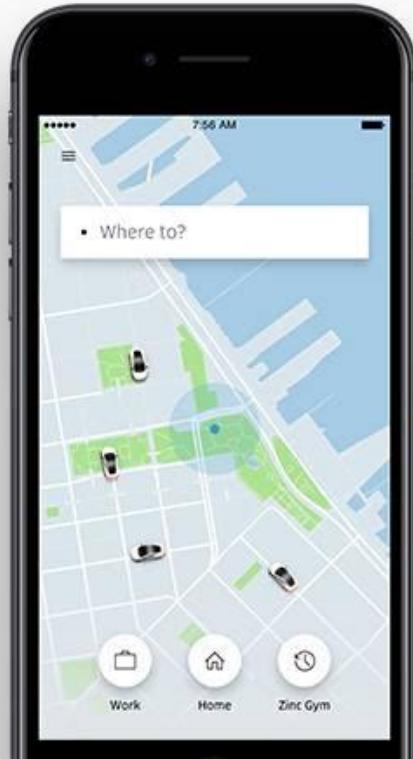
2009



2012



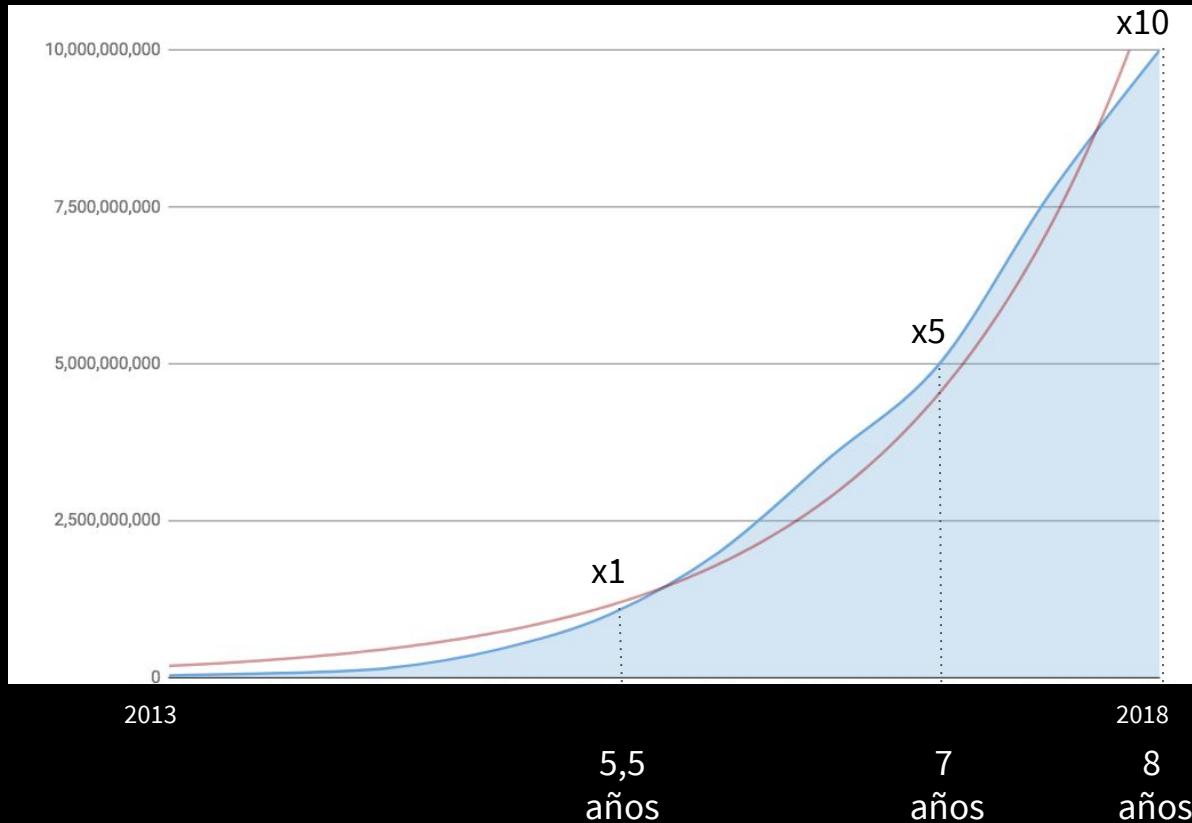
2016





...Uber recién comienza

Expansión Uber



—
2010

1er viaje San Francisco

—
2014

1er viaje Santiago

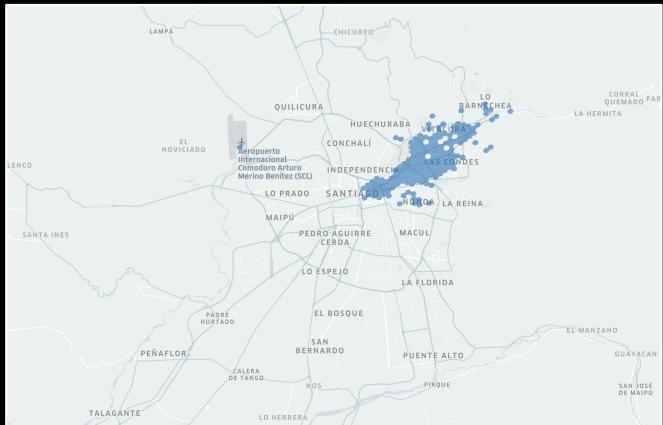
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2016

Expansión Regiones

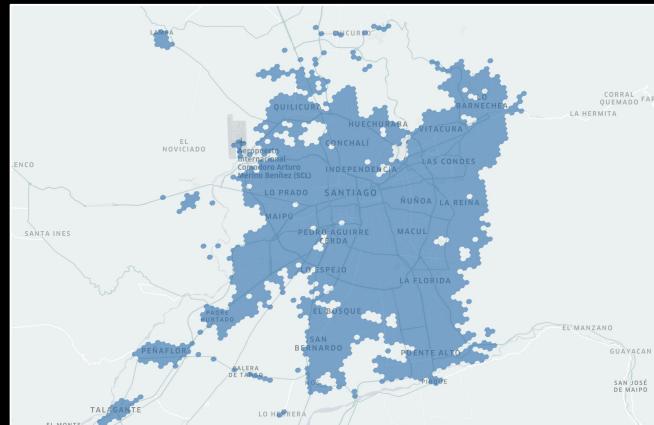
Uber en Chile

Facilitando la movilidad de las personas y fomentando el emprendimiento de Arica a Punta Arenas.

25 Ciudades de +50,000 habitantes



Julio **2015**



Julio **2018**

90%

Cobertura
territorio urbano

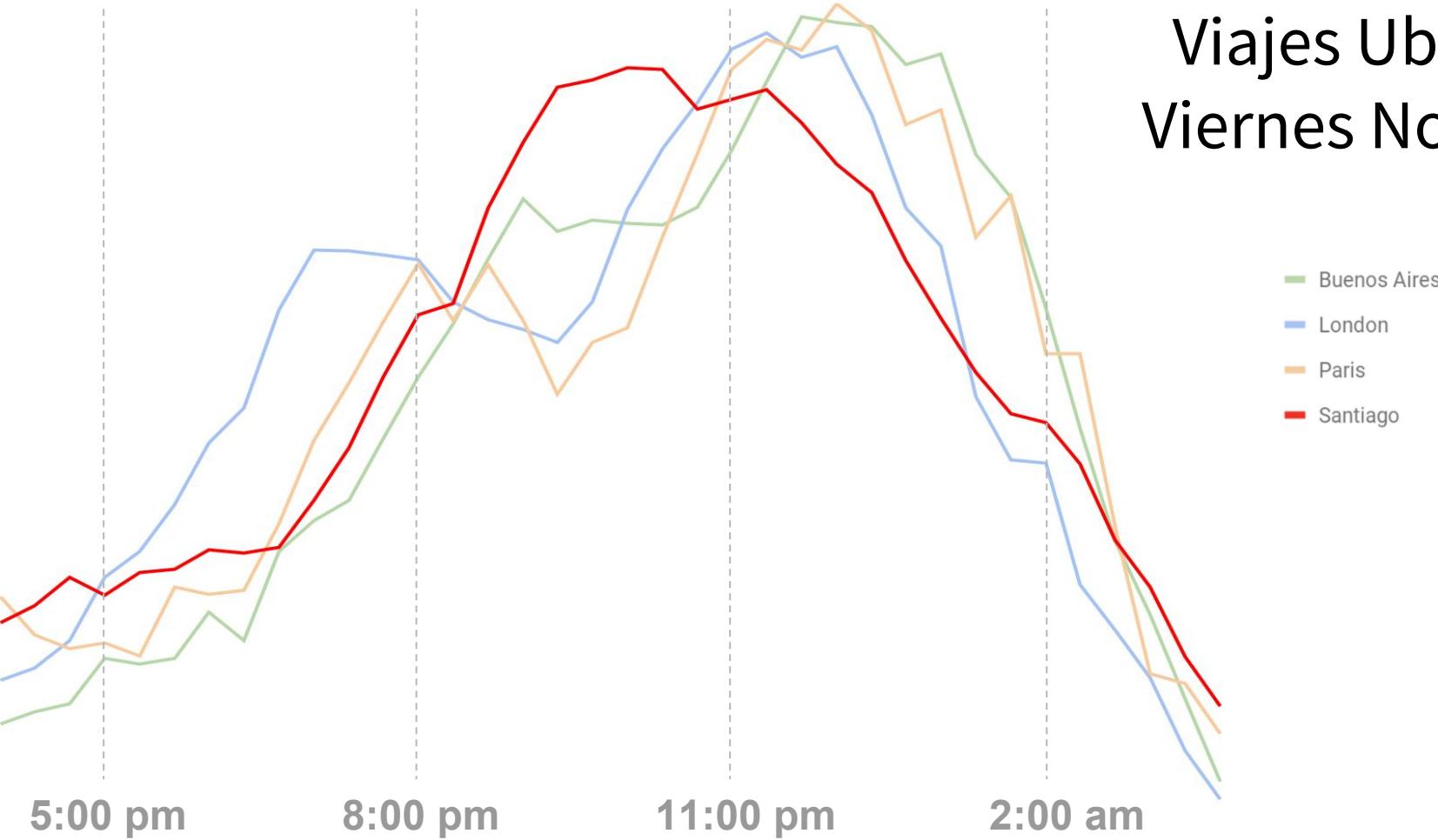
80.000

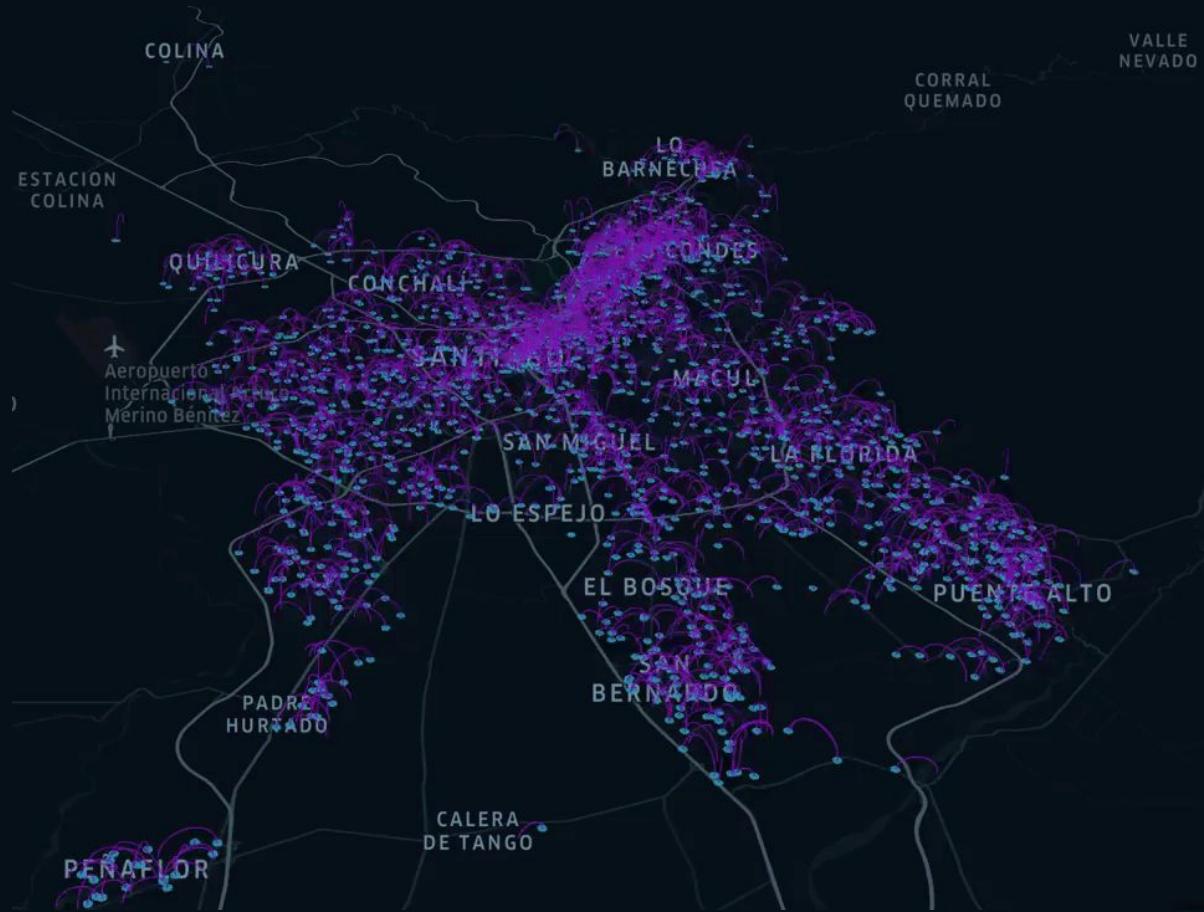
Conductores
Activos

2M

Usuarios Activos

Viajes Uber Viernes Noche





Viajes Uber Última Milla

<1,6 km.

$\frac{1}{3}$

Viajes origen o destino
conexión con
transporte público
(L-V)

4

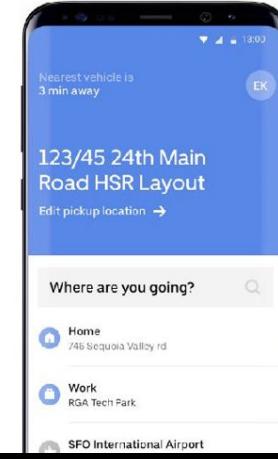
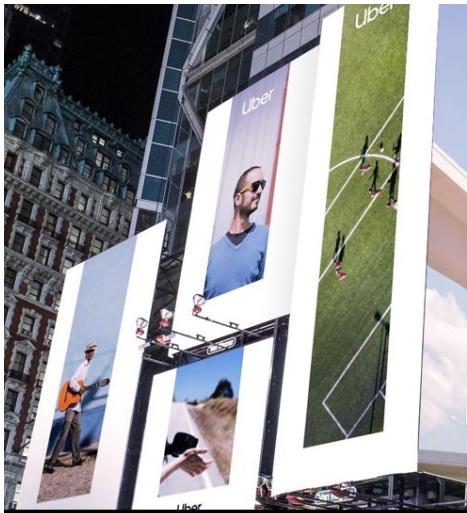
Minutos es el promedio
espera de usuarios



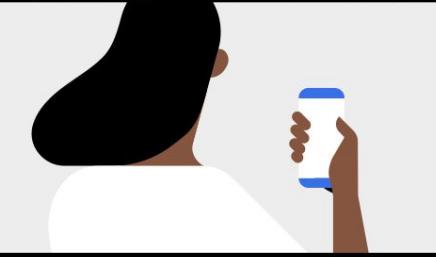
Un mercado digital
“uberizado”



El rol de Uber va más allá del transporte. Uber crea soluciones de movilidad y oportunidades al poner al mundo en movimiento .



New Delhi → Jaipur



Uber





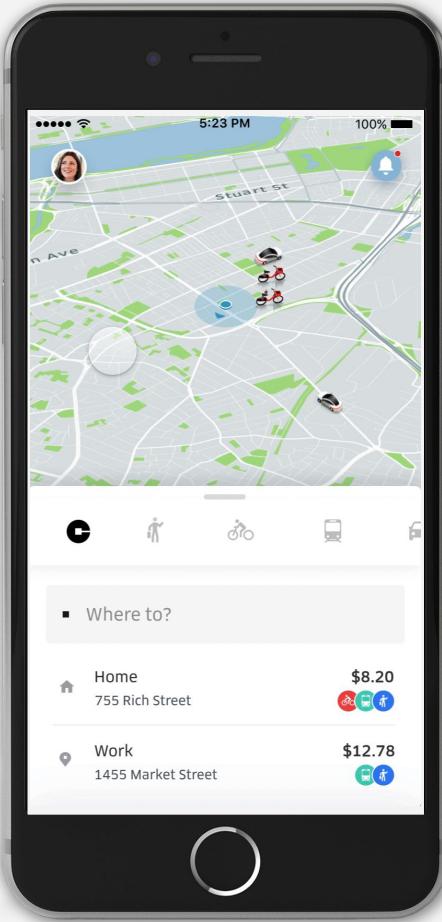
Jump e-bikes



Autónomos



Uber Freight



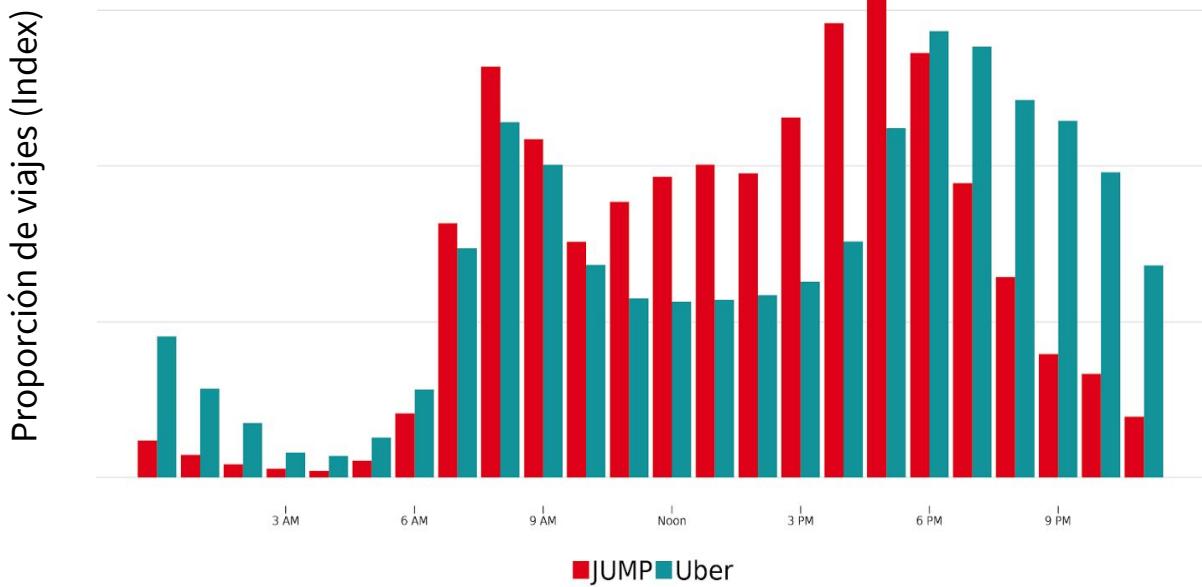
“

More and more, Uber is not just going to be just about taking a car - but about moving from point A to point B in the best way

”

Dara Khosrowshahi, CEO.

Intermodalidad de viajes



-10%

Viajes en **Uber Rides**

-15%

Viajes en Uber **horario peak**

+15%

Viajes **Totales**

A close-up photograph of a person's arm and hand holding a brown paper Uber Eats delivery bag. The bag features the Uber Eats logo (a fork and knife icon inside a circle) and the text 'UBER EATS'. Below the bag, a pizza box is visible, showing the number '5' and the word 'gratuito'. The background is dark and out of focus.

La eficiencia
de la
colaboración



UBER
eats



A promotional poster for a special offer. The background is a vibrant red. At the top, there is a decorative banner made of small flags in yellow and blue with white stars. Below the banner, the word 'COMBO 18ERO' is written in large, white, stylized letters. Underneath the text are three small white bells. Below the text, there is a line of text in Spanish: 'Pídelo gratis y paga solo quina por el envío.' (Order it for free and pay only quina for shipping). In the center of the poster is a wooden cutting board. On the cutting board are several Chilean empanadas (pastries) and a traditional Chilean wooden spinning top (espina). Behind the food items are two Chilean flags. At the bottom of the poster, there are two logos: the 'UBER eats' logo on the left and the 'PRONTO COPEC' logo with its red smiley face character on the right. The bottom edge of the poster features a decorative border of small yellow dots.



UBER