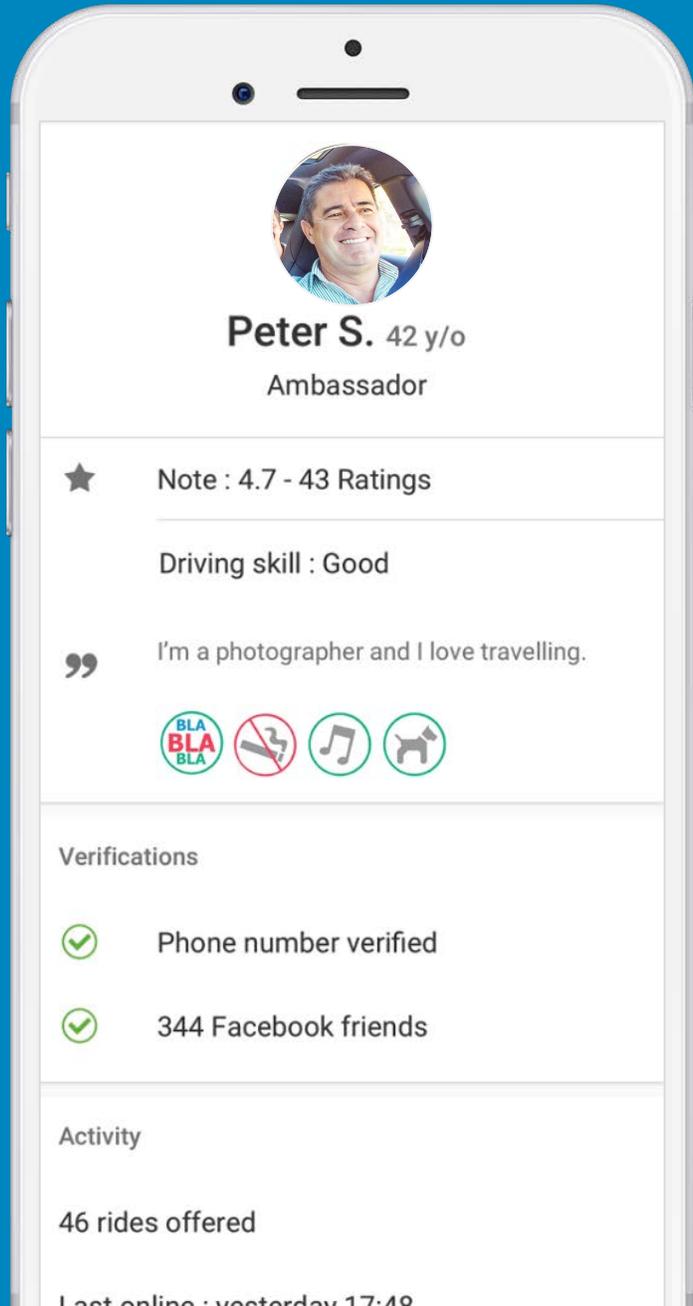


Bla Bla Car

**Il Carpooling di BlaBlaCar:
ruolo della piattaforma e
creazione di una community**

The role of platform: from matching...





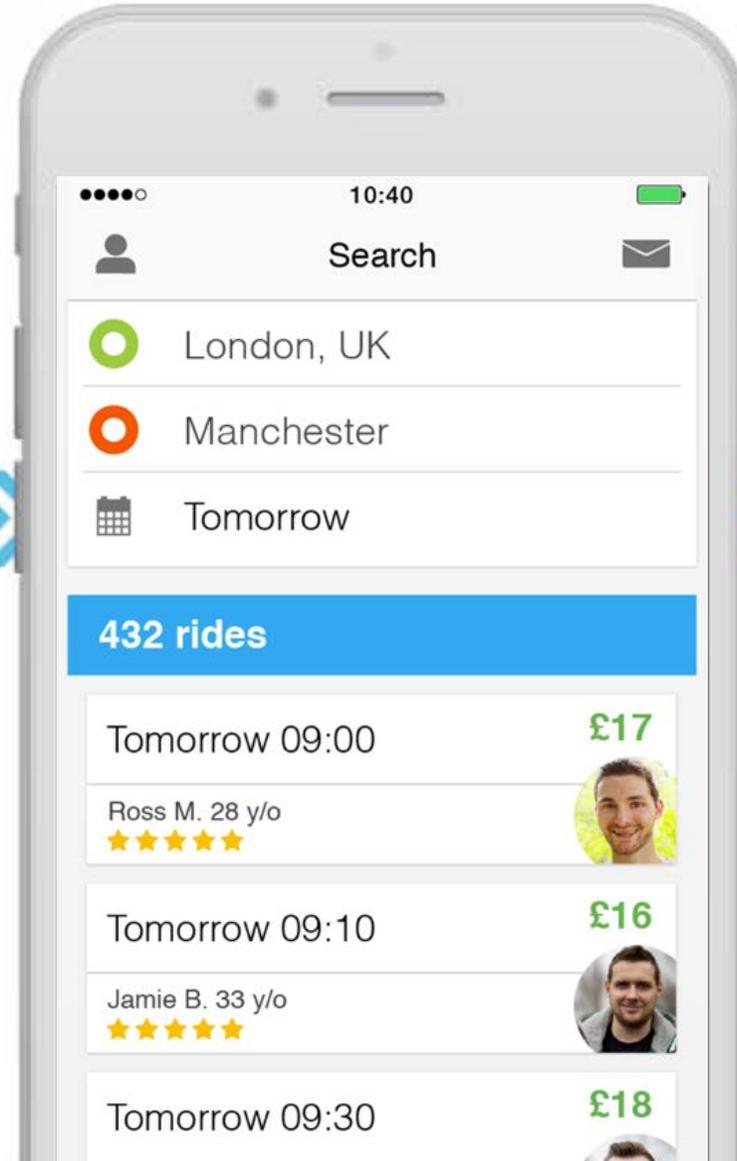
..to trust

88%

highly trust other
members with
full profile

People Powered Travel

Travel Search



Trusted Community



Preserve a «sharing» experience

“Drivers must not profit from any Trip.

The Service and the Cost Contribution may only be used to discharge the Driver’s costs and may not be used to generate any profit for the Driver.”



BlaBlaCar
Terms and
Conditions



Social experience



Regulatory compliance



Optimisation of idle resources

Preserve a «sharing» experience

Limit to
contribution
and seats
offered

Proactive
exclusion of
drivers who try
to make
revenues

Community
feedbacks



**Join
for the
SAVING**

80%
“more
affordable”



**Stay
for the
SHARING**

97%
“Ridesharing makes for an
enjoyable ride”



**Love
for the
FREEDOM**

54%
“more
mobile”

Community, relazioni basate sulla fiducia



Persone

individui che formano
una community a
partire da esigenza
comune di mobilità



Relazioni

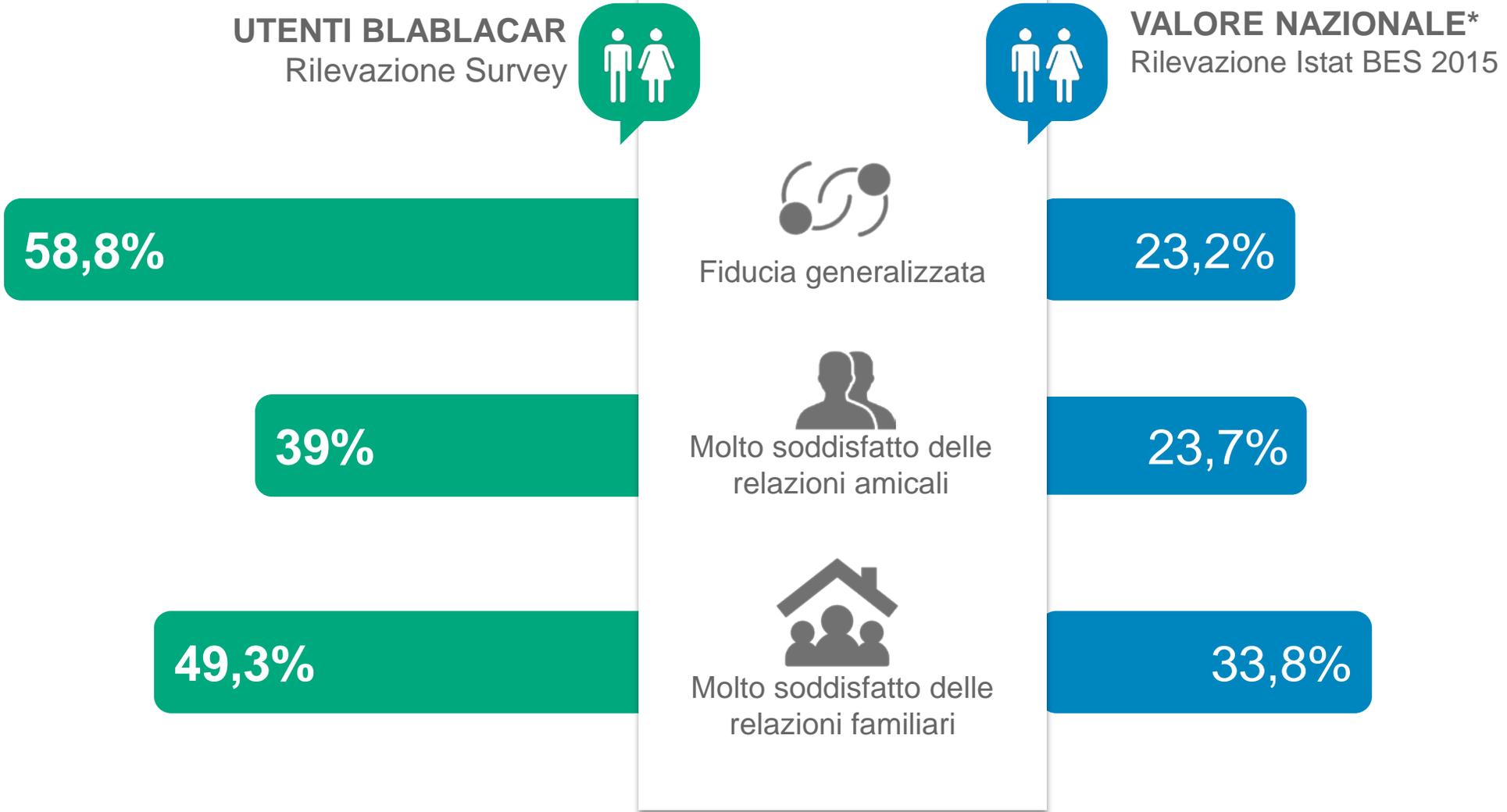
interazioni tra
persone che
vengono abilitate
dalla piattaforma



Fiducia

il collante su cui si
basano le relazioni
tra sconosciuti che
viaggiano assieme

Generazione BlaBlaCar, più fiduciosa e soddisfatta



*Calcolato su un campione rappresentativo



Grazie

Seguiteci
@BlaBlaCarIT