Team 11 Executive Summary

Uber: a blooming start-up and pioneer in transportation within the share economy. Originating from San Francisco, Uber faced many successes as well as backlash in their growth since their beginnings. Our team finds Uber's story to be an excellent illustration for future startups to study and learn from whilst attempting to replicate Uber's success.

The team began by looking at Uber's background in order to unearth how its infancy helped/hindered its success. Focusing on San Francisco, we looked into Uber's history, involvement with the share economy, political conflicts, technological advancements, and their attempts at scaling. We strived to find the value that Uber provided as well as establishing key takeaways for future steps. Uber's recent hitches caused our team to develop an outline on not only successes but also the obstacles that others may face. The team's research was cored at a general understanding of the company and thus a breadth first research was conducted before filtering the research to its most important parts and lessons to be learned. This allowed us to consolidate the research into our final conclusions as well as recommendations/next steps.

Uber's rise is supported by many great facets. They were able to lower costs for an existing service and capitalized on low-cost ride-sharing services. They exhibited a first-mover advantage as they were the first to delve into this market backed up by a sound business model. They also pushed forth with advertising through word-of-mouth, celebrity endorsements, as well as social media campaigns cleverly targeting their user demographic. Finally, Uber also chose to expand by diversifying their services through non-car options and food-delivery services.

Uber's rise is also backed by many challenges that they faced. They experienced backlash by disrupting the norm especially from the taxi industry due to the regulations that they faced which Uber was able to avoid in their early stages. They also faced public image defamations through claims of sexual harassments within the company. Furthermore, Uber not properly evaluate the political, economical, socio-cultural, and technological factors prevented them from expanding into certain markets like China.

We recommend startups to challenge the norms. They should disrupt the markets where there has been very little technological change and claim the competitive advantage of being a first-mover in the market. Startups should also take into consideration of thoroughly evaluating the external environment through analysis tools in order to mitigate any risks and gain extensive knowledge prior to launching their services into new areas. Finally, new companies should bear in mind how much public relations and image plays into effect of either the success or the hindrance of a company.

Overall, Uber's growth can be utilized for new startups to baseline their own potential for growth. This can allow for iterative development of organizations towards finding their success in the market.