



GoCarShare





Sign in

Join us

# Journeys are better together

Save money. Meet new people. GoCarShare!

I'm a driver  
I need a lift

Travelling from

Going to



## Got a spare seat?

Rent your seats >



Kyran is needs a lift from Nottingham to London  
MONDAY - FRIDAY

£8



Sophie needs a lift Glastonbury to Hull  
15TH OCTOBER

£5



Alice needs a lift from London to Bristol  
15TH OCTOBER

£12



Jakob needs a lift from Warrington to Byfleet  
15TH OCTOBER

£9

More

## Looking for a ride?

Request a lift >



Sam is driving from Lichfield to Norwich  
MONDAY - FRIDAY

£9



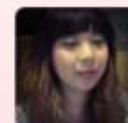
Kate is driving from Long Buckby to Leicester  
15TH OCTOBER

£3



Vincent is driving from London to Bristol  
15TH OCTOBER

£10



Suzi is driving from Manchester to Exeter  
15TH OCTOBER

£10

More





GLASTONBURY  
Festival of Contemporary Performing Arts

SUNDAY  
BEST  
ESTABLISHED  
BESTIVAL

ISLE OF WIGHT  
FESTIVAL

Relentless  
ENERGY DRINK  
BOARDMASTER  
A SUGAR & VANS

NASS  
2013  
ACTION SPORTS & MUSIC FESTIVAL

blissfields  
FESTIVAL



SHAMBALA  
FESTIVAL  
22<sup>ND</sup> - 25<sup>TH</sup> AUGUST 2013

THE ORIGINAL  
CORNBURY  
FESTIVAL



The  
Secret  
Garden  
party

Parklife  
WEEKEND 2013

QuilFest

{ FESTIVAL N°6 }  
FORTNEUBION

2013 Bearded  
Theory

BOOMTOWN  
FAIR

NoZStock  
THE HIDDEN VALLEY



GREEN MAN

LIVE FROM  
JODRELL BANK



#### DRIVING FROM

London, United Kingdom, UK

#### DESTINATION

Shambala

#### SPARE SEATS

1 2 3 4 5 6 7

ONE OFF REPEAT JOURNEY

#### LEAVING

27/08/2015 8 00

#### RETURNING



27/08/2015 17 00

#### PAYPAL EMAIL

[Why do we use PayPal?](#)

#### MORE INFORMATION

Write something friendly for potential sharers

#### PASSENGER CONTRIBUTION (EACH WAY)

£ 8.00

We've filled out our suggestion for this journey, but feel free to change it as you see fit.

GoCarShare!



[View profile](#)

## Drummond is driving from London to Limpsfield.

ON: Mon, Tue, Wed, Thu, Fri  
 TIME: 08:00am  
 RETURN: Mon, Tue, Wed, Thu, Fri  
 TIME: 05:00pm

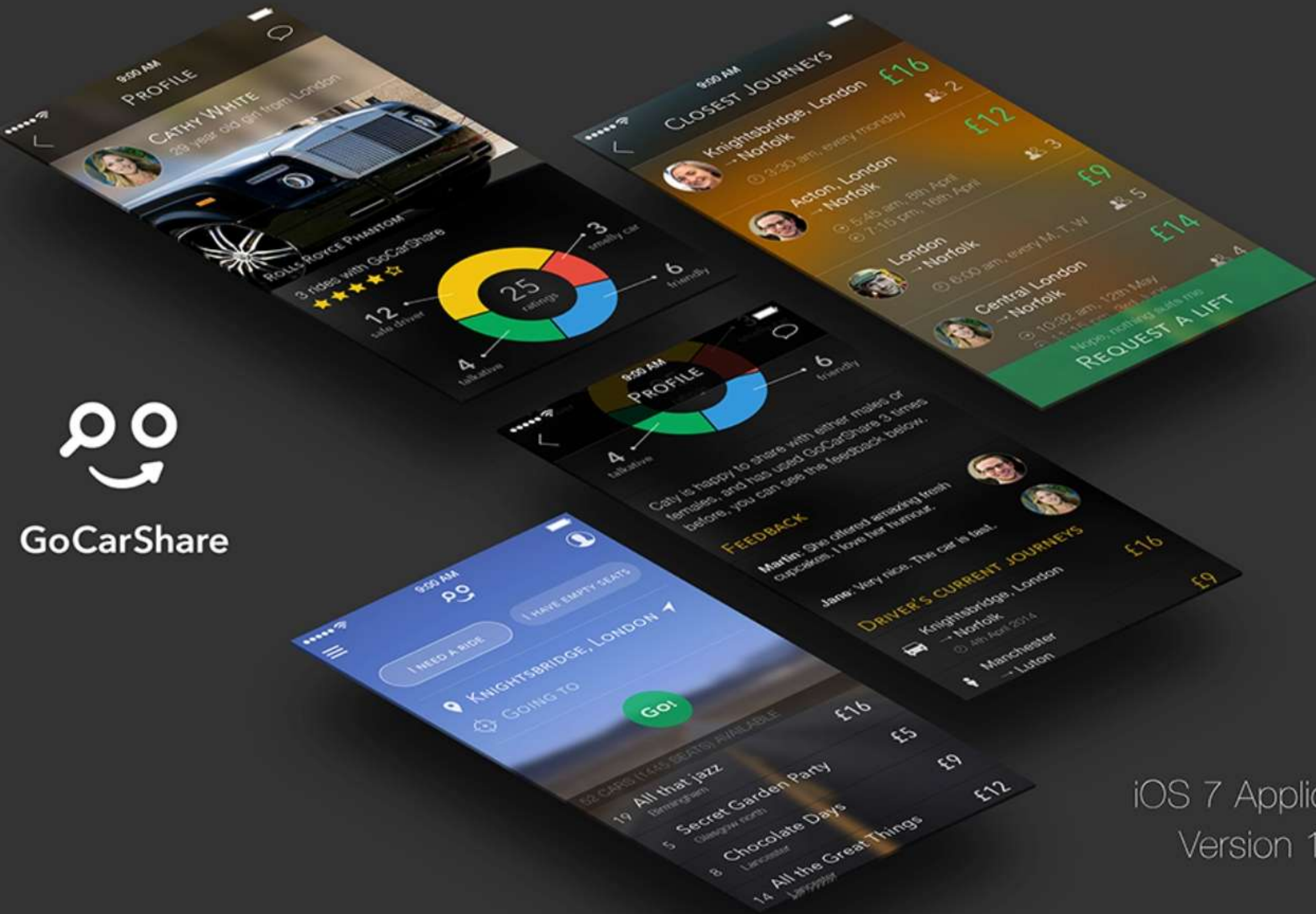
2 spare seats!  
 £2 one way / £4 round  
 trip contribution

[Tweet](#) [Send](#)

I'm flexible on timing, except on Thursday...

Send Drummond a private message about this journey: [Message](#)

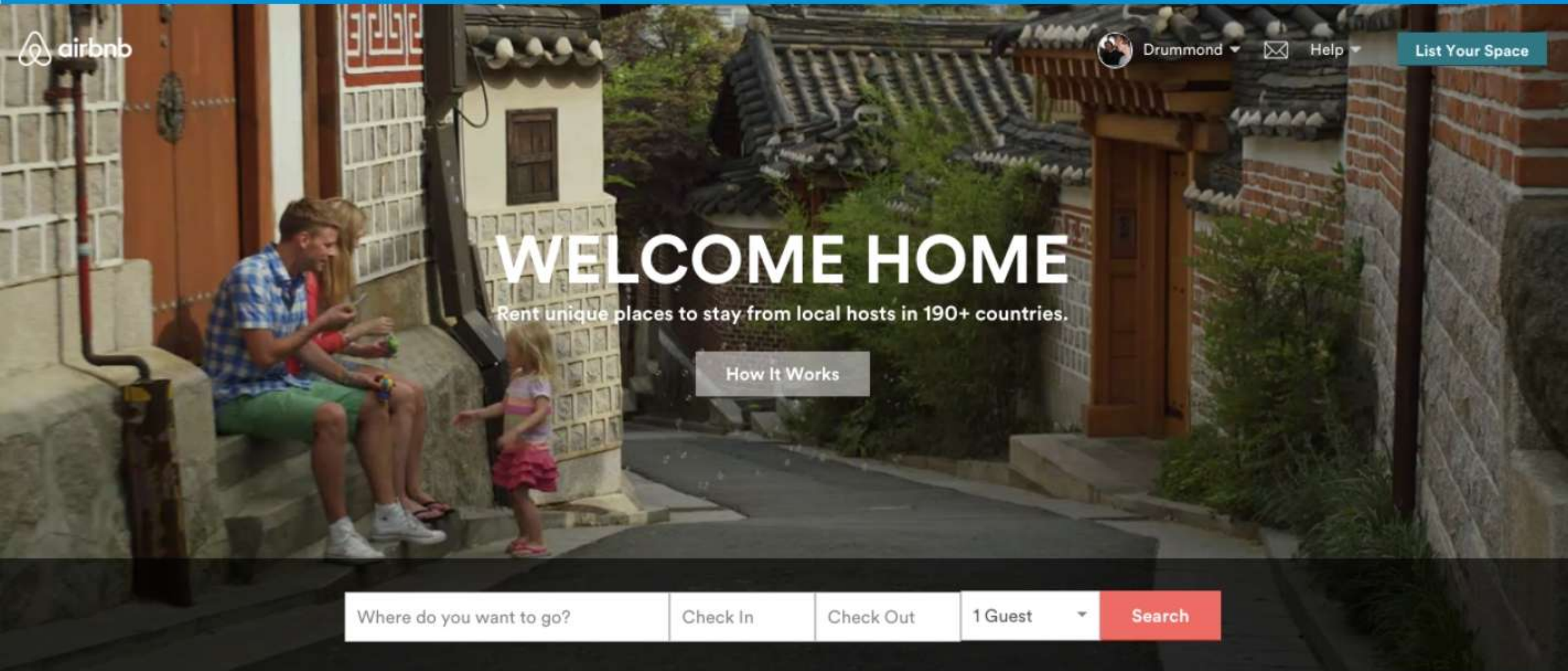
PayPal is required to book this Journey - [Why?](#) [Book](#)



iOS 7 Application  
Version 1.0



# Sharing Economy



The banner image shows a family of three—a man, a woman, and a young child—sitting on stone steps in a traditional Korean courtyard. The man is wearing a blue and white patterned shirt and green shorts, the woman is in a red top and green shorts, and the child is in a pink dress. They are looking at a smartphone together. The background features traditional Korean architecture with tiled roofs and stone walls.

**airbnb**

Drummond ▾ Help ▾ [List Your Space](#)

## WELCOME HOME

Rent unique places to stay from local hosts in 190+ countries.

[How It Works](#)

Where do you want to go? | Check In | Check Out | 1 Guest ▾ | [Search](#)

**Start Your Next Adventure**

# The Evolution of Trust

**50,000BC**  
**Friend to friend** buyers and sellers mainly barter and trust only friends

**1,200BC**  
**Currency Portable** currency develops—first as shells, then as coins—and becomes a shared medium of exchange, replacing barter.

**AD 1,000**  
**Stranger-to-Stranger** Buyers and sellers begin to trade with strangers through trusted intermediaries who bring goods to market.

**1950s**  
**Person-to-world** People buy goods from multinational corporations. Watchdog groups, along with global regulations and banks, secure these interactions.

**Present**  
**Intimate New** mechanisms emerge to secure in-person transactions that are brokered through digital marketplaces.

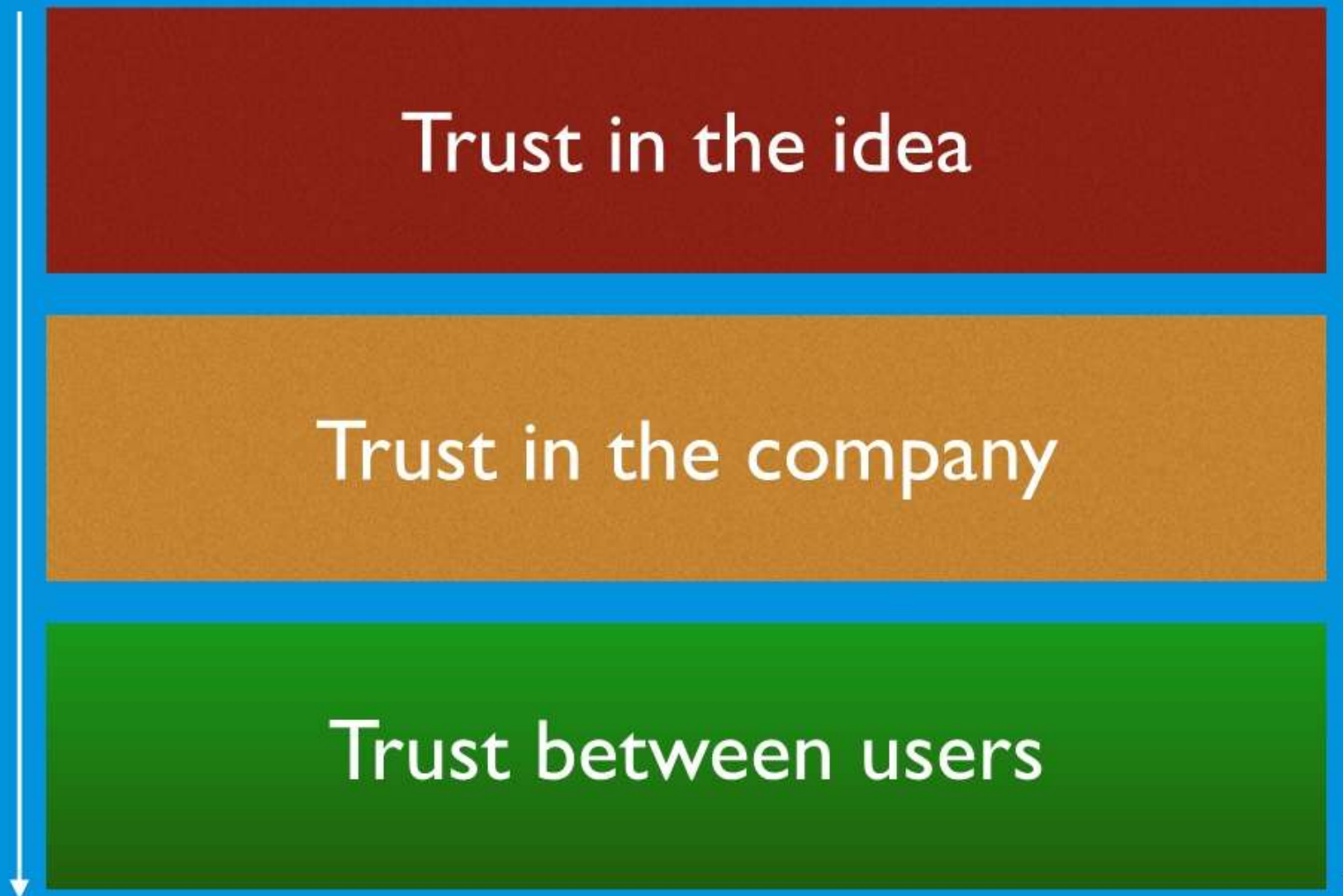
**8,000 BC**  
**Neighbour-to-Neighbour** Small villages form; people begin trading with neighbours. It's easier to trust someone when you know where they live.

**650AD**  
**Paper Money** Cash with no inherent value is popularised for the first time. People trust that bits of paper can be exchanged for real goods.

**1800s**  
**Person-to-company** As corporations replace local stores and markets, trust comes from regulations, insurers, banks, and law firms.

**1990s**  
**Networked Products** are purchased through websites built by companies that provide a centralized marketplace and trust infrastructure.

# Three Tiers of Trust







# Peer Generated Rating Systems



Bethany was a lovely person to share a car with, first Reading so very excited and lots of fun to be with! Come with us again next year? :) xx



Hi, Zoe was awesome, arranged a handy meeting place near the tube, then actually dropped me off slightly early at a different gate to the others. Also happy to make rest stops when needed. Thanks loads Zoe was such a chilled, easy and enjoyable journey to the festival :)x



*eRated*

**Alex Gold**  
Marketing  
Melbourne, Australia

**99.6% Positive**

f 843 | in 234 | 347

ebay | amazon | Etsy

**4.4** ★★★★★  
Number of Listings

Item as described: 85%  
Communication: 100%  
Delivery: 25%

+ "Thanks you for this great package. It got delivered fast, and had no problems with it. Thanks for everything"

+ "Thanks you for this great package. It got delivered fast, and had no problems with it. Thanks for everything"

# TRUST INCREASES SALES



# Creating Trust - Jumio

**JUMIO**<sup>®</sup>

Looking for Netswipe?

Request Information



BAMCHECKOUT<sup>®</sup> FASTFILL<sup>®</sup> NETVERIFY<sup>®</sup> Solutions About News & Resources Events Blog

## BAMCHECKOUT<sup>®</sup>

Eliminate the friction from your mobile checkout process

BAM Checkout adds credit card and ID scanning into your mobile app's checkout flow. Your customers save time and effort while you see higher conversion rates.



MULTIPLE AWARDS WINNER



Request Information



# Connected and Driverless Cars



# Key Early Adopters




# What makes a good marketing campaign?

Feedback

HEADING TO GLASTONBURY FESTIVAL?

[I'm a driver](#) [Driving from](#) [Glastonbury Festival](#) [Go!](#)  
[I need a lift](#)




Get to Glastonbury 2015 for an amazing price. Experience a car share for the most social and convenient festival travel option. It works by connecting drivers and passenger travelling from the same place with the same destination.


See below for current jouneys and Glastonbury travel information.

[Download on the App Store](#)

**We're at Glastonbury to showcase our app and help you get home! So come and say hi!**

Here are some of our latest jouneys... [Rent your seats](#) [Request a seat](#)

 **Amy** is driving from [Leeds to Glastonbury Festival](#) **£16** [View](#)  
24TH JUNE

Contact us! 

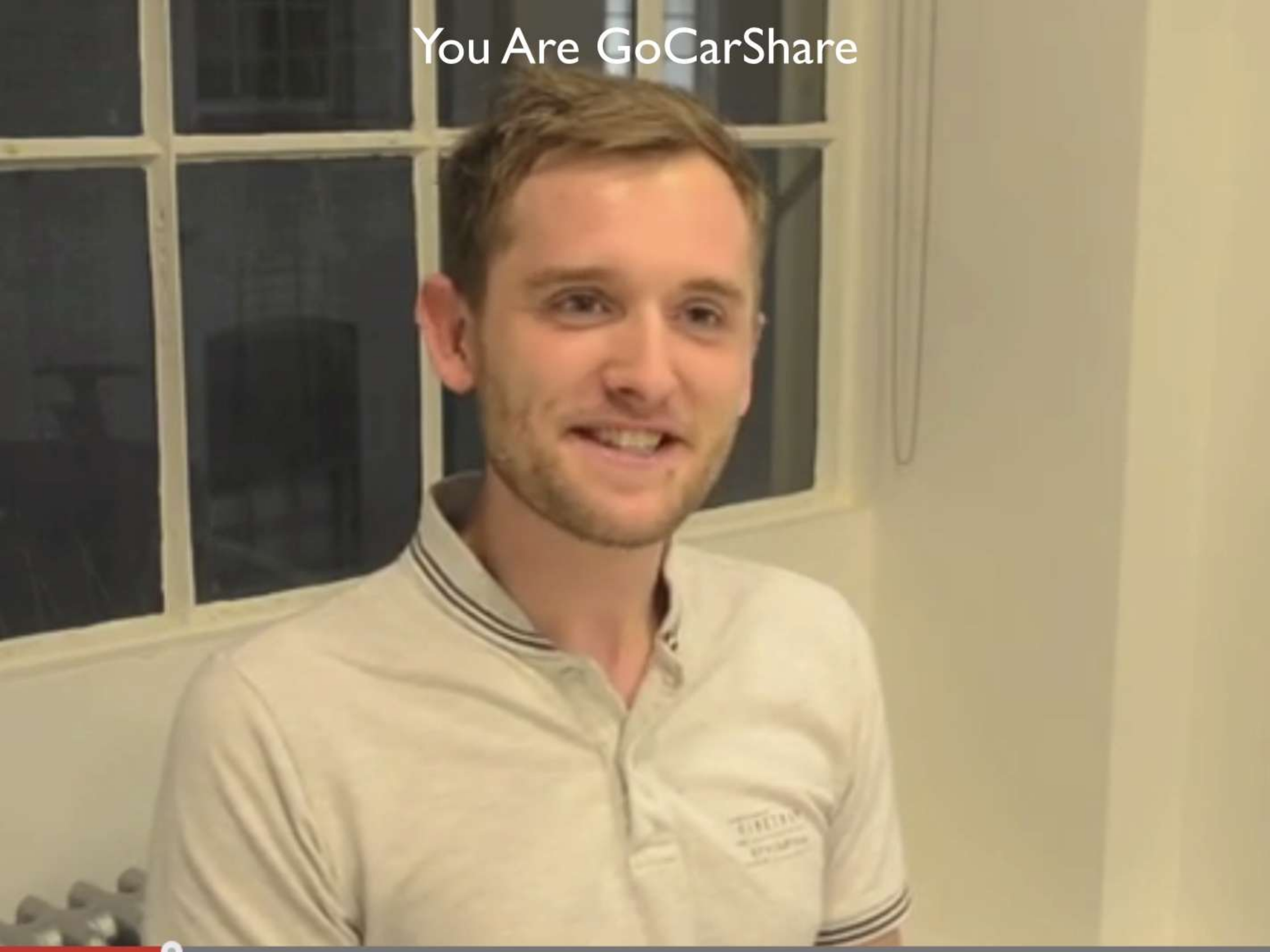
# GoCarShare Sessions



A photograph of two women sitting in the front seats of a car, singing enthusiastically. The woman on the left has short black hair and is wearing a gold sequined top. The woman on the right has curly blonde hair and is wearing a black sequined top. Both have their mouths open as if singing. The background shows a view through the car window of a bright, outdoor setting.

GoCarShare Sessions

You Are GoCarShare



# Social Media

## @ Mentions @gocarshare

 **Festaff** @Festaff 1d  
Do your bit for the planet this year & save £! Share travel to & from events with @gocarshare special Festaff page:  
[gocarshare.com/festaff](http://gocarshare.com/festaff)  
Details

 **Nimber** @nimber 2d  
RT @UKShareCo: Will be at @ResourceEvent 2015 March 3-5 with @gocarshare @sooqini @rentmyitems thanks to @RentezVous See you all there!  
Details

 **Bandanaworkshop** @bandanawo... 5d  
@peaceloveinfo A fab wkend to u & all :-D @bandanalady @beyurtiful @chapatiman @fandanglestall @gocarshare @festivaltv\_UK  
View

 **PEACE & LOVE** @peaceloveinfo 5d  
#FF #festival friends @bandanalady @bandanaworkshop @beyurtiful @chapatiman @fandanglestall @gocarshare @festivaltv\_UK  
Details

 **bandanalady** @bandanalady 5d  
#FF @peaceloveinfo @chapatiman @beyurtiful @FestivalKidz

## @ Mentions @goCarSharers

 **Promote In London** @PromoteIn... 1d  
goCarShare Journeys @goCarSharers  
[twitter.com/twitter/status...](http://twitter.com/twitter/status...)  
Details

 **Ken Lim** @GoSharpy 2d  
The Liverpool's Fan Daily is out! [paper.li/GoSharpy/12886...](http://paper.li/GoSharpy/12886...) Stories via @goCarSharers @Liverpool1207 @ahoymark  
Details

 **Squiffy Cabaret** @SquiffyCabaret 3d  
Anyone travelling from #Exeter to #Brighton on 1st May with room for two lovely women? @carpoolworld @liftshare\_trips @goCarSharers  
Details

 **Visit Ossett** @visitossett 6d  
RT @goCarSharers: It would be great if you gave a lift to Mick from #Ossett to #Latitude.  
[goo.gl/ZdwYHW](http://goo.gl/ZdwYHW) #LatitudeFest  
View

 **lipo** @\_lipo\_ 8d  
CarShare Central Ledger is out! [paper.li/\\_lipo\\_/1298754...](http://paper.li/_lipo_/1298754...) Stories via @seeyourbox @goCarSharers @TruthRevenge  
Details

## gocarshare @gocarshare

 **goCarShare Journeys** @goCarS... 6h  
Jacek is driving from #Enfield to #Redcar on 6th March. Need help getting there? [goo.gl/jf5Xyu](http://goo.gl/jf5Xyu) Please RT  
Details

 **goCarShare Journeys** @goCar... 10h  
It would be great if you gave a lift to Megan from #Plymouth to #Porthleven. [goo.gl/V7GBfc](http://goo.gl/V7GBfc) #LatitudeFest Please RT  
Details

 **goCarShare Journeys** @goCar... 10h  
It would be great if you gave a lift to Megan from #Plymouth to #SecretGardenParty. [goo.gl/0yLLI](http://goo.gl/0yLLI) #SecretGardenHQ Please RT  
Details

 **goCarShare Journeys** @goCar... 10h  
Megan wants to go from #Plymouth to #BoomTownFair on 13th August. Want to help? [goo.gl/NHzuMO](http://goo.gl/NHzuMO) #BoomTownFair Please RT  
Details

 **goCarShare Journeys** @goCar... 10h  
It would be great if you gave a lift to Kramer from #Altstadt-Nord to #Nürburg. [goo.gl/39nNvq](http://goo.gl/39nNvq) Please RT

## Notifications @gocarshare

 **The King's Parade** followed you  
**The King's Parade** @thekingsparade  
[soundcloud.com/thekingsparade](http://soundcloud.com/thekingsparade)

 **Mothership Community** followed ...  
**Mothership Community** @hubfrome  
*All things Frome related!*

 **Rob Styles** followed you  
**Rob Styles** @mmmmrob  
*Tech, internet, big data, environment, intellectual property, social change.*  
[dynamicorange.com](http://dynamicorange.com)

 **Surrey Half Marathon** favorited  
**The GoCarShare Team** @gocar... 18h  
Running shoes, check. Loaded up on Pasta, check. Full car to help easy congestion on race day @surreyhalf ... [bit.ly/18lyH6I](http://bit.ly/18lyH6I)  
Details

 **Surrey Half Marathon** retweeted  
**The GoCarShare Team** @gocar... 18h  
Running shoes, check. Loaded up on Pasta, check. Full car to help easy congestion on race day @surreyhalf ... [bit.ly/18lyH6I](http://bit.ly/18lyH6I)

FOR THOSE ABOUT TO goCarShare<sup>oo</sup>  
**WE SALUTE YOU!**

I bet that you look  
good in a car share!



goCarShare<sup>oo</sup>



FOR THOSE ABOUT TO goCarShare<sup>oo</sup>  
**WE SALUTE YOU!**



# Cohesive Marketing Campaign





**GoCarShare**

"We're going to change the way people travel, for good"

Drummond Gilbert

07787 118164

[drummond@gocarshare.com](mailto:drummond@gocarshare.com)