CONFIDENTIAL INVESTMENT OVERVIEW

HERide

Her ride. Her safety. Her way.

A women-focused rideshare company — Atlanta & Athens, Georgia.

Prepared for prospective investors
HERide, Inc. · Atlanta, Georgia
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The opportunity

Rideshare became one of the largest consumer categories in the world without ever asking a basic question: what would it look like if it were built for women, by women? HERide is the answer. Every driver on the platform is a woman, and safety is not a feature bolted onto the app — it is the reason the app exists.

Personal safety is the single biggest unmet need in ground transportation. A large share of riders — and drivers — have felt unsafe in a conventional rideshare. HERide serves that demand directly with a differentiated, defensible model that the incumbents cannot easily copy without redefining their own networks.

What HERide does

- **Women drivers only.** Every driver is a verified woman. Rider and driver are matched with safety as the default, not an add-on.
- **Safety built in.** In-app safety tools, real background screening, and real human support — a person answers when a rider files a report.
- **Fair to drivers.** Drivers keep 80% of every fare — a higher share than the major incumbents — which strengthens driver loyalty and supply.
- **Local first.** An Atlanta-founded company serving Atlanta and Athens, with drivers and riders who live in the communities they serve.

Traction

Metric	Today
Driver network	Women drivers only, across Atlanta & Athens
Markets live	Atlanta & Athens, Georgia
Founded	2019, Atlanta
Airport access	Cleared for pickups at Hartsfield-Jackson Atlanta (ATL) — one of only three rideshare apps ever approved, alongside Uber and Lyft
Driver economics	Drivers keep 80% of fares

Detailed operating metrics (rides, revenue, growth, retention, unit economics) are shared with qualified investors under NDA.

Milestones

2019 — HERide is founded in Atlanta around one idea: a rideshare where every driver is a woman.

2020 — First rides in Atlanta. Demand grows quickly by word of mouth.

2023 — HERide becomes the third rideshare app ever cleared to pick up at Atlanta's Hartsfield-Jackson airport, the busiest airport in the world.

2024 — Launch in Athens, Georgia, serving the UGA campus and downtown.

Today — Women drivers across two cities, with a national expansion roadmap.

Why invest

- **A defensible category.** A women-driver, safety-first network is difficult for general-purpose incumbents to replicate.
- **Proven demand.** Organic, word-of-mouth growth and airport clearance in a fiercely competitive category.
- **Aligned supply.** Industry-leading driver take rate builds a loyal, hard-to-poach driver base.
- **Mission that markets itself.** A brand covered by national and Atlanta press, with a founder-led story that resonates.
- **Expansion-ready.** A repeatable city playbook proven across two Georgia markets.

Use of proceeds

Investment is directed at accelerating what already works: expanding into new cities, growing the women-driver network, deepening the in-app safety platform, and strengthening the team. A detailed use-of-proceeds breakdown, capitalization table, and financial model are provided to qualified investors under NDA.

Leadership

Name	Role
Jillian Anderson	Founder & Chief Technology Officer
DeVynne Starks	Chief Marketing & Communications Officer, Co-founder
Adaobi Okoro	Chief Operating Officer
Mikah Miller	Head of Process

Request the full data room

Qualified investors can request the complete prospectus, financials, and capitalization details — including current round terms — under NDA.

Contact: invest@getheride.com · www.getheride.com/invest

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