GOJIMBO

Your car.
Your client.
Your money.

Private client bookings for rideshare drivers.

Investor presentation · October 2026



The Problem

Drivers do the work. Platforms own the client.

DRIVERS

25–50%

of every fare goes to the platform

- Algorithms control their income
- No ownership of their own clients
- 29% quit in their first year

RIDERS

5:30 a.m.

“A cancellation at 5:30 a.m. is a full-on panic moment.” — Laura, Boston

- Surge pricing and cancellation fear on critical trips
- No reliable way to rebook a driver they trust

Sources: GoGoJo Executive Summary (pp. 2, 6); Espacio Venture Viability Assessment, Jan 2026 (pp. 12–13, rider interview).

THE INSIGHT

The relationship already exists. It just lives in text messages and cash.

10–30

private clients that professional drivers already manage off-app

8–15

recurring airport clients are enough to justify a subscription

Source: GoGoJo Opportunity Map (Zone 1 and Zone 3).

GoJimbo: a booking calendar for professional drivers

Clients book ahead

Riders pick a day and time straight from their driver's published calendar, in any city the driver works.

The driver confirms

Every trip is accepted by the driver, one by one. The target is under 60 seconds.

100% of the fare

The rider pays the driver directly: cash, Zelle, transfer. GoJimbo never touches the fare.

Drivers pay a flat $20/month · riders join free · 0% commission per trip

How it works today

1

Set up

The driver publishes hours, rates and the cities they work in.

2

Share

A personal QR code or link, shown only when a rider asks.

3

Book

The rider picks a day and time and sees the price before booking.

4

Confirm

The driver accepts with one tap; the rider is told right away.

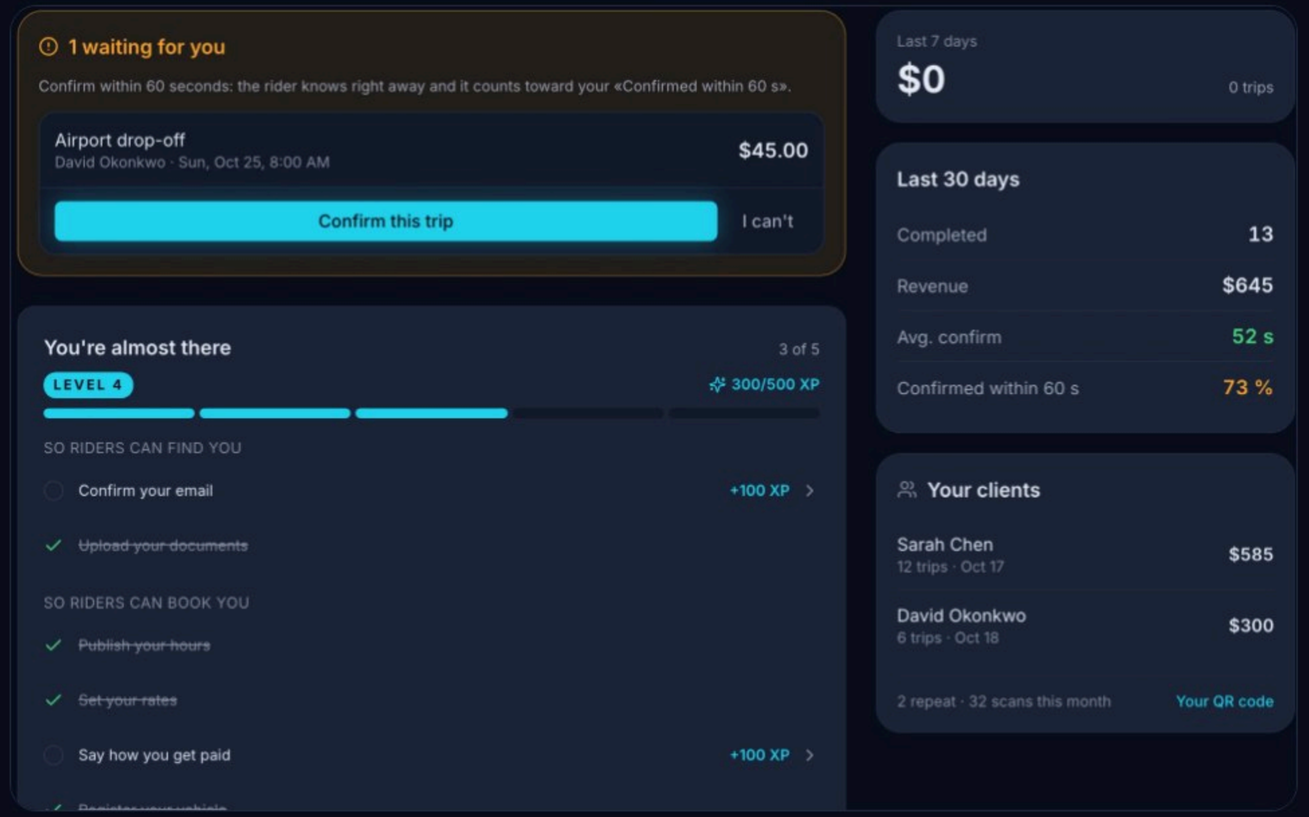
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Ride & Pay

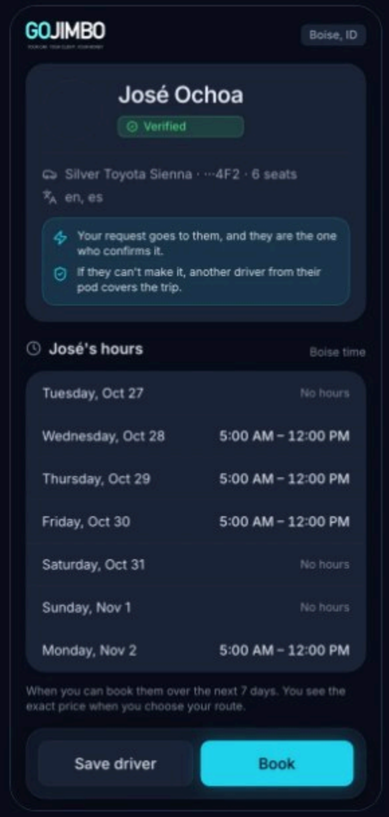
Paid rider to driver directly. The trip and the client stay on record.

Prices come from the real street route (Google Maps), are locked at booking, and the driver’s cancellation policy is applied automatically.

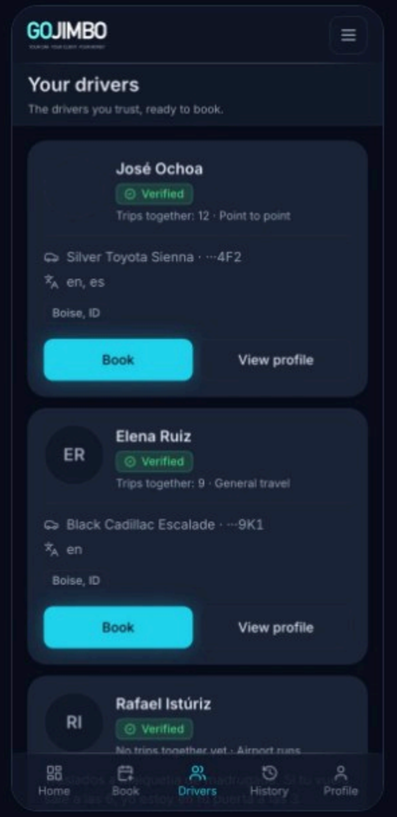
A live product, not a prototype



Driver home: requests to confirm, earnings and clients



Public page (QR)



Rider: my drivers

Screenshots from the live product with demo data. Web app on desktop and mobile, English and Spanish.

Market

TAM

$2–3B

Pre-scheduled ride market, a subset of the $100B+ rideshare market

US DRIVERS

2M+

eligible professional drivers. SAM: those seeking recurring client relationships

TARGET

~3.75%

penetration by 2030: 75,000 subscribed drivers

Where we start (SOM): high-stakes trips — airport, corporate and medical — in our launch cities, where a cancellation costs the rider the most.

Sources: Espacio Venture Viability Assessment, Jan 2026 (p. 12: TAM, SAM and SOM definitions); GoGoJo Executive Summary (pp. 6, 12: 2M+ drivers, 2% CAGR, 3.75% target).

Who we serve first

DRIVERS

Rideshare drivers building a private client list

Our initial target, particularly for executive and airport trips.

RIDERS

Frequent business and airport travelers

Accept a 10–25% premium on important trips for reliability.

NEXT

SMEs and executive assistants

A “fractional chauffeur”. Later: families and seniors.

Research base: **14 interviews** (9 drivers, 5 riders) across 8 cities. The driver pain was confirmed in **14 of 14**.

Sources: GoGoJo Strategic Memo (archetypes); Opportunity Map (zones); Espacio assessment, Jan 2026 (pp. 6, 25).

One flat fee. No commission.

DRIVER PLAN

$20/mo

- 30-day free trial
- Riders join free
- Driver keeps 100% of the fare
- Next: Pro tier, fleets, white-label

A driver with 150 rides a month ($3,450 billed)

PER MONTH	20% COMMISSION	GOJIMBO
Platform takes	$690	$20
Driver keeps	$2,760	$3,430
Difference		**+$670**

Note: Commercial insurance costs are still being determined and may have a material impact on the level of profitability for drivers.

GoJimbo never processes the fare, so payment costs fall only on the $20 subscription. That removes the cost that sank earlier pure-subscription models (processing at 60–86% of revenue).

Sources: GoGoJo Executive Summary (p. 9: $20, trial, upsells); Espacio assessment, Jan 2026 (p. 14: processing cost; p. 17: 150 rides = $3,450). Comparison is illustrative at a 20% commission.

Competition

COMPANY	MODEL	DRIVER KEEPS	GAP
Uber / Lyft	20–40% commission	60–80%	“Favorite driver” is best-effort only
HUM	$59.95–69.95/mo + ride fee	100%	Broad rideshare, not driver-owned clients
Empower	$50–350/mo	100%	$50M+ in fines; DC shutdown ordered
Wingz	Commission, pre-scheduled	Commission	15 cities after 9 years
LocalDriver	$20–109/mo	100%	A tool, not a booking network
GoJimbo	**$20/mo flat**	**100%**	**The driver’s own clients, booked from their calendar**

Only two pure-subscription platforms exist globally, and “Calendly for drivers” is unoccupied. The lesson from Wridz: driver fairness alone doesn’t convert riders. Reliability does.

Sources: GoGoJo Competitor Matrix; Espacio assessment, Jan 2026 (p. 12).

Go-to-market: drivers bring the demand

1 · Their own clients first

Each driver invites riders they already have, by QR or link. No paid rider acquisition to start.

2 · Pods, not individuals

Recruit drivers in pods of 3–5 who cover each other, so every promise has a backup.

3 · Driver-to-driver referral

Professional drivers recommend tools to peers. Onboarding starts referral-only.

4 · B2B accounts

Executive assistants and SMEs that book recurring trips: the “fractional chauffeur”.

Sources: Business Model Canvas (invite loop, pods); Strategic Memo (channel tests); Espacio assessment, Jan 2026 (p. 17: B2B first).

Where we are today

9
cities open in 3 countries

16
riders signed up

23
bookings, 5 completed

Live
in production since October 2026

- Cities: Boise, Orlando, Miami, Tulsa (US) · Caracas, Maracaibo, Valencia (VE) · Zagreb, Poreč (HR)
- Subscriptions billed live; first verified driver onboarded; driver recruitment underway
- Full product built: driver and rider apps, pricing by route, multi-city drivers, ops console

Production data as of October 27, 2026. First account created October 2, 2026.

What the pilot has to prove

METRIC	TARGET
Bookings confirmed in under 60 seconds	≥ 80%
Trips completed as promised (reliability)	≥ 95%
Backup covers a dropped trip within SLA	≥ 85%
Riders who book again within 30 days	≥ 50%
Driver retention after the first month	≥ 60%
Monthly driver churn	< 10%

Kill criterion: driver acquisition cost above $200 per driver.

Sources: project metrics and risks plan (pilot targets, kill criterion); Espacio assessment, Jan 2026 (p. 30: churn gate).

Projections

YEAR	SUBSCRIBED DRIVERS	ARR	FREE CASH FLOW
2026	1,000	$240K	($180K)
2027	8,000	$1.9M	$480K
2028	25,000	$6.0M	$2.8M
2029	50,000	$12.0M	$6.2M
2030	**75,000**	**$18.0M**	**$9.8M**

ARR is subscribed drivers × $20 × 12. Plan: free cash flow positive by mid-2027, LTV/CAC above 3× at scale, gross margins above 80%.

Source: GoGoJo Executive Summary (pp. 9, 12). Forward-looking projections, not results.

Risks and how we handle them

RISK	MITIGATION
Rideshare platforms’ terms	Reactive invites only, never advertised in the car; we manage independent bookings only
Transportation regulation	Launch in low-regulation states; licensing handled state by state as we expand
Insurance	Partnerships with insurers that cover rideshare drivers
Invites alone may not bring enough demand	Add B2B accounts: executive assistants and SMEs
Uber or Lyft add “subscribe to driver”	Business tools and client ownership a marketplace has no reason to give away
Backup costs more than it earns	Pods of 3–5 drivers, clear SLAs, limited coverage windows

Sources: Espacio assessment, Jan 2026 (p. 22); GoGoJo Executive Summary (p. 11); Competitor Matrix.

Roadmap

DONE · 2026

- Product live, 9 cities
- Subscriptions billing live
- Ops console

NEXT

- Pilot cohort of drivers
- Backup by pods
- Native mobile apps

2027

- More metros
- Pro tier and B2B
- 8,000+ drivers

2028+

- 25,000+ drivers
- International
- Fleets, white-label

Plan from the GoGoJo Executive Summary (p. 13), updated to where the product is today.

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