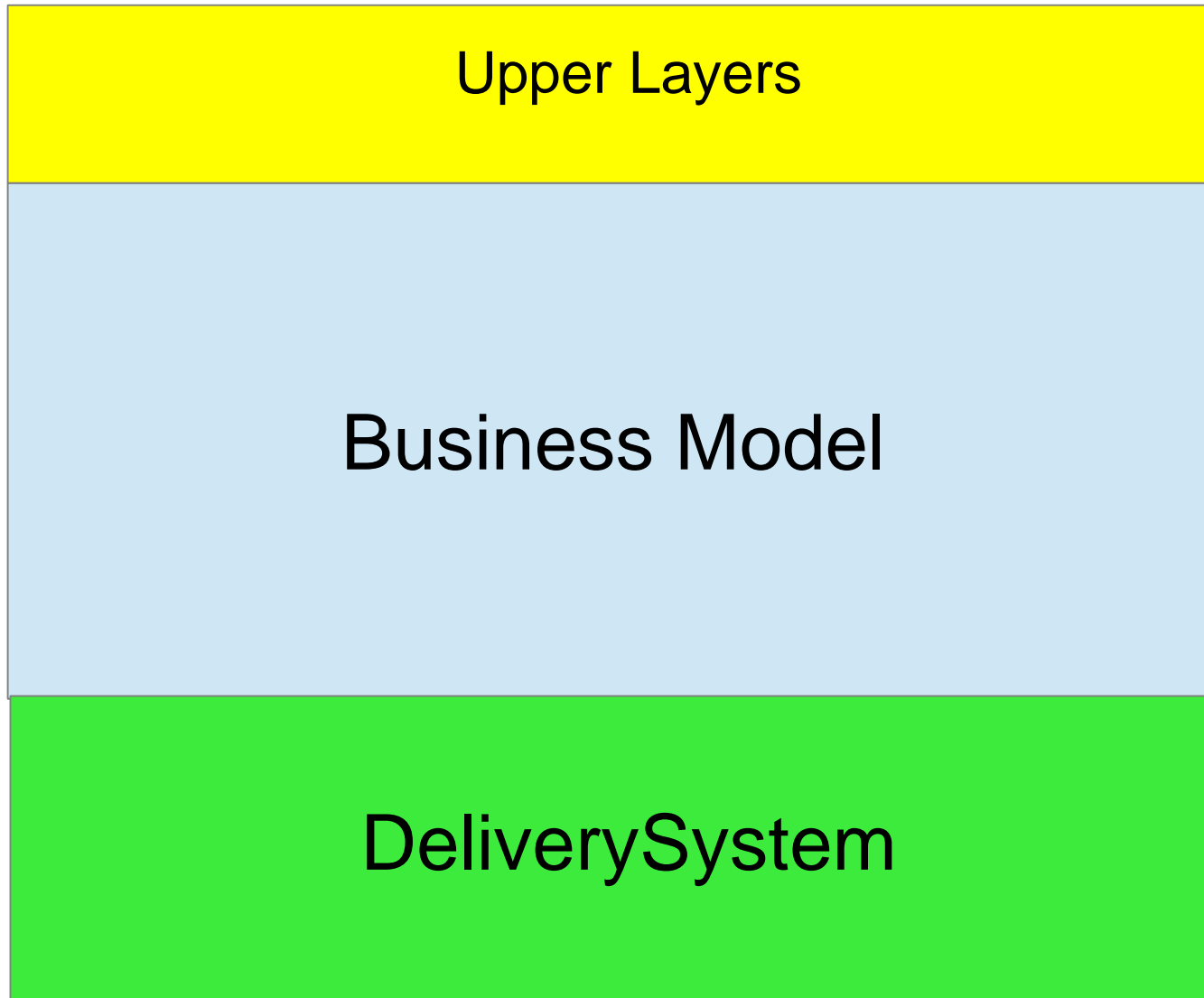


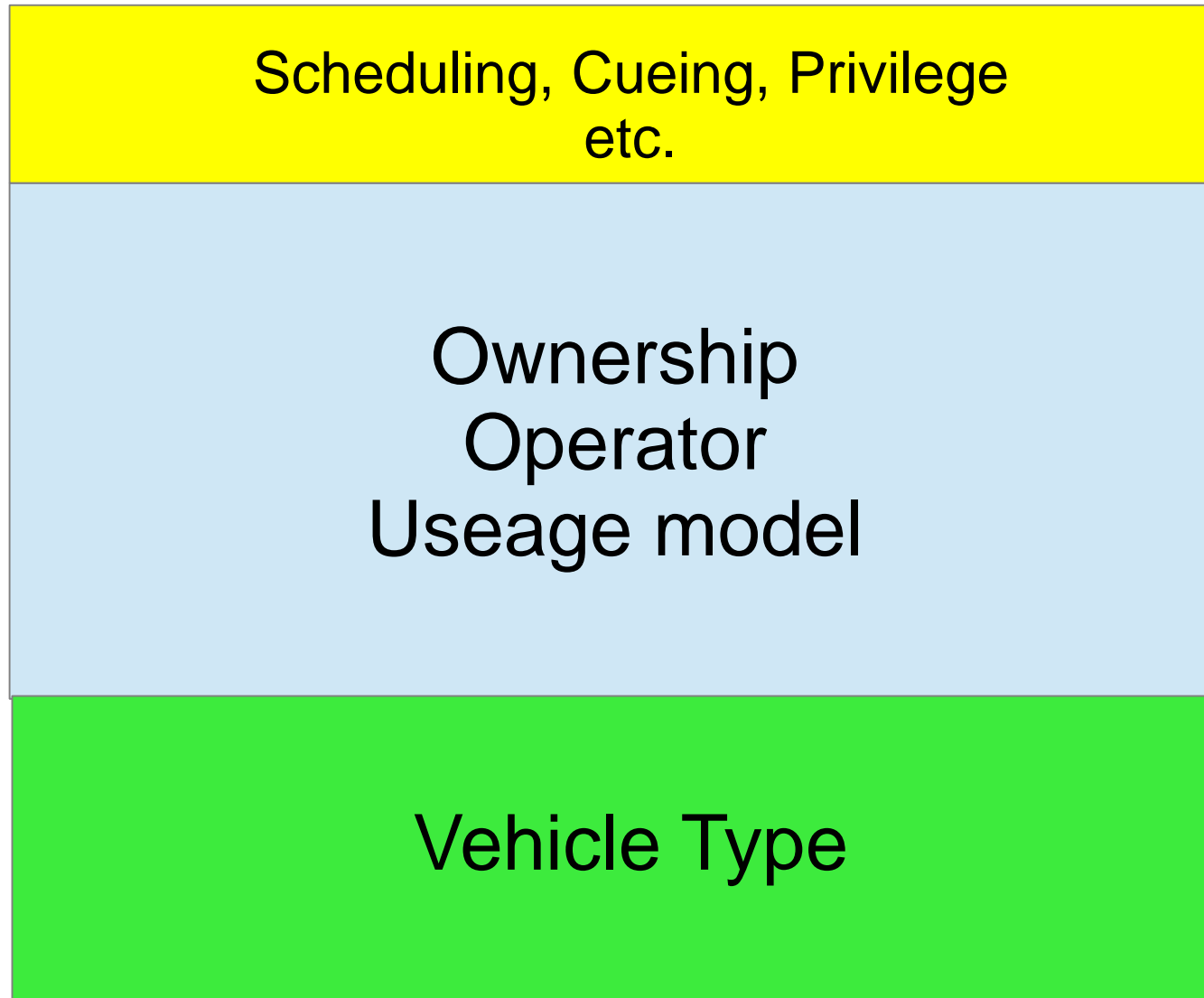
People Moving for a Society

Reference Model

People Moving for a Society (2)



People Moving for a Society (3)



People Moving for a Society (4)

Ownership (examples):

Individual (Pers. Fam.)

Lease

Corporate (SB, LB)

Government

People Moving for a Society (5)

Operator (examples):

Individual

Entrepreneur (i.e. indiv for hire)

Private Entity Employee

Government Employee

Unionized?

People Moving for a Society (6)

Dominant System:

Individual owner

Individual Auto

Private Use

People Moving for a Society (7)

“New” System (e.g. Uber):

Entrepreneur (i.e. indiv for hire)

Individual Auto

The Point of All of This:

7 is not the same as 6 in the
eyes of the public, customers, regulators

Uber is a business model.

The Bottom Line

PLCA is a Media Access Control
(MAC) mechanism