



POGO

DRIVE LESS. DO MORE.

Pogo is a new way for busy parents to secure safe, reliable, affordable transportation for their busy kids.

The Pogo mobile app for Apple and Android devices (available in early 2016) helps parents streamline their existing carpools and discover carpool connections across all of their trusted groups, combined with the guarantee of paid rides from thoroughly screened and trained professional drivers.

Learn more at www.PogoRides.com

With Pogo, finding a ride is as easy as:

- 🚗 Bringing your existing carpool, joining a trusted group, or creating a new group
- 🚗 Posting rides you need
- 🚗 Giving rides when you have an extra seat

Who is Pogo?

Melissa Lehman is the passion behind Pogo. For the past 15 years she has helped companies like Microsoft and non-profits develop strategy, partnerships and roll-out global programs. When she became a mom (to Hudson and Theo) she knew she wanted to focus her energies on building something for busy parents like herself.

John Glover has also launched many products and services over his 25 year marketing career, first at Microsoft before turning his attention to helping start-ups with strategy and go-to-market tactics. He knows firsthand the challenges of getting his two teenage daughters (Emma and Sophia) where they need to be, and by his own calculations has driven to and from 4372 soccer practices (and counting).

Kaveh Ghadianipour drives the technology that delivers a great Pogo experience. With over 15 years as a senior engineer working at companies like Microsoft and multiple tech startups, he is passionate about building products and services with a broad and meaningful social impact.

Why are we building Pogo?

Pogo is here to connect parents to trusted rides because we believe parents deserve more support in managing their busy families. In many cases this support is close by – in our neighborhoods, schools, and sports clubs. We are excited about technology's ability to build connection, ease logistics, and provide information that enables trust. As parents ourselves we know that every parent could use a little extra time to do/make/work/create/cook/breathe. We love it when this support comes from within communities, but we realize that reliability is key. For this reason we are building a safety net of trusted paid rides to make sure everyone can fulfill their commitments.

How Pogo connects to broader technology and societal trends

- Female entrepreneurs – Melissa Lehman and Pogo are one of three female-led companies among the 12 finalists. Of the over 1400 total entries, nearly a quarter were female-led startups. We feel that Pogo is the finalist most focused on helping working mothers and their families.
- Sharing economy – Uber and Lyft are high-profile ride sharing companies. Shuddle is getting traction as an “Uber for kids”. But these services are not targeted at low- and middle-income families, the ones most pinched for the time and money that it takes to get their kids to after-school activities. In fact, low income families start sports two years later than kids from middle- and upper-income households.
- Life hacks – People are busier than ever, few more so than working moms. Even in today’s more egalitarian relationships, working moms still do 40% more driving than dads and often put their kid’s activities ahead of their careers. Pogo is an app that any busy parent can add to their toolkit. Our research indicates that by increasing carpooling for their kids parents can gain back 5 days per child per year from driving less.
- (Re)building community – It’s harder than it was 20 or 30 years ago for families to connect deeply within their own communities. Pogo helps uncover connections within existing trusted groups such as schools, sports teams, and neighborhoods.
- Environment & sustainability – Our research shows that 70% of parents routinely drive their kids with at least one open seat in the car. And kids ride sharing services like Shuddle don’t take as many cars off the road. At scale, we estimate by using Pogo we can collectively remove 300,000 cars from US roads and reduce CO2 emissions by 1.7 million tons, which is like planting 80 million trees.
- Seattle – Pogo is the only Seattle-based company out of the 12 finalists in this international competition that includes finalists from France, Israel, and Sri Lanka.

Data for a Busy Life

- Busy parents 1,2: 26 million US households with kids ages 6-17. Working moms still do 40% more childcare in dual-working parent households.
- Busy kids 3: 3.5 scheduled activities per week
- Busy roads 4: 4 billion rides for kids each year in the US. 25% of the traffic on Seattle roads from 3-5pm weekdays is related to transporting kids.

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