Ridesharing Service Name:  
Jayride

Website:  
http://www.jayride.com/  
http://www.jayride.co.nz/  
http://www.jayride.co.uk/

Contact Information:  
Jayride Limited  
PO Box 65311 Mairangi Bay  
Auckland  
New Zealand  
Phone: 04 889 0079  
E-mail: support@jayride.co.uk

Geographic Area:  
New Zealand, Australia, expanding into UK and Ireland

Technology Used:  
Notice Board

Static vs. Dynamic Matching:  
Dynamic matching

Size of Organization:  
2 people

Ridership:  
3936+ members (as at 6th October, 2010)  
46,055+ posted rides (as at 6th October, 2010)

Revenue Model:  
Other - Self-Funded

Additional Information:  
Repeating content can be shared as a single “listing” which automatically creates multiple “rides”. Eg: one “listing”, one way, 5 days per week for 2 weeks will automatically create 10 searchable “rides”.  
Highly localized to different geographic markets  
Four-dimensional database  
Syndicates content by RSS/ATOM