Ridesharing Service Name: ZimRide

Website: Zimride.com/home.php

Contact Information:
514 Bryant St, Suite 119
Palo Alto, CA 94301
Phone: (866) 422-7609
E-mail: support@zimride.com

Geographic Area: Global

Technology Used:
• Google Maps + Social networking component + Ride-matching algorithm
• Matches found along entire path, not just at origin and destination
• “Our search formula calculates the distance that you would have to drive out of your way to pickup a passenger (or vice versa) and displays the results with the best match first. The search formula is able to find people along your route even if the other person isn't starting or ending in the same city. You can use the calendar towards the right of the search results to browse rides on future dates.” – ZimRide.com

Static vs. Dynamic Matching: Static

Size of Organization:
7 team members and 3 members of an advisory team

Ridership:
300,000 users in the past year
6 months at Cornell – 15% of students, staff, and faculty using application

Revenue Model:
Organizations pay an annual fee based on organization size

Employer Connection:
• ZimRide will customize a site for your organization and handles all technical operations
• Administrator of organization must approve e-mail addresses of registrants
• Universities:
  Software is licensed to the University for an annual fee
  Users can create social profiles and connect directly to Facebook and MySpace
Example at Cornell University
Also available for Corporate/City and Event/Venue integration

**Additional Information:**
Launched in 2007
Facebook application available
Can offer ride, request ride, or request someone to share a cab with
Supports regular commutes and one-time rides
Can put a price on the offered or needed ride
Can integrate with shuttle services, vanpools, bus schedules, rental cars, car shares, and guaranteed ride home
Partnered with Ecorio who created a Google android devoted to reducing your carbon footprint – has the option to search for available carpools through ZimRide