Ridesharing Service Name:
Avego Shared Transport, Division of Mapflow

Contact Information:
1 Kinsale Commercial Park
Kinsale
Co. Cork, Ireland
Tel: +353 (0) 21 477 3833
http://www.avego.com/ui/index.action
E-mail Us: info@avego.com

Geographic Area:
Avego will work on any iPhone handheld device worldwide.

Technology Used:
All Avego users must have an iPhone mobile device with wireless data capabilities. The software also runs on Windows Mobile and Linux for larger clients. All types of ride can be arranged (commute, inter-city, etc.).

Static vs. Dynamic Matching:
Dynamic – Matches riders in nearly real-time. Matches based on origin/destination and along the route.

Size of Organization:
Avego is a division of Mapflow, a privately held, for-profit firm based Dublin, Ireland. Mapflow has additional offices in Kinsale, Ireland, London, England & Menlo Park, California. The company has approximately 20 people in the Avego division.

Ridership:
“Several Thousand” downloads since launch in mid-December 2008 (at Feb. 4, 2009)

Revenue Model:
Charges are calculated as a cost per mile. Passengers pay the driver 85% of the trip cost, 15% goes to Avego for administrative costs (communication costs, payment processing, etc.). Approximately $0.30/mile.

Mapflow has had several rounds of private capital investment from Trinity Venture Capital, Merrion Capital, Enterprise Ireland & SOSVentures.

Employer Connection:
Avego is directed more towards individual users, although there is nothing stopping an employer from encouraging employees to use the application. Other versions of the technology can be modified specifically for employers, public agencies or large institutions.