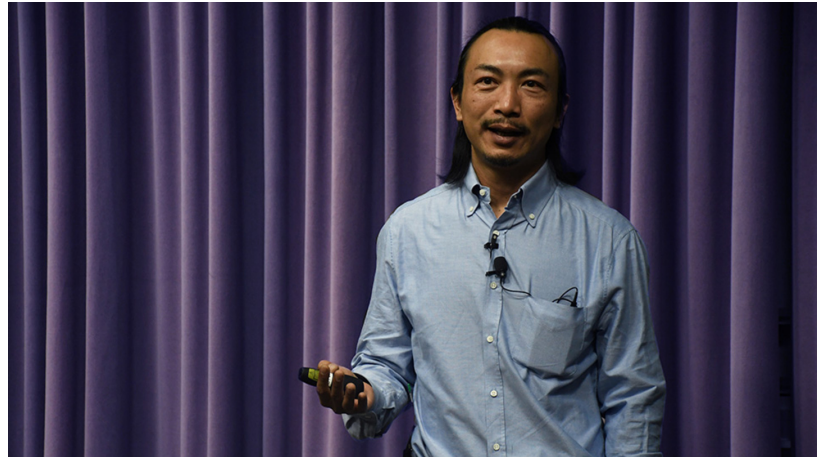


URL: <https://stvp.stanford.edu/clips/innovation-never-stops>

Brad Bao, co-founder and executive chairman of Lime, does not view his company as a transportation solution. He focuses on empowering urban living through mobility, which allows the company to evolve as it scales.



## Transcript

The mission for Lime, again, that it's not a bike-share company, not a share-scooter company, but a more urban living platform, if you would.. I think when it comes to technology and how that will impact our life, there's always the left and right, and debates on technologies adding values, technologies taking away our social time.. Technology has drawn us into the digital medias and forget about family and all that stuff.. And it turns out that all we do is about online life.. Part of that experience, learn a lot from it, but for Lime and for the things we're doing here is all about how we leverage technology to empower users real-world life to make it better, more connected, well-educated, informed, more efficient, more enjoyable, and more eco-friendly.. So, we started with transportation that gets user from A to B, but user go out for a reason.. You don't go out just for go out.. You go out to work, you go out to school, to lunch, to dinner, to meeting friends, to bars, to coffee, to groceries.. And the next step for us is how do we help them to connect that piece in terms of the user being more informed, connected, and also much more efficient and more enjoyable.. That will be the next chapter for Lime in terms of the product road map..