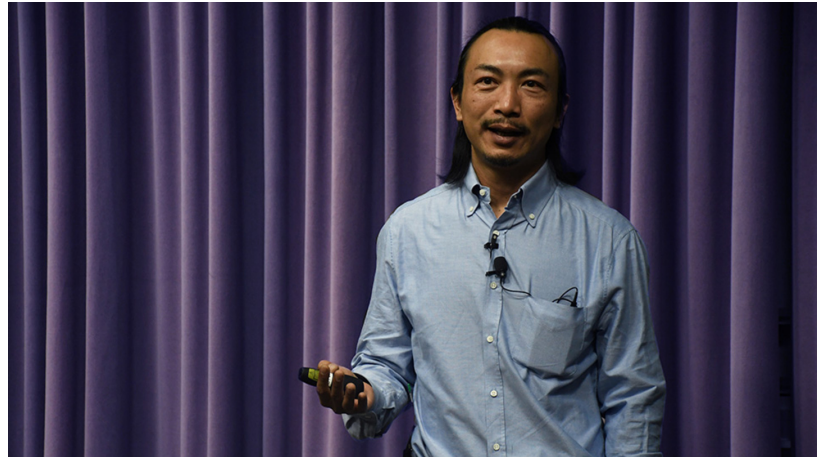


URL: <https://stvp.stanford.edu/clips/look-to-the-future>

Brad Bao, co-founder and executive chairman of Lime isn't content with staying in the bike industry. He shares his goals for the future of Lime and his mission to expand the idea of neighborhood and community.



Transcript

I think in a five-year timeframe that we'll further innovate and further iterate on hardware we have.. There are still lot of innovation to be done.. Can we provide more micro-mobility vehicles to the users? And beyond micro-mobility, the EVs, and can we provide a comprehensive platform for user to get around the city no matter the distance of it, no matter the outfit, no matter the purpose, no matter the weather? That they will further enhance working on that.. And then, also, what we wanted to further enhance the user experience is connecting them to the local merchants and to the happenings, if you would, to rediscover the city.. And two things that I think very interesting to share, that first is that we're redefining what is called a neighborhood.. If you live in a city or not, your neighborhood is defined by how comfortably you can walk to, which in an urban environment is two-by-two block.. Two-by-two blocks, that's your neighborhood, where you find the coffee shop you always go to, the breakfast place you always go to, and the dinner or whatnot.. With our services, with the same amount of time, that user can easily get to a neighborhood of 10-by-10.. It's not 5X bigger.. It's 25X bigger in terms of the neighborhood..

So, you then rediscover the city you've been living in for a long time.. Kind of familiar, but you rediscover that there's so many things you don't know about it.. There's so many people you could be connected to.. So, that is what we by leveraging the LPS, or location data, the user patterns, we want to provide more information for them to know what's happening, and to know what are the other choices and options.. So, in five years, hopefully we'll get there as well, to connect them to the local merchants and happenings, and in 10 years I think it will further advance.. There are a few things that will inevitably happen.. First is, the most of transportation will be electrified.. I don't think anyone will disagree with that.. So, how we prepare for that, how we bring, how we accelerate electrification of modern transportation.. AV will be coming, autonomous driving will be coming..

How do we provide a service layer? How do we provide the infrastructures to get ready for the autonomous drivings? And then, third thing I think, hopefully, that will happen is we help the city to redesign it to be more shared, to be more green, to be more active, and also healthier...