



Trust : The new (clean) energy

Frederic Mazzella
Founder & CEO
@BlaBlaCar_FR 



ALONE

Cost of
motoring
80€



RIDESHARING

20€

20€

20€

20€



@BlaBlaCar_FR



People Powered Travel



A travel search engine

A trusted community

A European phenomenon

10 Countries

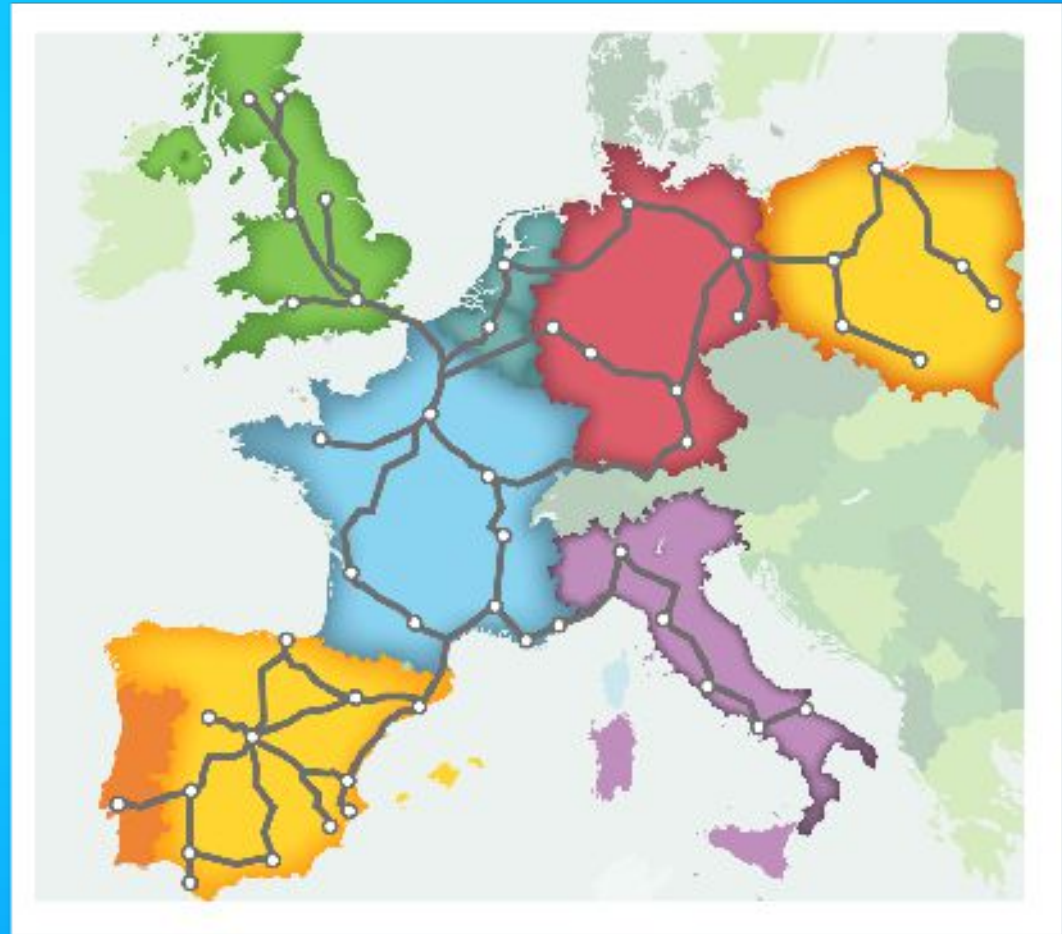
3.2 Billion

km have been shared in total



80 535

times round
the world



A new transport network

600.000
PASSENGERS
CARRIED
A MONTH



23 058 595
seats offered to date

@BlaBlaCar_FR

Long tail offer

Our Top 10
trips

=

only 3%
of our offer



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Making a difference



1.7 People per car
in Europe



2.8 People per car
in the BlaBlaCar
community

726 370
tonnes less
CO2

- ✓ Less emissions
- ✓ Less congestion
- ✓ Shared costs

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WHY

?

Excess Capacity

+

Connected networks

=

SAVINGS





Easy



Support



Trust

Previously only conveyed with
Quality & Branding in the former economy

**HOW DO
WE BUILD
P2P TRUST?**

D.R.E.A.M.S.

The Trust Framework by **BlaBlaCar**

DECLARED



Lisa M
26 y.o.

RATED



ENGAGED



ACTIVE



MODERATED



SOCIAL



D**R****E****A****M****S**

The Trust Framework by **BlablaCar**



Lisa M, 26 years old

Prefs



“I often drive to Cornwall, where my parents have a farm. I drive a four by four, with lots of space.”

DECLARED

D

R

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A

M

S

The Trust Framework by **BlablaCar**



Lisa is very reliable & friendly. Thanks for making a detour to drop me off.



Interesting travel companion, loved learning about goat herding in Nepal!



RA**TED**



The Trust Framework by **BlablaCar**

Book now

ENGAGED



The Trust Framework by **BlablaCar**

Logged 1h ago
Response rate: 98%

A**CTIVE**

D

R

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M

S

The Trust Framework by **BlaBlaCar**



Phone number



Email



Bank details



From Kathleen

Lisa was a great travel companion, loved learning about goat herding in Nepal!

Approved

MODERATED

D

R

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S

The Trust Framework by **BlaBlaCar**



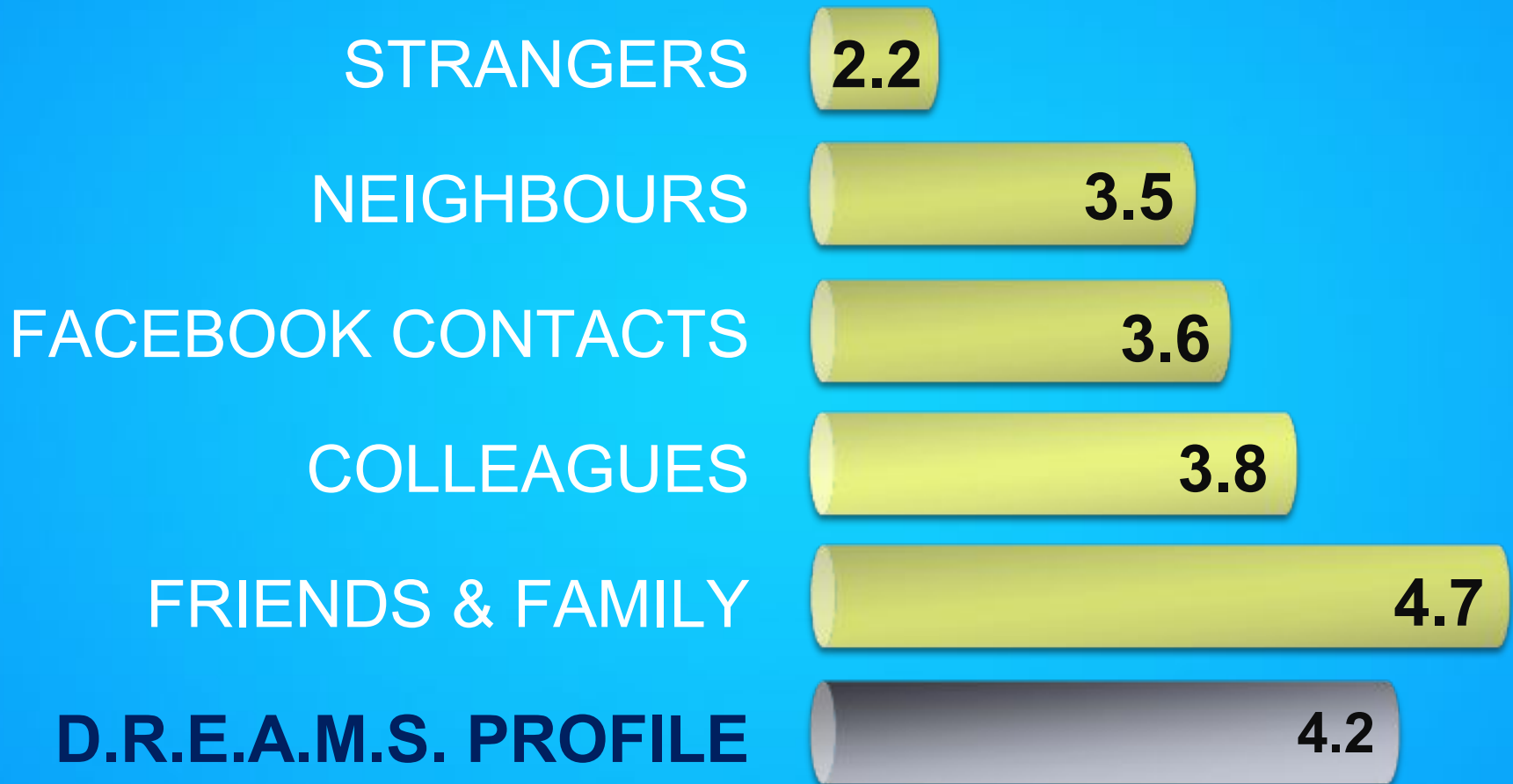
Passenger transported



Trust levels



Trust levels



Follow your DREAMS & Become a Super Hero of Trust!



www.BeTrustman.com @BeTrustman

Mobile is the future



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We are hiring talents



cv@BlaBlaCar.com

Thanks!

