

August 5, 2019

Sam Zaid, CEO
Getaround
San Francisco, CA 94108

Dear Mr. Zaid,

As a 29 year old actively choosing to circumvent car ownership for comfort, flexibility and aversion to long-term commitment I have found asylum in the future of car sharing. While I have always been mindful of the environmental damage cars can have on the planet, I am blown away by the fact that every one car shared takes ten cars off the road. As an individual who wants to be a driving force behind global environmental change, I am certain there are others who feel the same but are unaware of how to help. Given the average car sits stagnant 22 hours a day, more people should be aware of these big numbers, and car sharing can be a great place to start!

I'm writing to you as a full supporter of Getaround's community-based transportation efforts. You all are tackling a major problem, providing a seamless way for people to share cars with each other, and curating a new concept of car ownership. I am confident there is opportunity to grow exposure, starting in Denver, CO, then beyond the 13 cities you are in today. There is a deeper story to be told, and I would love to tell it through a transmedia marketing project. By showcasing ordinary people taking part in Getaround, I'll focus on two main players: Barbara the car owner and Ben the renter. Through their relatable stories we'll focus on the environmental and financial benefits of car sharing. I'll use Getaround's current social media channels (Facebook, Instagram, Twitter), and the website to host a blog. I'll target untapped areas of your market, including young professionals, students, gen x, and millennials in the Denver area who are already passionate about combating climate change.

As a passionate non car owner, I can help bring awareness to the benefits of peer to peer car sharing. With a strong and relatable story of Ben and Barbara using Getaround, and environmental facts to back it up, we can evoke an emotional response among others. I am savvy on where and how this audience can be found. By capturing consumer attention through social media and instilling relatability with the characters, I'm excited to raise awareness and create new Getaround believers.

In partnership with Media Sage Social SEO, for \$1000 we can create a promo video along with photos, infographics and media content. With my main focus being on spreading awareness through social media, fueling the campaign with \$1000 in paid ads will kickstart reach to a broad audience. The project will consume 75 billable hours. Lastly, in addition to social media access, I'd ask for the ability to host a blog on the Getaround website, where social media content will drive consumers to learn the deeper story around the benefits and lifestyle Getaround creates.

Thank you. I look forward to presenting a pitch deck to the you and the team.

Sincerely,
Tracy Scheib