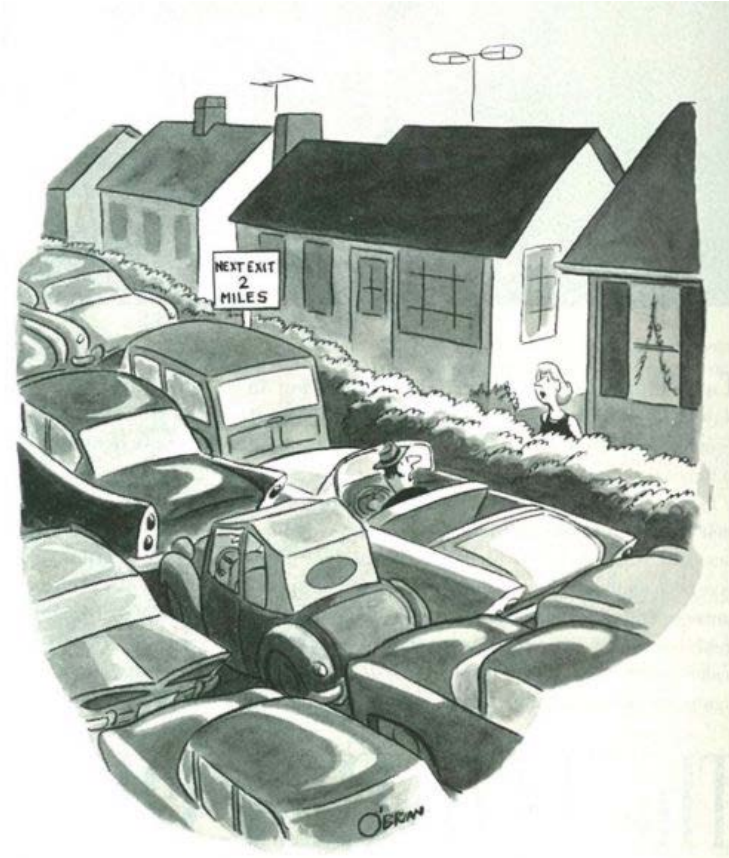


*“As a matter of fact, I had an easy day at the office. It’s the commuting that’s killing me.” From Sat. Evening Post of August 2, 1960*

Contact Steve Dickerson  
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*“Looks like I’ll be a little late tonight, dear.” From October 1, 1969*



# A MasterApp for Urban Trips



A way to largely resolve the congestion problem in cities. The key is a "MasterApp" that allows anyone to improve their trips in a way that is best for them and considers the benefit to others who might travel at a similar time. Very tailored to each individual. Participants are honored.



# Getting Started



- Establish a partnership with a single employer.
- Build a working group of about 100 employees to be the first users
- Establish a minimal MasterApp that provides:
  - dynamic carpooling...trip by trip
  - carsharing for users
  - MARTA info
  - automatic billing
  - WAZE built in
  - Incentives for users
- Test, communicate, improve

**ADD FEATURES AND GROW**

# Partner Framework

