

What is this about?

1. This doc helps me organize my thoughts, priorities and goals. So if I know people are reading it, that should inspire me to keep it updated.
2. If we're going to chat/meet, I want to give you some background info so we can have a good starting point to chat from.
3. If you're curious about my story and what I'm working on right now, read on!

The Rideshare Guy was born in 2014 and after the initial slog of getting the word out, establishing credibility, and building the business, I think we're in a good place. I have worked hard to transition my role to more of a 'CEO' and try to operate behind the scenes as much as possible. I'm purposeful about keeping an equal balance between business, family and me-time. So I try not to spend time on things that I do not enjoy and am always trying to update my priorities to best reflect what I currently care about. I'm happy to have my team shoulder a lot of the load and take credit for everything we're up to.

In my mind, this is one of the best parts about being an entrepreneur. Things are tough at the start, but if you have success, you eventually have the ability to focus on the things that you enjoy and to not work on the things you don't. I have the option to work as much or as little as I want, although I normally end up somewhere in between. I built up my business once, I don't have a burning desire to start over and do it again :)

So this doc aims to lay out background information for myself and my business but also what I'm working on these days and how you can help, follow along, work with me, or just observe and support!

Last updated: **7/10/2023**

What's your story?

If you already know me well, you can skip this part. If you want the video cliffs notes, check out [my sizzle reel](#). Otherwise read on to find out how I came to be known as 'The Rideshare Guy'.

The short-ish story is that I started driving for Uber and Lyft in 2014 in Orange County, CA. At the time, I was working full-time as an aerospace engineer for Boeing in Seal Beach, CA but I've always been open to entrepreneurial activities. Uber was already valued in the low billions of dollars but only the cool kids were taking Ubers. My wife was in medical school at the time so I had some time to kill. So I ended up signing up to drive with Lyft first, and then signed up with an Uber recruiter in the parking lot at Boeing and I was off (+ got a \$500 bonus after giving my first ride lol, thank you Uber!).

I realized quickly that rideshare driving wasn't rocket science but it was harder than it looked. I had several blogs in the personal finance space (quick test: see if you can find them!) and dabbled in a number of other online projects, freelance roles, etc. over the years so I knew the basics of blogging and online marketing. But this opportunity seemed perfect: a good business opportunity (ended up being way bigger than I thought), a topic that I was interested in and an opportunity to help people (drivers) in need. I started writing about my experience driving, trying out new services and detailing how much money I made (lots of spreadsheets - I'm an engineer, remember?). I lucked into this trio but it's now one of the guiding principles I use any time I consider a new project, partner or venture.

- Check out my [FinCon talk](#) for more details on how I started, grew the blog, etc
- Here's [an interview](#) I did with Pat Flynn, who was really my go to resource for all things blogging and online marketing.
- And here's [a fun interview](#) I did all about our media strategy - I'd say it worked since we've now been quoted [thousands of times](#) in the media.

The Rideshare Guy - Background

The media side of The Rideshare Guy is the front-facing part of the business and what most people know us for. We produce a LOT of content and generally try to make a lot of noise, whether it's through our own platforms, interviews, media, etc.

The media side of the business includes:

- [Blog](#)
- [Youtube channel](#)
- [Podcast\(s\)](#)
- Courses ([rideshare](#), delivery, etc)
- [Book](#) & audio book
- Social Media
 - [Twitter](#) (place I'm most active)
 - [Linkedin](#)
 - [Facebook page](#)
 - [Instagram](#)
 - [Tik Tok](#)
- [Linkedin Newsletter](#) - Rideshare Drivers React

I've got 4-5 full time people that help me run the business including my COO, managing editor, SEO analyst, advertising manager and Youtube manager. Plus maybe 10-15 contributors (articles and videos mainly) across the country that are working various gig platforms and covering their experience for us. I try to only hire content contributors that have direct experience working in the gig economy since I think this is what makes us stand out/be unique.

And I also have a bunch of other contractors for everything from thumbnail production to podcast and video editing.

We are definitely best known for our rideshare coverage, as the name 'The Rideshare Guy' might imply and that's something that we lean into, plan to keep. But it's interesting that during 2018-19, our most popular content was actually our scooter coverage. I was one of the first Bird chargers in Santa Monica, and all of our top articles were about Bird charging, mechanics, etc. And our charging videos and scooter reviews on Youtube generated millions of views.

Scooter interest eventually died off though and a real shift happened in 2020-2022 due to the pandemic and the last mile delivery space exploded. Even today, there's a lot less interest in rideshare than there was before the pandemic. Delivery has gotten a lot of buzz though and there is a lot of interest and excitement here. We're not experts in last mile delivery (or trying to be) but there are obviously a lot of synergies between all these gig jobs and it's been a core part of our revenue and growth. So it's definitely an area we're spending time in and know a lot about, although from the outside it may not appear that way.

I've learned a lot since 2014 about the gig economy and really the workers in this space so think there's ample opportunity to apply some of the best practices, learnings and lessons to adjacent industries and beyond. For example, the most popular Uber driver feature ever released is instant pay which allows drivers to cash out whenever they want for a small fee. It's crazy to me that big employers like Starbucks, Walmart, etc don't have similar products as it's a great way to deliver value to your workers without having to pay them more money!

What I am up to...

Over the years, I've done pretty much every role in the business but you can only write about 'how to handle a pucker' so many times before it gets tiring :) I still enjoy coming up with content ideas for our team but the podcast is really the only platform that I'm creating new content for. And Twitter..

Fortunately, there are lots of opportunities on the business side to keep me busy. I like to think of The RSG as two parts. The front-facing part is the media side of the business that most people know us for and is pretty straightforward: we create lots of good content and try to make money off advertising, affiliates, sponsored posts, etc.

Behind the scenes, I spend a lot of time trying to leverage the media side of the business and my network into various consulting opportunities, B2B projects, advising, investing, starting conferences, partnerships, contributing to books, writing white papers, etc. You name it.

Work Stuff

Media Properties

[The Rideshare Guy](#) - The biggest blog, [Youtube Channel](#) and [podcast](#) for rideshare and delivery drivers.

[Curbivore](#) - Our [conference](#) and [newsletter](#) brand on the intersection of last mile delivery, restaurant and retail, public policy and everything in-between.

[The Driverless Digest](#) - our newsletter covering the intersection of autonomy x rideshare, and the business of AVs.

[Modern Delivery](#) - Our daily newsletter on all things delivery.

[Movements](#) - Weekly general mobility newsletter

[Ottomate](#) - Food robotics and automation newsletter

Leverage

This is less a specific project and more a concept that I'm focused on with the business in two main ways. On the content side, it's more important than ever to spend more time on less content and then leverage it across multiple platforms, promote it, etc. Most of our platforms have mutually exclusive audiences and there isn't a lot of crossover between a podcast listener and a blog reader. So I'd rather spend more time on one great piece of content and then repurpose it across multiple platforms. We're still refining this and I'm really trying to hire more and better 'content remixers' but haven't found the perfect system just yet.

On the business side, I'm looking to get as much leverage on each interaction as possible. So for example, I recently took a consulting call with a fleet owner who was renting vehicles to Uber and Lyft drivers. The main issue they had was around insurance so I set them up with our B2B insurance partner who they ended up loving and getting a policy with (we got a commission) and since then, they've started working with one of the dash cam companies I'm an advisor for, and we set up a consulting agreement to help grow their fleet and have been making intros to key people at Uber and Lyft. Some of my friends often joke that there aren't many companies in the mobility space that I'm not involved with but I think that's actually a good thing. I love working with smart people, cool companies and new concepts so if there's a way for me to also benefit financially or get upside in the opportunity, idea - even better.

There are a lot of great companies, products and services out there that we can add a lot of value to so I spend a lot of time thinking about the best entry point to a more formal relationship. Not everyone would get a great ROI from a 1 hour consultation with me but if they had a fleet of cars and just got a quote with my insurance partner, I'd be more than happy to hop on a call. I

don't love the idea of telling people you have to do me a favor if you want me to do you a favor but I do think there are a lot of win-wins out there, just need to find a better way to explain that.

Making Money

Not shy about this one. I am pretty focused on maximizing revenue and if you watched my FinCon talk, I'm good at it too. But I don't think there's anything wrong with that. Especially when you run an online business, opportunities come and go quickly so it's important to strike while the iron is hot. I assume that all of our top affiliate partners for example are going to cut us off for no reason tomorrow (and this has happened multiple times) so if/when that does happen, I don't want to feel like there was more we could have done.

"Money isn't the only goal but it is a great scorecard."

How can you help me? The easiest way is to spend money with us is by [advertising](#) or hiring me for a [1 hour consulting call](#). If you don't have money to spend, find another way to provide value. It's not that hard to figure out what I care about (if you're reading this doc, you're on the right track) and help me out. Podcast reviews in iTunes, sharing content on social media, Book reviews on Amazon, etc.

I get so many people reaching out to me for exploratory calls, to pick my brain, etc and it's easy to say no to these because there's no relationship there. It's just some random person on the internet who wants something from me. A lot of times they haven't even subscribed to one of my newsletters :)

My Current Investment Vehicle

I spend about 5-10% of my time 'investing' in start-ups and have a \$500k mini-fund with one great LP (thanks Bloomberg Beta/Roy!) where we write \$25k checks into early stage mobility companies (rideshare, delivery, gig economy, logistics, food tech, marketplaces, etc).

My investments so far include:

- 🚚 [Vamo](#) - Better business delivery for perishable goods and e-commerce
- ⚙️ [Stealth](#) - drone and motor manufacturing in the USA
- 🏠 [PeteHealth](#) - Home physical therapy and durable medical equipment provider
- 🔍 [RV Help](#) - marketplace for mobile RV techs and inspectors
- ♻️ [Crew](#) - Valet waste management and removal
- 🚗 [8 Fleet](#) - Fleet Infrastructure for ridesharing
- 🏠 [Steward](#) - AI estate planning.
- 🚚 [Ruck](#) - Last mile delivery/marketplace for construction materials.
- 🔋 [Bingo](#) - Battery swapping platform for light electric vehicles (2,3 and 4 wheels)

- 🚗 [Adway](#) - On-vehicle projector advertising.
- ⚡ [Strut](#) - modular platform for local EVs starting at \$10k
- 🛒 [Hetal](#) - Retail analytics platform with experienced founder (Felix Gray).
- 🏌️ [Loop](#) - last minute tee time booking service for golfers.
- 🛒 [Vendora](#) - vertical SAAS product helping independent grocers get online and manage 1PD and/or aggregate 3PD.
- 🇪🇺 [Amaze](#) - digital membership cards for restaurants and beyond
- 🏠 [Kommu](#) - home-sharing built off your social graph. So rent your place to friends AND friends of friends.
- 🗣️ [Ask Alex](#) (also syndicated this deal with Uber Alumni group) - marketing chatbot for restaurants and SMB's
- ⚡ [Whizz](#) - e-bike rentals for couriers

(The only category I'm not allowed to invest in is financial services.)

Logistics

My fund is technically a side letter between my LP and myself, so every investment that I make, I syndicate through [Sydecar](#). Bloomberg puts in \$25k, I put in \$2.5k (10% GP commit) and then Sydecar takes \$4.5k in fees, **so the company actually receives \$23k.**

I have a small, but growing [syndicate list](#) / [angel network](#) that I share deals with, so am sometimes able to get additional investors in through the syndicate.

Investor FAQ

How can you help me?

Feel free to share interesting early stage start-ups with me. It's rare that I will invest though in a random person/company/pitch. I usually invest in people I've known for a while/seen in action/met in person/etc (see below). So try to get to know me, support me, attend my events/meet-ups, etc if you really want to get me involved.

What do I look for in early stage investments?

1. **People I know well/have worked with before/seen in action** - it's all about the founder/team at an early stage so if I have this insight, that should give me a relative advantage over others who don't know them and are just basing their investment decision off the idea, traction, etc. And reduces some of the character risk (ie this person is shady and going to run off with my money)
2. **Early stage (pre-seed or seed)** since I can have more impact when the team is smaller and has less capital to work with.

1. For example, at seed stage, a start-up may not have the money to hire a top tier PR firm but I've been quoted in the media [thousands](#) of times and have strong relationships with media so can be a one man PR team.
3. Anything adjacent to rideshare, delivery and gig economy. If it's in one of those 3 categories directly, I think the companies should probably '[be paying me](#)' (equity and/or cash) instead of the other way around. If it's adjacent though, like a staffing marketplace or truck driving start-up, there are a lot of parallels to what I know well, but I'm no expert at staffing or truck driving, so could be a good category for me to invest in.
 1. I've done a couple deals in food tech so far for this reason (don't know much about running a restaurant but I do know they all work with a lot of 3PD/delivery drivers and meet many via that angle/connections) and because I like the category/think it's growing.

When I'm investing, I don't like to make a lot of promises or oversell myself though. Just that I'm a good person with relevant experience who is willing to give you cash (and \$25k goes a lot further than it used to) and will look for ways to help. When I come on as an advisor, and I'm asking a company for equity, I'll [outline clear areas](#) where I think I can provide a lot of value and am happy to set the bar high.

Angel Investing

(as of Feb. 2023, I'm no longer making angel investments and solely investing out of my fund above)

2023

Marketplace Capital (LP) - 1/23

2022

Packsmith - Seed, \$15m post - 12/22

TBA - Bridge, \$30m pre - 11/22

HF0 (LP) - 11/22

Kyte - Series B, \$200m pre - 11/22

Offsiter - Pre-seed, \$12m post - 10/22

Stealth - Pre-seed, \$12m post cap - 9/22

Stealth - Pre-seed, \$6m post cap - 9/22

Fetii - \$40m cap

OpenVia - Pre-seed, \$5.67m pre

Banana Capital Fund 2 (LP)

Drover - Pre-series A, \$16m pre cap

Kitchen Data Systems - Pre-seed, \$10m post - 5/22

Volterio - \$50m post cap - 2/22

HERE Mobility - Pre-seed, MFN cap - 3/22

Stable - Seed, \$9.5m post - 2/22
Maxwell Social - Pre-seed, \$12m cap - 1/22
Liquidity Capital - Seed, \$32m post - 1/22
Remote First Growth Fund (LP) - 1/22
Crescent Fund (LP) - 1/22

2021

Worklife Fund 2 (LP) - 12/21
Shrug IV (LP) - 9/21
Crosscut 5 (LP) - 8/21
Trucks Growth Fund (LP) - 8/21
Solo - Seed \$16m post - 8/21
Open Via (Endpoint) - \$4m post cap - 7/21
Landline - \$40 mil cap pre, Series A+ - 6/21
Lean - Seed, \$16 m pre - 6/21
Stable - Seed, \$5.7 mil post cap - 6/21
Haus - Series A - \$55 mil pre
2 am Ventures (LP) - 5/21
Remote First Capital II (LP) - 3/21
Nimbus - \$10 mil cap - 3/21
Lean - \$7 mil pre cap pre-seed - 1/21

2020

Backend II (LP)
Shrug III (LP)
Zmurl - \$10m post seed - 8/20
Atoms - \$28m Series A+ - 7/20
~~FullKitchen - \$8m cap - 7/20 (RIP)~~
Haus - \$20m cap - 5/9
Community - \$240m pre-A - 4/14
Codi - \$12m post seed - 2/13 (+finder's fee carry for Uber Alumni Syndicate)
Haus - \$20m cap - 1/31
AdQuick - \$24m val Series A - 1/23
Nimbus - \$4m cap - 1/27
Work Life Fund (LP) - 1/7

2019

Remote First Fund (LP) - 12/19
GenM - 12/19
Backend Capital (LP)
~~Spring - 9/19 (RIP)~~
Tortoise - \$10m post cap Seed - 8/19
Cabin - 8/19

Ethel's Club - 7/19

Perch - 4/19

Advising

Along the 'angel investing' lines, I'm an advisor for a number of companies and always try to be there whenever they need anything. This is fun because it gets me a taste of the start-up world without having to actually work at a start-up.

More details [here](#).

How can you help me? Reach out to me if you've got a super compelling product and a road to getting funding.

B2B Work

This sort of falls under my [consulting](#) umbrella but really what it involves is me leveraging my network. Often, it's a service provider with a new start-up/company in need. And I'm able to provide a lot of value to both parties here when there's an asymmetry of information. That is, one of the groups is not well known but I, of course, know them. More details [here](#).

A few examples of partners I have in this space:

- [Ed Walker](#) (Hub International) - Helps fleet owners/shared mobility operators with commercial insurance

I really like this B2B referral model since there are so many companies that I can help in so many ways but it's often hard to find a formal relationship or a place to start. I charge a lot and they don't have much money/aren't sure of the specific value I'll bring. But if you need to get commercial insurance anyways, and you use my partner who's one of the best, I get a small cut and I'm happy to chat/help you. It's a good starting point to the relationship.

How can you help me? Ask me for an intro to one of these companies if you're in need of their services and I'll owe you one!

E-mails

I only check e-mails once a day, pause my inbox and get no notifications on my phone. Mic drop! I haven't been able to convince a single person to switch to my system but I think it works well:

- Virtual assistant - My VA is based on the East Coast and I'm on the West Coast, so she hops into my email every day and sorts it before I wake up based on VIP, FYI, etc type categories. I'm working on having her do even more here to start drafting replies,

acknowledgements, intros, etc. My Chief of Staff Melissa also responds to any reader questions that are looking for generic driving help/advice/etc. This is pretty easy to do yourself if you don't want to hire an assistant.

- Check emails once a day - I was super inspired by Cal Newport's book 'Deep Work', which basically proves how much more efficient it is to batch process anything and that there is cognitive drag associated that slows you down any time you take attention away from the task at hand.
- [Boomerang](#) - This is the OG Superhuman that I've stuck with since it allows me to pause my inbox, schedule emails, etc.
- No email on my phone - don't do it. So inefficient. Turn off all Gmail notifications.

How can you help me? Give my email system a try :)

Hosting My Podcast

Pretty straightforward here. I like learning and talking to interesting people so might as well record those conversations. The podcast is also geared towards more of an industry audience but we often re-publish the full audio + video interview on our Youtube channel.

How can you help me? Leave me a review in [iTunes](#) or share the podcast with a friend.

Electrification

My team and I have spent a lot of time working in the EV space over the past few years as there's probably no better current use case/opportunity than electrifying ridehail. Uber and Lyft drivers will easily put 1,000 to 2,000 miles on their car every single week, greatly accelerating the EV breakeven point and of course the reduced maintenance and gas savings are a huge plus on the expense side of the P&L for drivers. And on a personal level, I'm a big proponent of sustainability and EVs having driven a Tesla Model 3 and Y for the past 5 years, solar on my house, and encouraging the use of micro-mobility over cars more broadly.

On the **media side** of the business, we have covered the EV x rideshare industry extensively:

- [RSG Media Kit](#) - we've worked with hundreds of brands to market products and services to Uber and Lyft drivers.
- [Gabe Ets-Hokin](#) is our senior EV Contributor for The Rideshare Guy and has reviewed a number of different EVs for Uber and Lyft from the driver perspective (Tesla Model 3 and S, Mach E, Polestar 2, etc). This includes articles on the [blog](#) and video reviews on our [Youtube](#) channel.
 - Gabe has also done numerous media appearances and spoke at conferences like [Fully Charged](#) on RSG's behalf
- [RSG Podcast](#) - We've interviewed dozens of EV fleets/companies/executives/etc ([Spring Free](#), [Beat Tesla](#), [Sam Arons - Lyft](#), etc)

- Large industry following on our podcast creates [amazing BD opportunities](#) for EV companies.
- We run the [largest EV Facebook Group](#) for Uber and Lyft drivers
- We also post about EV topics on our other media platforms like LinkedIn and can reach tens of thousands of industry insiders this way
 - Example - [EV Safety](#)

On the industry/partnership side of the business:

- [Consulting](#)/advising/investing - We've done a number of projects with OEMs all the way to start-ups and suppliers looking at opportunities in the EV space to develop products and services for the rideshare industry, purpose built vehicles, and market to our audience.
 - Specifically, we've worked with companies like [Indigo](#) to run driver surveys, focus groups and then also help [spread the word](#) to our driver/industry audience.
 - I'm also an advisor and investor to companies like [Nimbus](#) and have provided them with major support on earned media, partnerships and general awareness/feedback.
- [Curbivore](#) - This is our conference brand at the intersection of last mile delivery, food technology and public policy and our in person event takes place every March in Los Angeles. A big part of this conference is showcasing different EVs from more traditional cars and delivery vehicles to newer prototypes, delivery robots and drones. Highlights video [here](#).
 - We do a lot of co-marketing for other conferences like [a recent partnership](#) with Fully Charged

Other

[Curbivore](#) - My first foray into building a product in 'the real world' and while it isn't a big money maker, it was a lot of fun. Check out [our highlights video here](#)! Curbivore is an annual in-person event in early March that takes place in the heart of downtown Los Angeles and brings together leaders from the worlds of mobility, last mile delivery, food technology and public policy. Past speakers include LA Mayor Eric Garcetti, Uber VP of Product Sachin Kansal, Upfront Ventures' Mark Suster and many more!

How can you help me? Reach out to sponsor or partner with us for our 2023 event!

[Movements](#) - This is a weekly industry newsletter in the mobility space that my team and I have taken over.

How can you help me? We've got a great list of 4,000 industry insiders and a 40% open rate and are trying to [find ways to monetize](#).

Future Stuff

This is where I tease fun stuff I'm working on in the background or seriously considering:

- I'm looking to partner with a large media group that would effectively double our team on the content side. They bring a laser-like focus on the SEO and website building side of the house and I'm good at everything else. I've never been that interested or much of an expert on the SEO side of things so I think it could be a great fit
- May be starting a small early stage fund. This opportunity sort of fell into my lap and it's with a great partner so hard to say no. And lines up with a lot of what I'm working on/interested in.

Personal

Parenting

I have two boys named Henry and George, (2 and 4) and they are a lot of fun but also a handful and basically my second job. I tend to be the most free M-F from 10-5 but VERY busy before and after that and on the weekends :)

I'm not ashamed to admit that I would go crazy if I had to watch my boys 24/7, but I think when you have multiple things in your life that you care about, it makes each one that more meaningful (work, family time, leisure). I try to keep all three in balance at all times. I take work off completely on Saturdays and Sundays (don't even check my email) and just hang with the family.

Leisure - Golf, Lunches, Bball, Hawaii

As I mentioned earlier, as an entrepreneur, it's important to take advantage of working for yourself. I feel like Covid has brought a lot of people over to my side but I always like to joke that I've been working from home since 2014! It's great to have no commute, and you can get way more done working solo than in a team setting with people bugging you, if that's what you care most about.

Personally, I've never been able to sit down and work 8 hours straight, so I often like to break up the day with lunches, golf and other activities. Golf takes up $\frac{2}{3}$ of the day but I usually do a little work that night or the night before when I play.

If you're a golfer, let me know! Or if you're trying to meet up with me, lunch is a good way to get me to say yes. Especially, if you pick a great place :)

Hi.

If you want to connect on any of these topics, drop me a line at harry@therideshareguy.com
Or follow/connect with me on [Twitter](#).

(Psst, hey you ... want one of these?)

Lots of people enjoy reading this (tbd) and want to create their own. If you got this far, you are one of them. [Go to this link and create one](#) for yourself. Big thanks to Sunil Paul for creating the first one of these and the inspiration. Sorry it took me so long to get this set up!

And if you like, leave a comment here with your new page and I'll link to it from here. I'd love to read it.

- [What Sunil is up to](#)