

*This is a transcript of Episode 124: How Swoop is Taking Group Transportation Nationwide. You can find show notes, comments and more by [clicking here](#). You can also listen to the podcast in [iTunes](#), [Stitcher](#) or wherever you get your podcasts.*

**Harry Campbell:** So there's a lot of focus on the ride share delivery and scooter markets. But one thing I've learned is that at its core transportation is pretty simple. It really doesn't matter whether you're transporting a person on Uber, a burrito on DoorDash or a few grams of marijuana on EAs, it's all about getting an object or a group of objects from point A to point B efficiently, safely, and for the lowest cost. And one of the things that I love to do is examine, study, and learn about lesser known areas of mobility. You know, a lot of times the dynamics are very similar, but certain areas are going to be magnified and others will be minimized. So today we'll be talking about group transportation since there are a number of obvious parallels to ride share, but no one's really dominating the market yet. Not yet at least. So if you're ready, let's get moving.

**Announcer:** Welcome to The Rideshare Guy Podcast where you will learn about the Rideshare and mobility industry straight from Harry Campbell, who's got over five years experience covering the industry and has talked to thousands of drivers. There's no better place to stay up to date, entertained and educated. So let's dive in.

**Harry Campbell:** So today I'll be talking with Ruben Schultz. One of the co-founder at Swoop, Swoop is a marketplace that connects private owner operators in the group transportation space with consumer. So their consumers really break down into a few groups, businesses, you know, just regular customers and even the wedding industry. So it was really interesting to learn all about the business model that they're operating with and who they're targeting and sort of how they see the platform. And you know, who they might work with on the partnership and events side. I actually had Swoop CEO Amir Ghorbani on the podcast almost two years ago, and it was all the way back in Episode 68, if you're interested in listening to that. But a lot's changed since then and Ruben is here to give us all the updates. So on today's podcast we'll talk about how Swoop is now gone nationwide. We'll take an in depth look at the business and who really update us on everything else. You know, the team is expanding, they're hiring, they're profitable, you know, a lot of the signs are, they're headed in the right direction. So it's really cool to see that, especially them being here based in Los Angeles. So if you guys want to learn a little bit more about Swoop, we'll leave links to their website and anything else that we mentioned in the show notes @ [therideshareguy.com/episode124](http://therideshareguy.com/episode124). All right, let's hit the road. So Ruben is one of the co-founders Swoop at Swoop he's responsible for operations, marketing people in hiring

and the fundraising efforts prior to joining Swoop, he spent four years working Google and Facebook helping scale new programs such as workplace by Facebook, globally and Google's agency landscape in Europe. Ruben was born in Germany, spending his childhood years there prior to moving to the US so Ruben, how are you doing today?

**Ruben Schultz:** I'm doing great. How are you?

**Harry Campbell:** I'm doing well. You know, I know we had some technical difficulties. I'm just going to leave it at that, but I'm glad we were able to work those out and get started recording.

**Ruben Schultz:** Yeah, I'm really happy to be here. Thank you.

**Harry Campbell:** Yeah, no, I appreciate it. And you know, we did have a Amir Ghorbani from Swoop on two years ago and I know a lot has changed since then. But before we get into what's changed, I'm curious if you can give me the sorta for those who may not have listened yet. Give me the 60 second kind of overview or pitch of what Swoop is and uh, kinda why, you know, kind of what you guys do.

**Ruben Schultz:** Basically at Swoop, we're really trying to solve group transportation. So how groups travel. What that means is that you can come to Swoop.com and book any type of group transportation, which is SUV all the way up to a charter bus, a limousine, a mini coach, all types of vehicles. But we don't own any vehicles. So on the supply side, we work with operators all across the US that actually own these vehicles and employ the drivers. And we built the technology in between making it very easy for any customer to book group transportation, but also making it very easy for any operator to get additional business and upload their vehicles on our platform.

**Harry Campbell:** Got it. Very cool. So I guess in the last two years, if you have a few highlights that you want to share you know, kind of what's been going on with Swoop, what you guys have focused on and I'm sure I'll be able to pick one or two and we can dive in there.

**Ruben Schultz:** Yeah, I mean, so much has happened as you can imagine with a.

**Harry Campbell:** With a stop start and we'll see. We'll see where we go from there.

**Ruben Schultz:** I guess the big thing that's happened is really that were truly nationwide now. So Swoops all across the US now and in select cities across the world. So that means that to any listener, regardless where you are, you can go to Swoop

app.com and book a, your vehicle today. So I would say, I would say that's something that we're really excited about.

**Harry Campbell:** Very cool. So if I go to Swoop.com as a customer, what am I going to see? Different vehicle types or you know, what I want, what am I going there for? Basically?

**Ruben Schultz:** Yeah. So you're with a group, obviously it's either, let's say you and 10 of your friends, it might be your wedding.

And you are looking for like a bachelorette, bachelor party, bachelorette party or it's very often also corporate events. Okay. So your company as a sales offsite, you do your holiday party, right? So now you need transportation to get either from the office to the venue or for your friends to go to a bar or go to a club for a night out. You go to [www.swoop.com](http://www.swoop.com) and you just enter your location where you're going. So pick up and drop off location. Then you can select a vehicle. We have all types of vehicles. So let's say we're looking for a mini coach, which is for 28 people. You can book that and then you can request the Swoop. The nice thing is with Swoop, you're not, you know that everything is taken care of and the whole experience from booking it to the post drive experience or imagine you leave your phone on the vehicle or your jacket, everything is taken care of and you own the average chat with us. So it's also very pleasant for the customer. Same thing for the operator that owns the vehicle. They only ever chat to us. We make sure that everything's taken care of, that they get, they pay, they get their payout immediately. So that's been really the, the value add for school.

**Harry Campbell:** So as far as the bookings that you guys are doing right now, what do they gravitate towards? I guess what type of vehicle?

**Ruben Schultz:** Yeah, so how we think about it at Swoop is really on what the customer's looking for and what the customer's told us recently as that the sprinter van, which is often made by a Mercedes Benz, there's other types of versions like the Ford transit as well as these many coaches and charter buses are very high in demand. The reason for this is that also as a business, we've gravitated towards those, a lot of the corporate bookings. So we do a lot of trips for businesses and conferences like gaming tournaments for IGA gaming, all those types of trips we've started doing. So those vehicles have been in demand. But what often happens is they might book for charter buses, but they're also looking for one limousine or for our party bus. And that's why it's so important that at Swoop we have all types of vehicles, so a customer can only work with us and get all of the vehicles that they're looking for.

**Harry Campbell:** Got it. So how do you ensure that you have multiple vehicles? You mentioned that, you know, you have these supply side partners. Do they each have, you know, a litany of different vehicles? Or does one supply side operator tend to have, you know, a bunch of sprinter vans and others have limos and others have party buses?

**Ruben Schultz** So it's definitely the latter. So if you, if we look at these operators, they're often very entrepreneurial people that have five to 10 vehicles. And often it's one type of vehicle. So you have operator A and they have all charter buses and operator B has all sprinter bands. And we how we ensure, to go back to your question of how we ensure that we have all types of vehicles, it's just the fact that we have the most partnerships on the supply side. So that's helped us and having every type of vehicle that you can imagine in a, in a given city.

**Harry Campbell:** Got it. So what are the benefits for the supply side operators to work with you guys? I mean, why are they, you know, so Amped or Jazz to work with Swoop. What do you provide to them that makes them really excited if they had to pick one thing?

**Ruben Schultz:** Yeah, so I mean initially I know a lot of people are probably thinking money and money is definitely important.

**Harry Campbell:** People don't like that.

**Ruben Schultz:** Exactly. But, and I, I really mean this. What's been more important is just the trust and the reliability that they have with Swoop. Because you know when you work with Swoop, you provide the driver and the vehicle, but we take care of the rest so we make sure that the ride is dispatched correctly. We make sure that the driver has all of the information that she or he needs and we take care of all of the communication. Plus you get paid out the same day or the next day so you can ensure that the money's in the bank, which is obviously also important. But I would say it's that trust and reliability factor that comes number one and then the lead generation and and the money and second.

**Harry Campbell:** Yeah. Do you think it's because their experience right now or pre Swoop is so bad? Or do you think it's just because what you guys are doing is adding so much value to whatever they're doing right now?

**Ruben Schultz:** Yeah, I think it's a mix of both. So historically it hasn't been a very efficient industry. So you might have five-year codes, five, let's say five SUVs and I have five sprinter vans. Now I get a request for an SUV. I'll call you up. I'll try to get a ride

from you, but you don't have any information but you just end up doing it anyways. Customer wanted a white white vehicle but gets a black vehicle. Right. So this is how it's happened historically with Swoop through the technology that we have, we're able to ensure that these types of mix-ups don't happen. Plus in a previous experience, right, in a previous, in the previous world, the money would come in let's say a hundred days after the ride here you're getting it the next day. Right. So I think it's, it's, it's truly a mix of both.

**Harry Campbell:** You know, so definitely a lot quicker. I mean it seems to be, I don't know if I would call it a trend, but if there seems to be a lot of opportunity in the transportation mobility space to find these, you know, sort of independent owner operators. Cause typically, you know, as many people listening know, running a business is really tough and usually they're focused on just doing, you know, the operations side of the business. You know, call taking calls and doing invoicing and doing all that as opposed to building the systems that are going to pay, you know, longterm dividends. So it seems like there's this kind of growing opportunity. I've seen it in, I saw a company in the truck driving space, you know, where they were trying to work with a lot of these independent owner operators because they're basically, you know, they have all the sort of legal and liability type requirements of a multimillion dollar business, but they're just like mom and pop owner operators. So it seems like there's this opportunity, I mean do you think it's unique to group transportation space or do you think it's all, you know, what other industries, I guess have you guys looked at that sort of have similar dynamics and what makes it so what makes it like that basically?

**Ruben Schultz:** Yeah. Great question. And I want to talk about this a little bit also because my background is mainly in technology and I don't think technology is always not positive, right? There's also things where humans are extremely important and they're very nuanced. I think some, and in some aspects though, for example, payouts, it's, it just seems right that you get the money after the job is done. You shouldn't have to wait for a couple of weeks. So I think it's, it's moments like these where in injecting technology into the, into the mix seems very intuitive.

**Harry Campbell:** Yeah, no, that's a great example because I would say that Uber launched a feature called instant pay that basically allows drivers to get paid instantly. The, a lot of the food delivery services have this instant pay. I think it's at the end of the day type payment service. And I would say that it's probably one of the top two or three features that any of these companies I've ever added in the history of them. And it's funny because for so long, you know, everyone cared about this, but they really didn't know it until it was available.

**Ruben Schultz:** Right, exactly. And that's the nice thing that we now have much more opportunities to build these types of, these types of things and built this time, both those type of tech. I guess to go back to the T to the larger question as we're also really building tools that help the operators run their business. So we call them our partners and they're our partners because we want to help their business succeed. So a lot of the tools that we're providing them with also help them with all of their rights, not the rights that Swoop sends them. And the reason we do that as one, cause it's beneficial for us, but also because we want them to run their business effectively. And I think this has been like so many industries, just one that's been overlooked and no one has really built tech for them. And that's kind of what we're trying to do because you have some excellent people running these businesses that just requires some tools and some technology that can help them accelerate their business.

**Harry Campbell:** And I mean, it's like at the start, it's sort of imperative for Swoop to have these operators, you know, running with, you know, more advanced technologies so that they can integrate into your systems and your dashboards and your availability. Right. But at a certain point I feel like it may even switch to where there's opportunity to now provide more of a SAS product to them. Right. And kind of go the QuickBooks online type model where, you know, at first, you know, it's nice to have like some free functionality, but then at a certain point, you know, if they're able to run their whole business through you or are you guys looking at it through that type of lens or what opportunities you see there you got it.

**Ruben Schultz:** That's that, that's how we're looking at it. And the reason is that over the past three years we've created, or we've, we've acquired so much industry-specific knowledge that's very nuanced and that's important for this industry. And now we've built tech for Swoop. And what we're doing in this next step is saying everyone can use this tech to run your business. And that's kind of one of the big things. To go back to your first question of what's changed in the last two years, the building, this technology has really been one of the key focus areas for us.

**Harry Campbell:** So in the last two years you mentioned you expanded nationwide and now you're building this technology. Can we expand on that? Like what exactly do you mean by this? What does it look like or how can I picture it?

**Ruben Schultz:** Yeah, so think about it. You're a, you're an operator here in Los Angeles, you own five vehicles and let's say it starts with you getting a booking. So someone called you and you want to enter in your booking, the times the address, the type of vehicle that was booked. You can do that, you can do all of that through the tool

that we're providing. Then you can also track your vehicle and then you can also accept payment but also make payouts, which is very important, especially for your driver and if tip is added. So those are some of the features that you can imagine. But essentially it's just a tool that you can use to run your business more effectively, which we've already built. But just internally and now our engineering team is kind of going through the emotions to also provide that to external businesses.

**Harry Campbell:** Got it. Do you think it's tough to sort of onboard these operators when, you know, maybe they only a certain percentage of their business is coming from Swoop. Is it a big ask for them to use this product just for your rides? Cause ideally, right. Eventually they'd use it for all their rides, but I'm assuming at the start they have their own systems and their own way of doing it. How resistant are they to it and how do you sort of help them overcome those hurdles?

**Ruben Schultz:** Yeah, so our, our job is not to force them to use any tool, right. If they don't want to use it, that's totally fine. I think, I think historically there hasn't been a lot of tech in this industry and a lot of the tech that's being built has, wasn't built for this use case. So many people use Google calendar, which obviously is an exceptional but not to run your transportation business. Right. Yeah. And the other tools are, are often outdated. So we've been getting a lot of inbound requests for, for, for this, and we don't want to force anyone to, to use this.

**Harry Campbell:** But I mean it seems like, you know, an opportunity might be, you know, one of the things you mentioned is the instant pay, right? I imagine, Hey, if you want to get paid instantly, you have to try and you have to actually use the tool, right? Something like that. I think the, you know, kind of providing some sort of incentives or you know, some actual features that you know, are gonna benefit in the middle in the long run seem like it would be valuable.

**Ruben Schultz:** It got it. Exactly. Or if you want to track your vehicles, right, you can do that through Swoop. If you want to pay out your drivers instantly, if you want to enter your bookings easier, right. All those types of things, then yoUshould use you should use Swoop.

**Harry Campbell:** Yeah. So, you know, maybe one last question on the supply side. So you're working with these operators who are providing drivers, I guess a, okay. You know, one a my question is, I'm curious to know a little bit about what the driving experience is like. You know, if you're working for, I guess it's technically they're working for one of these operators and then B, kind of how you maintain the quality, the, you

know, kind of care and the basically positive customer experience. If you're a marketplace, you know, kind of obviously using these third party operators.

**Ruben Schultz:** Yep. One, a, if you're driving, if you're driving for a Swoop ride. So if you're doing a Swoop, right, as a driver of an operator, your experience is completely different. One, because you got automated communication based on where you have to be at, what time, what the trip looks like with the customer information. So a lot of these drivers have issues because they can't contact the customer because no one ever shared the customer number with them. So they want to make contact with them, tell them I'm around the corner, but they can't. Right. So that's something that would never happen with Swoop. And again, we've talked about a payment a lot, but that instant pay is also a future that you have for your soup rights. So that's much better as well. Plus, we also have we have we have a hotline for them so they can call us at any time with all types of questions, which is also not normal in this industry to be or are one be sorry, kind of like how do we ensure that the experience is, is is great. We have a driver training programs, we also have a rating system internally and we share all the feedback with them. So I think that's something that's really important is that you have an open communication line with the drivers and you also take the time to listen to the driver's perspective of these things. Cause the driver often as much more context. And just because a customer might be unhappy, it's still, there's still context to what exactly happened. It's kind of getting both sides of the story and doing some, some training and reviewing has been super successful.

**Harry Campbell:** Yeah, it is funny how, you know, I think every company basically out there these days understands how important it is to collect feedback from customers, drivers, partners, operators, everyone's pretty much doing that. You always get a S, you know, no matter what you do or buy, you always get a survey at some point. But I've always been surprised at how few companies actually close the loop. Right? So for example, for Uber or Lyft drivers, you actually, you know, don't see any of your negative feedback. With Lyft I think provides some of the five star ratings and comments and things like that, which is great. Oh, this driver was awesome. That makes you feel good but not super helpful if you're on the Verge of being deactivated. Right. So I'm always surprised by how many companies, you know, there's some privacy reasons here and there, but it definitely seems like it's an important thing to close that loop and kind of help, you know, if a driver or an operator is not doing that well, you know, sort of pass that feedback. It sounds so simple, but I feel like a lot of companies don't actually do a very good job of it.

**Ruben Schultz:** It's such a great point. And the operators want to hear this feedback and the drivers as well, right? You want to hear the good and the, and the improvement

feedback, right? Cause you want to be able to get better. So I think that's something we take very seriously at school. We also have a team that works on this 10 shirt.

**Harry Campbell:** I guess that's the thing, right? The drivers and the operators are in a little bit of a different position. You know what I often tell people, no one cares more about your business than you do, right? So if you're the owner operator, obviously you probably want to really hear that feedback. But I'm curious how they kind of, if you, if you know how they kind of pass that or you know, really kind of align the incentives with the driver because you know, when you're paying a driver to go do their thing and drive, that's kinda typically more what they're focused on. Then, you know, representing the Swoop brand, representing their operator in a really great way. Right.

**Ruben Schultz:** So that's why we are also directly in touch with, with the drivers, not just through the operator, but we also directly communicate with the drivers.

**Harry Campbell:** They want to get Swoop jobs.

**Ruben Schultz:** Exactly. And because they hear what they did well and with the right, I feel like it's, it's just a Collie, some kind of human desire to improve. Right. We all have it. That's also why we're here today. Probably the drivers have it just as well. So letting them know what they're doing while and what they can improve on is in the longterm. It's, it's always been appreciated. We've never gotten negative feedback from a driver because we shared with them what the customer thought. Right. So it's something we are definitely doubling down on and it's very important for the customer experience because now everyone feels accountable and has skin in the game.

**Harry Campbell:** Yeah. Yeah. Cool. So we talked a bunch about supply side. There's obviously you guys are a marketplace, so you have the demand side. I think we touched on the, you know, types of vehicles that, you know, I guess these customers and businesses are booking. It sounds like you guys are primarily working with, you know, wedding venues I guess kind of, what do you call them? Partners or events and then the corporate side. How does it break down over there on that side of the, you know, demand side of the business?

**Ruben Schultz:** Yeah. So on the demand side, you have your typical B2C customer, right? So that's consumer, right? That's you and me booking for friends. Then you have the event planners and wedding planners and a wedding venues, right? And then the last would be corporations. And I think the value that we've been able to create for all, for all of these different revenue streams, but especially on the corporation, on the corporate side, on the, on the venue side, imagine you're a venue owner, right? And you

have a property here in Malibu. Previously you've you had a list printed out of 50 operators that you call. If couple is looking for transportation, you don't know what type of vehicles they have. You don't know if they're available. So now you're calling through a list of 50. In order to find this transportation with Swoop. You only ever chat with one person here. So let's say for your venue it would be Corey who works here. You own the average chat with Corey and Corey takes care of all of the needs, plus you can get all of your vehicles. So if you're looking for a white limousine and then a rolls Royce to take you home, right? And the charter bus for all the guests. Yeah, you can get all of that on the those platform. And I think that's really been the been the value at. The last thing I'll mention here is that we also really understand these venues so we know what your property looks like. We know if we can make a left or a right turn and if, if we can make a UTURN on the property, what types of vehicles are allowed, right. There's also certain streets where charter buses can't go. So we have all of this context. We have a database for each individual property on each customer. So when you go back to Swoop, all of that is already covered. And it does. You don't always start from zero.

**Harry Campbell:** Yeah, no, that seems like a really big benefit on the sort of, you know, wedding planning and event side of the business. You know, of the three groups, you mentioned the B to C, the wedding planning and events, and then also the corporate side. Is there any w you know, I guess I'm curious to know about those three groups. Is there one that, you know, you guys like the best or is there anyone that makes the most money or is there one that's easiest? What do you think about those three kind of segments of the business?

**Ruben Schultz:** I think where we've been able to add the most value is really on the corporate side cause it's been, it's, it's very difficult for corporations to book transportation for their off sites for their conferences. So at times we're talking about conferences with let's say 10,000 participants. Now you're talking about hundreds of vehicles and all of this needs to be coordinated. It's very hard to do on pen and paper. So I think they've struggled a lot.

**Harry Campbell:** Previously and now working with each individual operator, they have to coordinate it between, so it's sort of like when they have an opera, when you kind of have a demand opportunity that exceeds any one operator's supply, you're able to provide a lot of value by kind of aggregating all of the supply but also aggregating all the logistics too.

**Ruben Schultz:** Right? Exactly. And now as a, as a corporate planner on the day of, you know, you're only chatting with one person again, right? You know where all your vehicles are, you know, how much you paid. We take all forms of payments. It's all

these little things that seem very easy to do, but in combination I think have been exceptionally value adding for these corporations, that book with us. So yeah, that's, I think that that's been the biggest one. And then weddings obviously come and come next. I think there's a huge trend in the US right now of wedding planning and having super nice weddings and transportation plays a big role there. And if everything, if the food is great and your DJs awesome but the transportation is a workout that can ruin the nights. So we also take that very seriously.

**Harry Campbell:** Do you kind of consider weddings as a whole separate segment, you know, is, are they kind of like a segment on their own when you're looking at your kind of customer or you know, the man.

**Ruben Schultz:** We do just because it's people, it's most important day of their, of their life probably. I'm sure you remember when and where you got married, right? Yeah, exactly. So I think just giving the importance that it has for customers, we take it, we take every ride very seriously. But with that and that it's an and, and the fact that it's just been a huge revenue stream, I think those two make it its own kind of bucket on our demand side.

**Harry Campbell:** Got it. What's the biggest, I guess, kind of single event or you know, booking that you guys have ever done if you can share?

**Ruben Schultz:** Yeah, I mean.

**Harry Campbell:** I don't need the exact numbers, but you know, like what, what are we talking here?

**Ruben Schultz:** So I think, I think it's in the thousands of customers that we move over over a period of time. We did a huge gaming tournament, so I mean everyone knows about e-gaming. So it was a huge tournament in Las Vegas where we provided the transportation that was over a number of days and all types of vehicles. Exactly. An airport pickups. Right. And just making sure that everyone can get to their games on time. Right. So I think that's one that we're really proud of.

**Harry Campbell:** That is interesting. I mean, you know, I've actually never planned a huge event or conference or anything like that, but I have worked and you know, I'm partnered with a few and just sort of seeing what goes into it. It is pretty amazing to think about just all the coordination that has to happen. Just on the transportation piece alone, I'm not even talking about, you know, food and dining and hotels and you know, the actual programming of the conference and sponsors and everything. So it does seem like there's some pretty amazing, you know, opportunities like, like kind of what

you described, right? Like literally just the conference that you described right there. I mean like you said, there's airport pickups or sort of, you know, probably dinners here and there. There's probably parties, there's probably actual, you know, vans that are needed to go from the hotels to the conference potentially every day. And so I could kind of imagine that if you guys do a good job at that, you can provide a ton of value. So are you the only ones that have recognized this opportunity or I'm assuming there's some competitors, right? Who, what does your competition look like?

**Ruben Schultz:** Before I go there, I want to like any listener here that's ever plan transportation. And here's this right now I probably thinking where has Swoop in all this time? And that's the feedback we got a lot. It's like we didn't know there was anything like this out there. Plus anyone that's ever driven a larger vehicle knows how complex that can get if you don't know where to be. Exactly. Because it's not like you can just pull up often it's not, you're not permitted to be there. Right. So you really have to know the exact corner, the exact parking lot where you pull up. So I think that's what we're solving. And you hit it on the head there. And in terms of competition it really kind of depends on how you look at it. I think a lot of it is as some local players that you have in all of these markers and markets, but we often partner with them and they're better off. Often they're better off doing the rides with Swoop because they, they don't have to do all of the other type of hard work. They can focus on the vehicle and the driver, which they often appreciate doing. So I would say, I would say that's today those are the key competitors doing it all themselves.

**Harry Campbell:** I guess kinda like managing it all themselves and trying to coordinate. I guess that would still be with local operators though.

**Ruben Schultz:** Exactly. Right. And the thing that's important to remember here is that with Swoop you're always getting a better rate. We also have a price match guarantee, right? Just cause we've been able to be much more efficient. So we can also provide better rates. So that's why the customer, that incentive on the customer side to try to plan this themselves is usually extremely low. So we, we, we, we don't see that a lot.

**Harry Campbell:** Okay. So definitely appreciate all the great information you've been sharing. So I kind of want to wrap things up here and ask you a what we might look forward to. Hope maybe in two years, two more years when you or someone from soup comes on, what should we be looking forward to as far as Swoop? You guys are already national building out these, these kind of cool tech products for the operators working with weddings and you know, have the big push into the corporate space and even the

B to C space. So it sounds like you guys are doing a lot. So what what can we expect in the next couple of years?

**Ruben Schultz:** Yeah, we've definitely been busy in the, in the past two years. I think one thing that we're really working on right now is this technology for the operators. So if you are a, an operator listening, please let us know. But that's really what we've, what we're focusing on. And then I think moving back into the B to C play even more heavily. So we do it by a ton of B, B to C rides and anyone right that needs a party bus or limousine or all types of vehicles getting to come to Swoop app and it's super convenient. But I think once we have the liquidity on the demand side, meaning that we have enough vehicles on the road at any given time, we can also make it a much easier to to book on demand of vehicles. And we, we don't do a ton of on demand today. It's mostly plan ahead. So I think that's something that we're going to focus on for the future and that the team is continuing to grow. So we're also just excited to see what's happening in the office here

**Harry Campbell:** Nice. Yeah, it sounds like you guys might be moving soon and have some hiring opportunities too if people are interested in the space it right across the board. So I think those are the main things that we're looking forward to for the future. Cool. Well, I appreciate you coming on and sharing the two year update on Swoop. Look forward to seeing what you guys are up to in the future. Take care.

**Ruben Schultz:** It was a pleasure. Thank you so much.

**Harry Campbell:** Thanks for coming on. Yes. In chatting all about Swoop. You know, I've known the team at Swoop Amir, Ruben and Peter who's another one of the cofounders for almost two or three years now. And you know, I think as I mentioned in the intro, I really loved studying these other business models that are in the transportation space. I think that you can learn a lot from the industry you're in. Let's say it's ride share for someone like myself, you can learn a lot by studying the companies in that industry. But I sometimes find that, you know, everyone, it's a bit of an echo chamber. You know, we touched on this in the podcast, you can kind of learn a lot more by talking to people in related or ancillary industries. So that's been one of the reasons why I've enjoyed working with a Swoop team. I actually came on as an advisor for them a couple of years ago and sort of have been chatting, just general mobility and sort of helping them understand the holistic mobility landscape since even though group transportation, you know, I'm not an expert in group transportation, but I do know a lot about transportation and you know, whether it's the driver component or the customer component, and a lot of the companies that we're working with are actually, it's funny to me, they're facing a lot of the same issues. It's just certain areas are magnified or

minimized, as I mentioned in the intro. So definitely recommend that you give them a look. And as always, if you have recommendations for guests or anyone that you want to hear in the future, don't hesitate to reach out. All right, thanks for joining me on today's ride and we'll chat again next time!

*This is a transcript of Episode 124: How Swoop is Taking Group Transportation Nationwide. You can find show notes, comments and more by [clicking here](#). You can also listen to the podcast in [iTunes](#), [Stitcher](#) or wherever you get your podcasts.*