

# DRIVE ME

## Executive Summary

College students across the country face a persistent and often overlooked problem: limited access to safe, reliable, and affordable transportation. In a national survey, 60% of students reported difficulty getting off campus, and 88.4% expressed interest in a peer-to-peer ride-sharing service tailored to their needs.

**Drive Me** is a student-run ride-sharing app that connects students without vehicles to fellow students who own cars, meeting a dual purpose: solving transportation challenges while fostering stronger campus communities. Whether it's getting to a medical appointment, the airport, the grocery store, or a social event, students often feel stuck and isolated on campus. At the same time, student drivers are searching for flexible work opportunities that fit around their class schedules — Drive Me provides both a service and a solution.

Unlike Uber or Lyft, Drive Me is built specifically for students, by students. Our pricing is more affordable, and our riders prefer the idea of being driven by a peer. Every student driver undergoes a detailed approval process including student ID verification, a background check, and a character-based interview. Riders can choose from a profile of drivers available in real-time, complete with photos and peer reviews. To encourage quality and consistency, drivers receive bonuses based on ride volume and reviews.

Our mission is grounded in the idea of *loving your neighbor*. We aim to reduce student isolation by connecting them not only through rides, but also through a *campus events* feature in the app that increases awareness of social opportunities and provides students a safe way to attend them.

Drive Me also holds a global vision. As our revenue grows, we plan to donate 15% of profits to *Children of the Nations (COTN)* — an organization providing holistic care and education to children in underserved communities around the world. As our business expands, we hope to increase this percentage.

Our leadership team is small but passionate. CEO and founder Anna Pelluer leads alongside Sianna DiLoreto (Creative Director of Marketing), Mercedes Cullen (Chief Financial Officer), and Lindsay Rosenthal (Head of App Development and AI Specialist), a Seattle Pacific University alumni with deep experience in AI and digital marketing.

Starting with a focused launch at one university, Drive Me will refine its operations and user experience before expanding to additional campuses in year two. While the first year may operate at a modest loss, we project revenue of approximately \$137,500 in year two, and \$187,000 in year three — before taxes, insurance, and small owner salaries. This growth will be driven by campus expansion and a small increase in ride pricing. Our financial model is designed to be both sustainable and generous: maintaining affordability for students while generating enough margin to invest in the business and give back. Drive Me is committed to donating 15% of our profits, and as our business expands, so will our contribution. Investing in Drive Me is not just backing a business — it's investing in student success, community well-being, and global change.



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