

The enterprise

... began to arise in springtime 2012 from the dangers of the emerging climate crisis, and while thinking how we could switch the traffic-sector to CO2-neutrality

One result was, that we should wow car drivers to offer their free seats as often as possible, even and especially when tours came about spontaneous / could not be planned in advance, and therefore no conventional rideshare app could be used. The idea of the technically perfect REAL-TIME-rideshare app was born, and it was obvious, that it should enable to offer rides alongside while entering the car with only 1 voice order.

Besides this we should make it bluntly obvious to car drivers by the name of the enterprise, the trademark and the picture language, how much money they can save/earn through that,- WITHOUT letting the CONSUMERS of rideshare possibilities SEE THE SAME (because they would (wrongly) think, that they are regarded as the cash cows. To THEM we should show instead their positive ecological footprint.

A revolutionary marketing strategy was born. For the first time a rideshare platform addresses providers and consumers of rideshare completely different, up to different websites and app-names and symbols. As we once did on the schoolyard, when we made matches between the shy guy and the craven girl in our peer group. This strategy led to the situation, that ONE SIDE of the enterprise looks quite strongly oriented at monetary purposes.

Believe it or not: although the platform will be economically very successful and a globally big new player, money was not meant to be the purpose but the means to ecological progress. It's not quite easy to persevere this attitude, but if we do, we feel that we're on the right path.

The enterprise is part of the global holding FUTURES MOBILITY SERVICES which is dedicated to climate saving. Please see www.futuresmobility.com

The [Project-Founder](#) and his [Team](#) intends to broaden his activities up to green tourism, and to expand the app functions to a universality of transport means up to the [relaying of places on sail boats](#) where people can experience holidays on our pretty blue planet in a different way.

The enterprise earnestly tries to put the balance between altruism and egoism on a new level, what concerns also it's structures of participation. Please see our [Ethical Principles](#)

Nevertheless the app aims at a big economical success, to be able to support the global fight for climate saving. It shall not be forbidden to make huge profits, but everybody who takes part is cordially invited to learn, that neither material things nor the material energy can really be owned by s.o.

Even the oil, from which our current wealth results, was produced by bacteria which invested the work of millions of years to decompose old trees. Could it be, that this was already the same life to which WE belong ? Could it be, that they did it intentionally to put enough energy in our common piggy bank, for enabling their descendants (us) nowadays to pull ourselves out of the swamp by the hair – what concerns the upgrade to a civilization completely based on renewable energy and sustainability, and in the same time a space exploring civilization. But attention: This energy which was saved by our bacterial ancestors – enables it probably ONLY ONE TIME to pull ourselves out of the swamp by the hair IF we use this oil wise and sparingly,- and stop BURNING it.

Let's reinforce the idea of sharing. Let's build the perfection of rideshare. Let's reinforce solidarity and the grit to be as we are – also in the presence of others. Let's build the future of RIDE-SHARE together.

Let's use our phantasy to overcome what keeps us from growing and advancing.

