

Channel: dm-mike.akamine--gbrown

Channel Type: DM

Start Date: 2023-09-25 18:01:00 UTC End date: 2023-09-25 19:57:10 UTC



Mike Akamine at 2023-09-25 18:01:00

Hey Greg - Sorry I was out last week on PTO and just getting back to this topic. Reading the deck on Women Rider Pref. The legal risk slides make sense to me but slide 10 feels like we're saying the product isn't needed and doesn't work. Any context on biz position?

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Mike Akamine at 2023-09-25 18:01:00

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Greg Brown at 2023-09-25 19:29:51

hey Mike - I hadnt seen this revamped slide until just now, so reading through it. the context I have on the business POV comes from Jenna last week, where she said, Camiel has limited appetite to fast follow Lyft. Her rec is to not launch, continue to execute on the US women earner roadmap, and keep monitoring Lyft / existing WRP for signal on 1) material impact (supply, consideration) 2) legal implications

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Trial Exhibit No.

P-01484

Greg Brown at 2023-09-25 19:31:52

I think it boils down to this not being a *_proven_* supply lever, and even though Lyft made this move, viewing them as a bellwether seems to be her position

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Greg Brown at 2023-09-25 19:31:52

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Greg Brown at 2023-09-25 19:32:07

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Greg Brown at 2023-09-25 19:32:27

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Greg Brown at 2023-09-25 19:32:27

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Mike Akamine at 2023-09-25 19:54:50

Got it. OK makes sense. No proven marketplace impact vs legal risk feels like a reasonable decision to make. I think it make intuitive sense that higher % of women rider trips should produce lower incident rate as least for SA/SM, but understand it's not just a safety dimension.

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Greg Brown at 2023-09-25 19:57:10

yeah for sure. I mean from my personal perspective, giving women the tools to manage their own risk seems like a positive thing to be adding to the marketplace, but it doesnt come without potential downside cost

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