

COMPANY

Swishly Inc owns the Taxi Mojo brand. Swishly is a Delaware Corporation (August 2010) with offices in San Francisco, CA

FUNDING

Private investors, amount is not disclosed.

MARKETS & OUTLOOK

Our current focus is San Francisco where we signed up 350+ drivers.
As of July 2012 we signed up 600+ drivers nationwide.

Our preferred markets are cities where Taxi service has historically been unreliable or inconsistent. This distinguishes us from the rest of the Taxi competition, however this puts us on a direct collision course with Uber (<http://www.uber.com>)

PRODUCTS

We distribute a single application for drivers and passengers. It is available on the App Store for the iPhone, in Google play for Android phones.
We also offer online cab orders, from select cities (see <http://www.taximojo.com/us> for a list of cities)

BUSINESS MODEL

The Taxi Mojo suite is marketed directly to Taxi Drivers and to Passengers.

The application is free for both drivers and passengers, and so are basic taxi orders. The business model is supported by a freemium model: a charge is added to passengers who choose prepay their fares to get faster, more reliable service. The charge is \$2 for a \$10 prepay with \$1 added for each additional \$10 prepaid.

Passengers choose to prepay in markets where getting a cab can be challenging because prepaid fares are significantly more attractive to drivers than ordinary fares (prepaid fares eliminates the risk of a customer no-show, a frequent problem for drivers operating in challenging markets)

CONTACT

Send us an email: press@taximojo.com