

The 3R's for our industry

FDR & the 3 R's of the New Deal

- Relief
- Recovery
- Reform

Dear \${FNAME|Customer|Guest}\$,

We hope all of you, your staff, colleagues and families are safe, healthy and well.

Our people transportation industry has been upended in the past 90 days due to the Covid-19 pandemic with bus, motorcoach and limousine operators reporting 80% to 100% of their business going away within a couple of weeks.

With the economy starting to reopen, what will be the new normal for our industry in the next 6 to 18 months? In 2022 and beyond? Airlines are predicting it will be 2022 before they expect to get back to the pre-covid-19 normal. How long will it be before our industry gets back to the pre-pandemic normal? Are we prepared for a 6- to 18-month recovery period? What steps should we be taking now to proactively prepare for whatever comes our way?

The US Airline industry, on the other hand, contributes **\$1.7T** to the nation's economy and employs more than **10 million people**. We are a relatively small industry with annual revenues of **~\$12B** and a fragmented industry served by **3,800+ bus and motorcoach operators and 12,000+ limousine operators employing ~175,000**. There are a number of growth opportunities, but our industry has not been able to capitalize on them because our business and service models have not evolved in the past few decades.

We are also an industry that tends to lag other industries in embracing and adopting new technologies and benefit from the transformative effects it can have on our business and the industry. Based on a survey we conducted in February 2020, more than 90% of bus & motorcoach operators are using reservation systems designed in the 20th century and are 20+ years behind technology platforms embraced and adopted by all other travel services sectors - hotels, airlines, car rentals, vacation rentals.

Our industry is fragmented and not well organized with tens of thousands of local and regional operators but no single operator with a BRAND that is well recognized and an operator or an association that is well organized and has the stature, size and scale to deliver services to meet our clients' needs anytime, anywhere, nationwide.

Historical Perspective:

During the 1929 Great Depression, FDR had presented to the nation the three R's of his New Deal - **Relief, Recovery & Reform**. The pandemic crisis is not unlike the Great Depression. Inspired by FDR and the New Deal, we have developed three R's for our industry:

- **Reimagine** our business
- **Retool** for the Virtual World
- **Reorganize** for the Global & Interconnected World

Being an industry insider with more than 15 years of experience in running a bus company in the San Francisco Bay Area, and being a founder of Silicon Valley based high-tech company developing Internet / Mobile solutions for our industry has helped me develop a unique '**Click-and-mortar**' perspective, which I am happy to share with you.

Industry Perspective:

Global industries and technologies which have impacted our lives have a standardized platform or operating system which is widely deployed:

- **Computers** : Windows, Apple / MacOS
- **Browsers** : Chrome, Safari, Firefox
- **Smart phones** : Android, Apple iOS

These are the 'touch points' for an industry or company to connect to their clients. Travel services industries have built portals - **Hotels.com, AirBnB.com** - to aggregate the total available capacity of service providers across the industry and offer to consumers the ease and convenience of booking services with any / all service providers across the world by connecting to the portal.

Operating System for our Industry:

We have developed an Operating System for our industry - **OneTouch OS**. The name 'OneTouch' suggests how with *just One Touch the OS can reach all the clients, service providers and our partners across all different 'touch points' - computers, browsers, smart phones*. We have been using OneTouch OS for our own operation for the past 3+ years.

Portals for our Industry:

We have also developed two industry portals : **ProntoCharters.com** for Charter and Shuttle services, and **Prontour.com** for Tours, excursions and activities.

- **OneTouchOS.com** : Operating System and platform to run each aspect of our business, to create new revenue streams, and to connect to the global marketplace. This is a site we have designed and developed specifically for the Operator community.
- **ProntoCharters.com** : Online Charter & Shuttle booking platform & portal for our industry connecting 5,500+ bus, motorcoach & limousine operators across the US
- **Prontour.com** : Online Tours, Excursions & Activities, Destination Tours and Social Outings booking platform and portal connecting more than 2,700 tours & activity operators around the globe.

I am reaching out to you - one of 5,500+ professionals / owners - to share with you this plan for our industry to pursue a significantly larger **\$300B global market opportunity**.

Win-Win business model for the Brave New World

Our goal is to help you expand your services portfolio; extend your reach beyond the local markets you currently serve to nationwide; and connect you to the global market.

Our **OneTouchOS** and **Pronto** business models are based on a win-win proposition for you - the service providers - and Pronto as the OS / Platform / Portal provider. Revenue sharing and complete transparency are the foundations of our business model.

Let's work together on the three R's for our industry - **Reimagine, Retool and Reorganize** - during this pandemic to emerge from it as a significant force. You will be receiving a series of emails with further details of the 3R's, the OneTouch & Pronto guaranty to help you reimagine, retool and reorganize, and the **Covid-19 special** with no upfront payment or payment until you start booking new business.

Thoughts, comments, suggestions? Email me or call me. Remember - we are all in this together.

Sincerely,

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