ZEROLOGY
A Mobility Transformation, Inc. Company
By 2050

Madison projects 31% Growth

Almost 150,000 new neighbors

29% of Greenhouse gases are from vehicle emissions.
# The Problems of Car Ownership

Individual car ownership has created unsustainable effects on the environment and world economics.

## Costs

<table>
<thead>
<tr>
<th>Household costs to own and operate</th>
<th>$8,876</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifetime opportunity costs</td>
<td>$1.5-1.9M</td>
</tr>
</tbody>
</table>

## Congestion

<table>
<thead>
<tr>
<th>Percentage of US commuters drive alone to work</th>
<th>75%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Madison commuters drive alone to work</td>
<td>63.5%</td>
</tr>
</tbody>
</table>

## Emissions

| Percentage of Greenhouse gases from ICE emission in 2017 | 28.9% |

__Source: Rethink Transportation 2020-2030, A RethinkX Sector Disruption Report, May 2017 Authors: James Arbib & Tony Seba__

[https://datausa.io/profile/geo/madison-wi/#housing](https://datausa.io/profile/geo/madison-wi/#housing)
The Solution: Transportation as a Service

Creating an ecosystem for shared mobility using electric vehicles for future sustainability.

Source: Deloitte.com/insights/future of mobility
Rideshare with EVs
Carshare with EVs
EV VanPool Services
Future Integrations
Parks?

Or parking lots?
What Madison will we leave to future generations?