



A detailed analysis on BlaBlaCar ride-sharing users

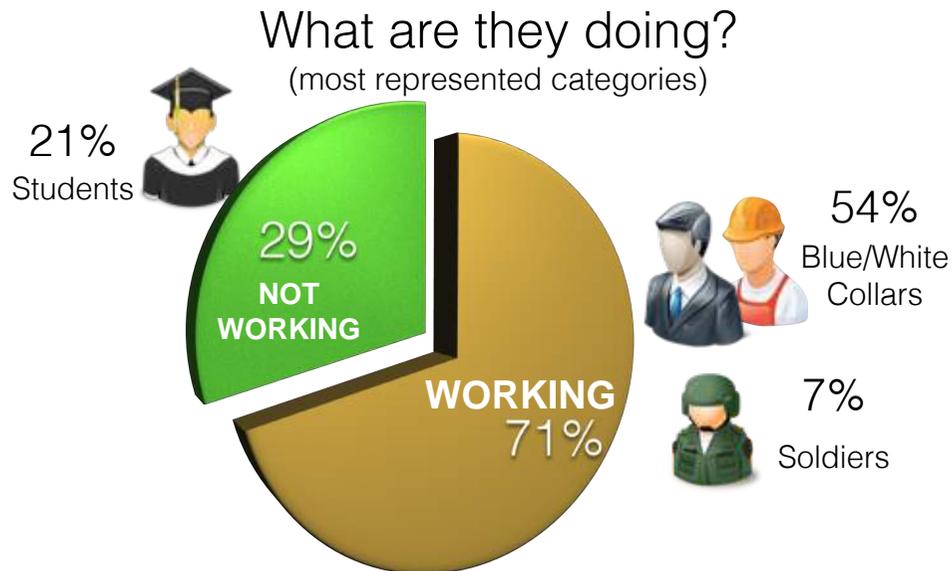
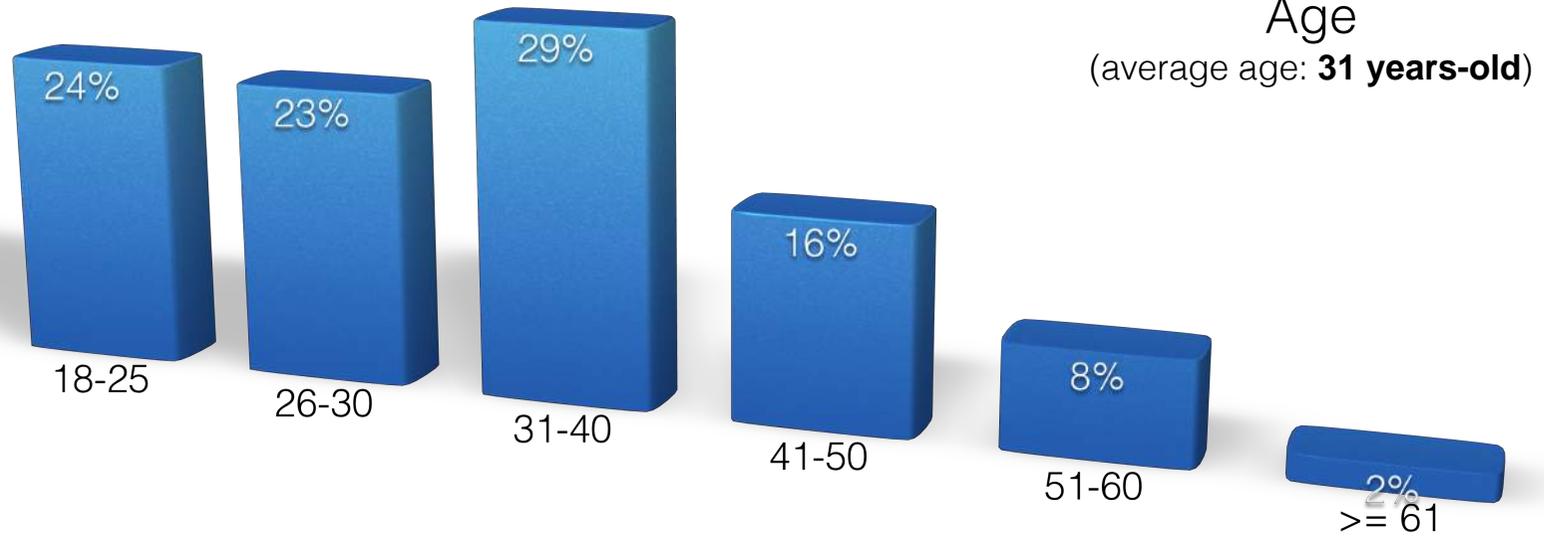
Andrea **Paraboschi**

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Alberto **Di Minin**

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a.paraboschi@sssup.it

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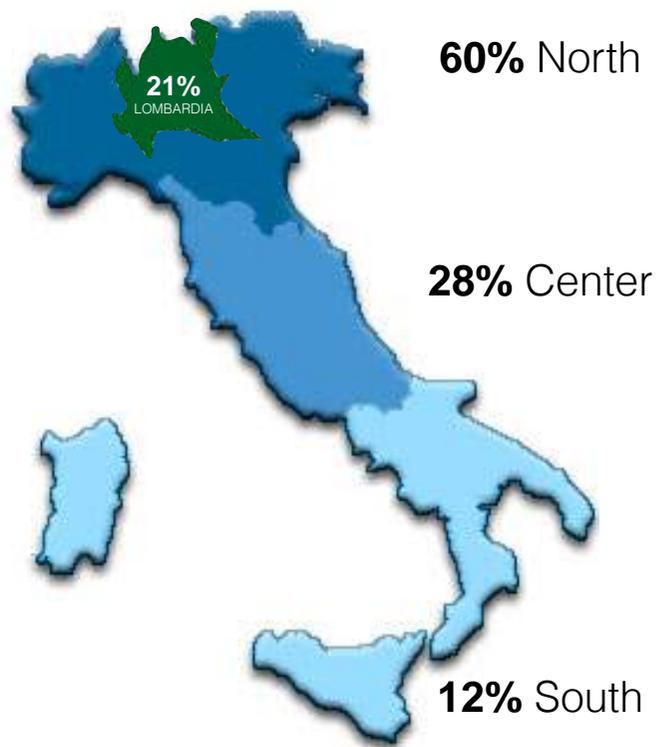
Average yearly stipend of workers



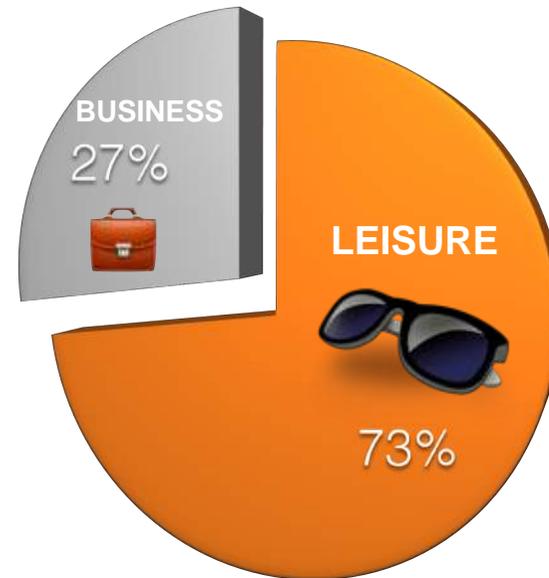
24.000€

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Where do they live?



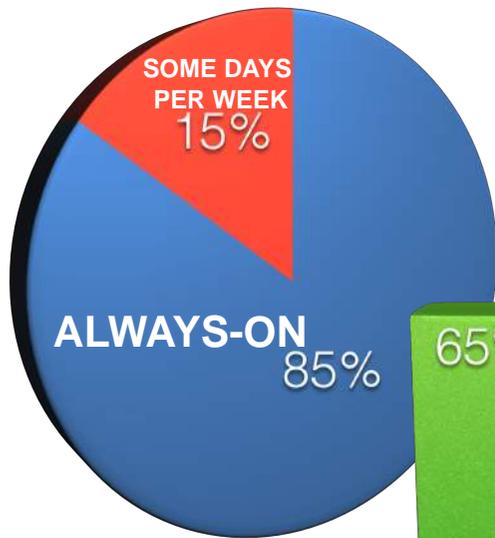
Why do they travel?



Prevalent reason:
"To go back home" **42%**

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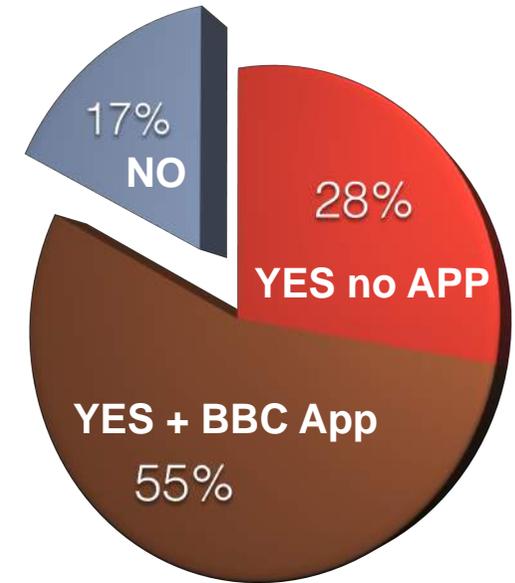
Internet usage



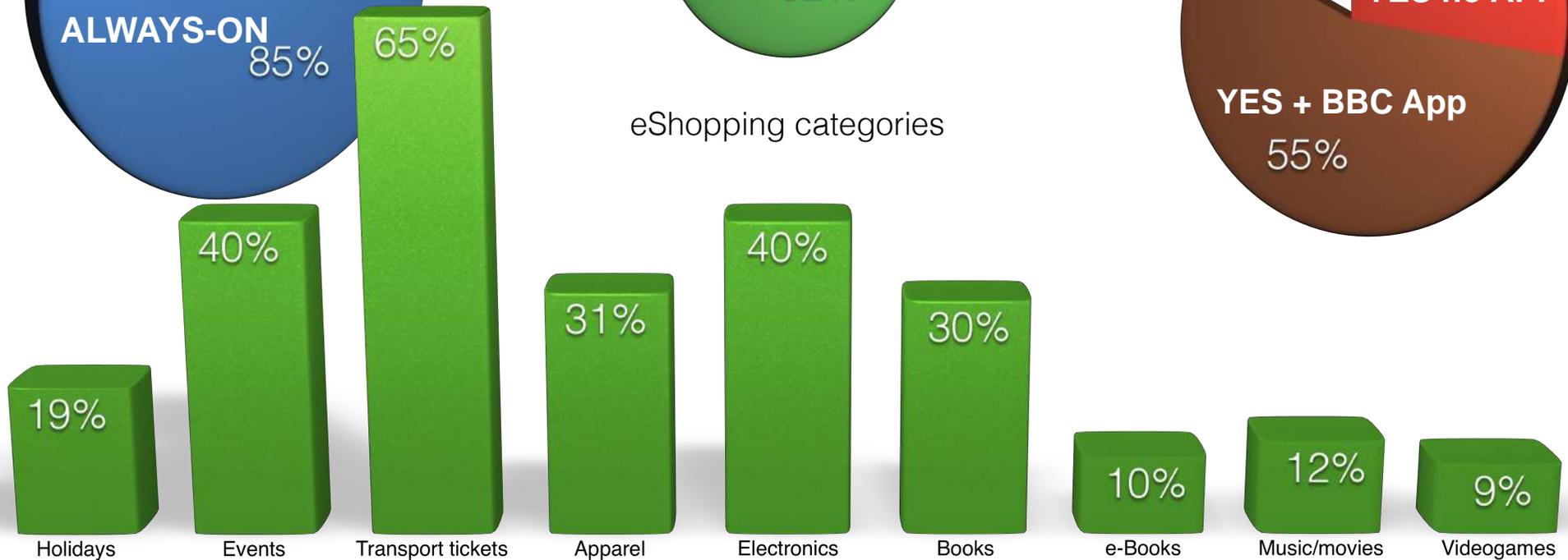
eShopping



Smartphone?

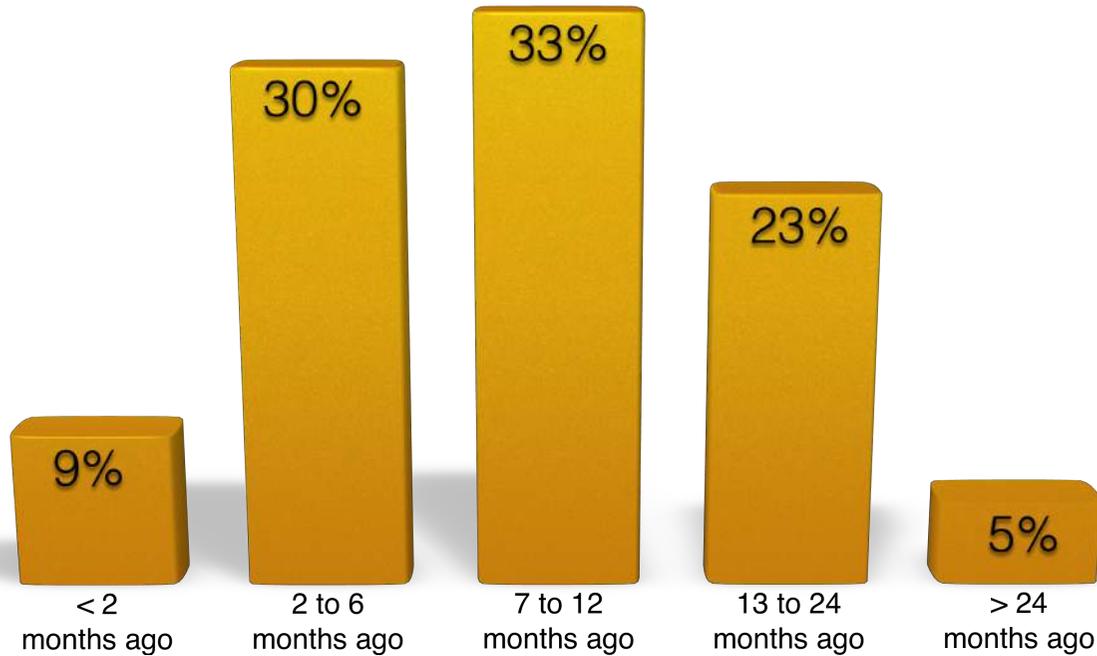


eShopping categories

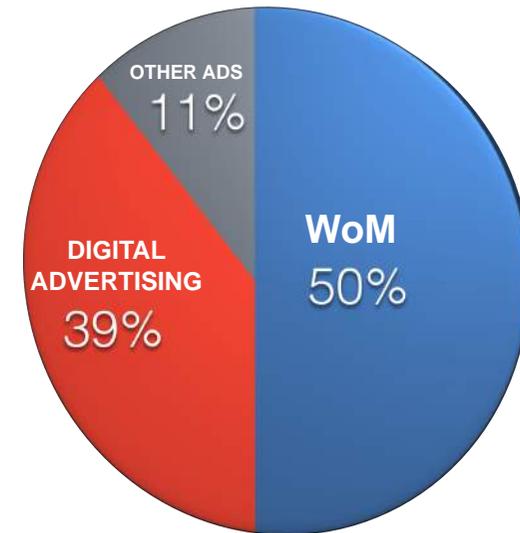


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When did they join the platform?

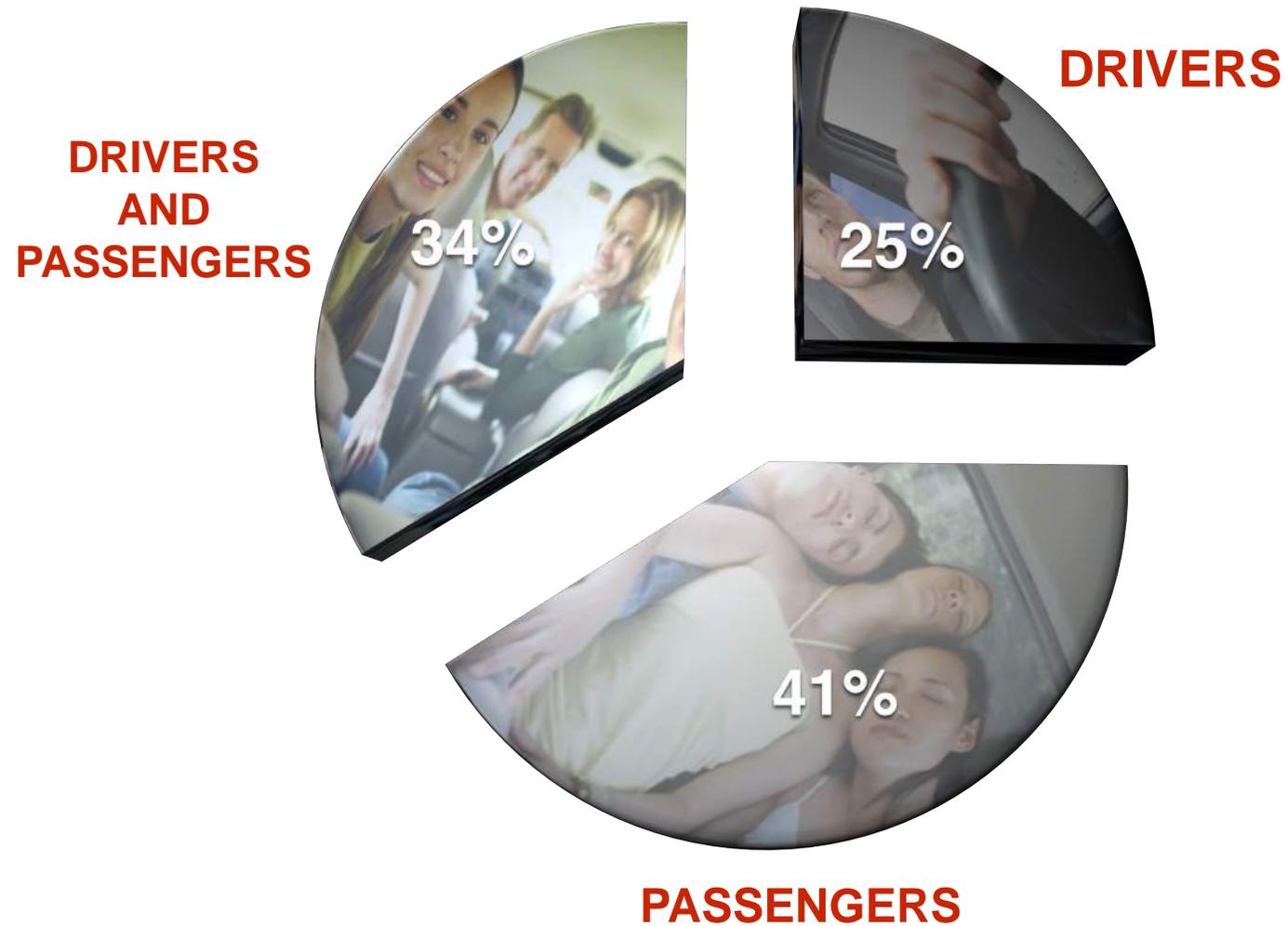


How did they know about BlaBlaCar?



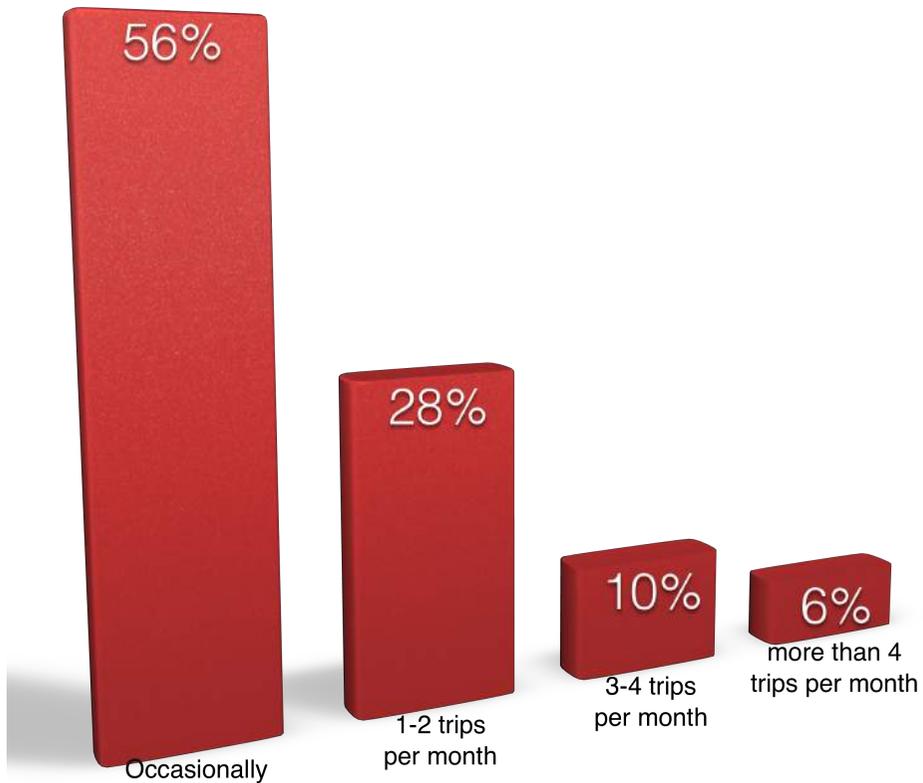
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Active users' segmentation

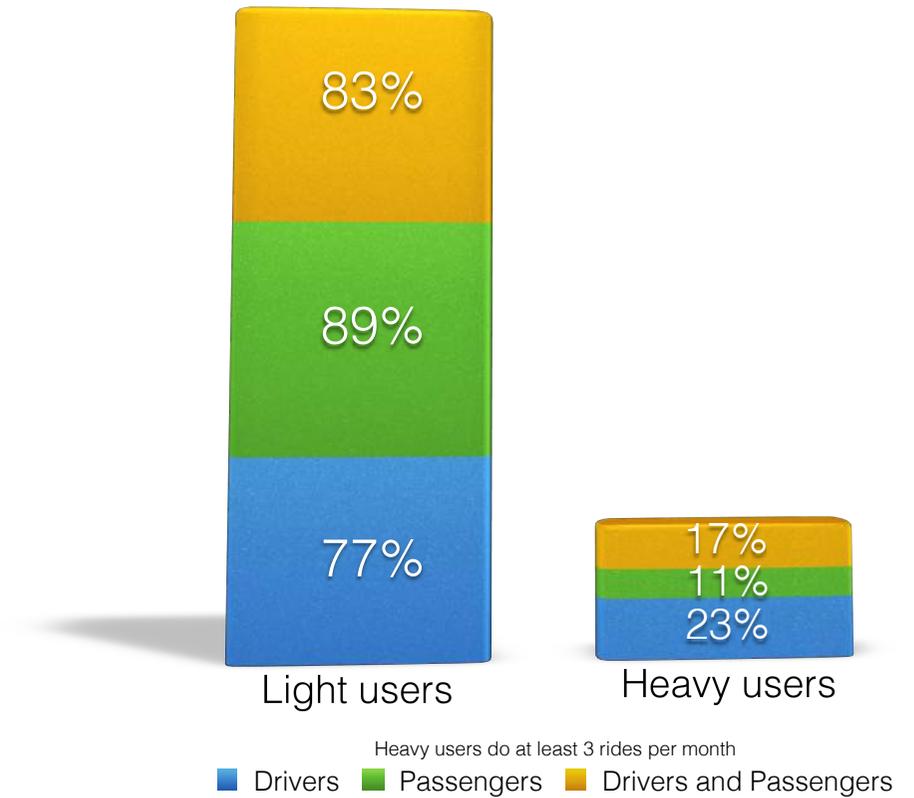


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Usage (single trips)



Usage (user typology)

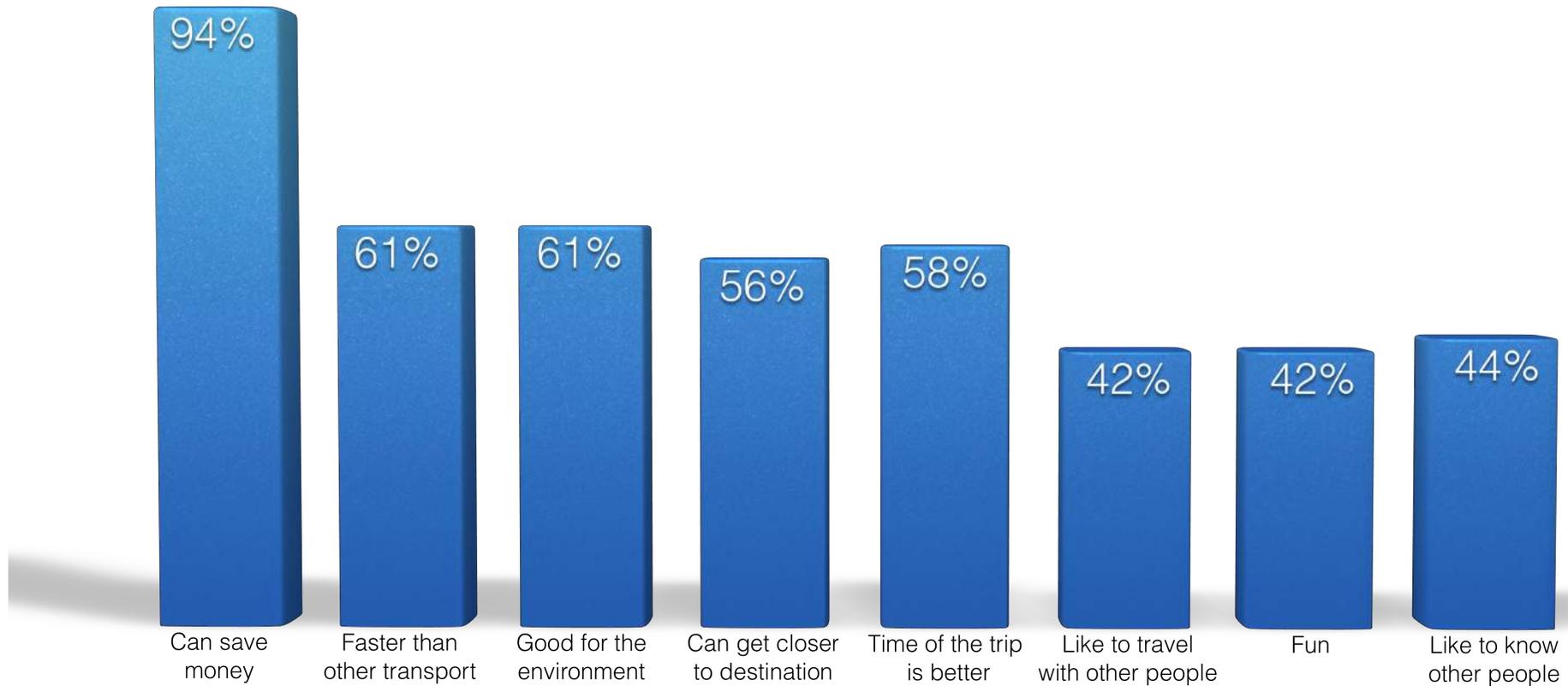




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Why do they use BlaBlaCar?

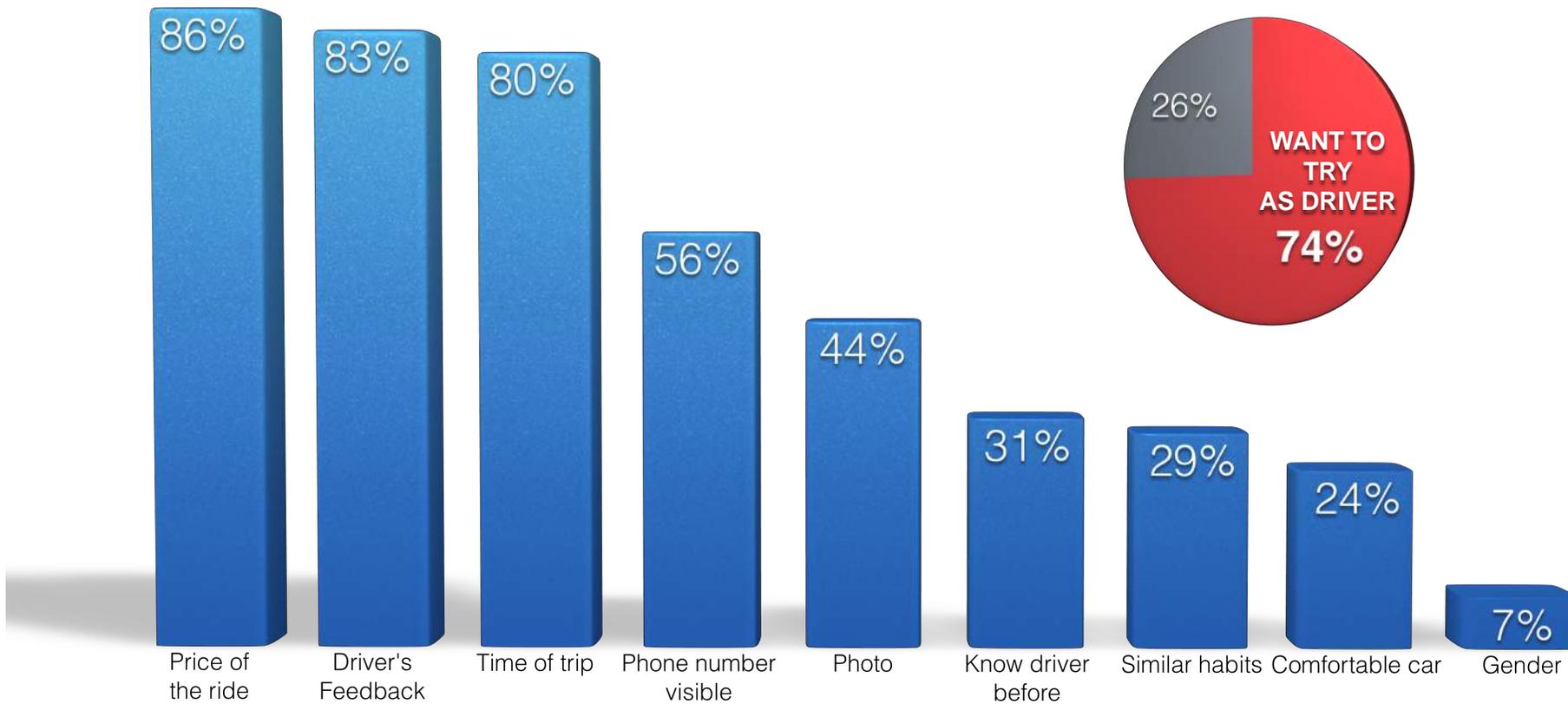




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Important factors that influence the choice of a ride

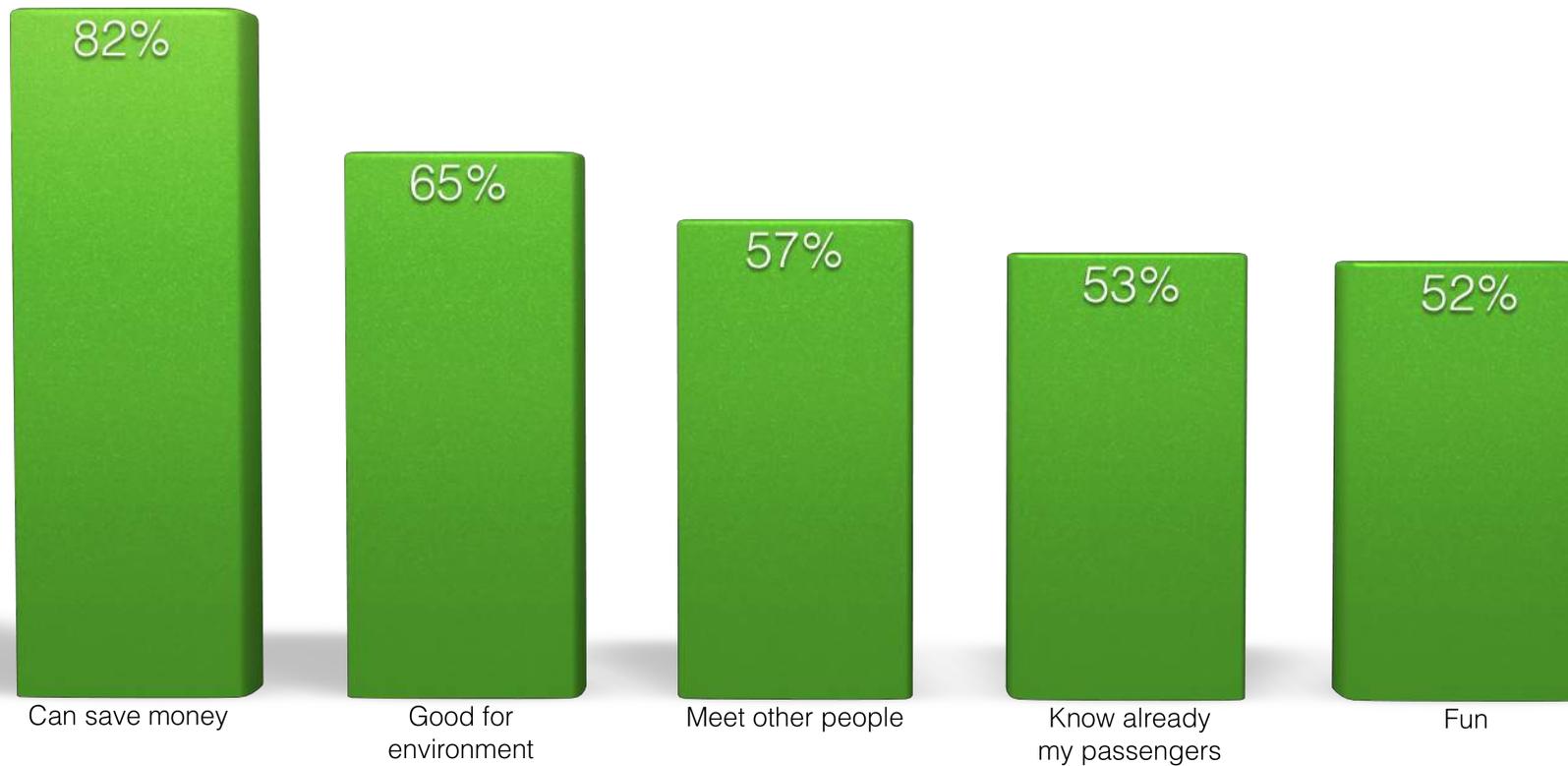




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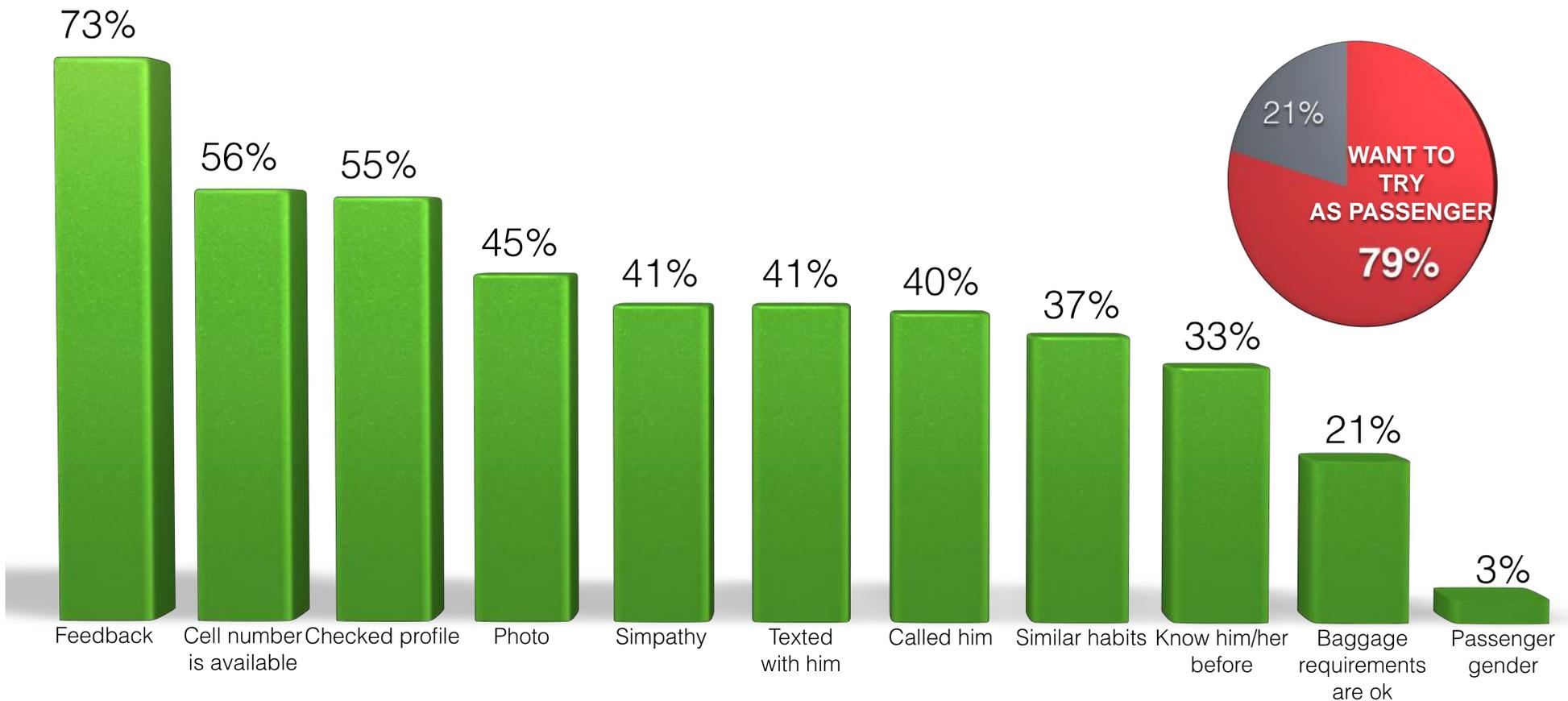
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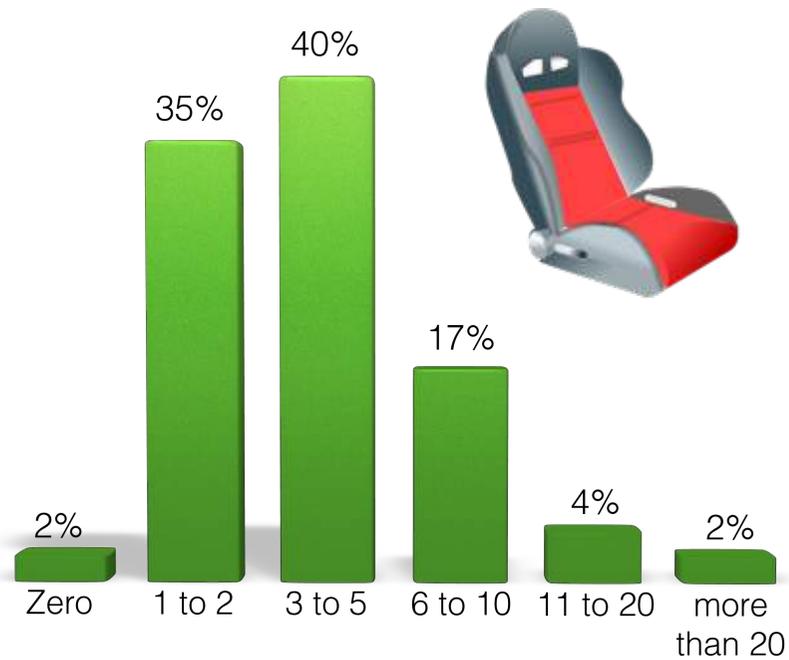
Important factors that influence the acceptance of a passenger



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Average number
of seats requests per offered ride



Frequency of
full seat allocation

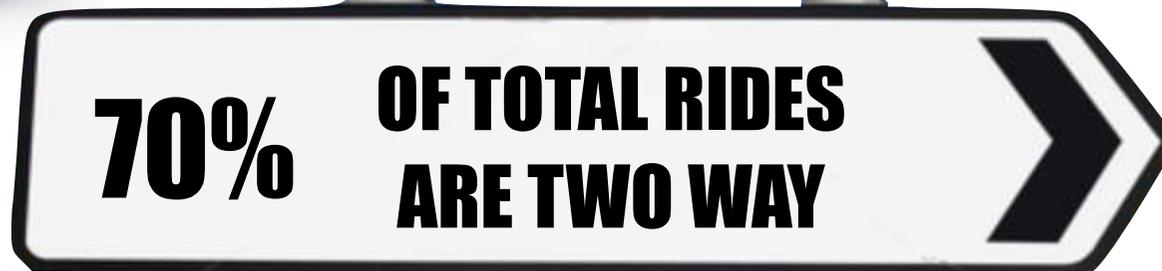




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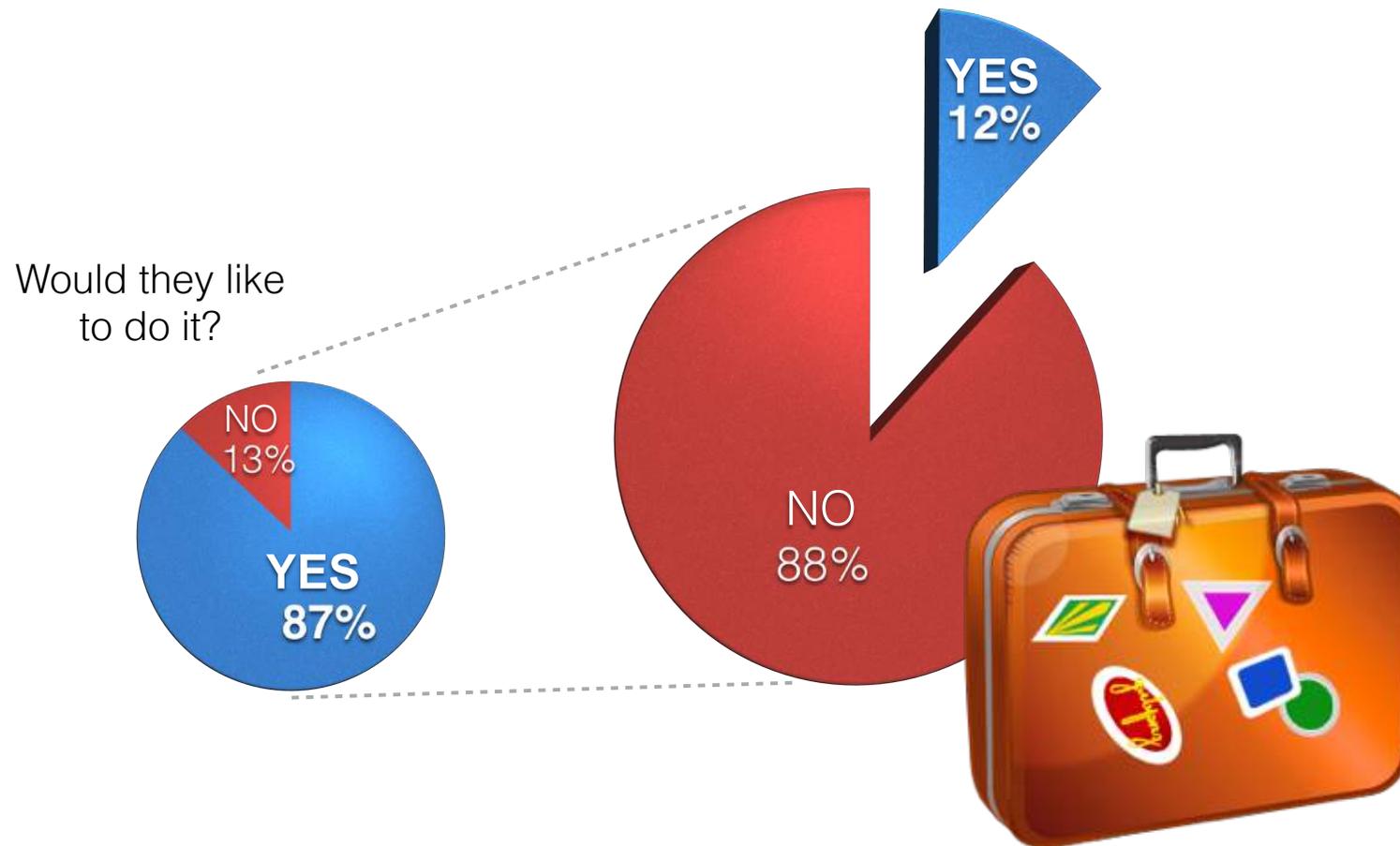


Cars



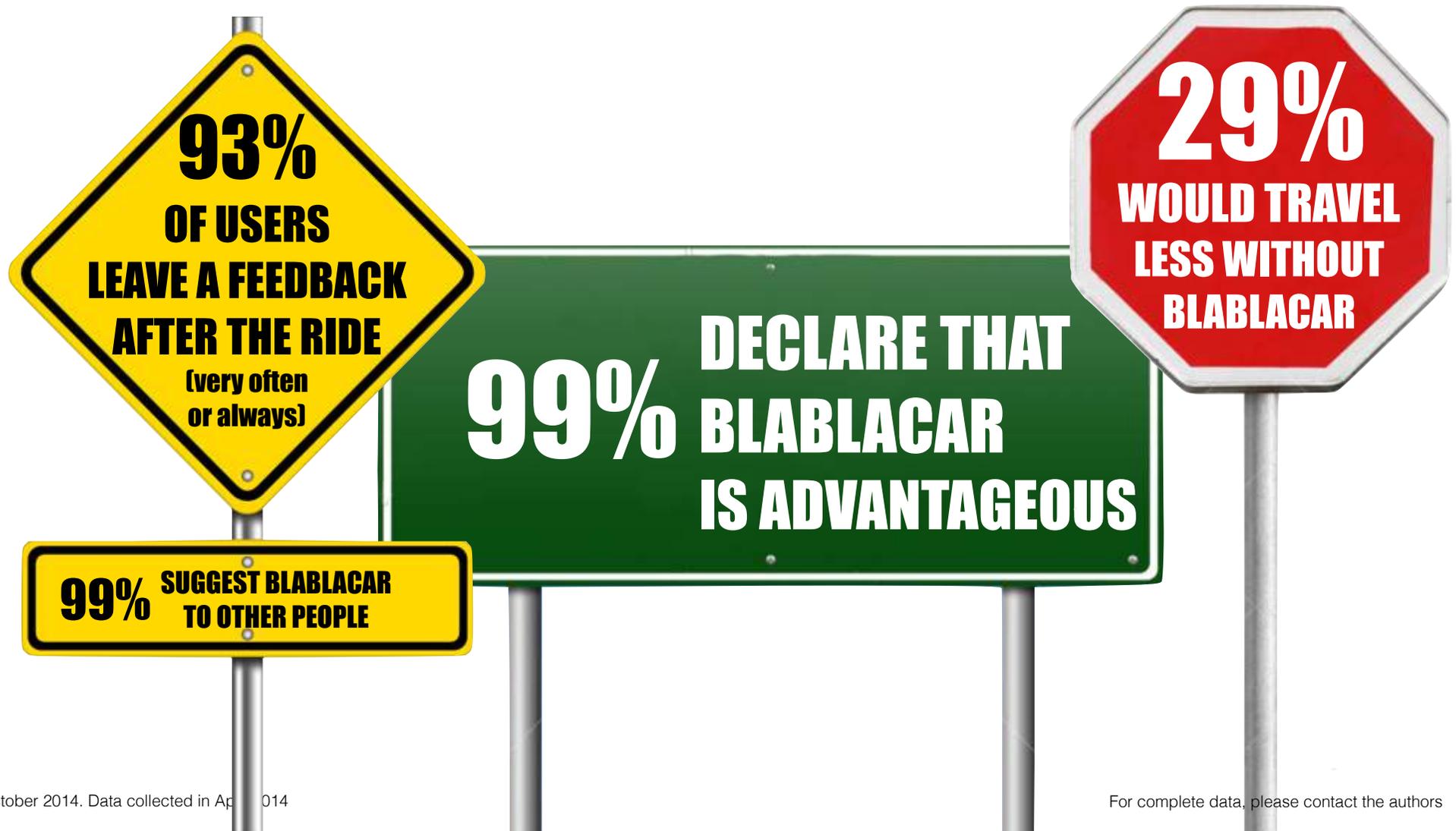
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Did users travel abroad with BlaBlaCar?





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The authors



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Andrea is PhD candidate at the Istituto di Management at Scuola Superiore Sant'Anna in Pisa and he is currently visiting Ph.D. student at Massachusetts Institute of Technology (MIT) in Cambridge, MA. His research activities are focused on ICT and TELCO Innovation and Business Modeling. Andrea previously worked for Vodafone Italy in Milan headquarters as Marketing Specialist and at Technicolor in Rome as post-production engineer. He holds a Bachelor and Master's Degree in Cinema and Media Engineering from Politecnico di Torino, an Alta Scuola Politecnica Diploma and a II level Masters Degree in Management of Innovation from Scuola Superiore Sant'Anna. Andrea is an Ambassador user on BlaBlaCar, he joined the platform in 2011.



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Elena is a Post-doc Fellow at Istituto di Management, Scuola Superiore Sant'Anna (Pisa, Italy). She was a Ph.D. Fellow in Management at Scuola Superiore Sant'Anna (Pisa, Italy) and a Visiting Ph.D. Student at Cass Business School (London, UK). Her research interests focus on understanding how companies may innovate their business model(s). In particular, she is looking at how manufacturing companies are introducing service-oriented business models, how the open innovation paradigm affects business model innovation, and the role of technology in enabling business model innovation. She has published in international as well as national journals and she is currently involved as teaching assistant in undergraduate and master courses.



Alberto **Di Minin**

Alberto is Assistant Professor of Management at Scuola Superiore Sant'Anna, and Research Fellow with the Berkeley Roundtable on the International Economy. His research, publications and teaching deal with the appropriation of innovation. He focuses on open innovation, new business model, technology transfer, intellectual property and R&D management. He received a Ph.D. from the University of California, Berkeley. Since 2012 Alberto is the Italian Country Associate of Intel Business Challenge. With Intel he coordinated the course High Tech Business Venturing, organized in parallel in five universities across Europe.