January 2012
Which Route Shall I Take Right Now?

- How bad is it?
- What's going on?
- Is there another way?
Community of Drivers
Platform for Play

Build
Road grid
+ speeds

Play
Navigation

Value
RT traffic
+ Info

Critical Mass
Revenue

www.waze.com
Road Munching

3-5%
Road Goodies

8-12%
Offers/Information

20% 78% km
Achievements

100%
The road to 12 Million users

- 32% Active Drivers: 11 X/Mo
- Average MMOU: 340 Minutes/Mo
- App Store Ranking: 4.5 Stars
- 5 Minutes a Day: 2.5M Hours/Mo
Leaving LAX at 17:09, June 1st, going to Luxe Hotel (11461 Sunset)
Arrive Luxe Hotel at 17:35 – 26 minutes during evening rush hour

Google said 1:10 minutes
ON JULY 15
Commute

Real-time offer + commerce

Updated Route

Accident

Serendipity

Fun

Congestion-based targeting - emissions based metrics

Seized
6.3% of Drivers Drove to Retail
Waze In Connected Cars...
Waze In Connected Cars...