

## Uber (HBS 9-316-101)

1. What is Uber's value proposition for consumers?
2. What is Uber's value proposition for drivers?
3. When Uber enters a new market, what is its mobilization strategy?
4. What is the idea behind surge pricing? Is it a good strategy?
5. Is ride sharing a winner-take-all business? Is Uber's competitive advantage sustainable?
6. Going forward, how should Uber grow in a way that complements the current business model?