

# Carpoolworld.com Group Invitation Module: An Executive Summary



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Carpoolworld.com is an Internet web site that provides carpool matching services for organizations. The carpoolworld.com group invitation module provides, at no additional cost to the group matching, a module to generate personal invitations for your community to join your carpool program.

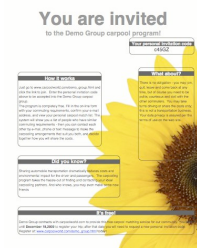
## Goal

Provide a carpool matching service for your community with an additional level of privacy by using personal invitation codes. Provide a quick and easy way to invite the members of your community to join the program. Provide tools to monitor the effectiveness of your marketing efforts to promote carpooling. Provide tools to broadcast the availability of your carpool group and encourage usage.

## Features

The group commuter receives an invitation with a personal invitation code to register in your carpoolworld.com group. The commuter fills out an on-line trip registration form where he/she keys in the supplied personal code, his/her contact information and commuting requirements (locations and times). The system validates the personal invitation code before accepting the trip registration. If the personal invitation code is valid, then the trip registration is accepted and a confirmation email is sent to the commuter.

Once the email confirmation is received, the commuter logs back into the system to view a list of potential carpool partners whose trip requirements are similar. The user can then contact the other commuters to organize a carpool. The user can display his/her matches in various list formats or graphically on a street map. The innovative route matching process used by carpoolworld.com is highly precise and efficient and was granted a U.S. patent in 2004.



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## Key benefits

The invitation codes are personalized and randomly generated and are made up of a unique combination of numbers and letters. The invitation code can only be used once, and by only one commuter.

The administrator generates the invitations by entering a list of email addresses or by choosing the number of invitations to print and distribute. The administrator can monitor the effectiveness of the program by viewing or displaying the completion% for each invitation package sent and the number of commuters registered. The invitation form can be customized by the administrator for background, colors and text to be inserted in each section.