

Mad Cab Connect announces the launch of a service to connect Madison residents with safe reliable and regulated taxi cab rides at one convenient place. Partnering with Green Cab, Badger Cab, Union Cab and Madison Taxi, this service unites the city's cab industry to promote the image of cabs in the face of a competitive threat from alternative, illegal services.



This service, on both Web and mobile app platforms, allows users to go to one place and order a cab from the company that will fit their needs the best at that time. That might mean the cab that can arrive the fastest - or it might mean the cab that can accommodate a wheelchair. Whatever the visitor's need, this service emphasizes that a cab is the right choice. To help connect visitors and cabs, an interactive quiz will assess the needs of the visitor and recommend a the service that best fits.

While we expect that the utilitarian aspects of Mad Cab Connect will draw visitors to the site, the sites also provide information that promotes the image of cab companies. Users can learn about how city ordinances that regulate cabs will keep them safe and provide consumer protection, research the best cab company for their ride, and stumble on entertaining content that showcases the personalities that make cab experiences more than just a ride home.

The service, while available to anyone, is particularly aimed at university students aged 18 to 23. To reach this demographic, the website also shows links to social media networks such as Facebook, Twitter and Instagram. These updates will link to developments in cab news and new site content. Additionally, the tone of the content is designed to be lighthearted - and sometimes humorous - to appeal to this crowd. It will also advertise different investors' business to a greater market in multiple platforms.

Mad Cab Connect has three revenue sources, which will generate substantial return on investment:

1. The Mad Cab Connect mobile app will be available in two versions: free with advertising and paid with no advertising. For \$1.99, the user can get a version of the app that provides VIP access to cabs (ordering through the paid app gives the user priority pick-ups) and that has no third-party advertising.
2. Mad Cab Connect will receive 10 percent of every transaction through the website or app instead of charging cab companies for promotion.
3. Third-parties can purchase advertising bundles for the website and mobile app. This is an excellent opportunity for food, drink and entertainment businesses, which are common places to take cabs to and from.

The Mad Cab Connect team will try their best to fulfill all their clients' requests through negotiation and arrange their ads in the way their clients desire.

Let Mad Cab Connect be your perfect business partner and help you to achieve success in your business.