

Super Pumped

The Battle for Uber - Grow or Die



How sticky is it?

Grow or Die

1.15 - When interviewing new employees, Travis Kalanick asks them if they are assholes. *What kind of characteristics do you think he is looking for in new **recruits**?*



6.19 - When Travis says that he's gonna throw Bill, whom he calls a **shot caller** and a **baller**, so much attitude, his girlfriend interrupts him with the words, "Be open. Show him that you're **vulnerable**, and need his money and his protection."



What kind of an attitude would you opt for before meeting a big investor, throwing an attitude or being vulnerable?

9.45 - When asked about his relationship with the drivers, Travis says, "Our drivers are our army. And I believe an army with a full belly is an army that can win."

Do you think employers should do everything in their power to provide the best pay for their employees? What is Bill concerned about and what does he ask Travis?



10.35 - Travis mentions democratizing the taxi industry for the good of hard-working drivers as well as for the passengers.

Do you think Uber has achieved that goal in Russia?



11.11 - During his meeting with Bill, Travis is reluctant to give the deserved credit to his co-founder, Garrett. He says, "And Garrett contributed a lot, too. Absolutely." In fact, Garret contributed a lot more than a lot.

What does it say about Travis' personality? Does Travis give his co-founder the deserved credit?

12.28 - One of the questions Bill asks during his meeting with Travis is about the **stickiness** of Uber.

*Could you name a product that is also **sticky**? How about a company that has disrupted an industry? Should we invest in companies or founders?*



15.00 - In the limo, Travis tells Bill the story about his first company.

How would you describe what happened there? Why did he fail?

19.58 - When Travis and his brother visit their parents, they both brag about their achievements.

*Whose accomplishment do you think is more impressive for a parent, Travis's, who just **cut** a big **deal** to **bankroll** his company, or his brother's **body cam** footage of saving a cat? His father asks for the clip, because he wanted to show it to his co-workers at work.*



23.04 - The head of the Transportation Agency of San Francisco has a little chat with Travis about fines, lawsuits, and jail.



What does he want from Travis? Why does Travis compare Neanderthals to Homo sapiens during the conversation?

25.21 - Uber receives an order to **cease** and **desist** all taxi and livery operations, because according to the city they are violating the law. If Travis continues operations, he could face huge fines, penalties, and even jail time.



We all know how Travis reacts to this. He calls it his birth certificate. What would an average CEO's reaction be in a similar predicament? Wouldn't a ban like this be a death certificate for them? What does it say about Travis?

29.24 - Austin, the girl who is responsible for recruiting or hiring drivers, says that the drivers make themselves **rodents** that run like



hamsters in a wheel and work so hard to pay off their loans.

What are some of the advantages of being your own boss?

34.26 - *Why do you think Travis calls his mom when he is pushed against the wall; when his **burn rate** is bleeding the company dry? What is his mom's advice? Are you closer to your mom or your dad?*



42.05 - *How does TK settle or solve his problem with the regulators? How did he arrange the meeting with the mayor? How does he get the drivers to have his back?*



47.45 - *Why is Travis's proposal to the city a win-win? Could you describe what he is pitching to the mayor? Do you think the taxi and livery industry leaders chose the right strategy by putting them under pressure? What should they have done instead?*



51.40 - *What is TK worried about when he meets Emil? How did Emil help the company avoid paying its fines?*



[Click here for the Quizlet vocabulary set for the episode](#)