

FORMULA FOR SUCCESS

How GOAT’s Franchise Fleet Formula Multiplies into Big Results with Joyride

GOAT, powered by Joyride’s white-label technology, is transforming micromobility in underserved U.S. markets. By equipping entrepreneurs with the tools to launch their own shared fleets, GOAT has deployed hundreds of shared scooters and bikes nationwide, bridging gaps left by global ride-share companies and achieving an average annual fleet revenue growth of 40%.

SUCCESS SNAPSHOT

Many GOAT operators opt for city deployments requiring permits or RFPs, while others take the B2B route, partnering with hotels and universities to offer on-site vehicle rentals:



CASE STUDY



Multiple States across the U.S.
ridegoat.com

FLEET TYPE

GOAT’s micromobility network operates on a franchise-style licensing model, giving local entrepreneurs the tools to run their own electric scooter and bike fleets under the GOAT brand.

CHALLENGE

GOAT needed a scalable solution to onboard new operators and manage fleets across the U.S. Their vision to provide a “Business In A Box” required a turn-key system that could connect vehicles, enable app-based rentals and offer real-time fleet oversight.

SOLUTION

Joyride provides the technology backbone for GOAT’s franchise operations. With features like referral codes to boost rider acquisition, ‘premium parking’ to capture more revenue, and advanced analytics to track trips and payments, independent operators can quickly gain market share. The result is a repeatable formula for shared success.



100 GOAT scooters are available at **Florida Gulf Coast University**. Students pay \$1 to unlock and \$0.39 per minute. Joyride’s multi-ride feature lets up to four friends ride with a single account, while a minimum in-app wallet balance of \$8 prevents unpaid rides.



At the **University of Connecticut’s** Storrs campus, 34 GOAT scooters are a hit with students. In 2024, 1,300 users took over 7,000 rides, averaging 9 minutes each. A midnight curfew is configured on the Joyride dashboard to prevent late night misuse of scooters.

HOW IT WORKS

Whether in Florida or Connecticut, riders get the same great app experience:

SCAN TO UNLOCK A VEHICLE

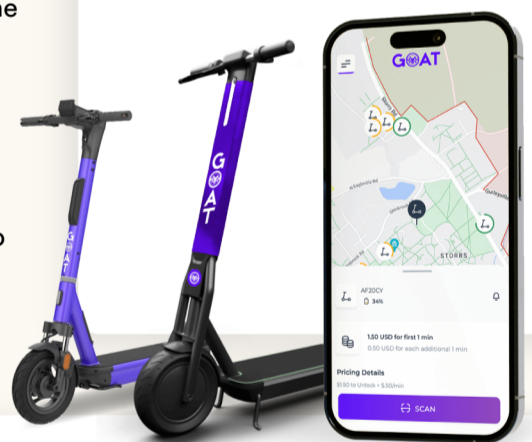
After downloading the GOAT app, users can scan and rent a vehicle from any public fleet, or enter a code to gain access to private fleets.

PAYMENT PROCESSING

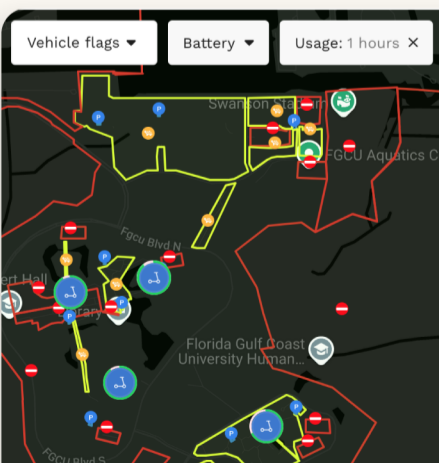
Adding a payment method is simple and pricing is transparent, showing the unlock fee and per-minute rates upfront to the user. GOAT benefits from the flexibility of fleet-based billing plans and taxes tailored to each state.

PRE-RIDE SAFETY SCREEN

GOAT use the pre-ride screen, configured for each fleet in the backend, to provide new users with essential information such as safety rules, how to ride, parking instructions and contact details for support.



BY THE NUMBERS



With a powerful app and fleet management system, even 10-scooter fleets can drive impressive profits. As GOAT expands across the U.S., franchise operators reap the rewards of Joyride’s continuous platform upgrades—unlocking new features and integrations that streamline operations and drive scalable success.

4.8

Out of 5 stars from 952 app ratings

40%

Average revenue growth YoY

30+

Licensed GOAT scooter-share operators



“By having a full fleet software solution like Joyride we don’t need to think about software development or bugs. It is a great fit as it allows us to work with many sizes of fleets and cater to a wide variety of needs.”

David Nazaire, CEO, GOAT



Request a Demo



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