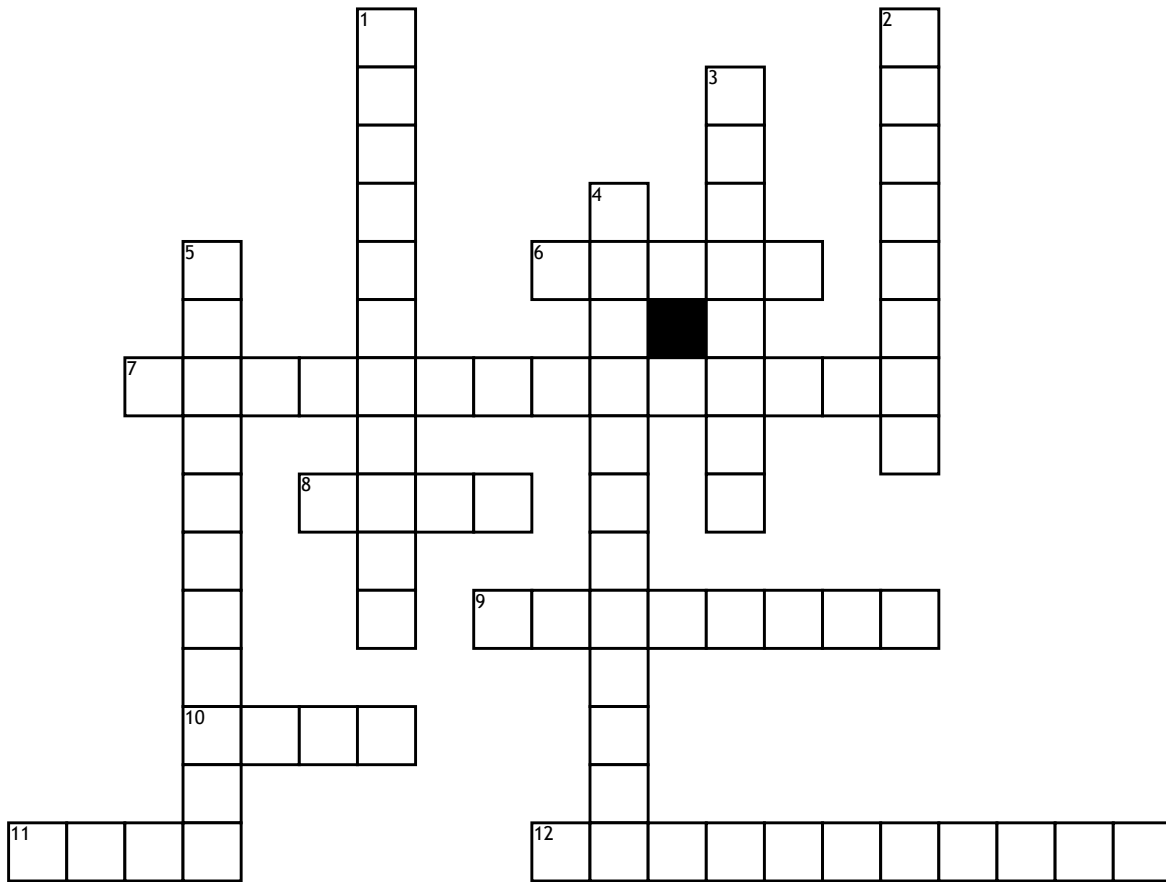


Name: _____

Uber Crossword Puzzle



Across

6. Which was the first European city Uber launched in?

7. What are incremental benefits gained by an existing user for each new user that joins the network?

8. Which competitor is operating in China, Mexico and Brazil?

9. Give an example of direct network effects mentioned.

10. Which competitor is operating in SE Asia?

11. Which platform is more popular to use among riders during busy times, Lyft or Uber?

12. Fill in the blank: According to the current CEO, Dara Khosrowshahi, Uber created an entirely new standard of consumer

Down

1. What occurs when users/service providers form ties with multiple platforms at the same time?

2. To reinforce its core network effect, Uber should increase or decrease its scale?

3. Uber is an example of what network effects?

4. Where did Uber launch?

5. How do you call Uber's two sided marketplace?