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Brad Bao, co-founder and executive chairman of Lime, shares his mission to create close-knit neighborhoods through mobility. Highlighting Lime's achievements, he challenges the notion that companies cannot succeed if they are socially responsible.

Transcript

which is known for the kingdom of bicycle? Then we look around the globe.. That's UK; that's Amsterdam.. That's Copenhagen; that's many other places.. That's bike and alternative transportation is a norm of transportation.. But why that is not the case in the US? If we are looking at Amsterdam or Copenhagen, they're definitely leading the trend with 30, 40% of the transportations are on bikes and alternative modes of transportations.. In the US, the number is 1%.. That 1% number, then we gotta ask ourselves, is the weather here worse than Amsterdam? (audience laughs) Is the road here narrower than Amsterdam? And what is the reason? What is stop us from adopting more? Right, cars and cultures, and that's the only thing.. It's not that we're, that there's no .... It's not there's a real blocker from us to get there.. Then it's really perceptions, cultures, cars, and do we embrace it? Then we look at it, what are the things that we can help users, can help our community to get over the hurdle? The way to convince them to use it or adopt it is not like say, "You're doing a noble thing." Therefore, you have to put in twice as high the price and do twice as much effort to make it happen..

The better way to convince people is to, "Why don't we provide you a service, a solution, that's faster, and cheaper, and more convenient?" That is the way that we think this will generate a massive behavior shift and really make it happen.. Our goal is not about the 1% of bike traffic in the US that how much market share we can get.. Our goal is that how we push that 1% to 10%, to 20, dare we say to 50% of the traffic, and that's the 50% of the traffic in the US city today less than one mile, and it's single-occupancy.. There's no reason we cannot do that other than we're working together...