

	Factor	Ranking for sellers in Uber
1.	Depth	Over 25%, unusually high for a gig app: Assume you want to sell your time to drive other people around. In major US cities like New York about half of your potential buyers will find a supplier online, rather than hailing in the street or phoning a taxi dispatcher. Uber has about 75% of app-based demand.
2.	Breadth	Terrible. Few people can ONLY drive a car. They have a whole range of capabilities, certification, lived experience and aspirations. They will have to try selling their time across multiple markets to unlock this potential. That's hard; algorithms running Market A will likely downgrade you if you are doing a booking for Marketplace B when A needs you. And vice versa.
3.	Functionality	Minimal. Drivers on Uber can't price themselves into preferred routes or customers, introduce an innovative service (ferrying bikes perhaps) or even see basic demand/supply/earnings data. They can be sanctioned or deplatformed after bad buyer ratings, but paths to positive differentiation are almost non-existent. To earn more they <i>could</i> try renting a costlier car.
4.	Overheads	Extortionate. Public claims that Uber take only 25% of each worker's earnings are contradicted by research and periodic analysis showing their opaquely calculated "take rates" can go up to 50% .
5.	Governance	Atrocious. Any pretence at operating a fair market is exposed by Uber's investment in eliminating basic rights for its sellers, refusal to open algorithms that determine work and pay and history of evading regulation.