

# public sector services as private sector startups

In today's busy world, even the conveniences afforded by Silicon Valley's hottest startups seem to fall a little short. Your phone is loaded with apps, but you lack the peace and quiet of a good book or a patch of grass. There's bottled smart water on every street corner, but nowhere to fill a bottle you already have. You use Lyft so much that your transportation bills are insane. Your house is on fire, but you have a conference call in five minutes. What's a modern millennial to do? Thankfully, the tech industry is stepping in to provide the essential services that, until now, human civilization has been unable to provide.

## shakespeare



Bookstores are disappearing, but millennials are increasingly seeking an escape from shortform, snackable, instantaneous media, craving the meditative peace that comes from reading a paper book. However, who wants to spend \$20 or more on a book they might only read once, if at all? This is where Shakespeare comes in. The app allows you to borrow a book, for free, after a low membership fee of \$12.99 (charged monthly). Want to read in a quiet, peaceful setting? Shakespeare has brick and mortar locations in LA, SF, and NYC, with comfortable chairs, desk space available for rent, and shelves of gorgeous print media for you to browse at your leisure. No homeless allowed.

## Hoppr



Most cities have high traffic routes that are constantly hailing rides from Uber and Lyft. Wouldn't it be easier to just hop in a car that travels that route in a circuit all day long? The answer is Hoppr, the rideshare that's always on its way. Luxuriously elongated Hoppr cars run their routes 24/7, picking up and dropping off riders at designated stops for a low fee of \$7.99 a ride. Don't worry about tipping your driver: all of Hoppr's Rocks lease the cars directly from Hoppr itself, and need to work off their debt first before they're legally allowed to be tipped.

## Tubular



Elon Musk's Hyperloop may be the current frontrunner in the tunnel-based transportation game, but Tubular is closing in fast. For a low monthly membership fee, Tubular's fleet of high-speed underground trains can take you anywhere inside a city, with service to all three affluent neighborhoods in NYC, LA, SF, and maybe even Chicago. Just swipe your TubeCard, travel down clean and brightly lit stairwells (no elevators—it's important to get exercise!), and board the Tubular train, which is patrolled by private security for your safety and comfort. Even better, your tracked rides add up in the form of TubePoints, which you can spend in our TubeStore on TubeSwag, like the limited edition SupremexTubular TubeCard, or a novelty wall print of each city's Tubular system. Tubular: it's the cool way to ride.

## Sip



Ever been thirsty in a public place, but don't want to buy a whole new water bottle? You probably already have a reusable one in your fjalraven! For those environmentally conscious folks who care about climate change and don't want to add more plastic to the oceans, there's Sip. These trendy water kiosks are readily accessible in

parks, movie theaters, and public buildings. For a low unlock fee of \$1.99, you can fill up your environmentally-sustainable container with fresh, cool water. For added ease, Sip's facial recognition technology allows you to scan your face and access water in seconds—just download the app and pay your balance online. Your facial data will be sold to the security firms dedicated to keeping our southern border safe. So drink up—it's for a good cause!

## Burnvictor



Is your house on fire? What a pain! You probably don't have time to put it out yourself, what with your busy schedule. Burnvictor (the opposite of a burn victim—you are NOT a victim!) will contact people in your neighborhood to come put the fire out for you. Sync the app to your smart door to give Burnvictors easy access to your home, without having to worry about the hassle of leaving a key or, even worse, having them smash your windows in order to save your screaming pets. Burnvictor guarantees that your fire will be put out with minimal loss of life, and if you aren't satisfied with your service, you are entitled to a \$49.99 mail-in rebate.

## Enforcer



The whole institution of policing and the prison-industrial complex isn't "in" right now, but sometimes you still need an armed authority figure to get rid of a guy who's sleeping in front of your house. Luckily, Enforcer has a dedicated team of people who weren't accepted by the police academy ready to bust in and unleash hell. Our paramilitary staff of

probable psychopaths is passionate about law enforcement and isn't afraid to get their hands dirty. Note: Enforcer is not legally responsible for screening applicants.

## Guarden



If you live in a city, you probably miss the great outdoors from time to time. Spending time in nature is shown to increase happiness, relieve stress, and possibly add years to your life. So, how can you access those benefits when you live in a concrete jungle? Introducing Guarden, your new members-only urban oasis. Guarden has bought a number of public nature areas and rehabilitated them, transforming shabby eyesores into sleek, sexy, sanctuaries. Just check in at the gate (15 feet high and electrified, for your privacy), scan your Guarden GreenCard, and return to the life-giving simplicity of Mother Earth.

## Albert



Who has time to take trash to the dump? Not you, with your WeWork membership and the startup founder-boss who expects you to be at your desk 14 hours a day! Thankfully, Albert is there for you. Albert is the app that beckons Albert, a man with a car that already stinks, to your house where he fills his car with your trash and drives it to the landfill. Recycling costs \$40 extra. Note from the team at Albert: We would like to formally disavow the actions taken by Nate, the serviceman on our previous trash pickup app, "Nate." We did not know he was just throwing garbage into the river. Albert has promised us he won't do the same.

## Gigg



Unemployed? Who isn't! With Gigg, the digital temp agency, you can jump into any of the jobs mentioned above. Were you rejected from the National Guard for being too violent? Join the team at Enforcer! Do you have a big jug of water? Become a Sip kiosk replenisher! Do you have a car, or are at least open to taking out a predatory loan to get one? Join the gang of Rocks at Hopper! Are you anywhere, and have some idea of how to put out a fire? Sign up to be a volunteer Burnvictor! The team at Gigg is dedicated to finding a place for you, because a person without work isn't a person at all.

## PayShare



If you're having a hard time managing all your memberships, the good people at PayShare feel your pain. Sometimes, it's hard to deal with all those accounts, apps, and separate bills. It's especially inefficient given that many of your neighbors also take advantage of these same services, and struggle to keep track of all their payments too! With PayShare, this problem is a thing of the past. PayShare is working with local governments to implement a PayShare system in which everyone in a neighborhood chips in a low fee—far lower than individual memberships—to make access to services universal to all subscribers. It's a radical idea, but one that experts think may just become the hottest new trend.

by Emma Del Valle