

App soon as possible

Planning to hit the malls or booze this festive season? You may want to forget the car and ride a taxi instead. With a record number of taxi-booking apps in town, **The Business Times** rounds up 6 of these for a one-day experiment to see which one gets you a taxi the quickest.

8-9am

HDB Hub (Toa Payoh) to Asia Square (Raffles Place)

12-1pm

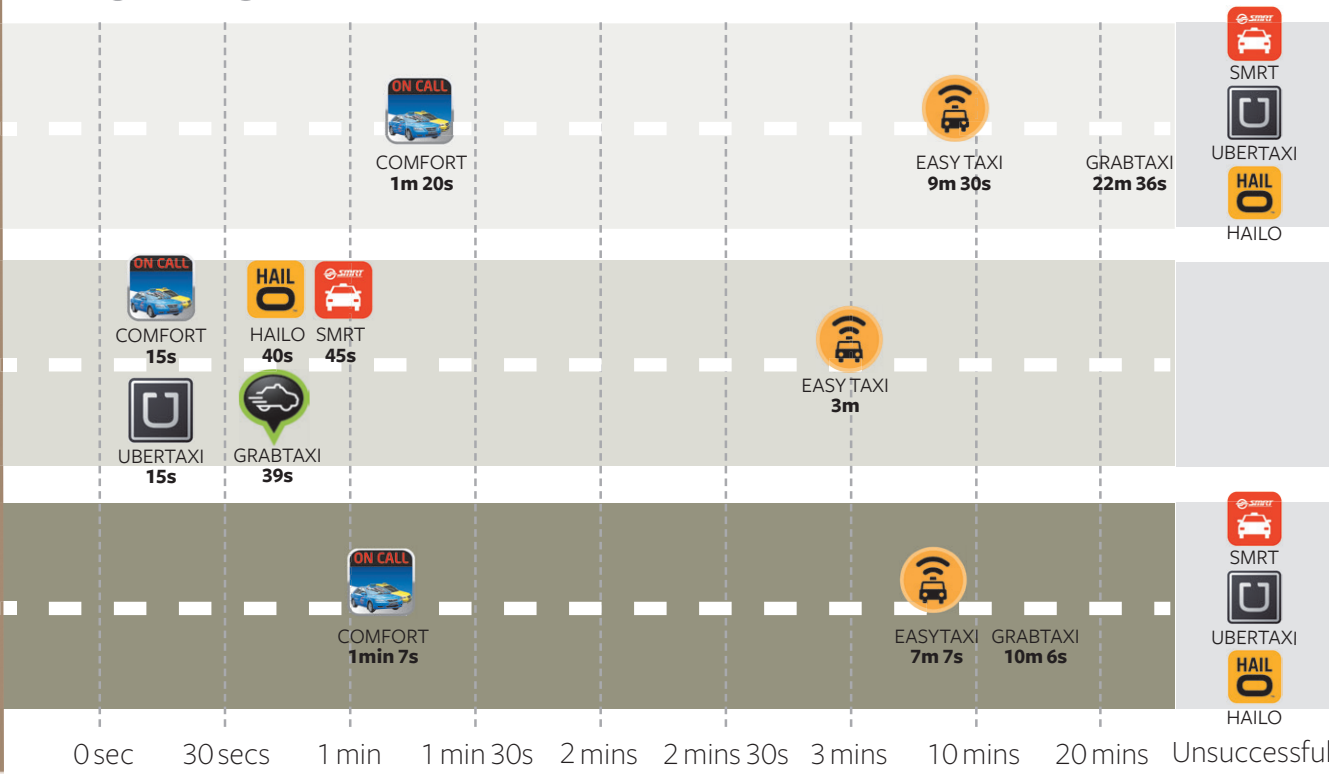
Asia Square (Raffles Place) to Bugis+ (Bugis)

6-7pm

Asia Square (Raffles Place) to Tanglin Mall (Orchard)



Timing starts when the user launches the app and ends when he is successfully assigned a taxi. Six individuals, each using a different app, partook in the experiment.



There were no responses between 3 and 7 minutes and 11 and 22 minutes

At a glance

TAXI APP	LAUNCHED (SINGAPORE)	ACCEPTS IN-APP CREDIT CARD PAYMENT?	MARKETS	TOTAL VENTURE CAPITAL RAISED TO-DATE	LIST OF INVESTORS (SELECTIVE)
Comfort	February 2010	No	Singapore	NA (Listed on the SGX mainboard in 1994)	
SMRT	June 2011	No	Singapore	NA (Listed on the SGX mainboard in 2000)	
GrabTaxi	October 2013	No	South-east Asia	US\$340 million	Softbank, Vertex Venture, GGV Capital
Easy Taxi	December 2013	Yes	Africa, Asia, Middle East, North America, South America	US\$77 million	Rocket Internet, Phenomen Ventures
UberTAXI	September 2014	Yes (Only in-app credit card payment)	Africa, Asia, Europe, Middle East, North America, South America	US\$2.7 billion	Google Ventures, Menlo Ventures
Hailo	October 2014	Yes	Asia, Europe	US\$77.1 million	Red Swan Ventures, Wellington Partners