

Discover the future of mobility

Mobility as a Service

- does it change the world and when



手机APP发

SUR
LE WEB



Bloomberg

Markets

Tech

Pursuits

Politics

Opinion

Business

The Washington Post



goodnews

The Economist

World politics

Business & finance

Economics

Science & technology

Culture

CitiesToday

Search...

ABOUT SUBSCRIBE KNOWLEDGE HUB 20-20 EV



Cool stories for it

ZEITUNG ONLINE

Transport as a service

It starts with a single app

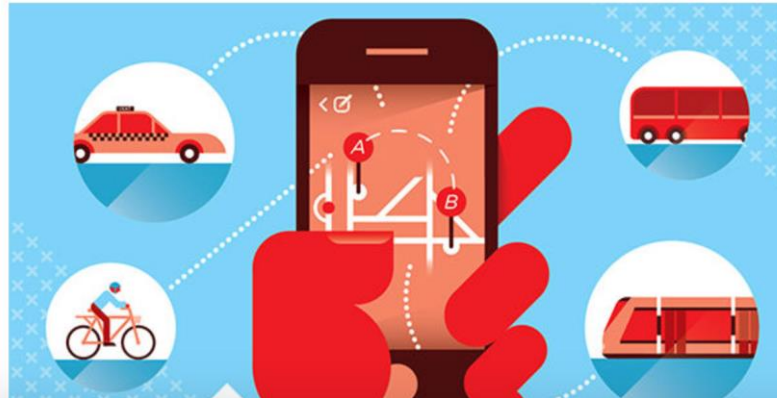
Politik Gesellschaft Wirtschaft Kultur Wissen Digital Cam

Combining old and new ways of getting around will transform transport—and cities, too

Oct 1st 2016 | HELSINKI | From the print edition



726



Whim

Fla

Apps

finder

Bezah

Von M

19. Okto

UK world sport

home > opinion

colu

Transport policy Opinion

Stop obsessing
trains, and start using roads better

Simon Jenkins

dating more International

guardian

tech travel

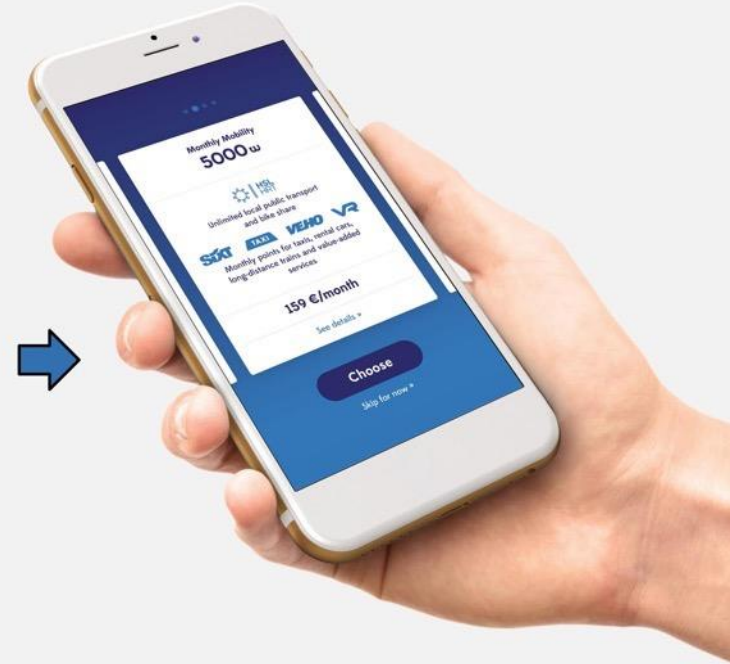
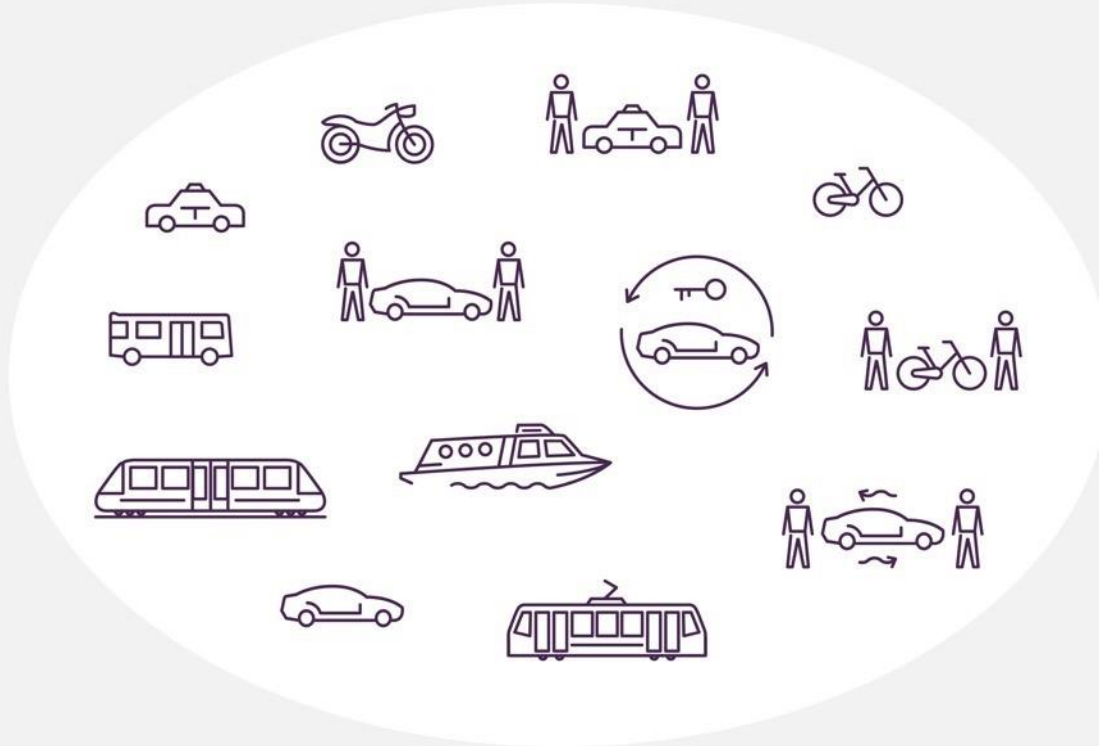
all

Ministers are dazzled by the idea of a third Heathrow runway and HS2. If only

Mobility as a Service – The Netflix Of Transportation

What if all transportation
was converged...

...and tailored to your need
as monthly packages?



From Production Based to Service Promises



Pay as you're moved:

- Bike and segway service included
- 20 cents per minute in vehicles with others in
- 30 cents per minute for a nice car
- 50 cents per minute for a personal driver
- Only vehicles that use renewable energy

15 minutes package for 135 € / month:

- 15 minutes from call to pick up with no more than 15 minutes delay compared to driving.
- No parking hassle



Business world package for 800 € / month:

- 5 minutes pickup in all EU
- Black car status everywhere
- Working conditions guaranteed



Family package for 1 200 € / month:

- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included



Cup of tea guarantee

- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- Movember special rides

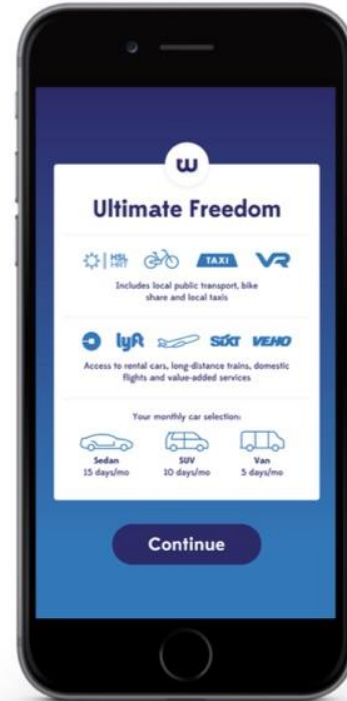


Competitive advantage – freedom of mobility

Our service promise is total freedom of mobility.

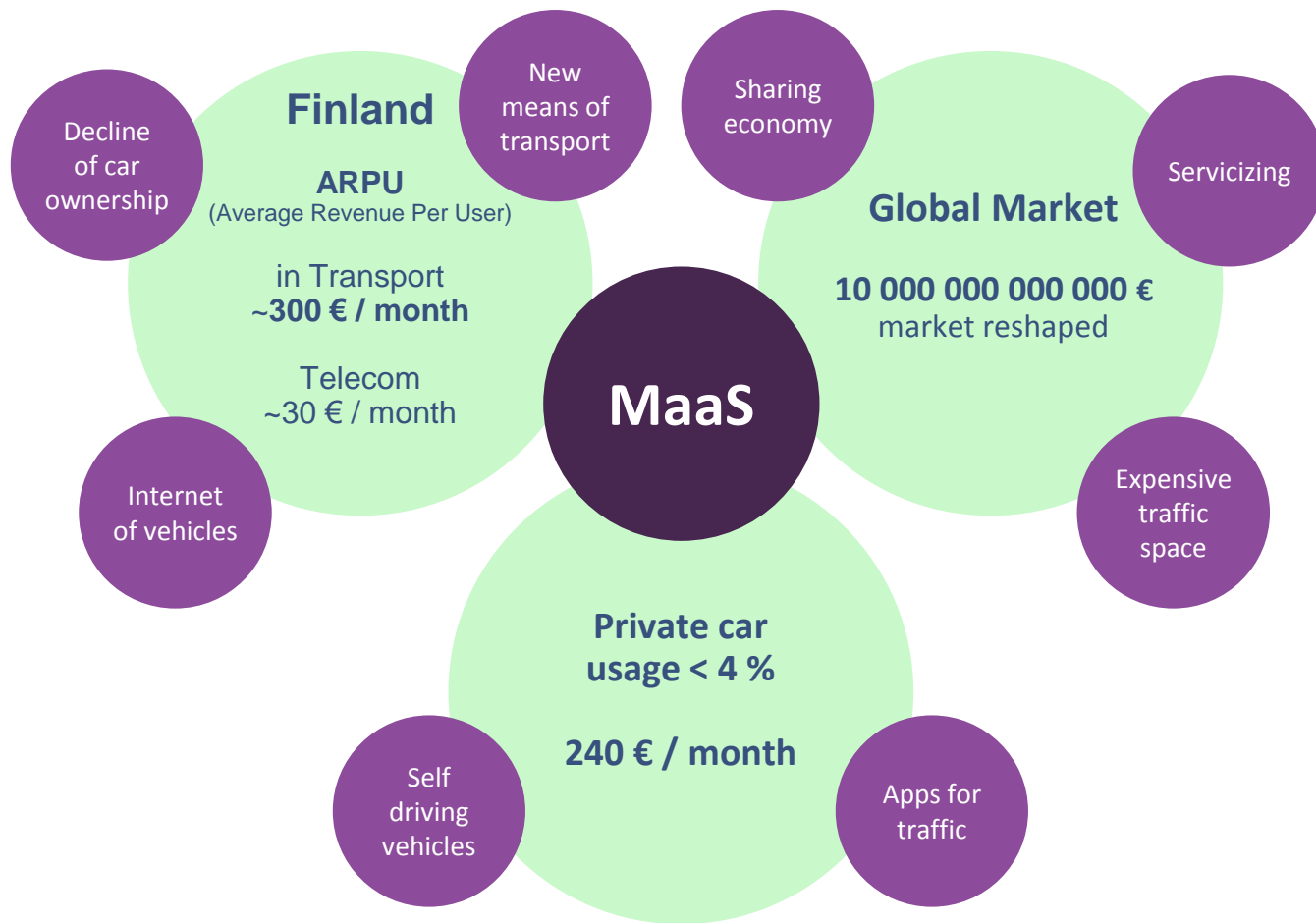


The only available option today



Tomorrow's freedom of mobility

Transportation is being hit by a
DIGITAL TSUNAMI



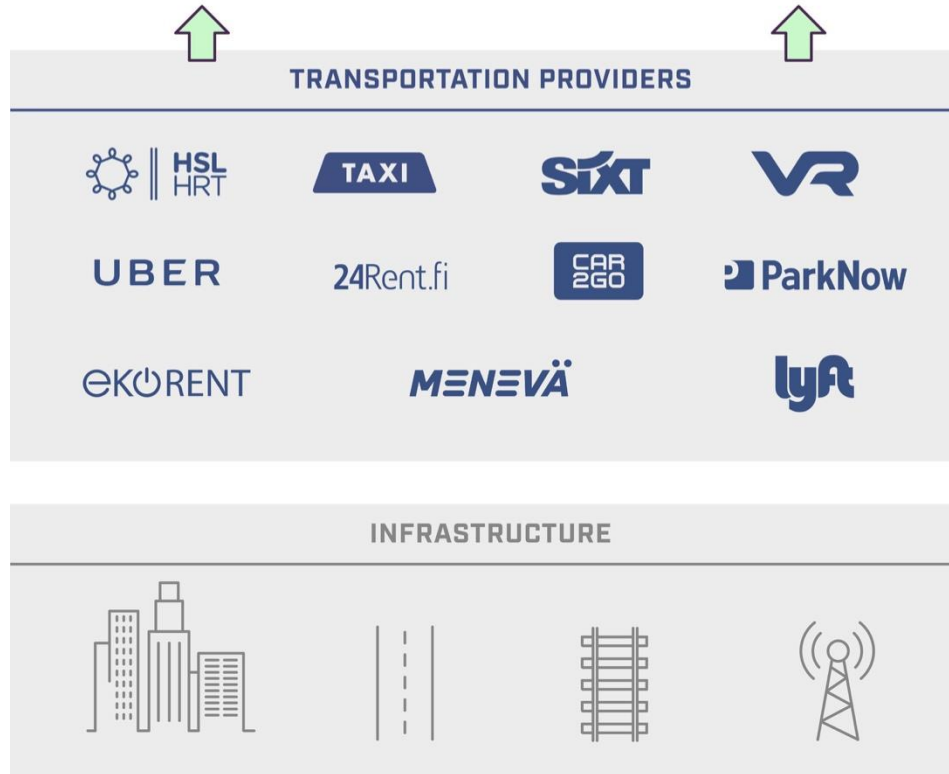
MOBILITY AS A SERVICE FRAMEWORK

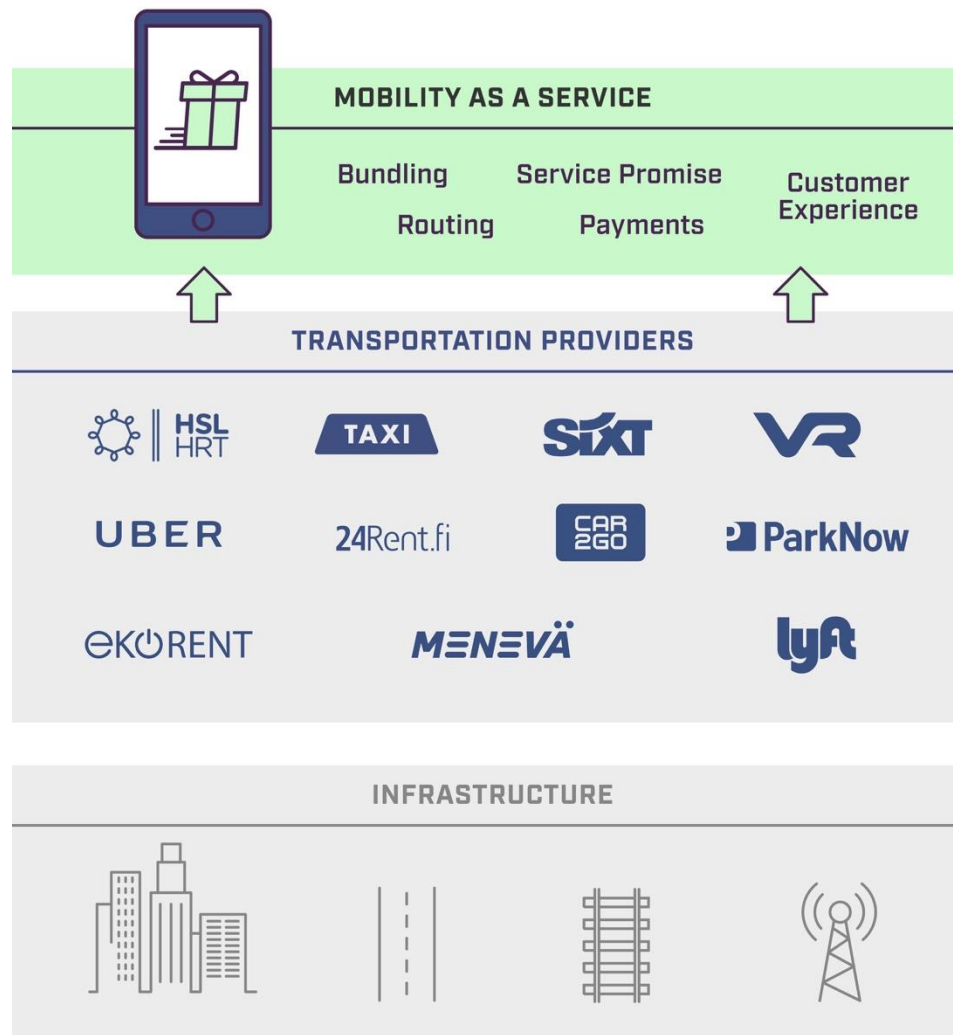


MY MOBILITY SERVICES



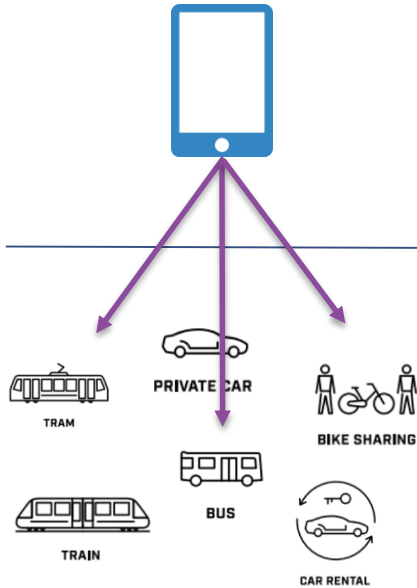
From silos to a true solution



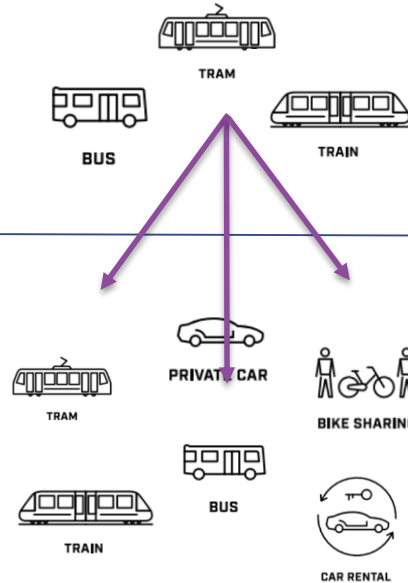


Three ways for markets to evolve

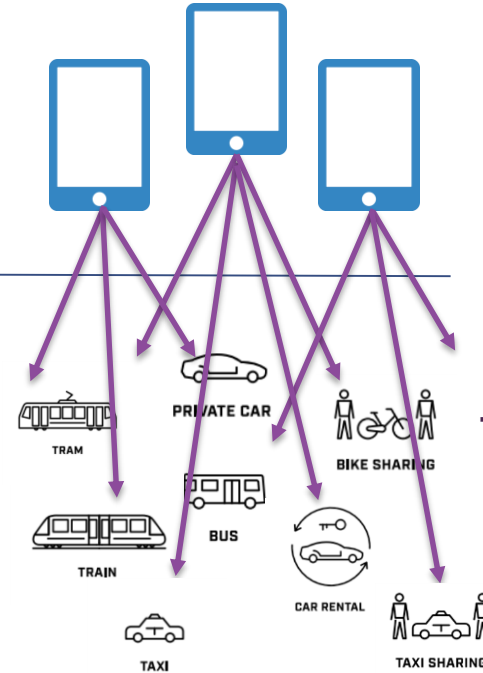
Winner takes it all



Public transportation takes it all



Roaming ecosystem



Mobility as a Service (aggregators)

Transportation providers



**MARKETS OPENING WITH
INVESTMENTS**

Technology | Media | Telecommunications

Wednesday, September 14, 2016

Mobility as a Service Revenues will Reach \$1 Trillion

Urban transportation is undergoing a revolution that's being driven by a variety of technologies. They've enabled new and disruptive business models. Recent research findings now indicate more changes are coming.

Where there's big change, there's often big opportunities. The emerging category of Mobility as a Service (MaaS), which provides aggregated, single account, on-demand multi-modal transportation services, is quickly gaining momentum.

According to the latest market study by ABI Research, global MaaS revenues will exceed \$1 trillion by 2030. The anticipated impact on traditional transportation modes -- such as car ownership, buses, trains, taxis, and rental cars -- is causing a reevaluation of the economic foundation for legacy transportation companies.

Everything as a Service Market Development

"Driverless technology, through the Car as a Service (CaaS) paradigm, will be the defining factor for the success of on-demand mobility, offering consumers the possibility to summon transportation on the fly," said Dominique Bente, vice

“Volkswagen Group is getting into the ride-hail game with a \$300 million investment in Uber competitor Gett.”

24.5.2016 Recode

“Apple invests \$1 billion in Chinese ride-hailing service Didi Chuxing.”

13.5.2016 Reuters

“NuTonomy raises \$16M to make self-driving taxis a reality by 2018.”

24.5.2016 Techcrunch

“Lyft raises \$530 million in funding to battle Uber in the U.S.”

12.3.2015 Mashable

“At \$68 Billion Valuation, Uber Will Be Bigger Than GM, Ford, And Honda”

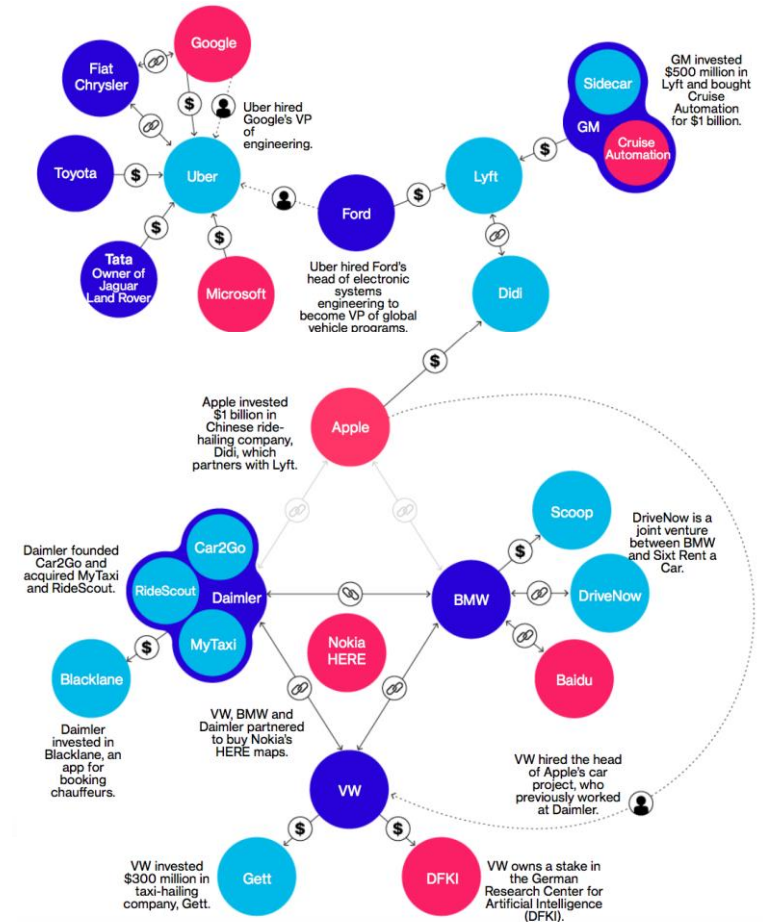
4.12.2015 Forbes

“Chinese taxi app Travice gains \$600 million investment from Softbank, Alibaba “

14.1.2015 Reuters

THE LINE BETWEEN THE TECHNOLOGY AND AUTOMOTIVE INDUSTRIES IS BLURRING

- Transportation is being tied even more closely to cell phone, while autonomous driving technology is turning car into a computer > Development is expensive: Carmakers' R&D budgets jumped 61 percent, to \$137 billion from 2010 to 2014
- Building alliances to share some of the risk and cost > Incumbent automotive giants and their "would-be" disruptors are teaming up



Examples of MaaS initiatives around the globe

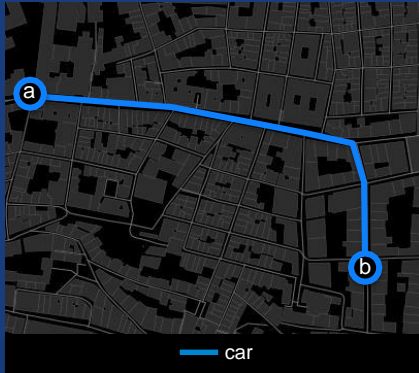


A photograph of the interior of a bus, showing rows of purple seats and teal handrails. The perspective is from the back of the bus looking forward. A purple rectangular box is overlaid in the center, containing the text "ABOUT THE IMPACT" in white capital letters.

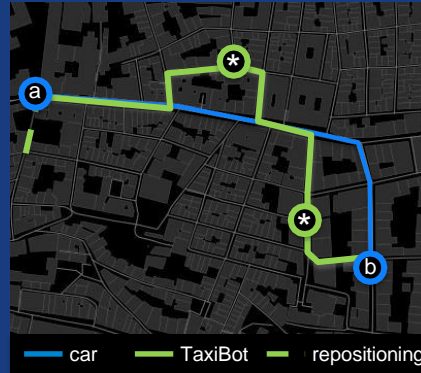
ABOUT THE IMPACT

Urban Mobility System Upgrade: How shared self- driving cars could change city traffic

Luis Martinez and Philippe Crist

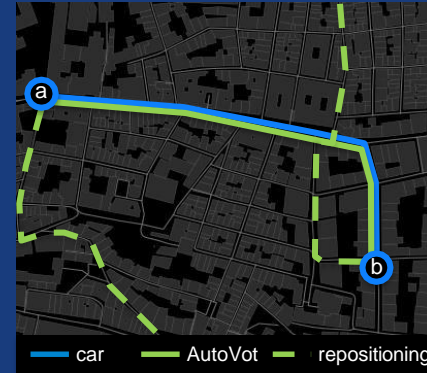


TaxiBots and AutoVots
will travel more than
today's cars



+25%

more kilometres travelled due to bus
replacement, pick-ups, drop-offs and re-
positioning



+103%

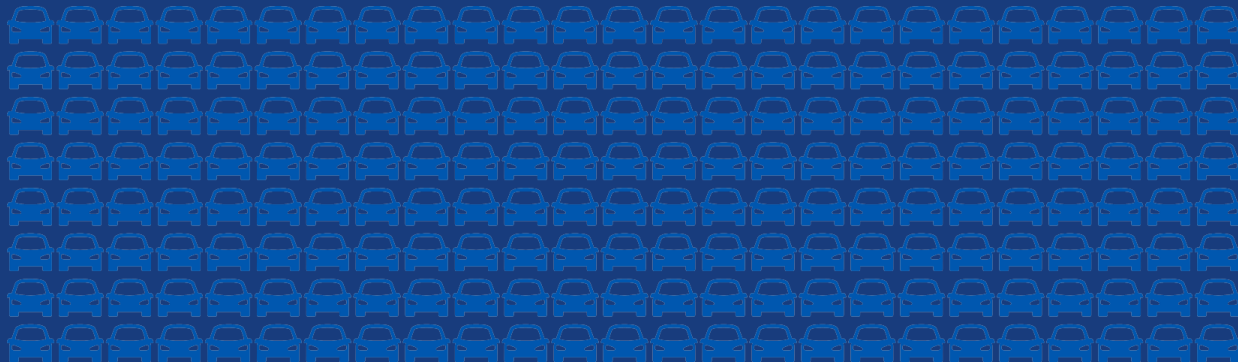
more kilometres travelled due to
bus replacement, re-positioning

Urban Mobility: System Upgrade

Why

What we did

What we found



Scenario: 24 hours



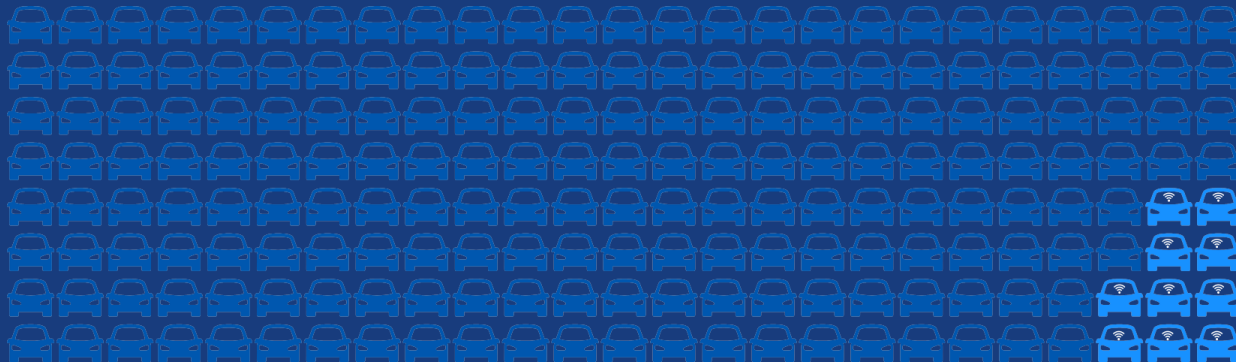
number of cars
required to provide the
same trips as before:

Urban Mobility: System Upgrade

Why

What we did

What we found



Scenario: 24 hours



number of cars
required to provide the
same trips as before:

5%

-15%
vehicle kilometres

Scenario: 24 hours



-22%
vehicle kilometres

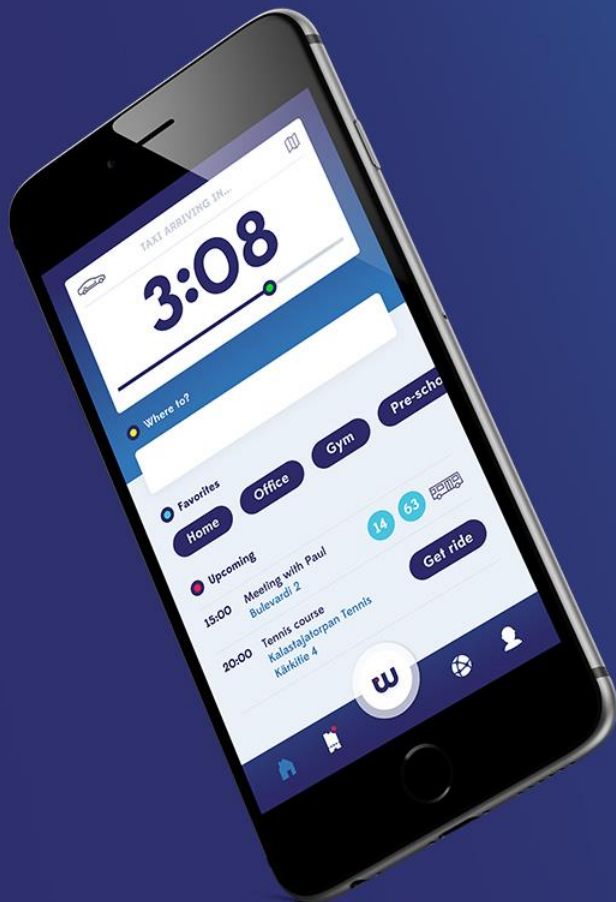
Scenario: Peak hours



-27%
CO₂ emissions

Scenario: 24 hours





How to make MaaS happen for real?

”THE NETFLIX OF TRANSPORTATION”

LESS HASSLE

TAKING AWAY THE PAIN
OF “HOW DO I GET THERE”

MORE FREE TIME

GIVING BACK YOU 90
MINUTES TO YOUR DAY



HAPPIER LIVING

OFFER YOU A TRUE
FREEDOM OF MOBILITY

GREENER CITIES

MAKING SURE YOU ARE
NOT A POLLUTER

Packages to Fit Your Needs





Light

89€
/month

includes
HSL Helsinki
season ticket + **1.000**
Whim points

Use your Whim points as you
like, for example:




 **2** +  **∞**
Taxi trips (~10 km/trip) daytime Unlimited local public transport

Medium

~~249€~~ /month Limited Offer:
100€
/month

includes
HSL Helsinki
season ticket + **5.500**
Whim points

Use your Whim points as you
like, for example:



 **8** +  **∞** +  **2**
Taxi trips (~10 km/trip) daytime Unlimited local public transport days with a rental car

Premium

317€
/month

includes
HSL Helsinki
season ticket + **8.000**
Whim points

Use your Whim points as you
like, for example:

 **8** +  **∞** +  **5**
Taxi trips (~10 km/trip) daytime Unlimited local public transport days with a rental car

Pay-as-you-go

Try Whim without
commitment and upgrade
whenever you like.

Transport providers:



We get you to your destination
using your preferred mode of
transport, letting you pay as you
go – all in one app!



The background image shows the interior of a bus. Rows of purple upholstered seats are visible on both sides of a central aisle. Teal handrails with yellow safety caps are positioned above the seats. Several passengers are seated, including a man in the foreground on the left and a woman with blonde hair in the middle. The bus is moving, as indicated by the blurred view through the front windshield. The text "Cities and governments to own the market vision" is overlaid in white, bold, sans-serif font in the center of the image.

**Cities and governments to
own the market vision**

Why Cities and Mobility as a Service?

- **Transport policy goals achieved**
 - Without public spending
 - Without banning cars
- **New tools for managing transport**
 - Incentives
 - Game rules
 - Customer rights
- **But it won't happen without strong policy leadership**
- **What is needed**
 - Roaming of transport (operators accessing all transport modes)
 - Game rules (Market description, Data transfer and ownership, customer rights etc.)
 - Possible incentives to end users to kick-start markets and to cover low-density areas
 - Mindshift from provider to enabler

What does a MaaS operator need?

- **Step 1:** Contracts between transportation providers and MaaS operators to buy transportation from at least:
 - Public transport (urban, intercity)
 - Taxi or taxi-like service
 - Access to car (car share, car rental etc.)
- **Step 2:** API's allowing 3rd party service providers including
 - Information about transportation services (timetables, routing, locations, disturbances etc.)
 - Background payment, hailing, ticketing, validation.
- To learn more about technical integrations for MaaS, go to:
www.maas-api.org

From cities there is no need financing, just co-operation and active enabling.

Maas GLOBAL

SEE WHIM LIVE IN 2016

www.whimapp.com

www.maas.global

SAMPO HIETANEN

CEO and Founder, MaaS Global Ltd.

sampo.hietanen@maas.global

+358 40 565 7688