Mobility as a Service
- The End of Car Ownership?
Maas GLOBAL
Freedom of Mobility

The Washington Post

手机APP发

Les Echos Mardi 10, mercredi 11 novembre 2015

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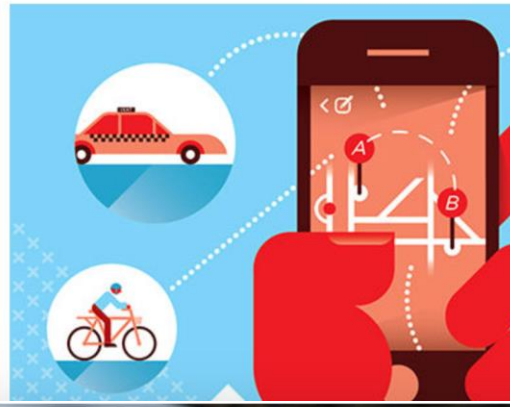
Transport as a service

It starts with a single app

Combining old and new ways of getting around will transf

Oct 1st 2016 | HELSINKI | From the print edition

Timekeep



The New York Times

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A Slow Ride Toward the Future of Public Transportation

Through an app called Whim, MaaS Global lets customers order transportation from point A to point B and then guarantees it will provide it, using a combination of trams, buses, taxis, rental cars and car-sharing services.

"You're covered," said Sampo Hietanen, the chief executive of MaaS Global. "You can just

UK world sport football

home › opinion columnists

Transport policy Opinion

Stop obsessing ab

trains, and start u

Simon Jenkins

Ministers are dazzled by the idea c

e the world's transportation

AUDIO

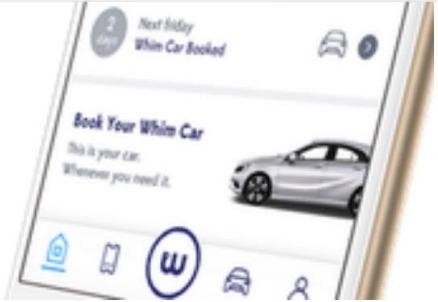
l'eau de mer

15 minutes package for 135 €/ month:

all for investors, stock market analysts and media – release of AAK's Interim report for the first quarter 2016

Visit site

Likes 0 Share



Toyota opened the door – a Finnish growth company in a billion market

Posted by Michael Marcano from talouselama.fi · 6h

the Movement as a service to developing Maas Global has received giant investment from the japanese car great giants Toyota Financial services as well as its insurance partner Aioi Nissay Dowa Insurance Company, as well as from previous investors.

the financing round the final sum will be confirmed in a couple of weeks, but the money is together already more than 10 million.

the Sum is a Finnish growth company great, in the case of early-stage seed financing round.

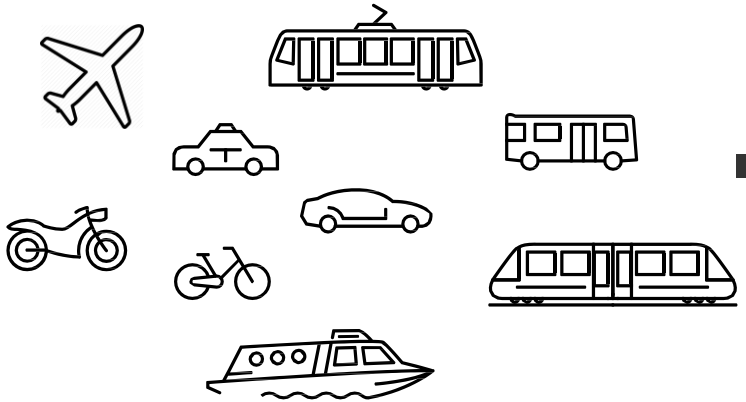
This means, for example, car rental, taxis and public transport.

Maas stands for Mobility as a Service.

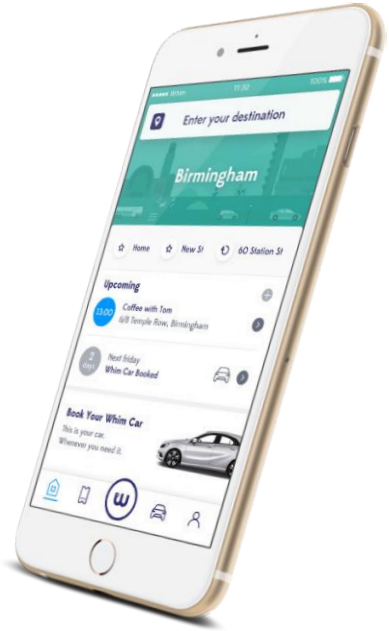
Maas Global announced last fall the services of hundreds of test users, and has now opened it to all.

Mobility as a Service –
The Netflix of Transportation

WHAT IF ALL TRANSPORTATION WAS CONVERGED…



… AND TAILORED TO YOUR NEED AS MONTHLY PACKAGES?



Mobility Operator to Cover All Your Mobility Needs

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:

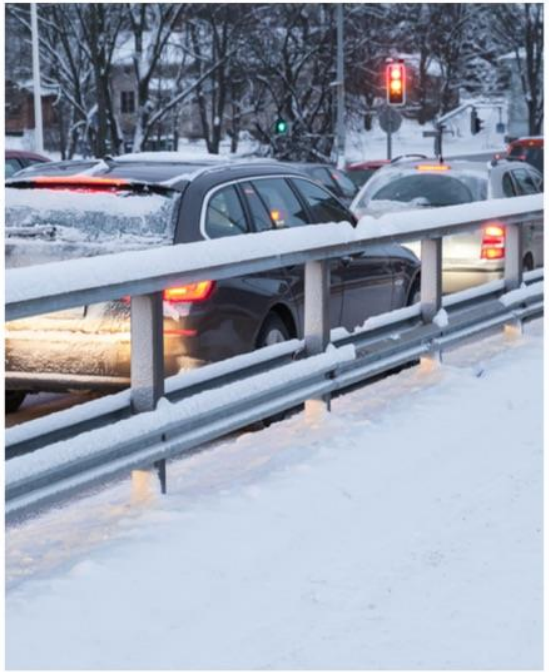
- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included

Cup of tea guarantee

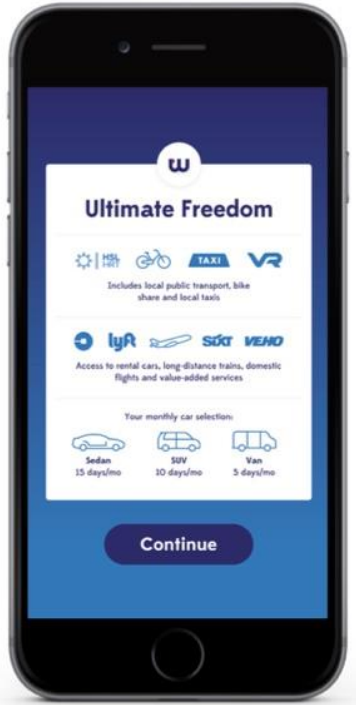
- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- Movember special rides

Competitive advantage – freedom of mobility

Our service promise is total freedom of mobility.

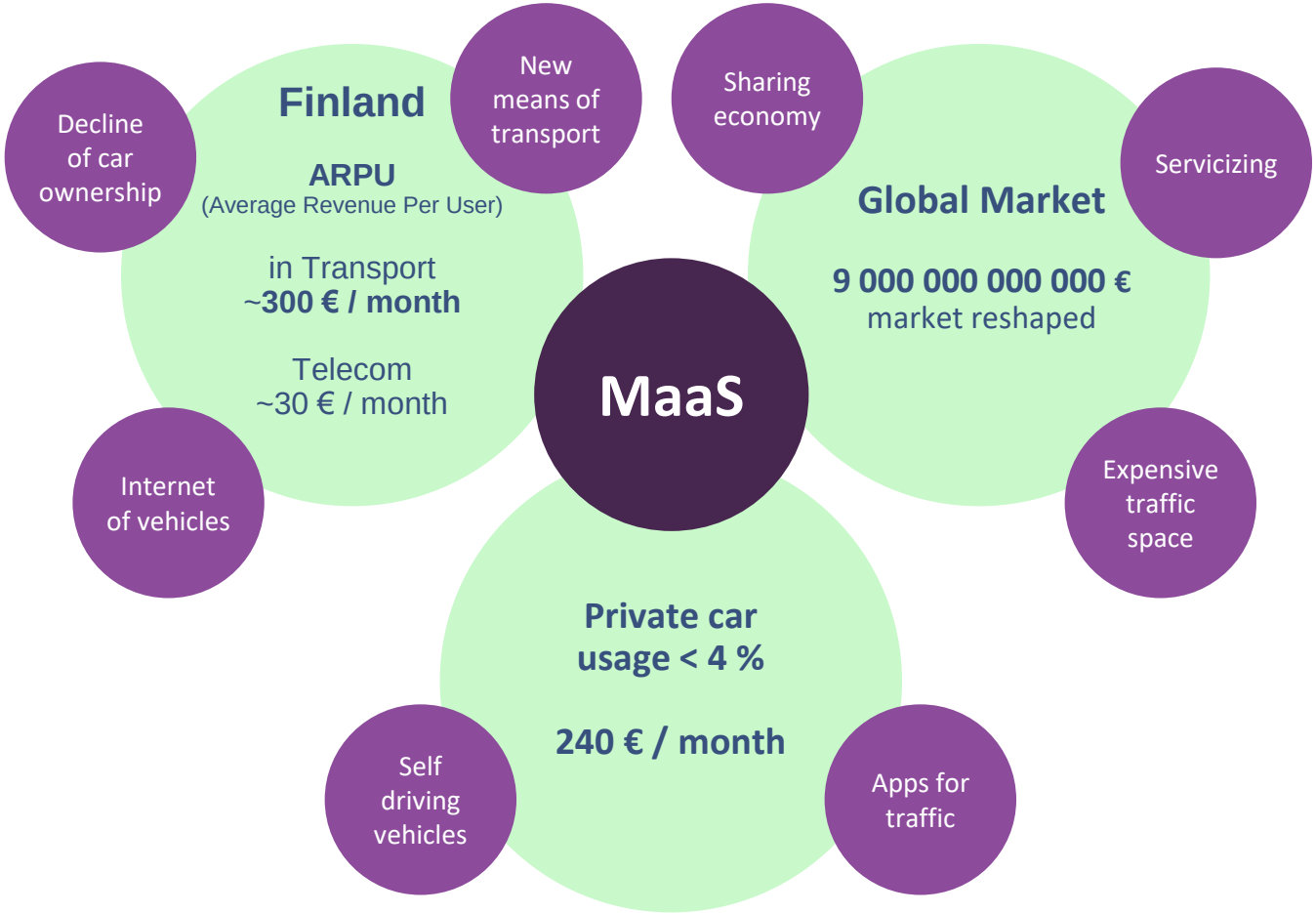


The only available option today



Tomorrow's freedom of mobility

Maas GLOBAL
Transportation is being hit by a
DIGITAL TSUNAMI


Finland
ARPU
(Average Revenue Per User)
in Transport
~300 € / month
Telecom
~30 € / month
Decline of car ownership
New means of transport
Internet of vehicles
Sharing economy
Servicizing
Global Market
9 000 000 000 000 €
market reshaped
Expensive traffic space
MaaS
Private car usage < 4 %
240 € / month
Self driving vehicles
Apps for traffic

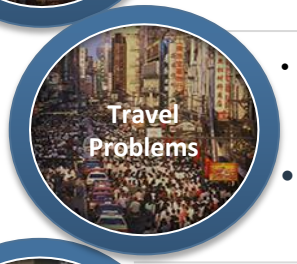
Changing Urban Demographics Are Leading To Travel Problems That Today's Mobility Services Aren't Solving

Factors

- Over **54%** of the World's population lives in cities, expected to rise to **67%** by 2050; urbanisation exceeds **80%** in OECD countries

Impact To Mobility

- More concentrated density
- Limited space
- Increased mobility demand
- ***Unbalanced Supply & Demand***



- Drivers spend **50** hours per year in congestion which stifles the economy of **1%** of GDP
- **7** million lives are lost prematurely each year due to air quality; mobility is the largest sector contributor

- Unproductive time spend
- Inconvenience & high costs
- ***Opportunity for innovation in new mobility services***

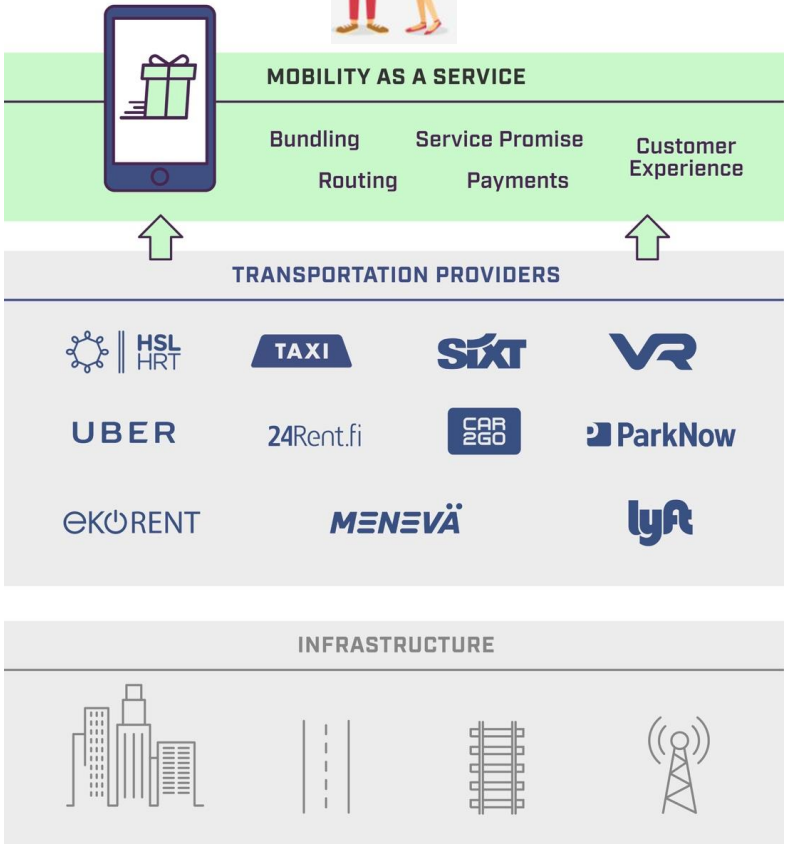
- Private cars are utilised **4%** of the time and account for **29%** of transport trips on average, but account for **85%** of our mobility expenditure

- Inconsistent Transport Provisions
- Multiple apps & fragmented markets with several providers
- Fixed, inflexible routes
- ***Lack of information, integration & user experience***

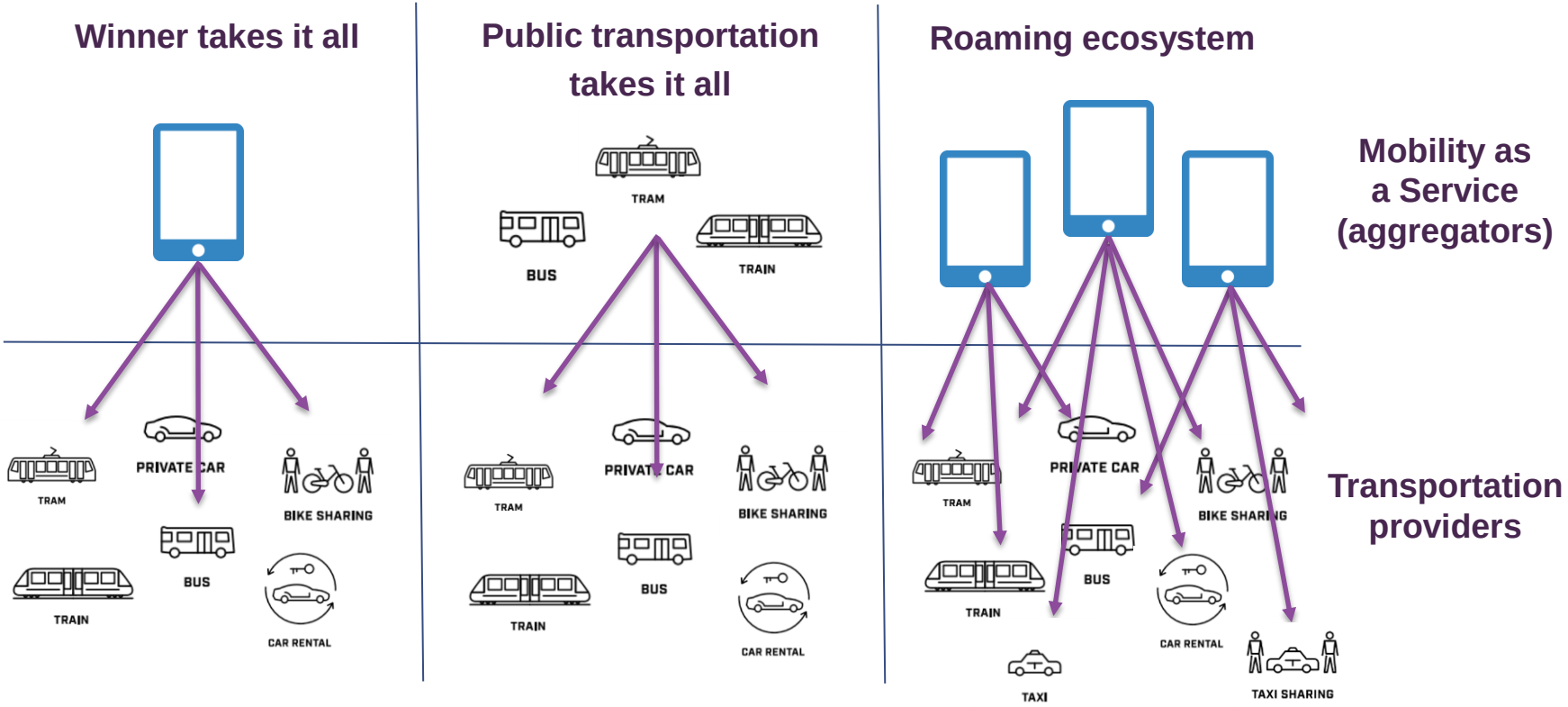
Global mobility market needs new type of mobility services.

Sources: World Bank, World Health Organisation, Inrix, European Commission, Eurostat

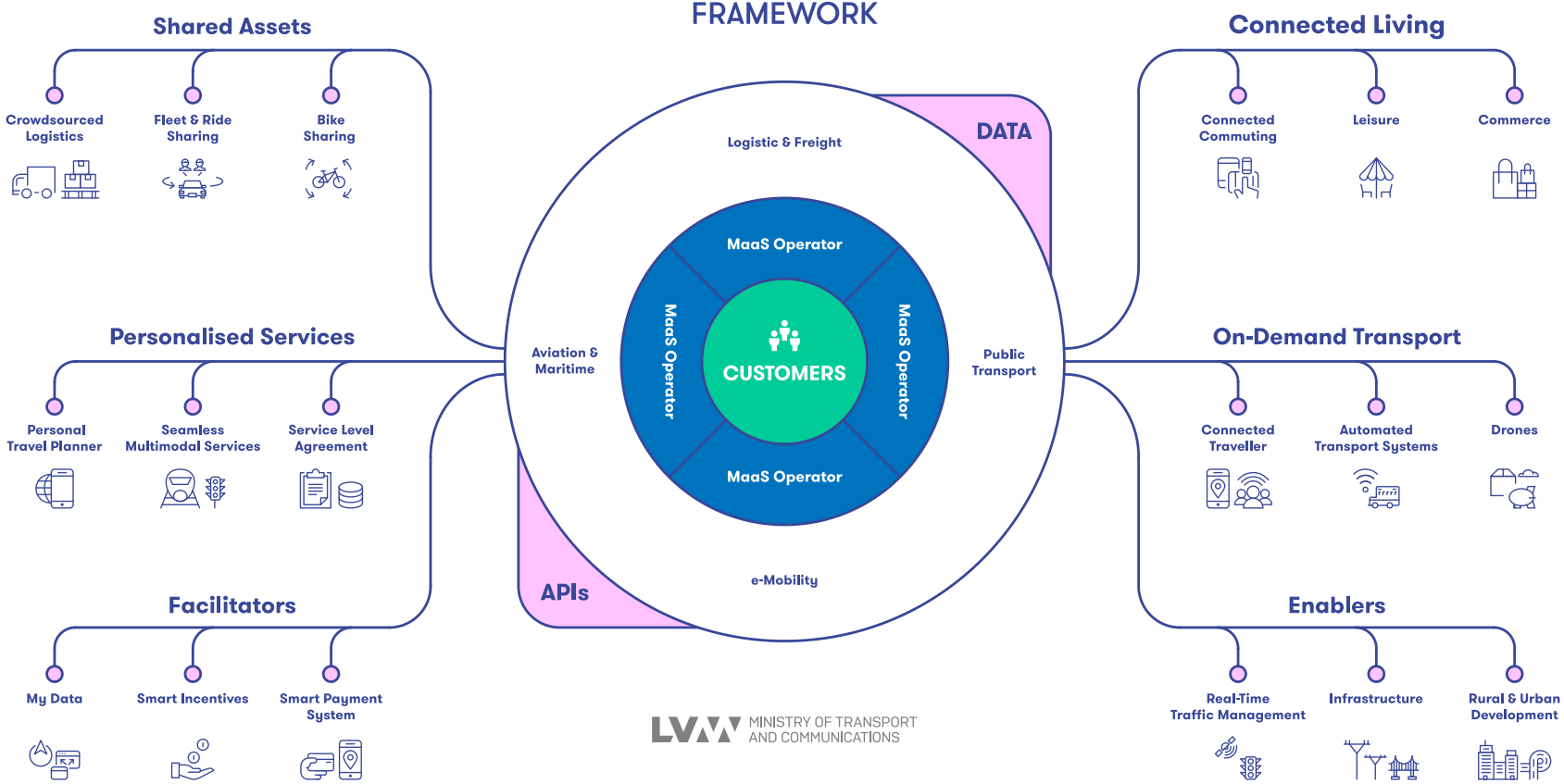
Money flows directly from end users to the whole ecosystem



Three ways for markets to evolve



MOBILITY AS A SERVICE
FRAMEWORK



MINISTRY OF TRANSPORT AND COMMUNICATIONS

MARKETS OPENING WITH
INVESTMENTS

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 Bonte, 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

”Volkswagen preps new strategy to become 'mobility provider’”

20.5.2016 Automotive News

”BMW’s Head of Sustainability and Environmental , Ursula Mathar: "It’s all about selling mobility”“

12.5.2016 FIA Mobility Coference

“General Motors CEO Mary Barra has said she expects the auto industry to change more in the next five years than it has over the last 50.”

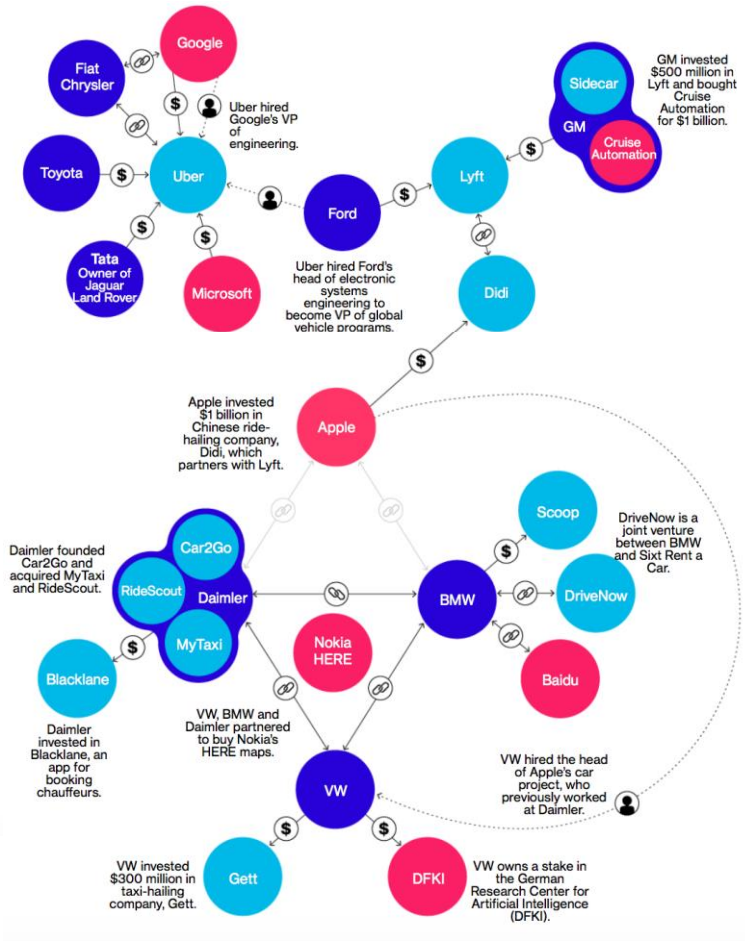
21.1.2016 World Economic Forum

“Ford chairman: Our new transportation revolution will be like going from horses to cars”

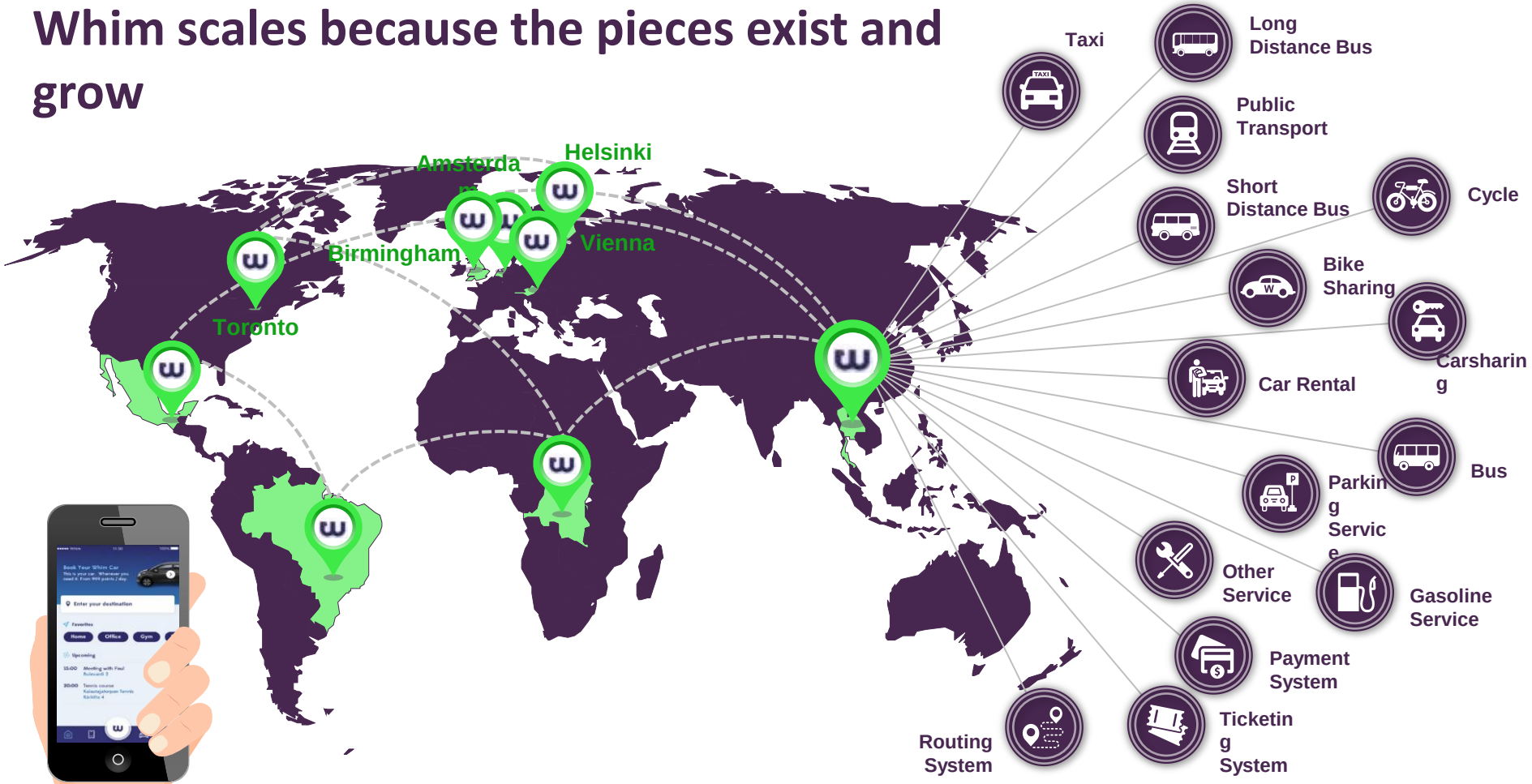
19.2.2016 Business Insider

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



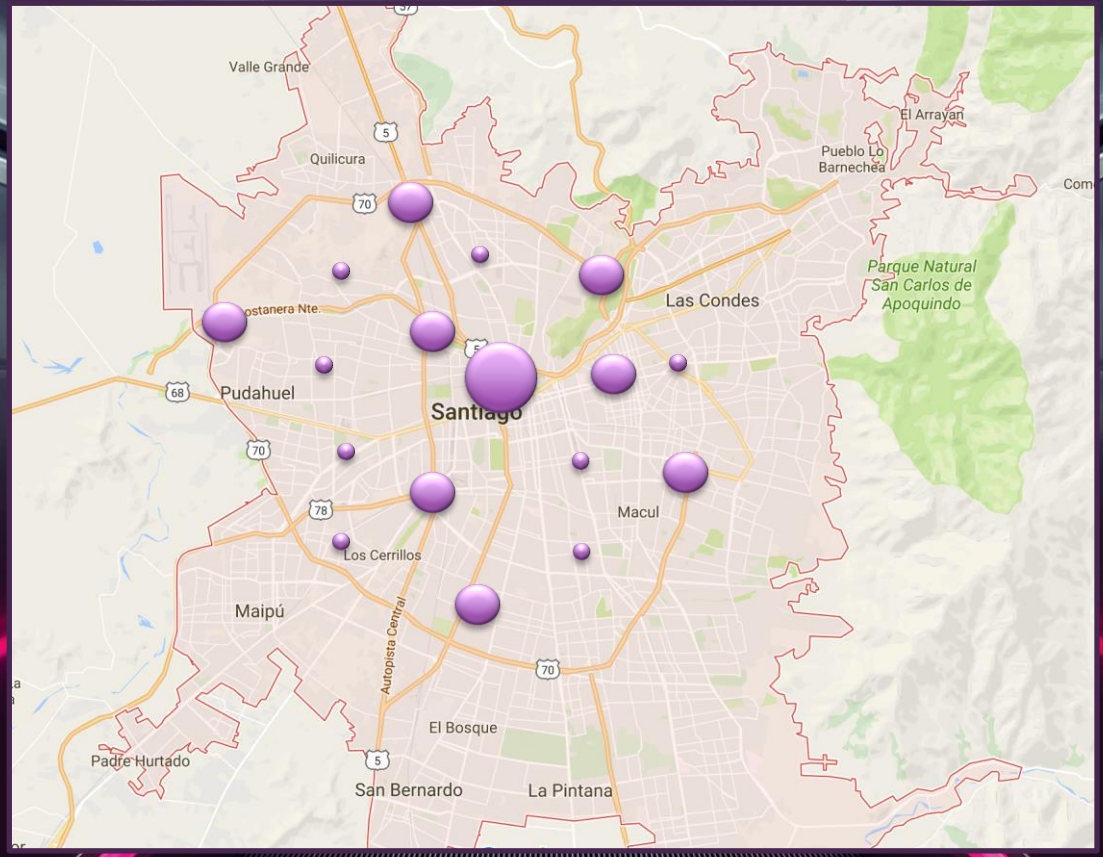
Whim scales because the pieces exist and grow



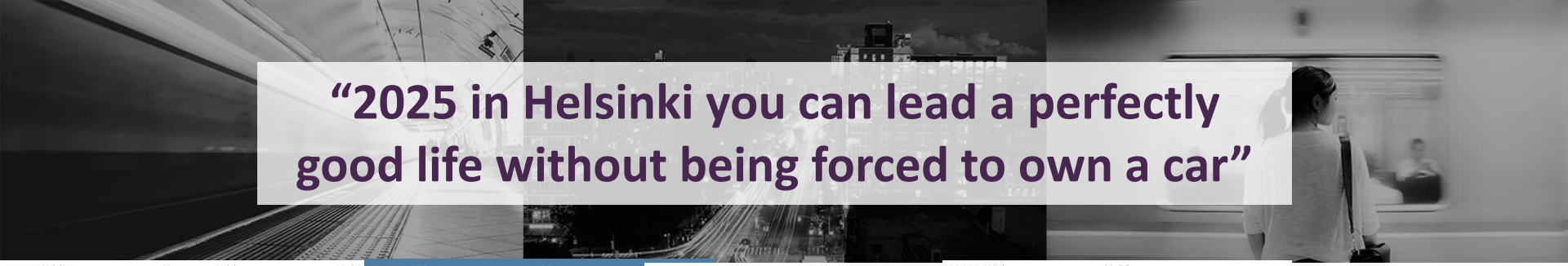
CITIES WILL CHANGE

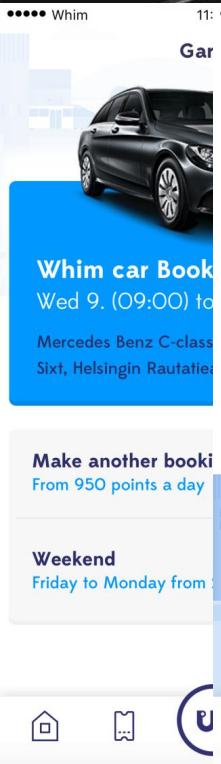
Huge Implications for Society as a Whole

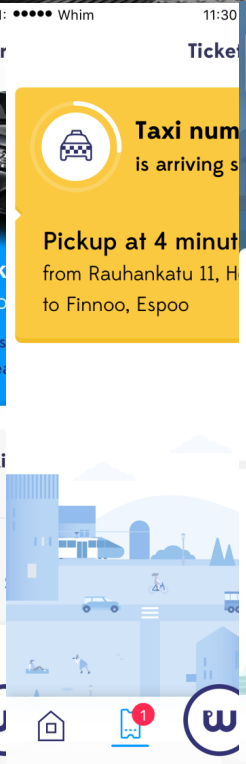
FROM CORRIDORS TO HUBS

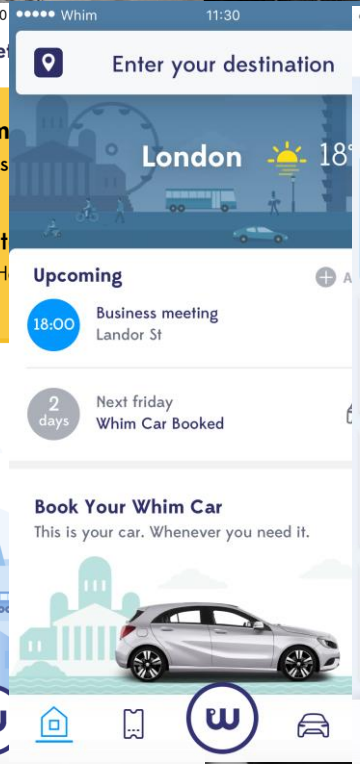


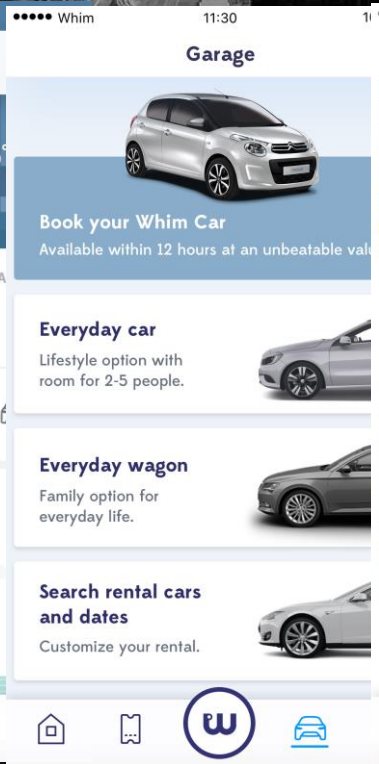
“2025 in Helsinki you can lead a perfectly good life without being forced to own a car”

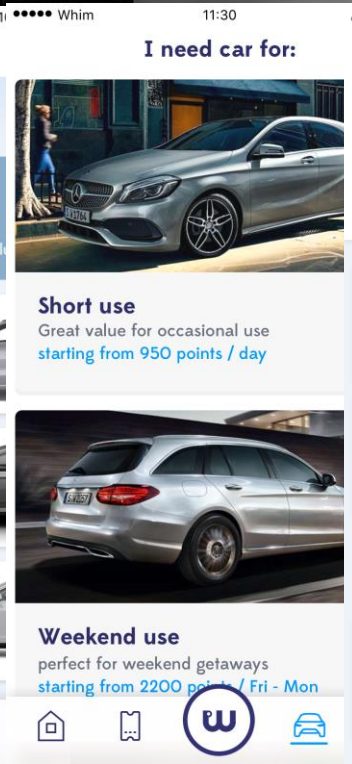


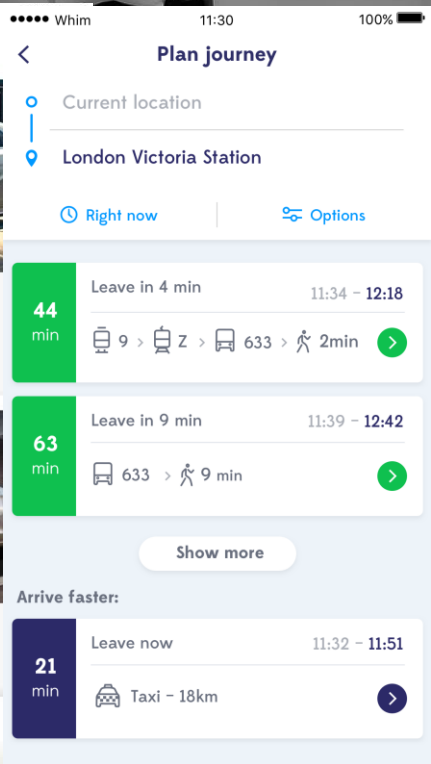






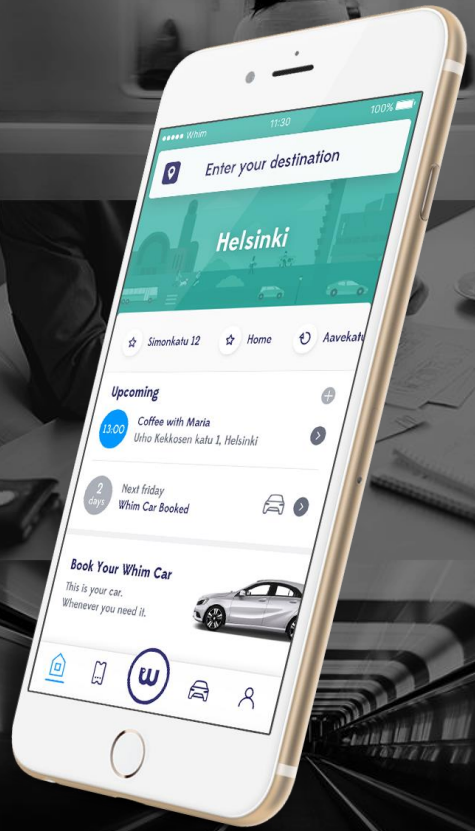






MaaS Global to revolutionize the global transportation market with Whim

”THE NETFLIX OF TRANSPORTATION”



Maas GLOBAL

Freedom of Mobility

YOUR EVERY MOVE
ON A WHIM

LESS HASSLE

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

HAPPIER LIVING

OFFER YOU A TRUE
FREEDOM OF MOBILITY

MORE FREE TIME

GIVING BACK YOU 90
MINUTES TO YOUR DAY

GREENER CITIES

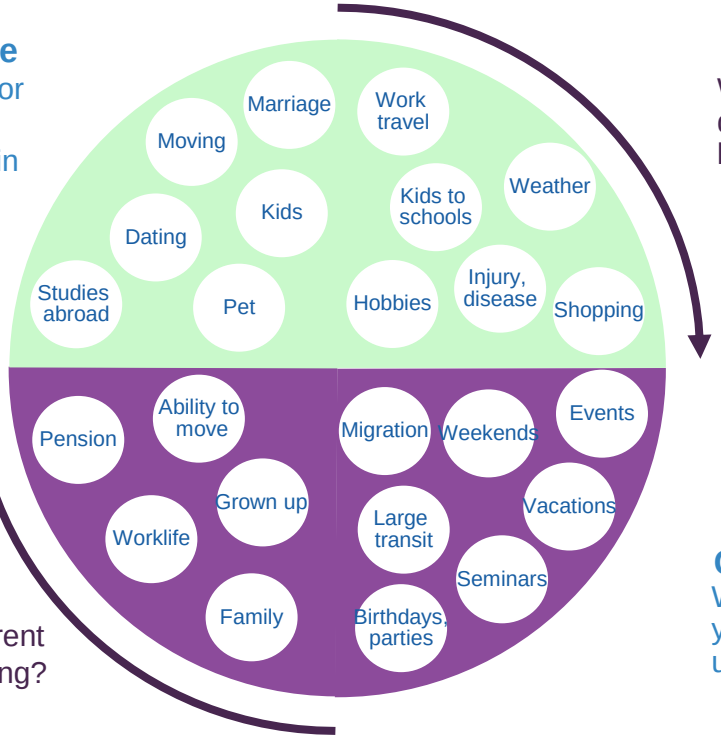
MAKING SURE YOU ARE
NOT A POLLUTER

Your every move on a Whim

Life situation and unexpected incidents affecting your daily mobility

Situation of life
What kind of major events does the user experience in her life?

Hours
What does the day of a user look like?



INVESTMENT

”MONTHLY PACKAGE”

CONSUMPTION

”SINGLE JOURNEY”

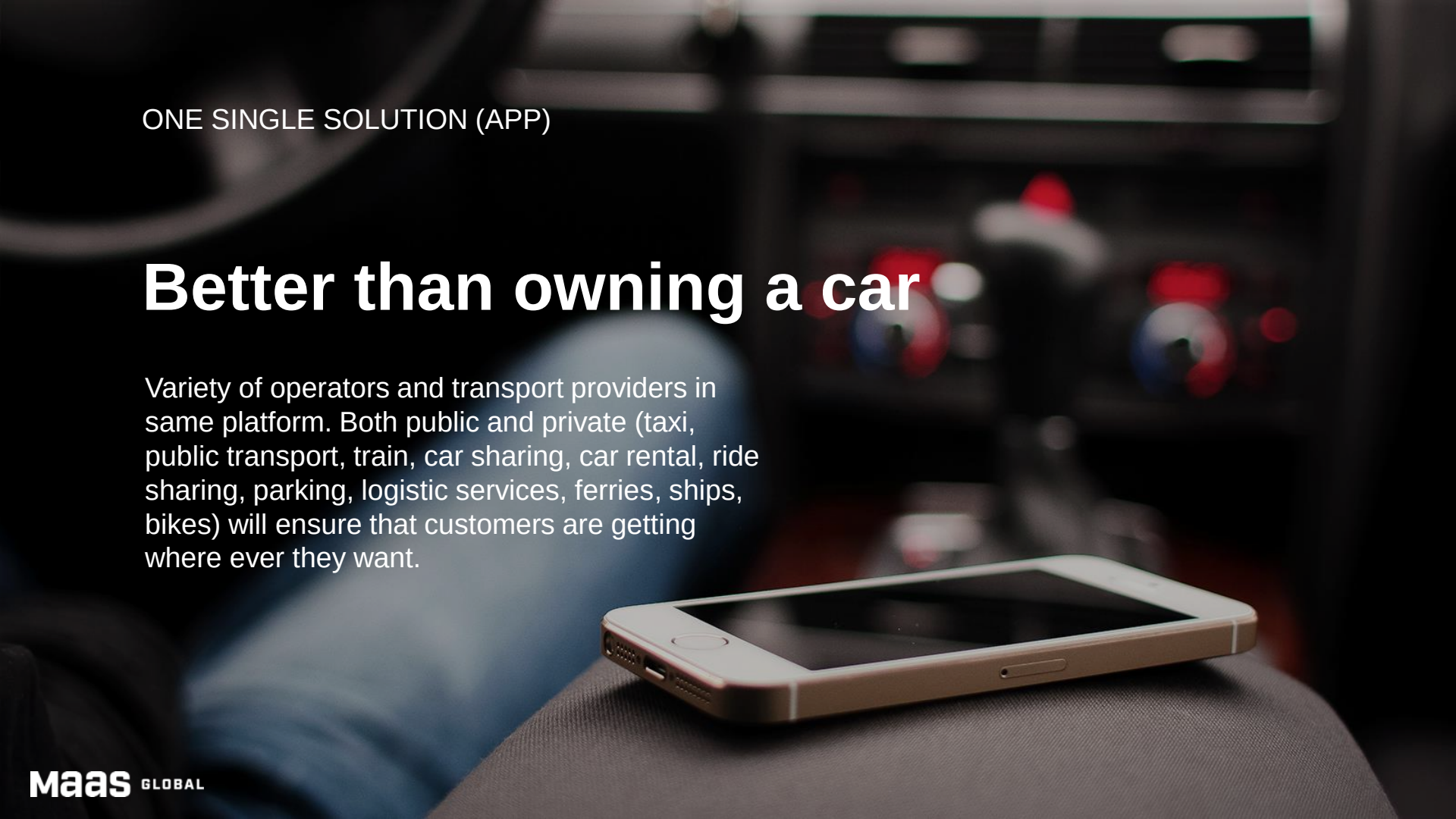
Lifecycle
What needs and necessities different phases of life bring?

Calendar
What does the year of the user look like?

ONE SINGLE SOLUTION (APP)

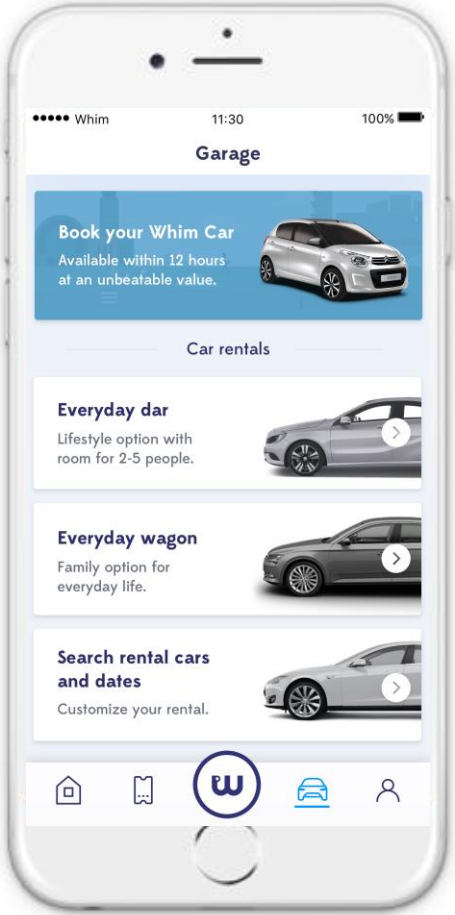
Better than owning a car

Variety of operators and transport providers in same platform. Both public and private (taxi, public transport, train, car sharing, car rental, ride sharing, parking, logistic services, ferries, ships, bikes) will ensure that customers are getting where ever they want.



From Ownership to Experience

WHY OWN AND DRIVE AN OLD CAR – WHEN YOU COULD USE A BRAND NEW ONE, WHENEVER YOU NEED?



Maas GLOBAL

Whim 11:30 100%

Enter your destination

Upcoming

Add event

18:00 Business meeting
Landor St

2 days Next friday
Whim Car Booked

Book Your Whim Car

This is your car. Whenever you need it.

Whim 11:30 100%

Plan journey

Current location

London Victoria Station

Right now | Options

44 min Leave in 4 min 11:34 – 12:18
9 › Z › 633 › 2min

63 min Leave in 9 min 11:39 – 12:42
633 › 9 min

Show more

Arrive faster:

21 min Leave now 11:32 – 11:51
Taxi – 18km

elisa 4G 19.18 95 %

Public transport

Taxi

Car rental

●●●●● Whim 11:30 100%

Tickets

Public transport Internal

Valid until 12:50

Valid for 58 min

Expired tickets

Today 09:05

Taxi trip to

Katajanokka Harbour, Helsinki

Today 08:25 – Expired 9:50

HSL Regional ticket

●●●●● Whim 11:30 100%

Tickets

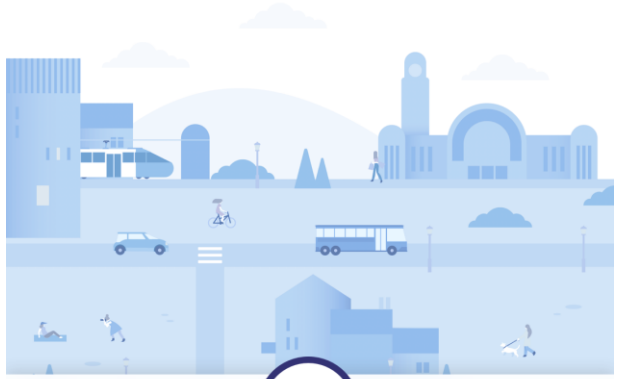
Taxi number 253

is arriving soon!

Pickup at 4 minutes

from Rauhankatu 11, Helsinki

to Finnoo, Espoo



●●●●● Whim 11:30 100%

Garage

Whim car Booked

Wed 9. (09:00) to Fri 11. (15:00)

Mercedes Benz C-class wagon or similar

Sixt, Helsingin Rautatieasema

Make another booking

From 950 points a day

Weekend

Friday to Monday from 2544 points

Whim for West Midlands coming soon!

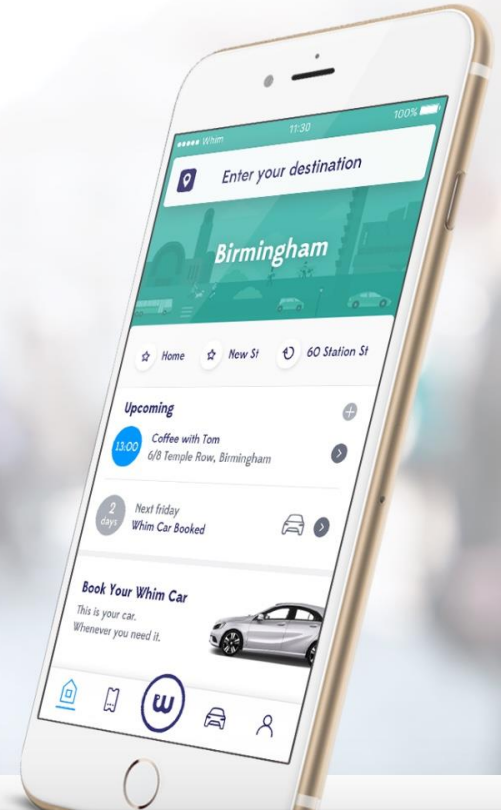
The Whim mobile app frees you to travel wherever and whenever, with public transport, taxis, brand-new cars and more. Buy a monthly package to cover all your daily journeys, or pay as you go for multi-transport tickets.

Sign up now and we'll be in touch when you can start using Whim:

Email address

Mobile number

Submit



Whim for Netherlands – Amsterdam live in 2017

Roadmap 2015-2020

LOOKING FOR 15 NEW LOCATIONS FOR 2018

Expansion Strategy

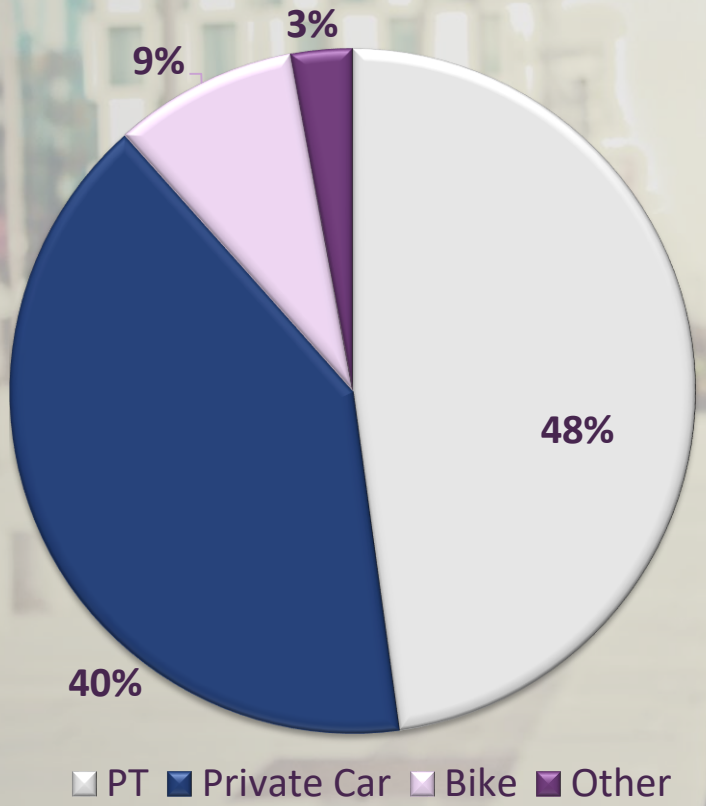
Phase 1 – Expansion in Helsinki, Neighboring areas and 4 cities

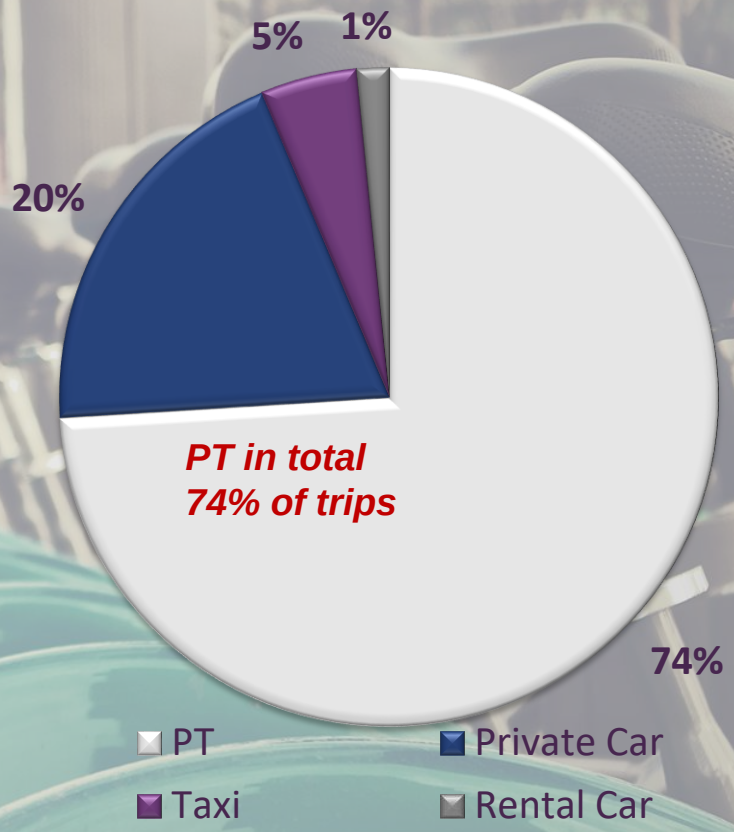
Phase 2 – Expansion into 15 additional cities

Phase 3 – Expansion into over 40 additional cities

Results from Helsinki 2016-2017

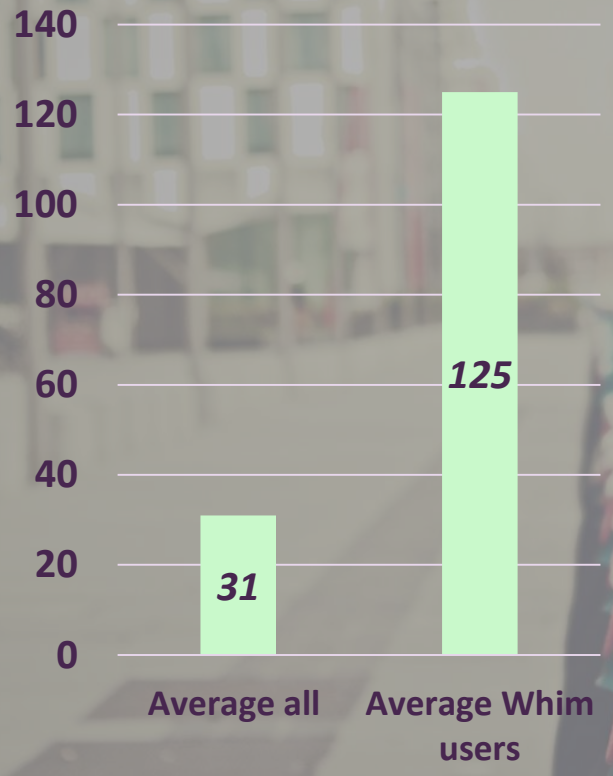
Trips made with Whim in Helsinki before and after Whim*



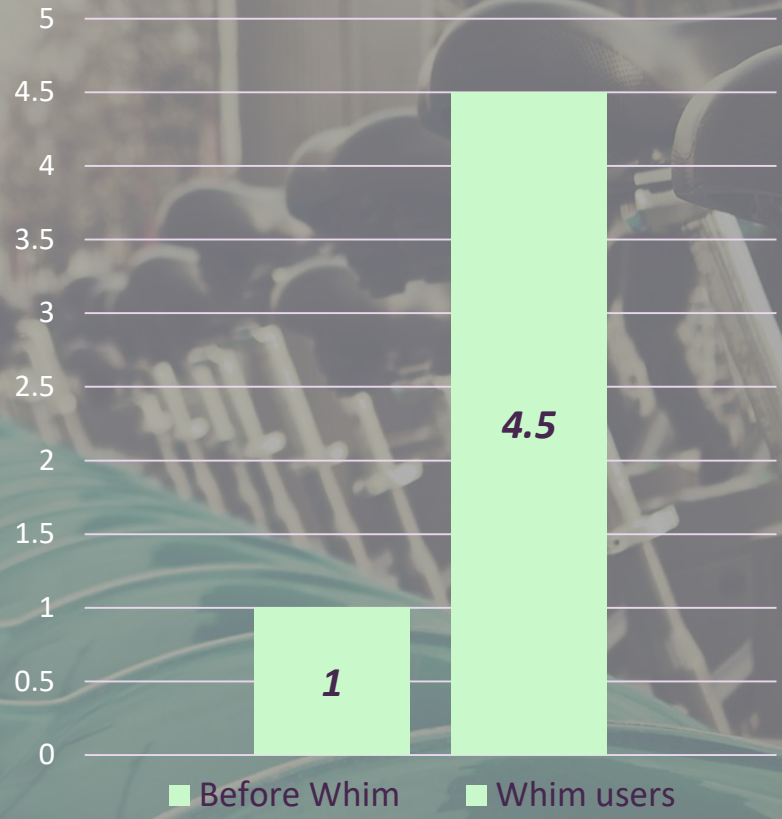


*walking&cycling excluded from the result data, data based on surveys done among Whim users

Spending on transportation services per month*



Number of taxi trips per user per month*



*"Before" based on a survey executed among Whim users

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

- **No need for city financing, just co-operation and active enabling.**
- **If a city or government wants to speed MaaS incentivise the end user**

Get more information and be part of the MaaS ecosystem

MaaS-API: www.maas-api.org

Whim: www.whimapp.com

MaaS Global: www.maas.global