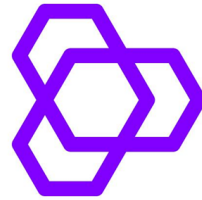


The Internet of Mobility

Unlock the potential of MaaS

Jeremy Dalton
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June 11, 2018



travelspirit

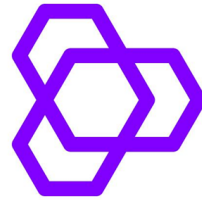
Universal Mobility as a Service

Open Innovation

Global Community

Local Benefit

travelspirit.foundation



travelspirit

We believe that an integrated, connected, multi-modal MaaS system provides the best path to sustainable and equitable transportation for all.

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Mobility as a Service (MaaS)

The integration of various forms of transport services into a single mobility service accessible on demand.

~ MaaS Alliance



whim.

by

MaaS Global







Whim to Go

0€

per month

For those who want to try Whim first or simply don't travel that much. Pay per ride, no commitment, no surcharges.

-  Public transport >
-  Taxi rides >
-  Cars >
-  City bikes >



Whim Urban

49€

per month (cancel any time)

INTRODUCTORY OFFER

For regular travellers who could use the flexibility of a taxi or car occasionally.

-  Unlimited public transport >
-  Taxi rides for 10€ >
-  Cars for 49€ a day >
-  City bikes >







Whim Unlimited

499€

per month (cancel any time)

INTRODUCTORY OFFER

Modern alternative for owning a car. At the price of owning a car you get unlimited access to public transport, taxi or a car according to your daily need.

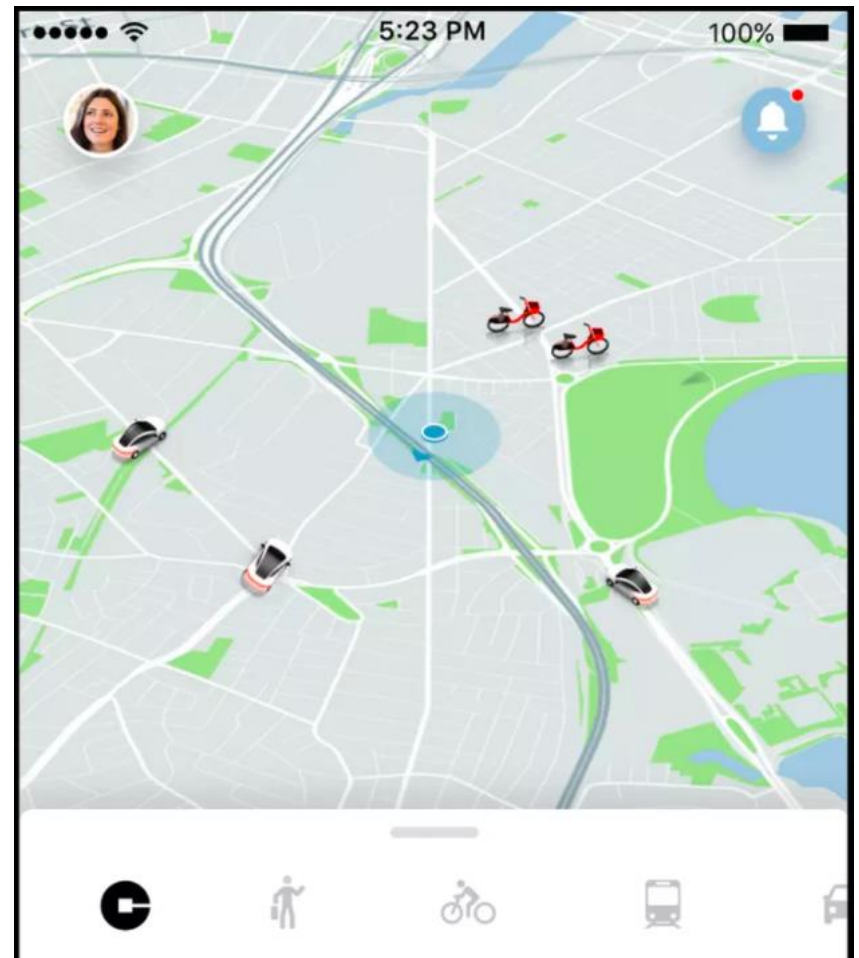
-  Unlimited public transport >
-  Unlimited taxi rides >
-  Unlimited car use >
-  Unlimited City bikes >

Coming soon to the Uber app: bikes, rental cars, and public transportation 5

Uber CEO Dara Khosrowshahi is in Washington, DC today to extend the hand of friendship to cities and make some product news

By [Andrew J. Hawkins](#) | [@andyjayhawk](#) | Apr 11, 2018, 10:30am EDT

THE VERGE



MaaS =
NETFLIX
for mobility

MaaS =

NETFLIX

for mobility



NETFLIX



A vertical graphic for Netflix with a red background. It is divided into three horizontal sections. The top section shows a prison hallway and is labeled '1- Orange is the new Black'. The middle section shows a dark landscape with a figure and is labeled '2- Stranger Things'. The bottom section shows a large house and is labeled '3- Fuller House'.

1- Orange is the new Black

2- Stranger Things

3- Fuller House

hulu



A vertical graphic for Hulu with a green background. It is divided into three horizontal sections. The top section shows a person in a field and is labeled '1- The Handmaid's Tale'. The middle section shows a stethoscope and is labeled '2- The Mindy Project'. The bottom section shows hands reaching up and is labeled '3- The Walking Dead'.

1- The Handmaid's Tale

2- The Mindy Project

3- The Walking Dead

amazon.com



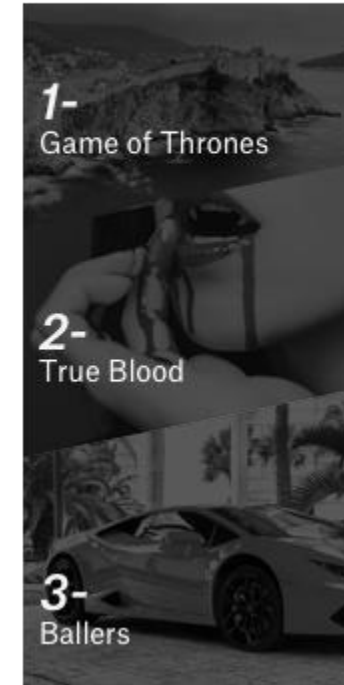
A vertical graphic for Amazon.com with a yellow background. It is divided into three horizontal sections. The top section shows a man in a military uniform and is labeled '1- The Man in the High Castle'. The middle section shows a man's face and is labeled '2- Sneaky Pete'. The bottom section shows a sunset over water and is labeled '3- Vikings'.

1- The Man in the High Castle

2- Sneaky Pete

3- Vikings

HBO



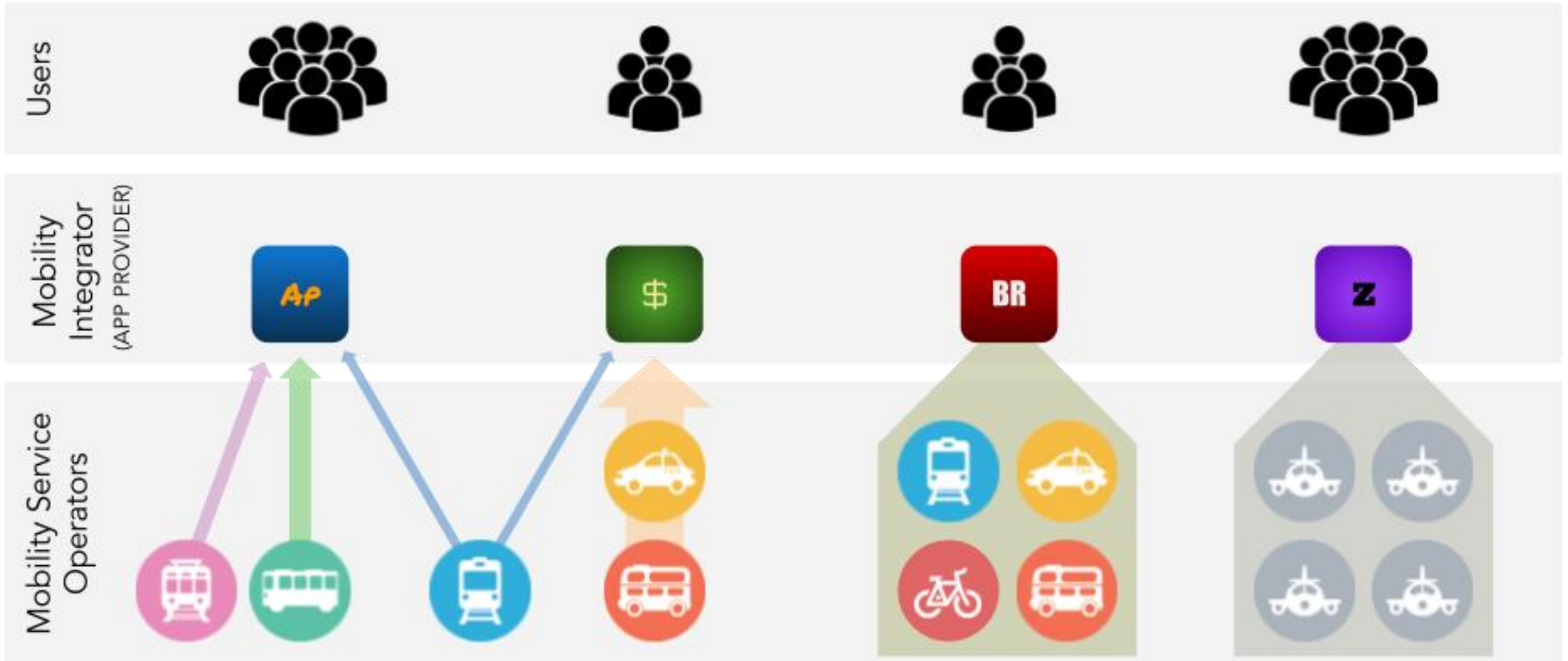
A vertical graphic for HBO with a dark grey background. It is divided into three horizontal sections. The top section shows a dragon and is labeled '1- Game of Thrones'. The middle section shows a woman's face and is labeled '2- True Blood'. The bottom section shows a sports car and is labeled '3- Ballers'.

1- Game of Thrones

2- True Blood

3- Ballers

The 'Netflix of Mobility' approach



Red Ocean Strategy

Competition:

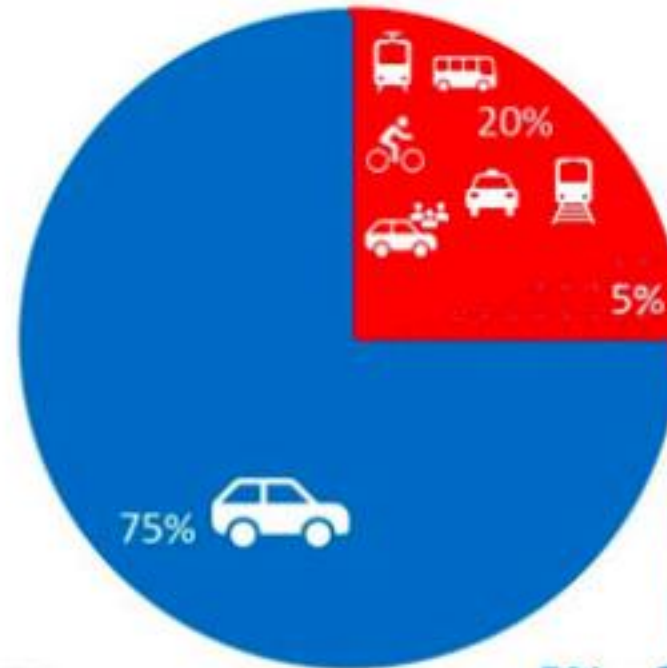
Shared mobility rivals

Fight in 20% of market

Protectionism

Marginal gains/loss

Unchanged customer volume



Blue Ocean Strategy

Competition:

Private owned cars

Target 80% of market

Partnering

Expansion

5% = 25% more shared mobility

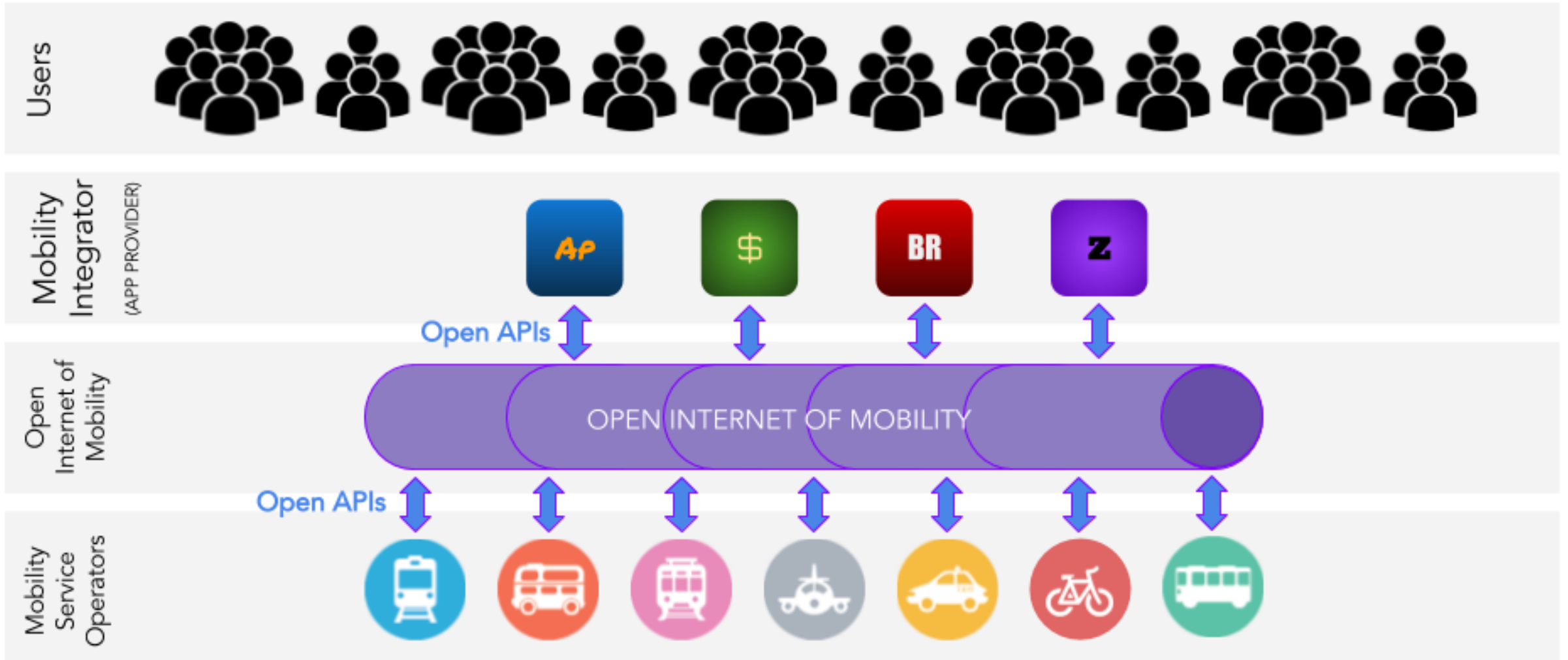
■ Shared Mobility ■ More sharing ■ Private Car

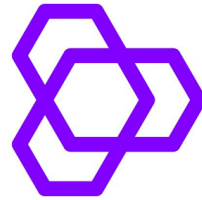
Figure 2 – The mobility market – Red or Blue Ocean?



We need an
INTERNET
of mobility

The 'Internet of Mobility' approach





travelspirit

We believe in an open innovation model, that rewards sharing of information that serves others, even our competitors, and brings benefits to all.

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DATA IS
THE NEW
OIL

DATA IS
THE NEW
OIL



DATA IS

**INFRA-
STRUCTURE**



"Your proposal is innovative. Unfortunately, we won't be able to use it because we've never tried something like this before."

The Internet of Mobility

Unlock the potential of MaaS

@travelspirit_io

@method_city