



# Mobility as a service The New Transport Paradigm

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# Mobility as a Service is the Spotify of Transport

## Urban commuter package for 95 €/month:

- Free public transport in home city area
- Up to 100 km free taxi
- Up to 500 km rental car
- Domestic public transport 1500 km

## 15 minutes package for 135 €/ month:

- 15 minutes from call to pick up by shared taxi
- EU wide roaming for shared taxi at 0,5 €/km
- Free public transport in home city,
- Domestic public transport 1500 km

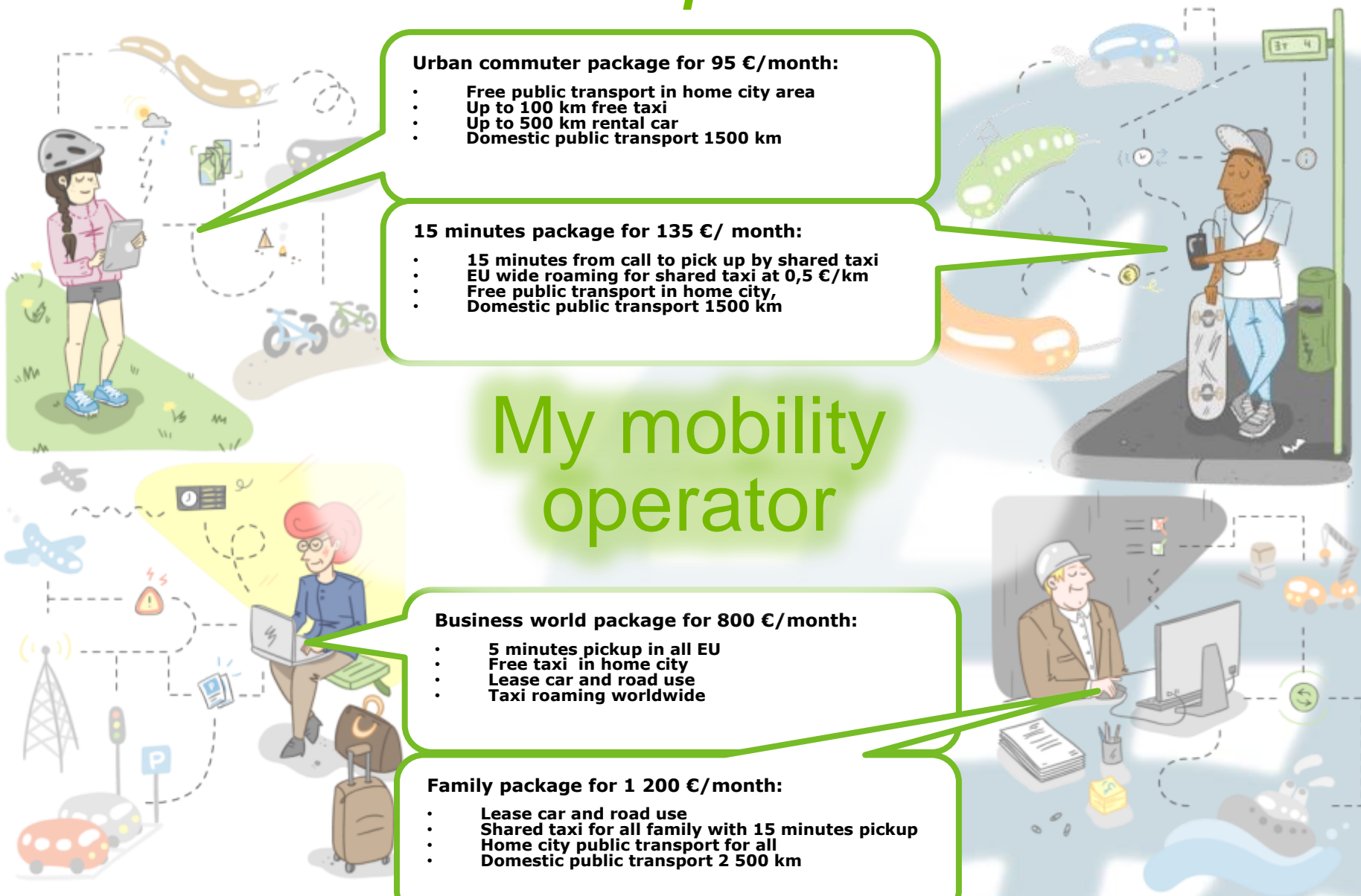
## My mobility operator

## Business world package for 800 €/month:

- 5 minutes pickup in all EU
- Free taxi in home city
- Lease car and road use
- Taxi roaming worldwide

## Family package for 1 200 €/month:

- Lease car and road use
- Shared taxi for all family with 15 minutes pickup
- Home city public transport for all
- Domestic public transport 2 500 km



# Transport systems will become consumer business

Service providers (international brands)

•Combinations for target groups

- Different packages for targeted groups
- Clearing for transportation, networks and services

## Aim is here

Mobility as a Service, MaaS

Transport as a Service, TaaS

Infrastructure as a Service, IaaS

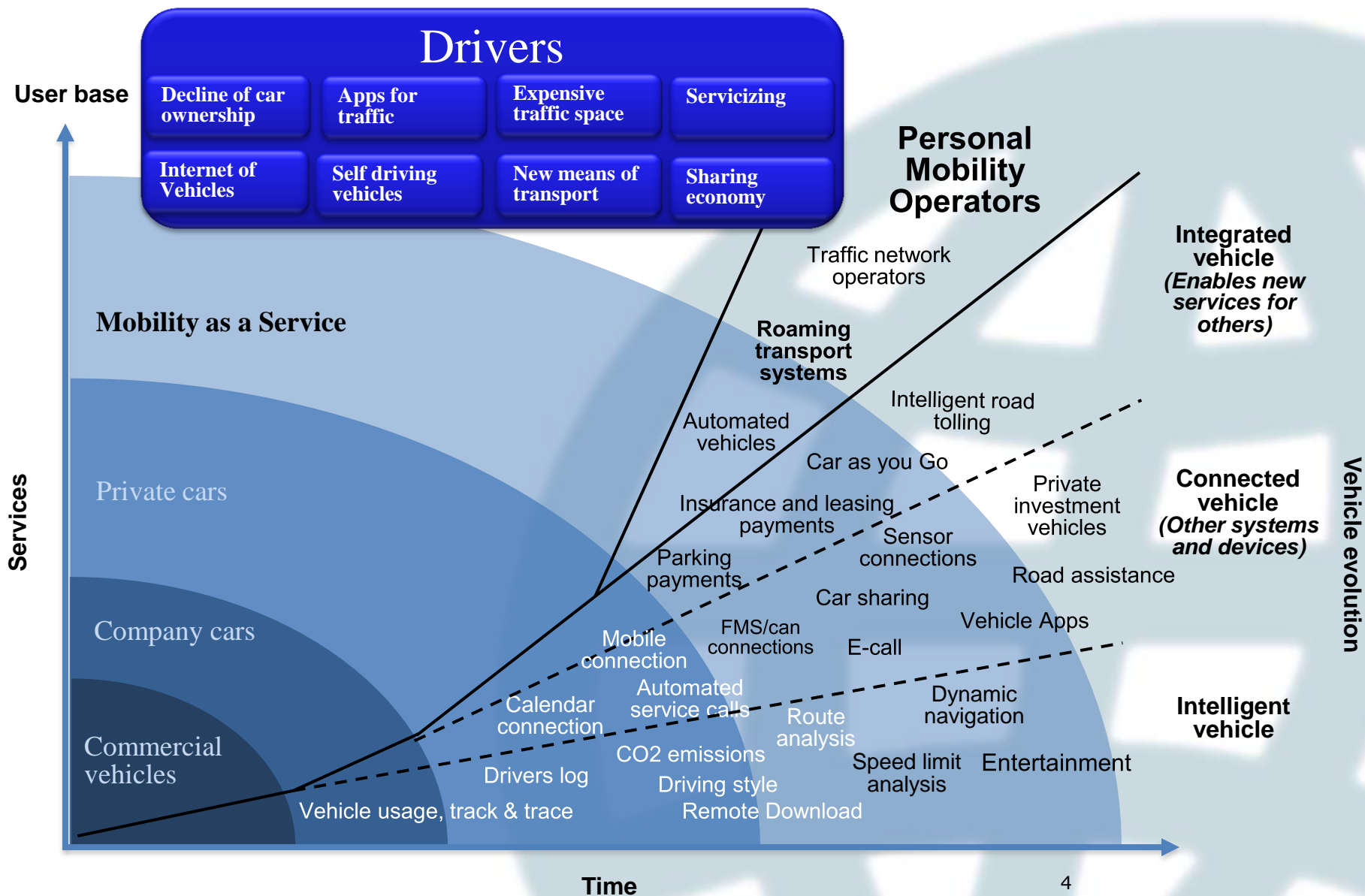
### Transportation providers

- Vehicles, public transport, rentals, parking, taxis, ride shares etc.

### Network providers

- Planning, investments, maintenance

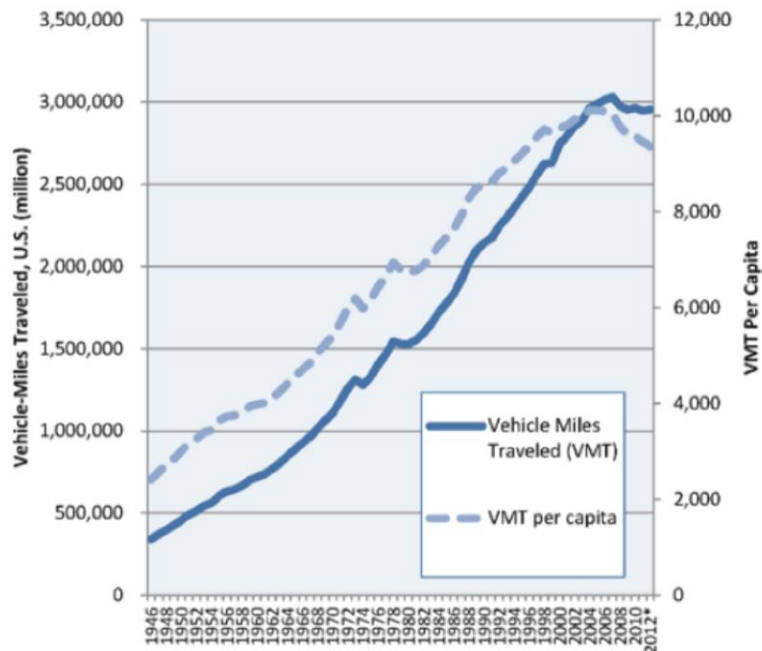
# A chance for good level of service without car ownership



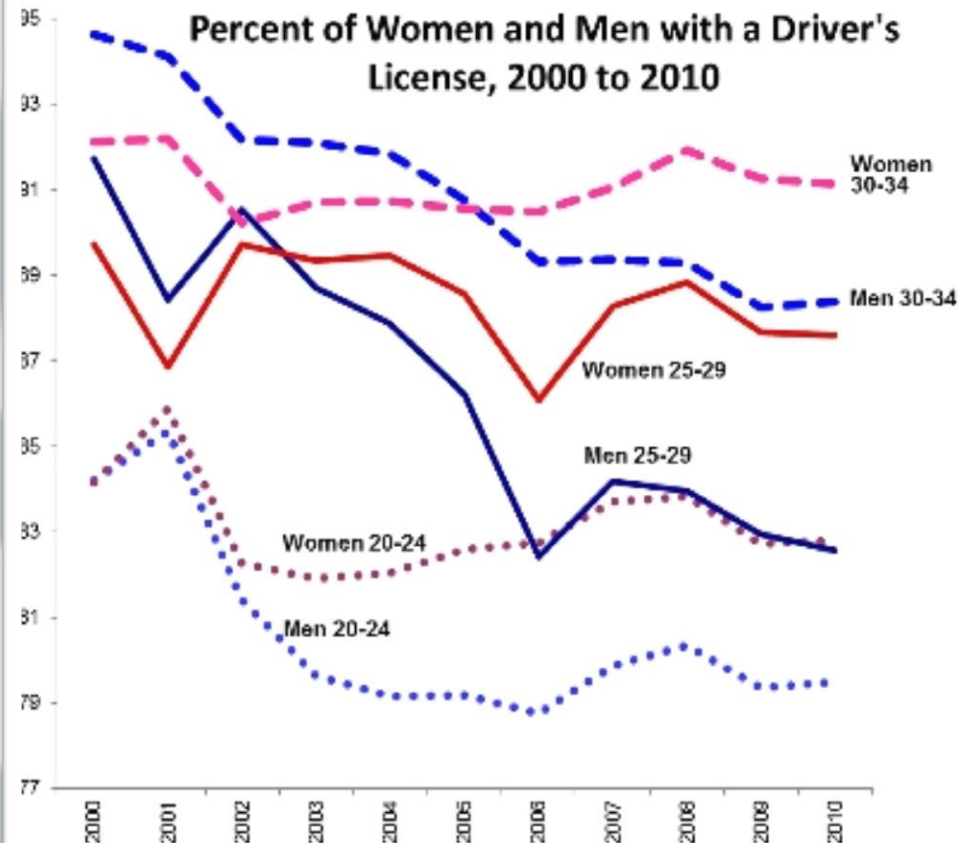


# Transport demand is already changing - young urban adults are the first!

Figure ES-1. Total and Per-Capita Vehicle-Miles Traveled, U.S.



\* 2012 data from U.S. Department of Transportation's (U.S. DOT) *Traffic Volume Trends* series of reports; data from previous years from U.S. DOT's *Highway Statistics* series of reports.

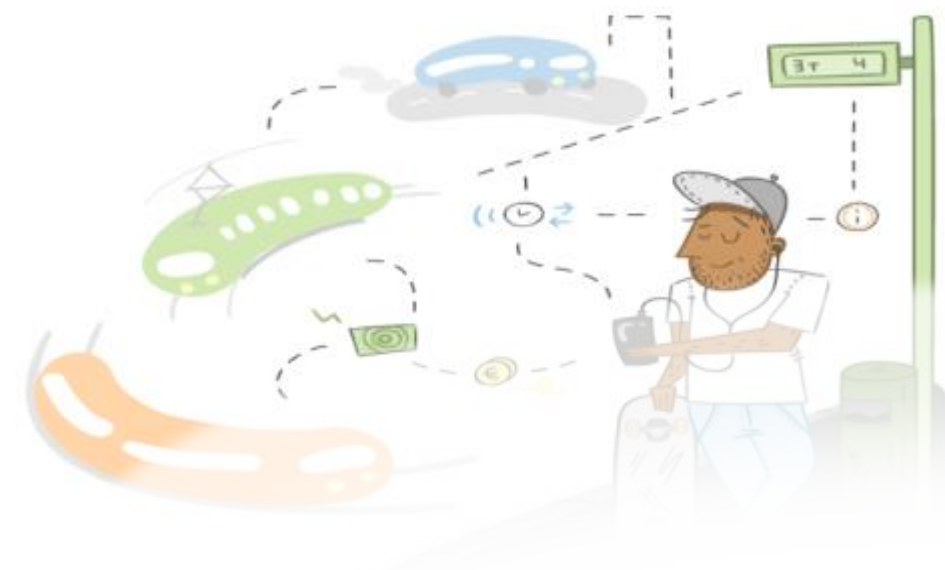




**ARPU**  
(Average Revenue Per User)  
**in Transport**  
**~300 €/month**

Telecom  
~30 €/month





Private car usage < 4 %



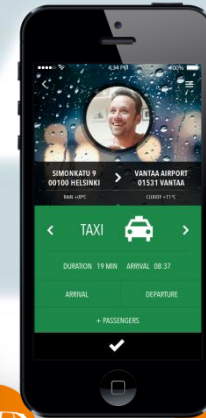


# *It's all about SLA*

# It's easy

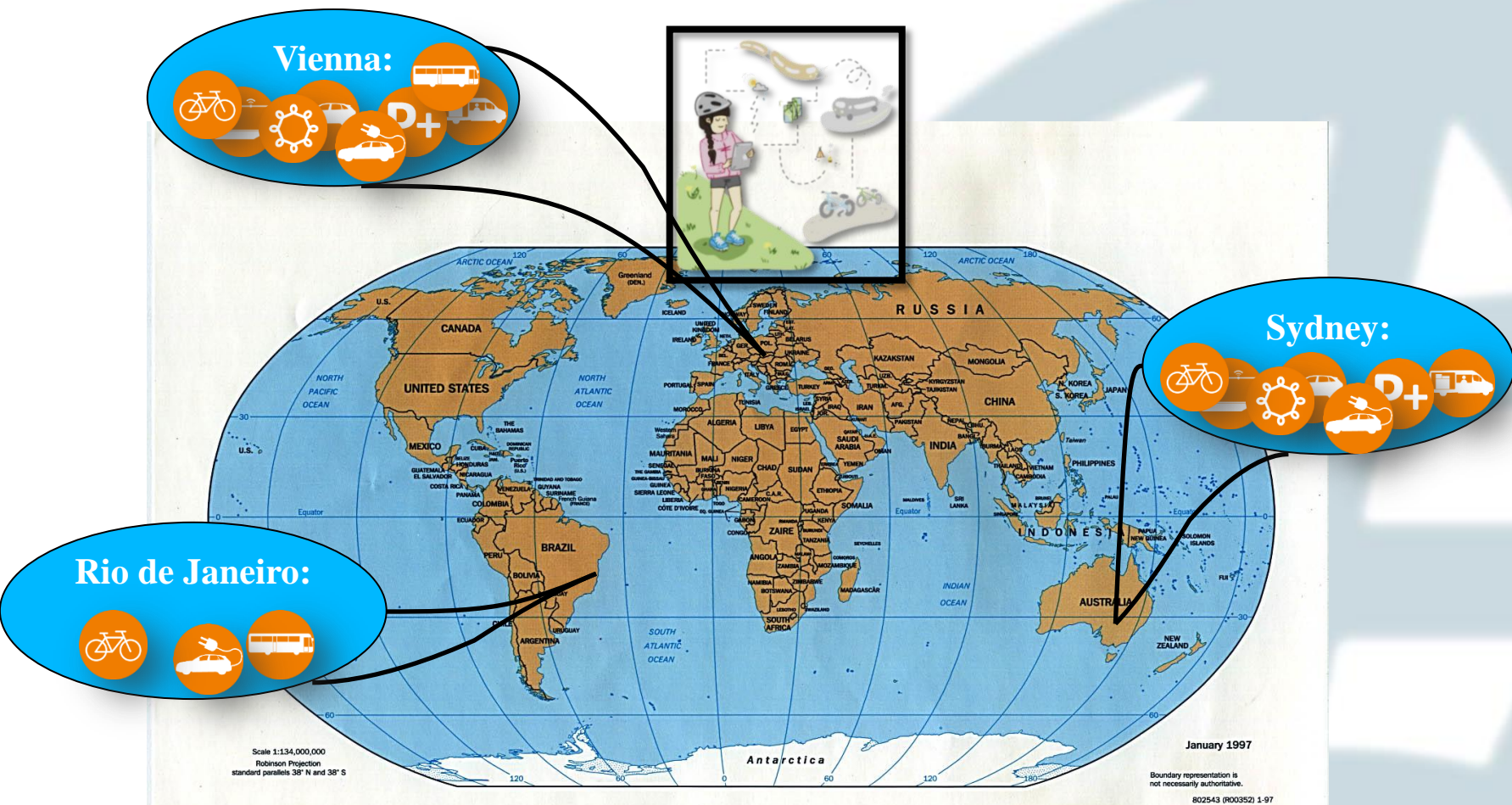


## We make it easier



Symbols: MobiGo

# It scales because the components are already there -- and growing





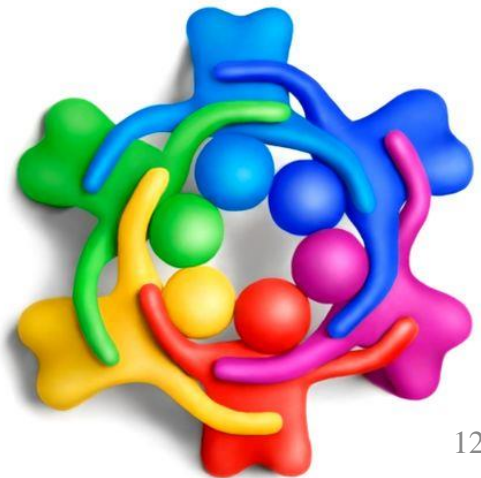
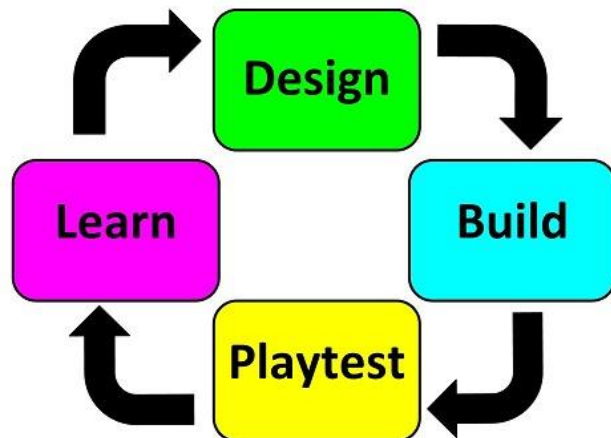
Change in ecosystem needs  
actions from all parties





# Helsinki City Actions

1. Discussion between stakeholders
2. Revision of legislation and regulation
3. Application of appropriate regulation
4. Deregulation of public transport ticket sales
5. Establishment of the mobility operator market
6. Revision of purchase and subsidization procedures
- 7. Piloting**





# Currently, transport services are provided and subsidized separately

Purchase of transportation (incl. socially necessary transportation), public subsidization of PT

Public transport planning authorities and other transport service producers

Fleet

Infrastructure

Data

# In MaaS, all transport services are provided and subsidized jointly through mobility operators

Purchase of transportation (incl. socially necessary transportation), public subsidization of PT

**Mobility operators**

Public transport planning authorities and other transport service producers

Fleet

Infrastructure

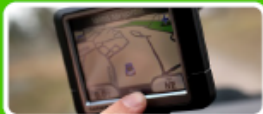
Data

# Tekes – the Finnish Funding Agency for Innovation

## Open call for Mobility Operator Business Guidelines for proposals due 27.2.2015



The open call for prestudies calls for proposals for prestudy projects, which aim at development and demonstration of mobility operator business.



Prestudy projects apply for funding as normal Tekes applications <http://www.tekes.fi/en/online/>, however with lighter instructions. A real demonstration area has to be involved.



Tekes will fund a number of prestudy projects. Their contents shall include the formation of the consortium, as well as preliminary plans for the business model and technology.



The size of the prestudy project is max 100.000 €, of which Tekes grant is 50 %.



The aim of the prestudy projects is to process the chosen ideas into project plans for the mobility operator business.



# Establishing the Mobility-as-a-Service Operator Finnish Approach

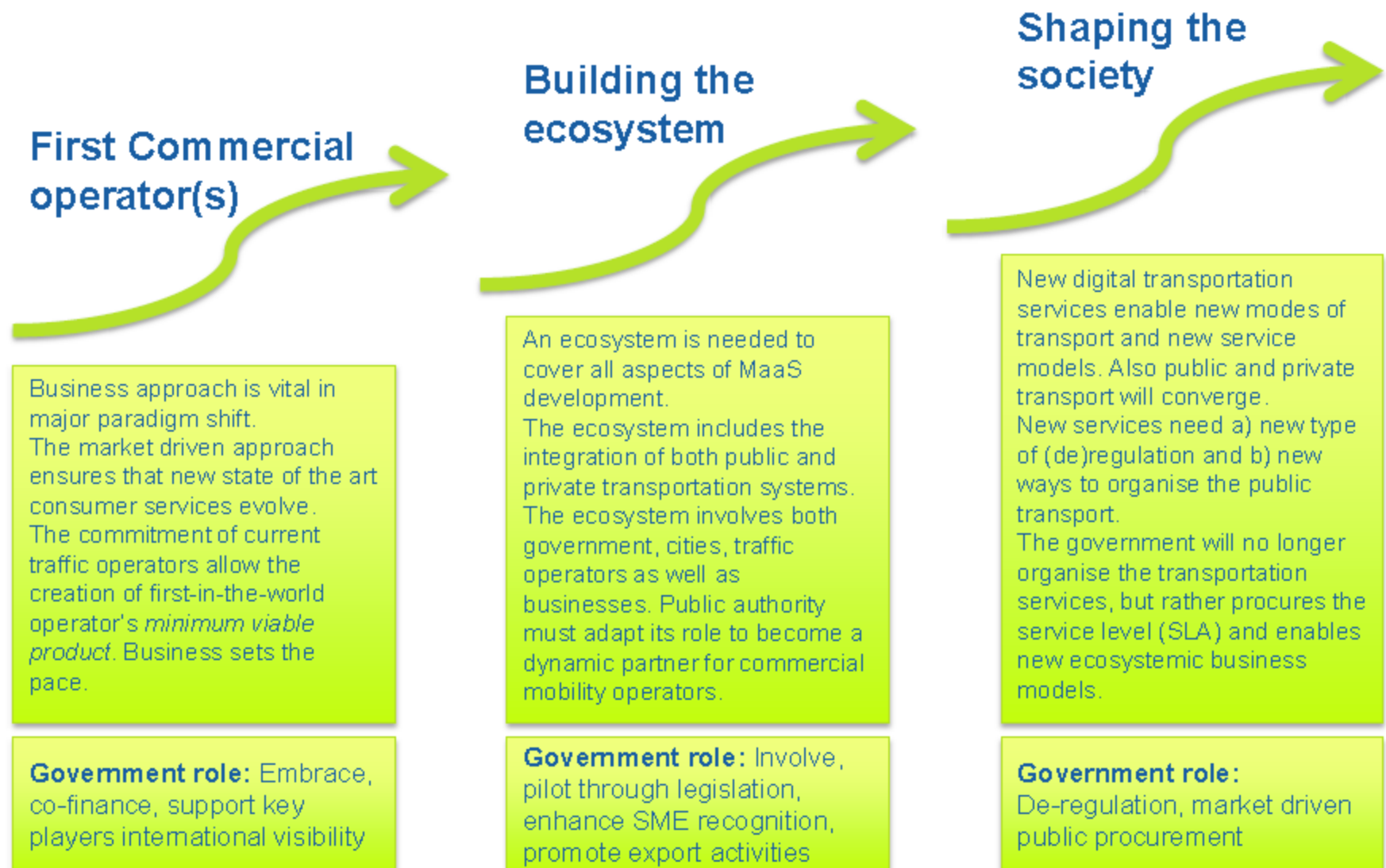
# MaaS.fi

Mobility as a Service





# The Finnish approach in establishing the Mobility-as-a-Service -ecosystem



# The Finnish approach in establishing the Mobility-as-a-Service -ecosystem

ajelo

Delta



good  
sign

GoSwift  
QUEUE MANAGEMENT SERVICE



iQ maksut



NEOCARD



RAMBOLL

sectoleasing

Semel

SIEMENS

SITO

SKEDGO



Stratax

Suomen kasvukäytävä

TAKSILIITON  
YRITYSPALVELU OY



TAMPERE

UBER