

**Maas** GLOBAL

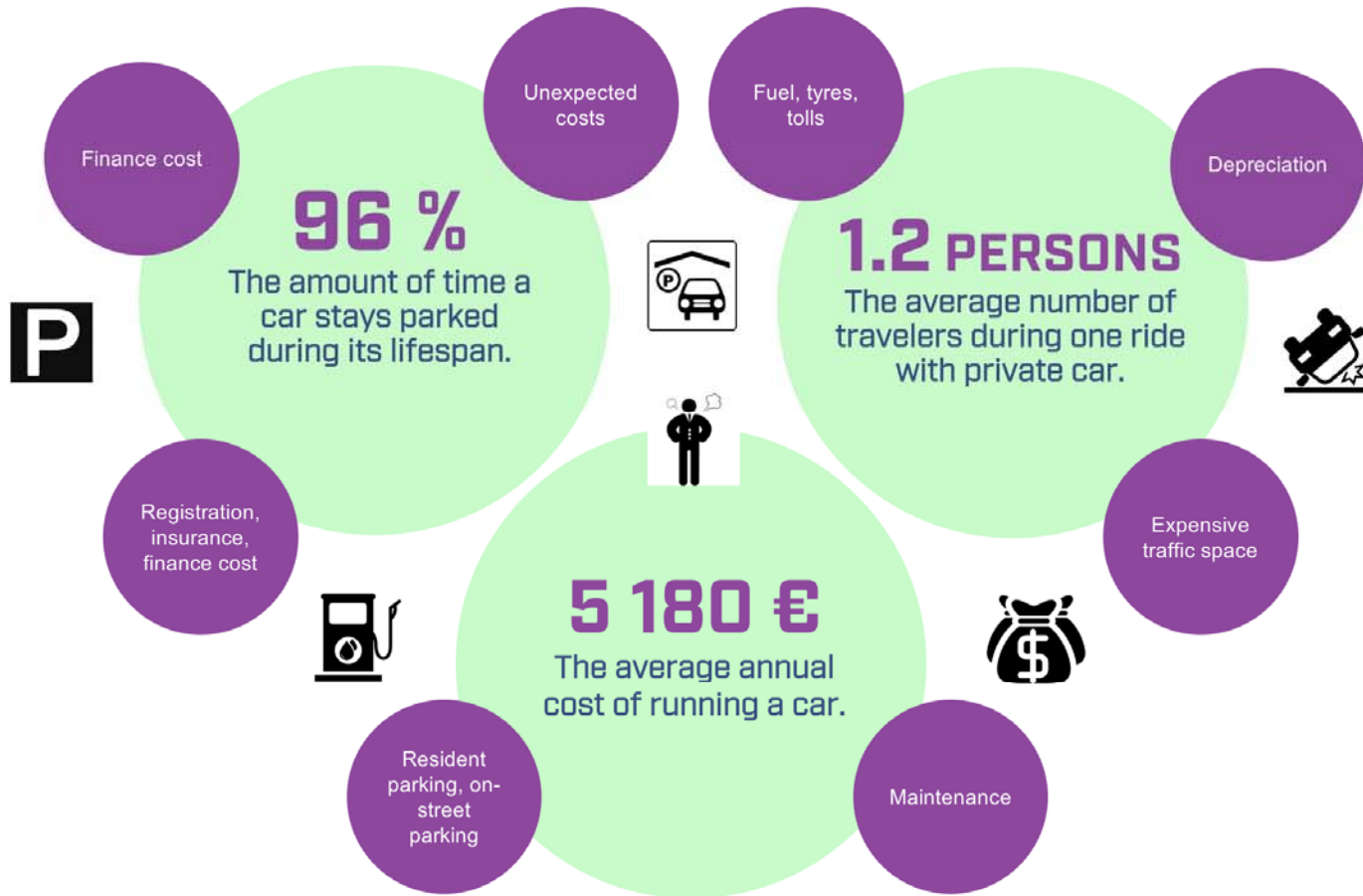
# Discover **the future** of mobility

**Whim – your monthly mobility**

*SERA Conference 10 May 2017, Helsinki*

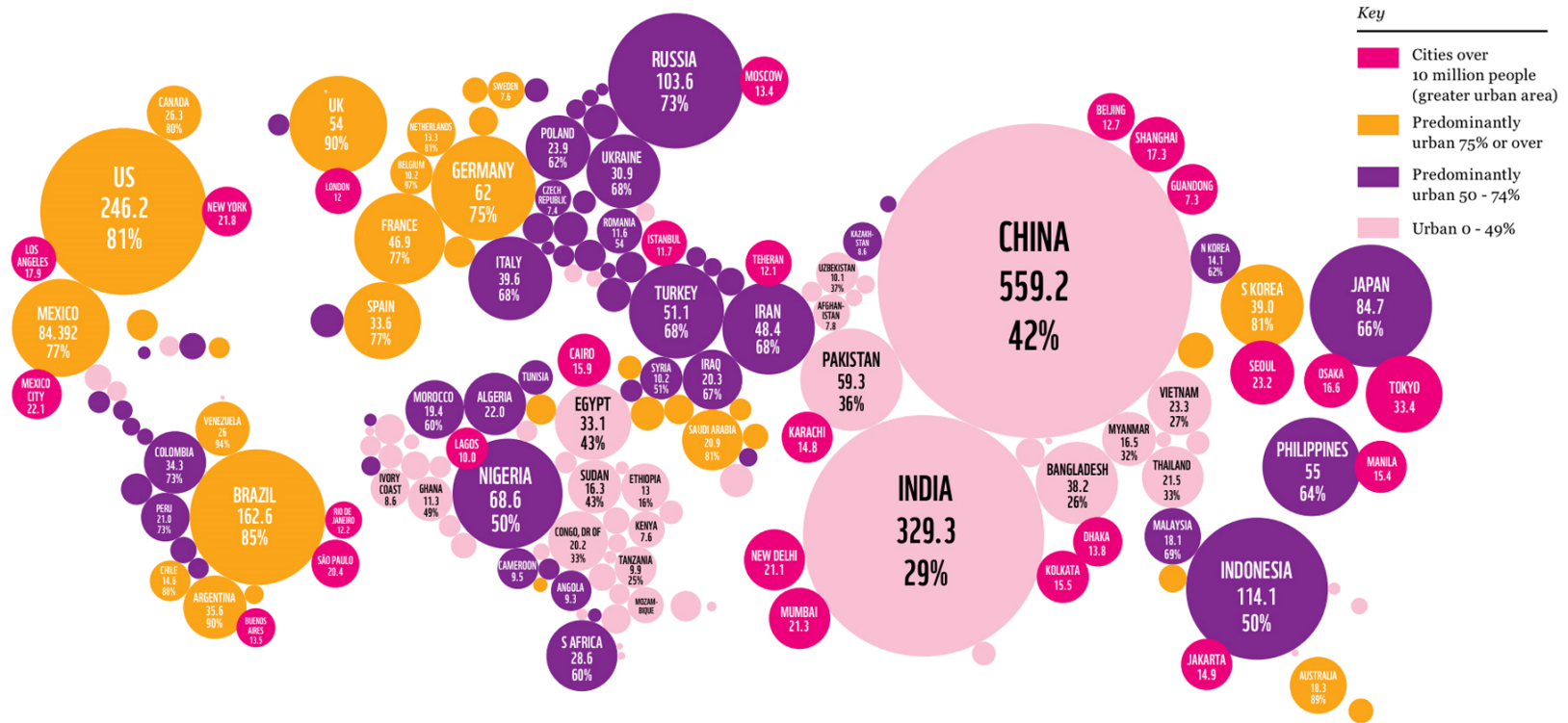
Twitter: @whimhq | @maasfi

# The system of traffic doesn't work





# Growing population = more traffic, more needs



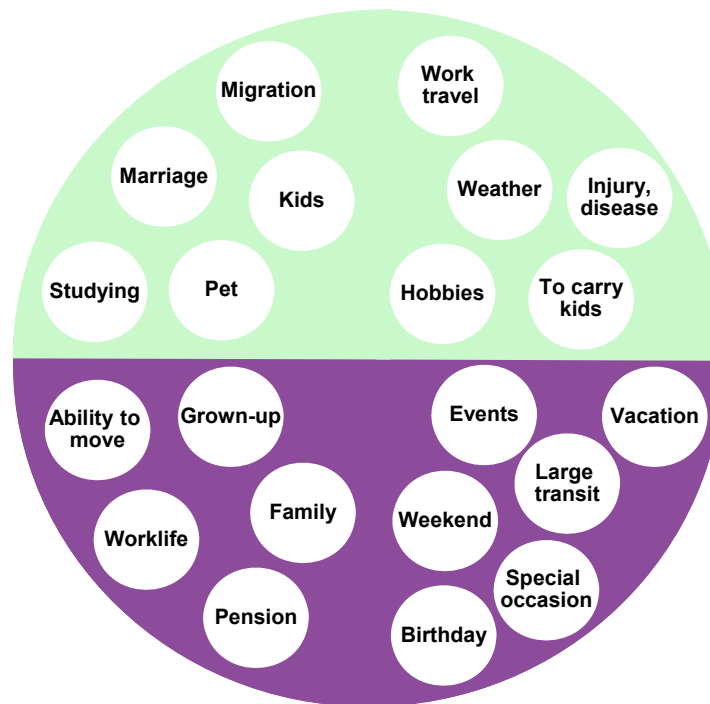
# Life situation and unexpected incidents affecting your daily mobility

## Situation of life

What kind of major things are you experiencing in your life? Getting children, moving together?

## Lifecycle

What needs and necessities different phases are bringing to your life? You are old enough to move by yourself?



## Hours

What does the day look like for you? Is it raining, are you having a flu, do you need to take children from school?

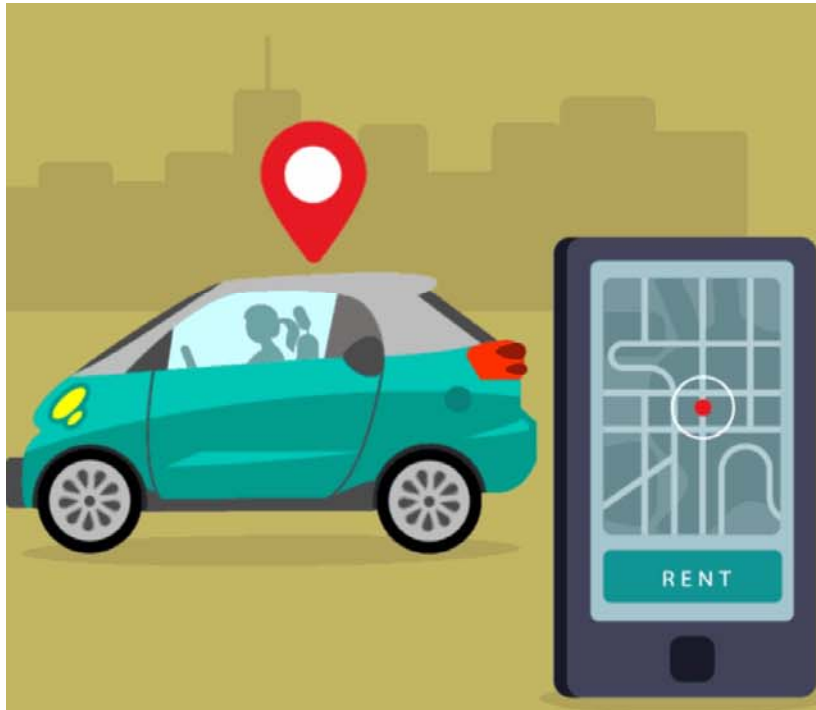
## Calendar

What does your year look like? Are you going to some event, for vacations or maybe just buying a new couch?

A smartphone is shown in the foreground, resting on a dark, textured surface, likely a car seat. The background is a blurred scene of people, possibly in a public space like a train or airport, with some red lights visible. The overall image has a halftone or dot-matrix texture.

The must haves for **previous generations** aren't as important for Millennials





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## Access, not ownership

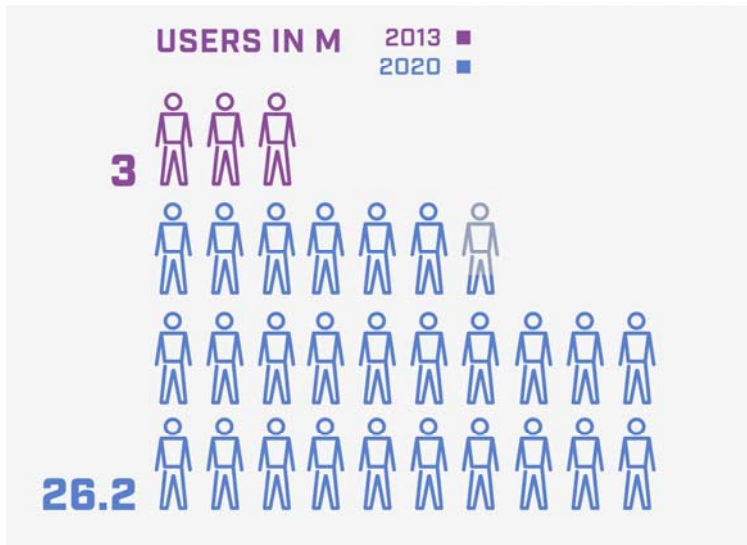
It's not just homes: Millennials have been reluctant to buy items such as cars, music and luxury goods. Instead, they're turning to a new set of services that provide access to products without the burdens of ownership, giving rise to what's being called a "sharing economy."

"25 YEARS FROM NOW, **CAR SHARING WILL BE THE NORM,**  
AND CAR OWNERSHIP AN ANOMALY."

- **Jeremy Rifkin**, Author and Economist

Source: Goldman Sachs Global Investment Research

## Carsharing worldwide



**FOR EVERY FOURTH YOUNG ADULT OWNING A CAR IS NOT IMPORTANT.**

Source: <http://www.wocomoco.org/en/projekte/aktuelles-aus-der-welt-der-ko-mobilitaet/meldungen/AIT/18-07-2013.php>

## Carsharing Germany

over **110** DIFFERENT PROVIDERS



**30 %** use more than one carsharing provider

**“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



A photograph of Bill Ford, Ford Executive Chairman, speaking at a podium. He is wearing a dark suit, a white shirt, and a blue striped tie. The background is dark and out of focus. The image has a halftone or dithered texture.

**”Our new transportation  
revolution will be like going  
from horses to cars.”**

Bill Ford, Ford Executive Chairman  
19.2.2016 Business Insider



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Transportation is being hit by a  
**DIGITAL TSUNAMI**





## Example 1: Introducing Emmi

Emmi is a 28 year old single woman, living in Espoo.

- ✓ She recently purchased her first home and she works in the city centre of Helsinki at a bank. Emmi owns a car.
- ✓ Emmi loves evenings out with friends, spending time with family, jogging with her dog and the occasional weekend getaways.

**...how much Emmi is using for her mobility?**

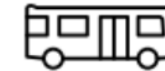


## Emmi today

- ✓ Emmi uses public transportation for daily commuting - parking in the city is a nightmare and with car she would get stuck in congestion every morning and afternoon.
- ✓ Emmi owns a 5 years old Toyota Avensis which she uses mostly for her weekend getaways with friends and to visit her family. And for IKEA.
- ✓ A couple of times a month, after a night out in Helsinki, she takes a 28 € taxi ride home.

**1 253 € each year**

- regional ticket 102,40 € / 30 days + city bike 25 €



**BUS**

**4 998 € each year**

- average cost of a car in a year is 5 180 €



**PRIVATE CAR**

**480 € each year**

- average spending for a taxi in a year, 1-2 trips per month, average price 26,7 € (Espoo)



**TAXI**

**6 731 € each year,  
561 € a month**



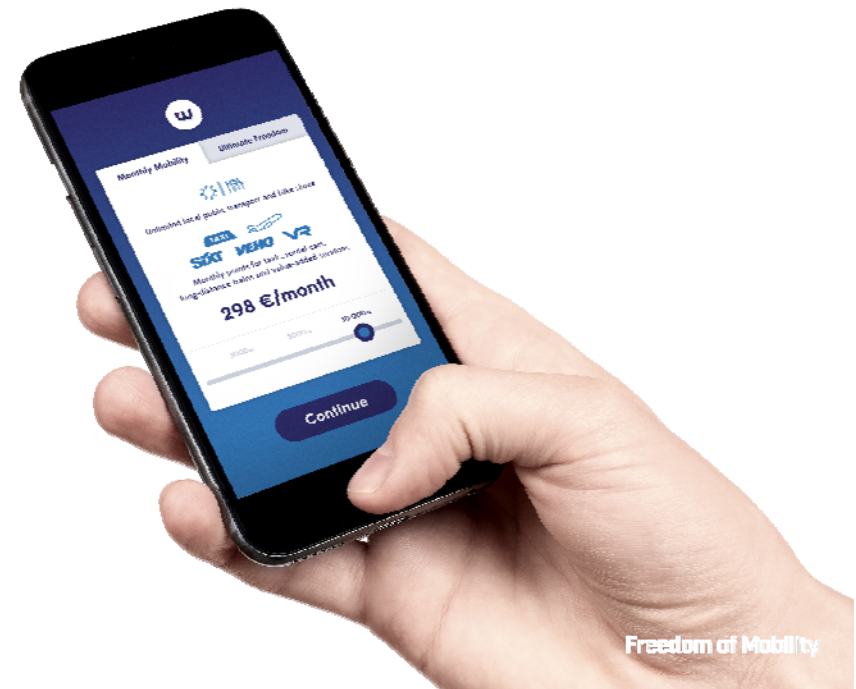
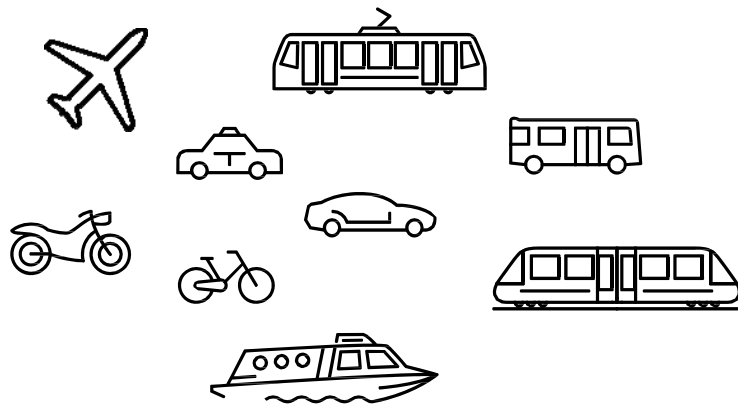
**Could Emmi get an alternative  
with less than €561 per month?**

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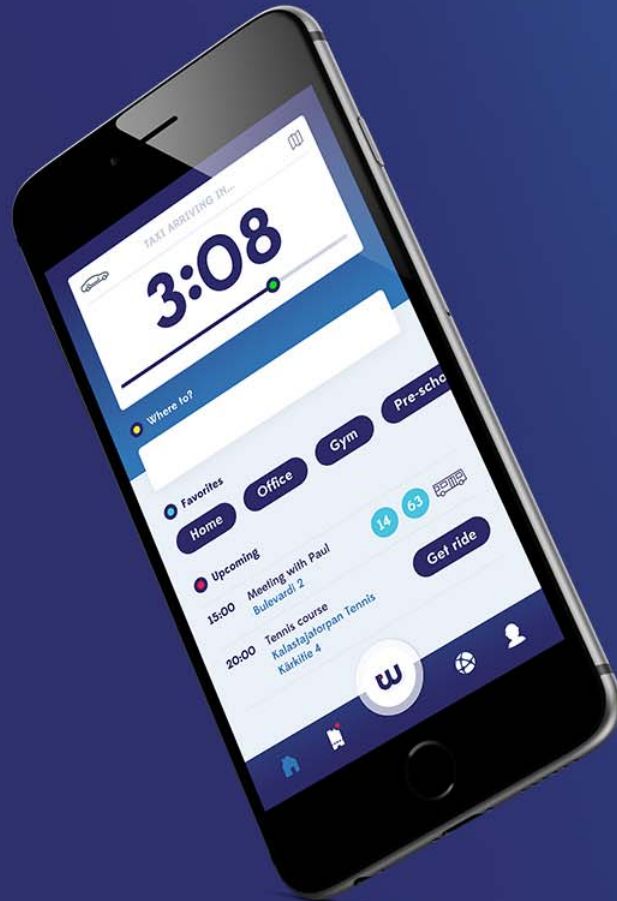
# Mobility as a Service – a paradigm change in transportation

WHAT IF ALL TRANSPORTATION WAS CONVERGED...

... AND TAILORED TO YOUR NEED AS MONTHLY PACKAGES?







# MaaS Global to revolutionize the global transportation market with **Whim**

”THE **NETFLIX** OF TRANSPORTATION”





## PAYMENTS AND TICKETING

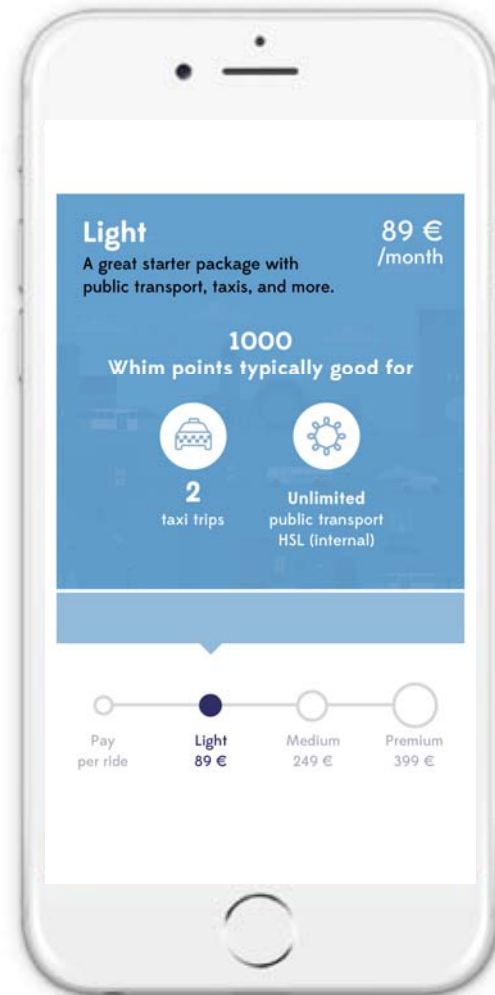
### **Monthly subscription for all transportation**

User can buy mobility packages with monthly fee.  
Payment and ticketing will be handled in the background.  
Tickets will be gathered into same service, so hassle free travel will be guaranteed.



## LESS HASSLE

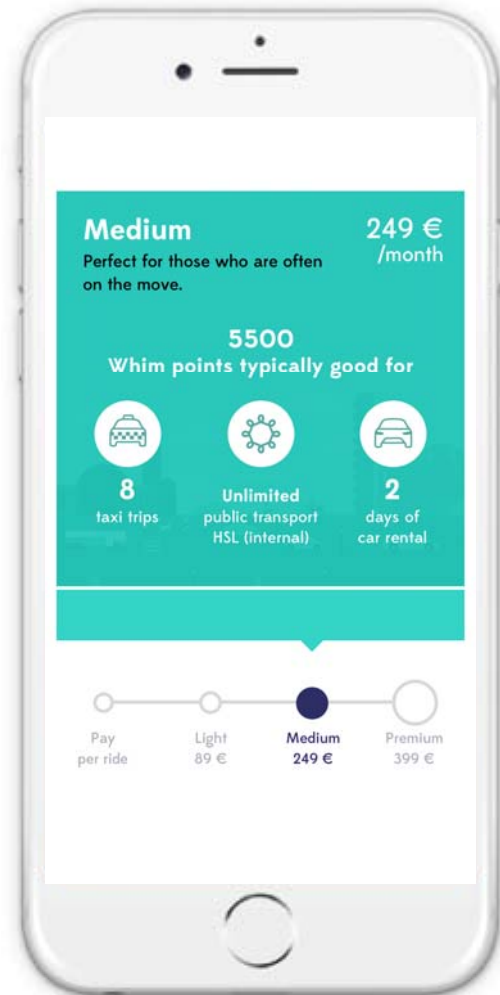
TAKING AWAY THE PAIN  
OF "HOW DO I GET THERE"





## LESS HASSLE

TAKING AWAY THE PAIN  
OF "HOW DO I GET THERE"



## HAPPIER LIVING

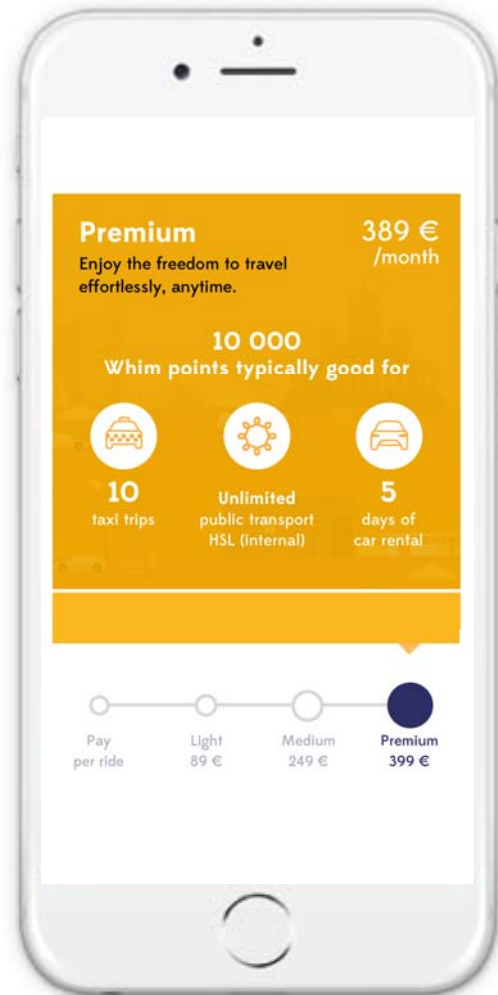
OFFER YOU A TRUE  
FREEDOM OF MOBILITY

## 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

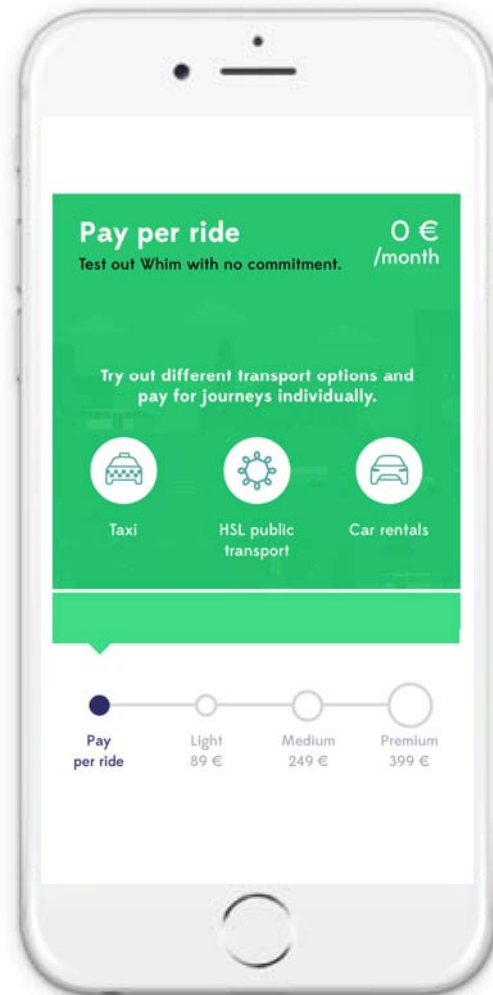


## LESS HASSLE

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

## The Whim app – the user focus



**Whim has been designed with the users, for the users, from day one**

- Methods for design include co-creation workshops, user journey mapping, stakeholder interviews, in-depth user sessions, rapid prototyping, user sentiment analysis – as well as business case analysis and statistical analysis
- Users have been categorized into peer review groups, alpha users, friendly users, beta users and commercial (live) users





手机APP发

SUR LE WEB



The Washington Post

goodnews

USA TODAY



TENDANCES

SMART CITY e-HEALTH SMART

Accueil Tendances A

L'abonnement remplacer

Par Constance Guyon

Mots-clés : Smart Mobi



World politics Business & finance Economics Science & technology Culture

Transport as a service

# It starts with a single app

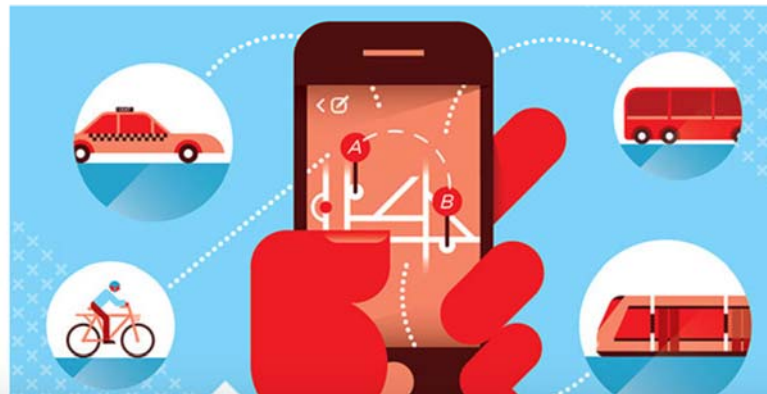
Combining old and new ways of getting around will transform transport—and cities, too

Oct 1st 2016 | HELSINKI | From the print edition

Timekeeper Like 726 Tweet

JUNE 13, 2016 / 4 COMMENTS / In Finland

Facebook 549 StumbleUpon



New York Times

SUBSCRIBE LOG IN

## le Toward the Public tion

called Whim, MaaS Global lets transportation from point A to B and guarantees it will provide it, including a combination of trams, buses, taxis, and car-sharing services.

the concept, has set a chief executive of MaaS Global. "You can just

le the world's transportation

release of AAK's Interim report for the first quarter 2016

leau demer

public mais l'ensemble de la mobilité, expli-

en centre-ville.

Comment est né le concept de

raigery:

locks Acting

Domestic public transport 1500 km





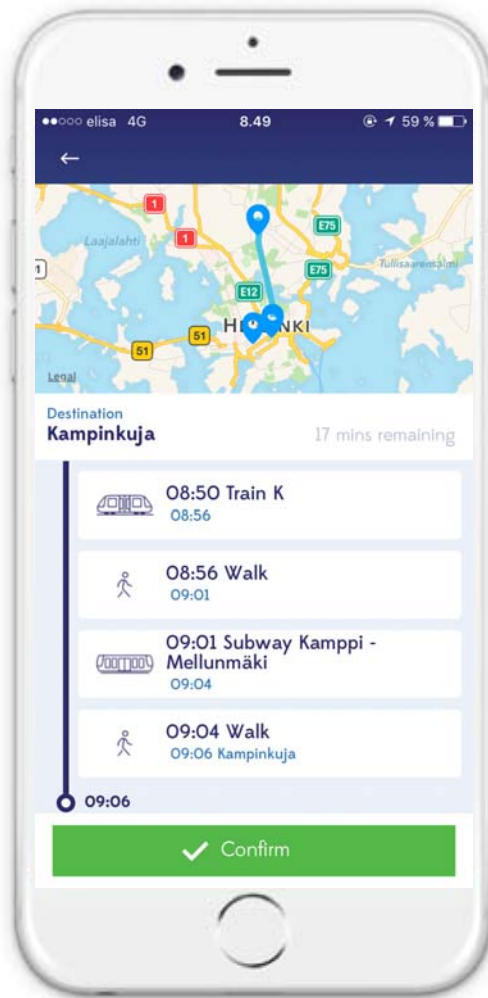
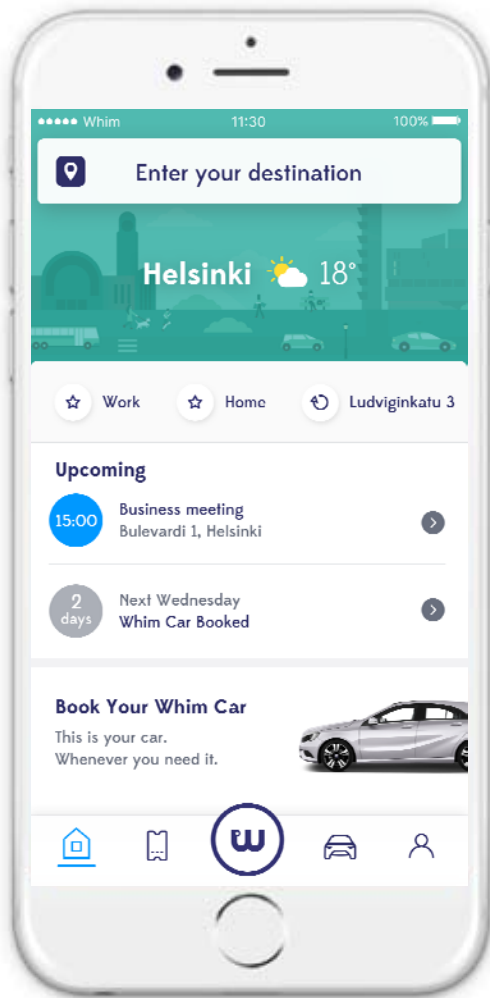
SIMPLE AND EASY CUSTOMER EXPERIENCE

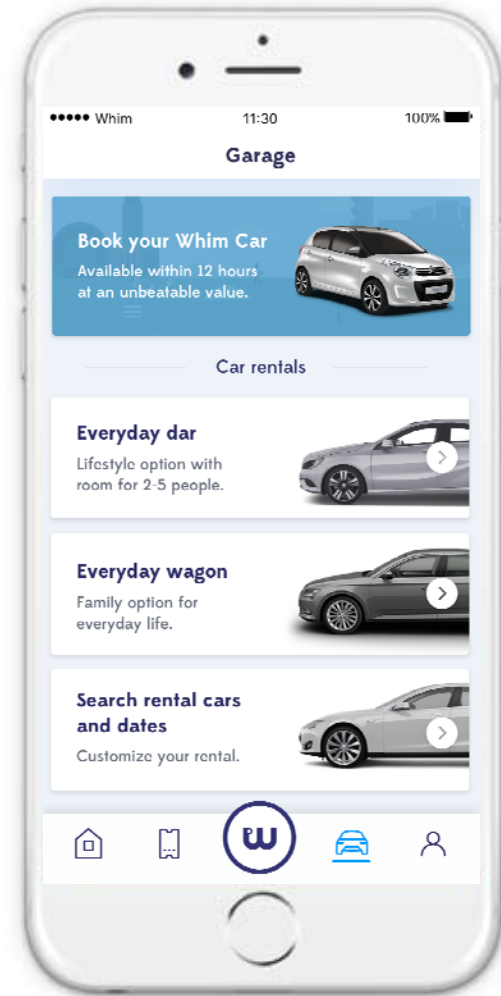
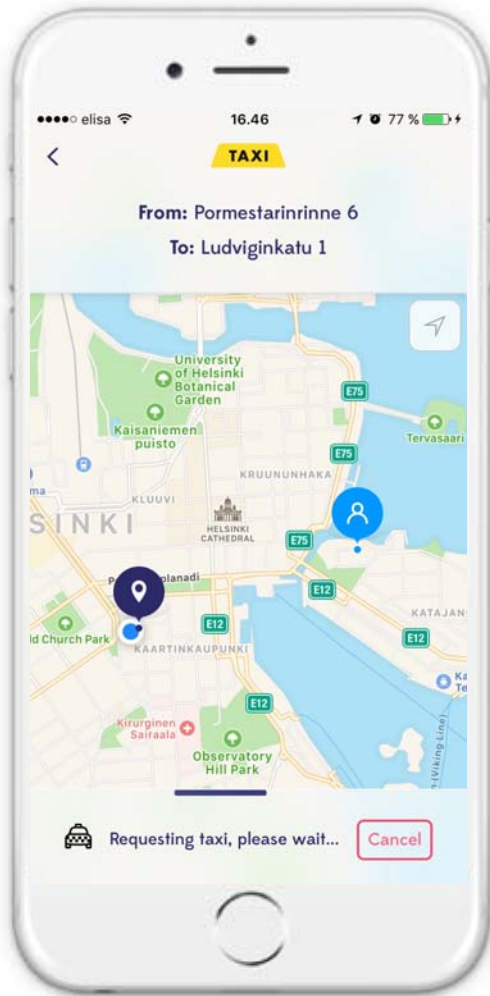
## Everything's set at a press of a button

The core of everything is the easy and simple service experience. The goal is to make every day life easier for our customers: saving time, money and nerves.

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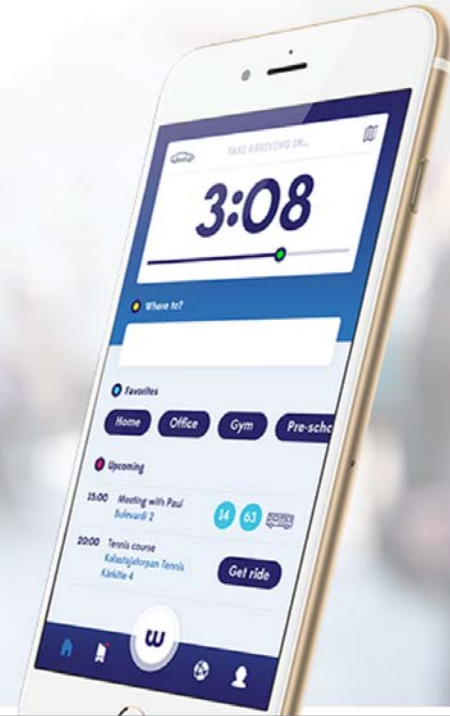




# Whim for West Midlands coming soon!

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:



# Whim for Netherlands – Amsterdam live in 2017





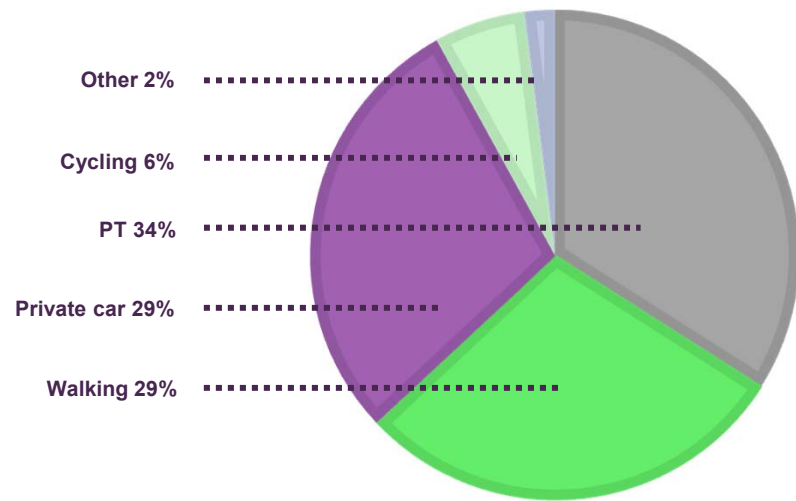
A nighttime photograph of a city street, likely in Helsinki, showing light trails from traffic. The street is flanked by trees and buildings, with some lights visible in the windows. The overall scene is dark, with the primary light sources being the streetlights and the light trails from the vehicles.

# Early results from Helsinki region 2016-2017

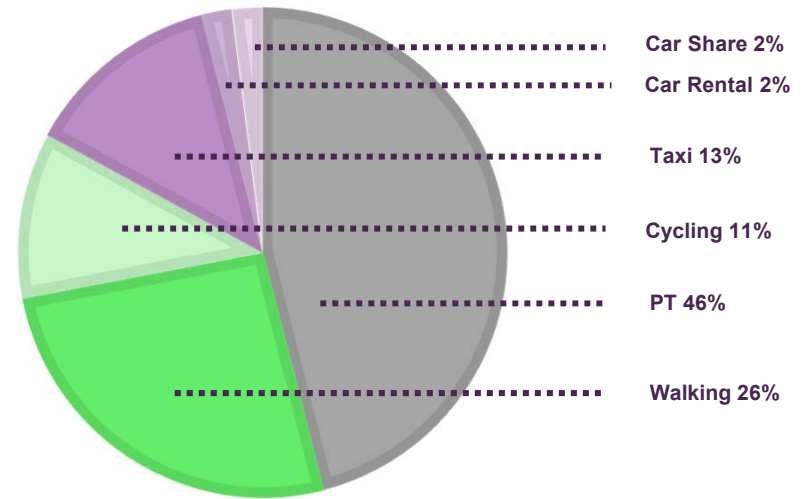
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# Projected Whim Modal Split

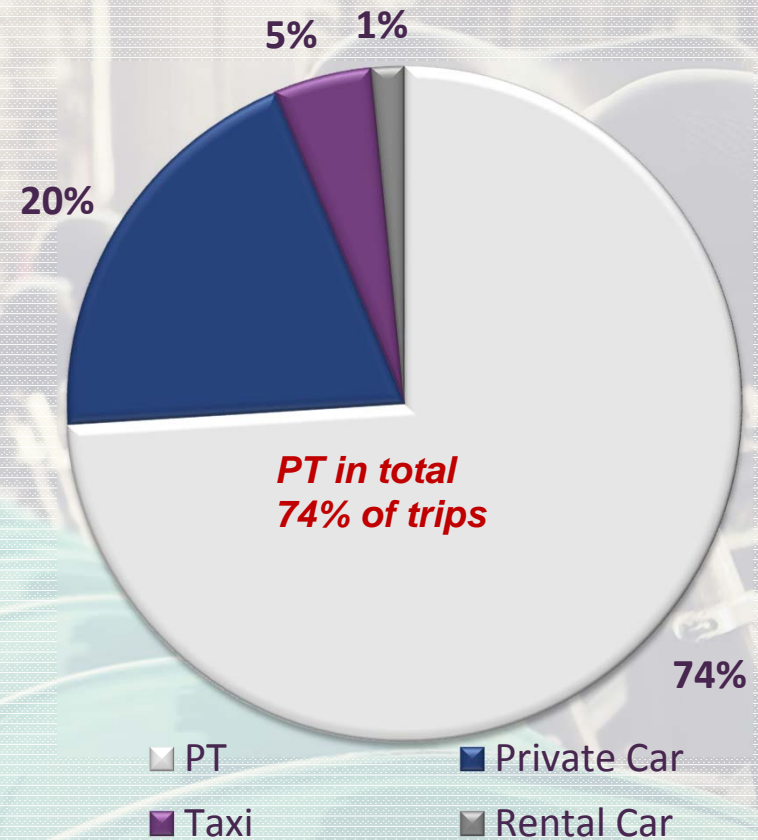
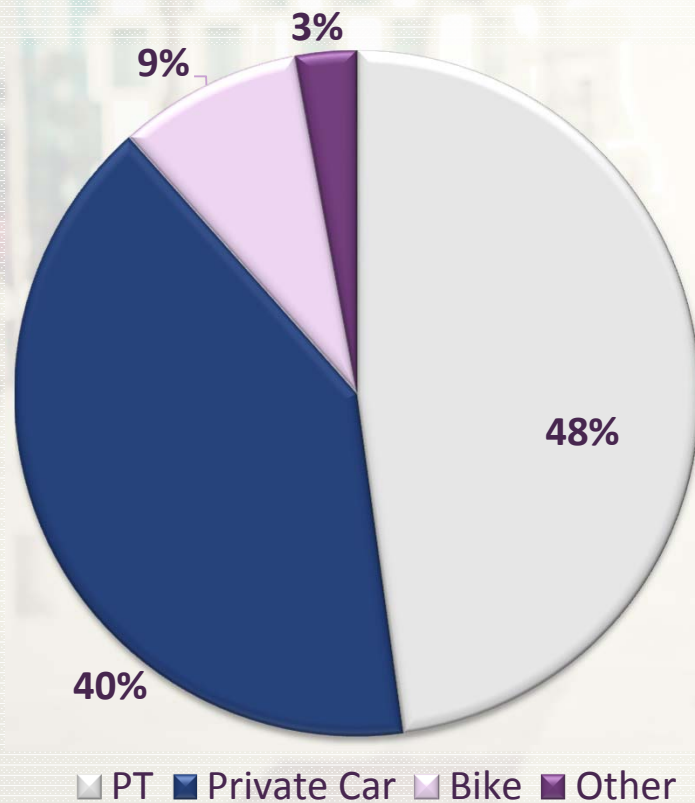


Current modal split in Helsinki



Projected modal split for Whim subscriber in Helsinki 2020

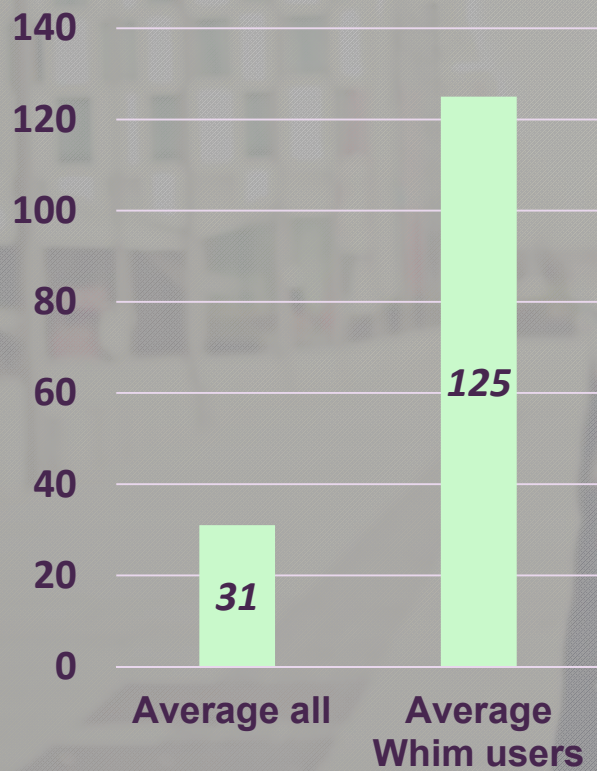
## Trips made with Whim in Helsinki before and after Whim\*



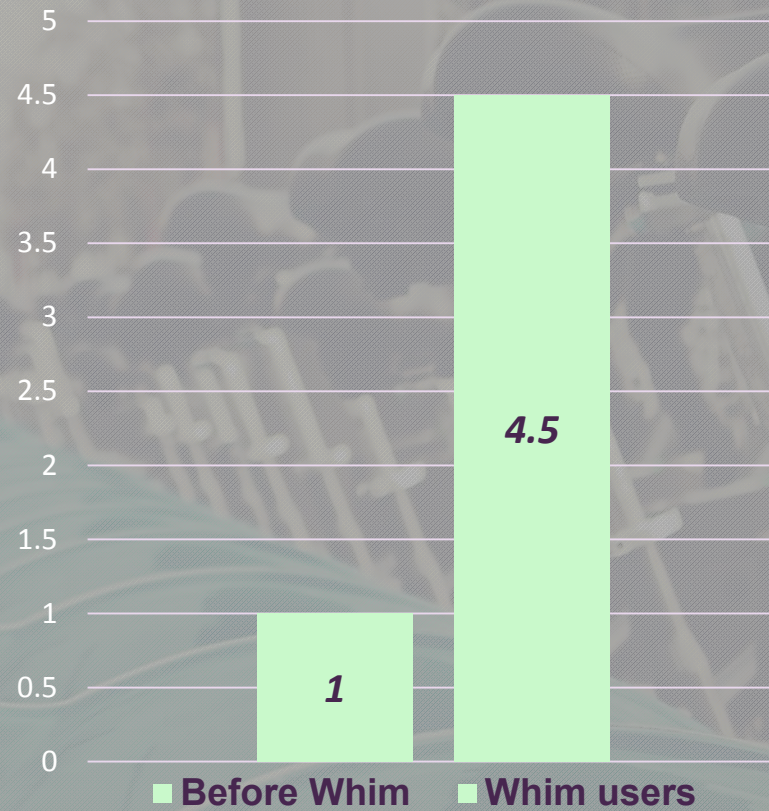
\*walking&cycling excluded from the result data, data based on surveys done among Whim users



## Spending on taxi services per month\*



## Number of taxi trips per user per month\*



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



A person in a light-colored uniform is holding a car key. The key fob has a red handprint on it. The background is blurred.

**What would it take for you to  
give up your own car?**



A photograph of a row of green bicycles parked in a city street. The bicycles are parked in a neat line, and their green frames and seats are prominent. In the background, there is a multi-story building with many windows, suggesting an urban environment. The overall scene is slightly blurred, giving a sense of movement or a candid shot.

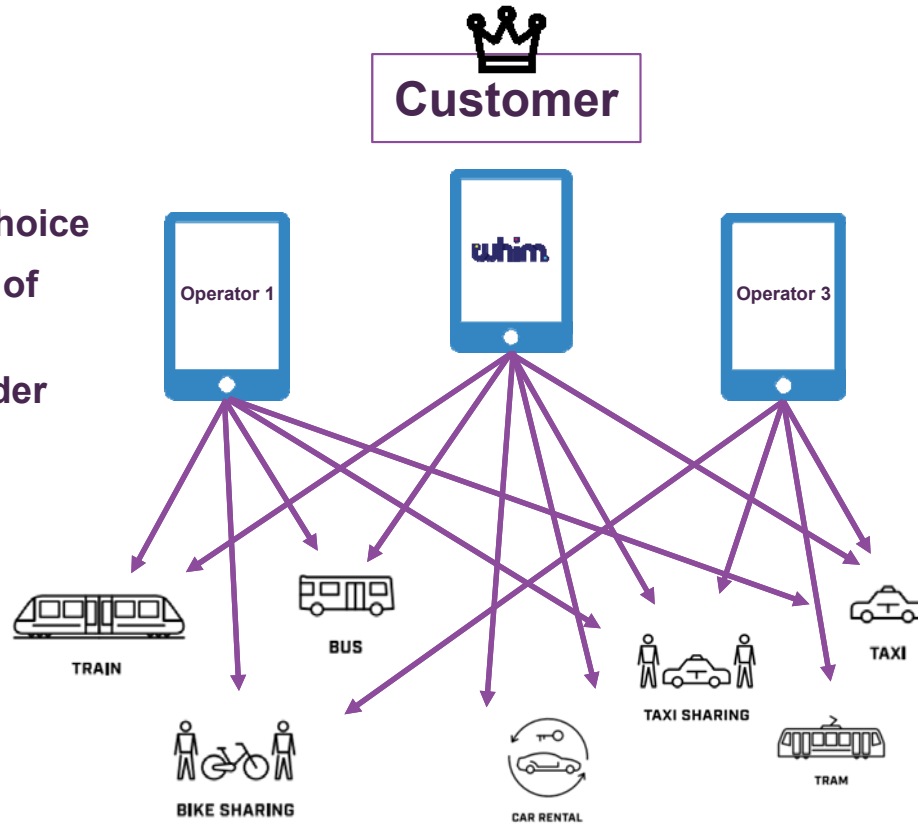
Mobility is different in every city –  
partnerships are critical to ensure  
global Mobility as a Service



# Roaming MaaS ecosystem

## Customer needs

- Freedom of choice
- Complete set of mobility
- Neutral provider



## MaaS operators

- New service layer
- Bundling
- Customer experience

## Transport providers

- Better use of existing modes
- Customers from new segments
- Better connectivity



We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction.

*Bill Gates*



*www.thequotes.in*

## DID NOT EXIST IN 2006:

- iPhone
- iPad
- 4G
- Uber
- Airbnb
- Android
- Spotify
- Kickstarter
- Stripe
- Square
- Instagram
- Snapchat
- Whatsapp
- Uber
- ...and so on.

**People adapt fast. What  
to expect in 2026?**



# ABI Research Forecasts Global Mobility as a Service Revenues to Exceed \$1 Trillion by 2030

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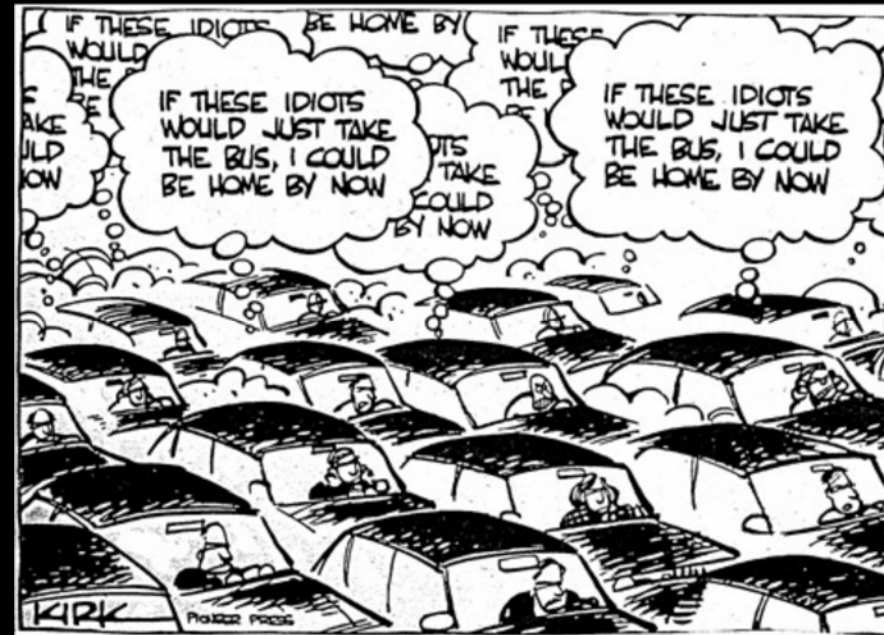
London, United Kingdom - 12 Sep 2016

Share:   

Mobility as a Service (MaaS), which provides aggregated, single account, on-demand multimodal transportation services in a seamless and convenient way, is quickly gaining momentum. ABI Research forecasts global MaaS revenues will exceed \$1 trillion by 2030. Its anticipated disruptive impact on traditional transportation modes like car ownership, buses, trains, aviation, taxis, and rental cars is stirring up not just the automotive but also the entire transportation industry.



Are future generations  
responsible for making  
changes  
– or are we all?





**Get more information and be part of the MaaS ecosystem**

Whim: [www.whimapp.com](http://www.whimapp.com)

MaaS Global: [www.maas.global](http://www.maas.global)

MaaS-API: [www.maas-api.org](http://www.maas-api.org)

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# THANK YOU CONTACT US

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