

**maas** GLOBAL

# Discover **the future** of mobility

**Whim – your monthly mobility**

*VVO conference 4 May 2017, Dresden, Germany*

Twitter: @whimhq | @maasfi

A person wearing a grey jacket and a grey t-shirt is holding a set of car keys in their right hand. The keys are black and have a silver ring. The background is blurred, showing some greenery and a building. The text "What would it take for you to give up your own car?" is overlaid in white, bold, sans-serif font.

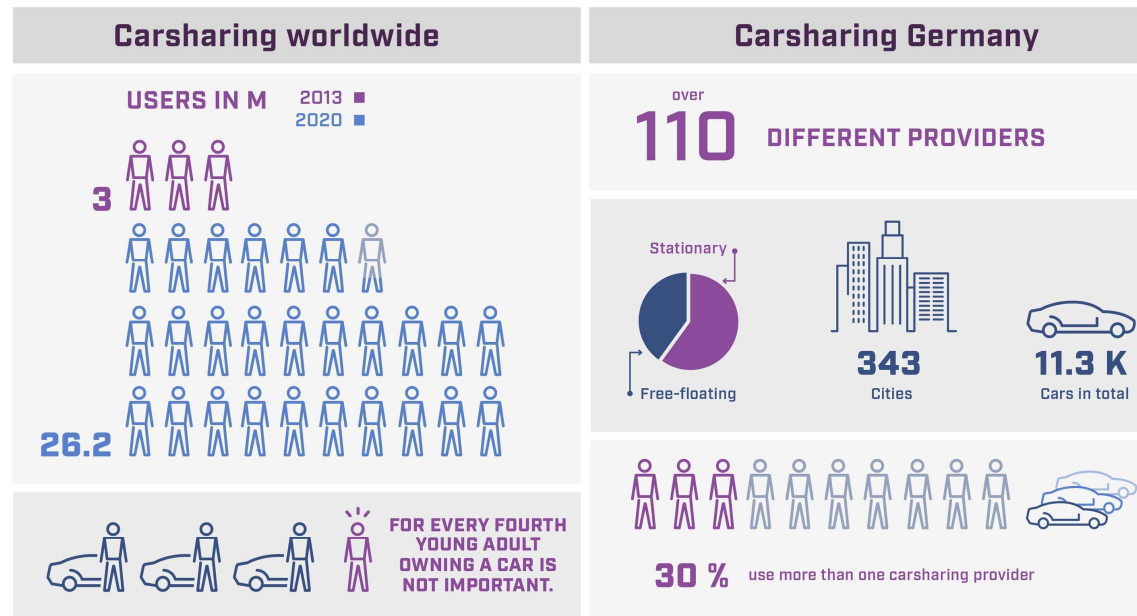
**What would it take for you to  
give up your own car?**

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The image shows the interior of a public bus. The seats are purple with a patterned texture. The handrails are teal with yellow accents. The bus is moving, as indicated by the blurred background. The text is centered over the image.

**Would it be enough to provide a  
fixed price for public transportation?**

# Would it be enough to provide a fixed price for car sharing services?



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



**NO MODE ALONE CAN COMPETE  
AGAINST CAR OWNERSHIP**

**Car allows a certain freedom of movement  
that other means of transport do not.**

## Private cars waste resources

1.5

PASSENGERS

The average occupancy of cars in most parts of the world. Capacity utilization is low.

96% 

The amount of time a car stays parked during its lifespan.

5180€

The average annual cost of running a private car.

The average car owner, depreciation constitutes about half the cost of running a car - typical motorist underestimates this fixed cost by big margin, **or even ignores it altogether.**

## Expensive to buy and maintain

### Running costs

- Fuel
- Maintenance, e.g. tires, filters
- Repairs and improvements – **completely unpredictable**
- Parking
- Car washes
- Tolls
- For some even traffic fines

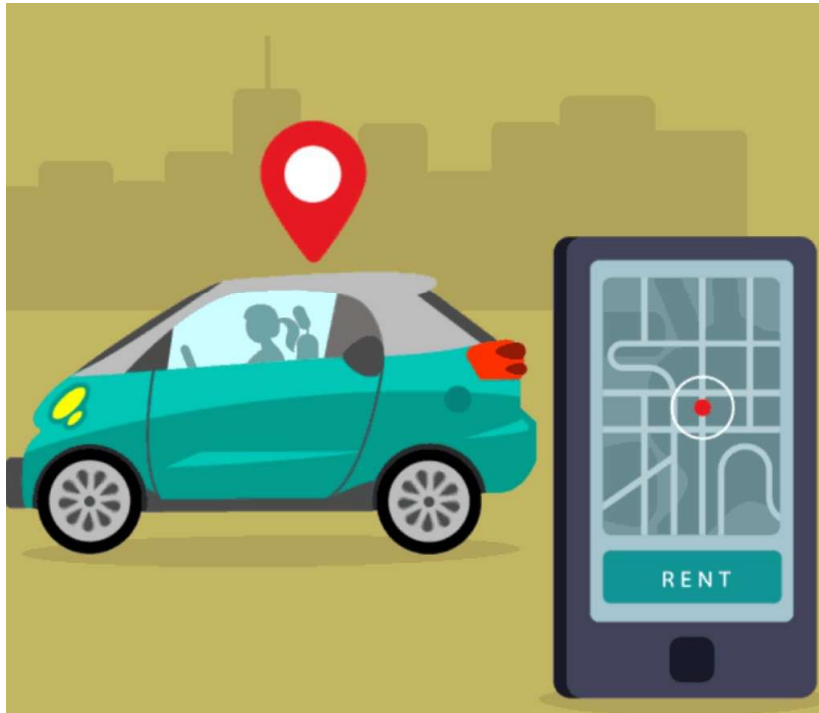
### Fixed / standing costs

- Decrease in value – on average a car has a depreciation around 15% to 20% per year and depending on market conditions, **cars may depreciate between 10-30% the first year**
- Interest charges
- Car taxes
- Insurance
- Vehicle inspection

A photograph of a smartphone resting on a person's lap inside a car at night. The background is dark with blurred lights, suggesting a city street or parking lot. The text is overlaid on the image.

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





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## Access, not ownership

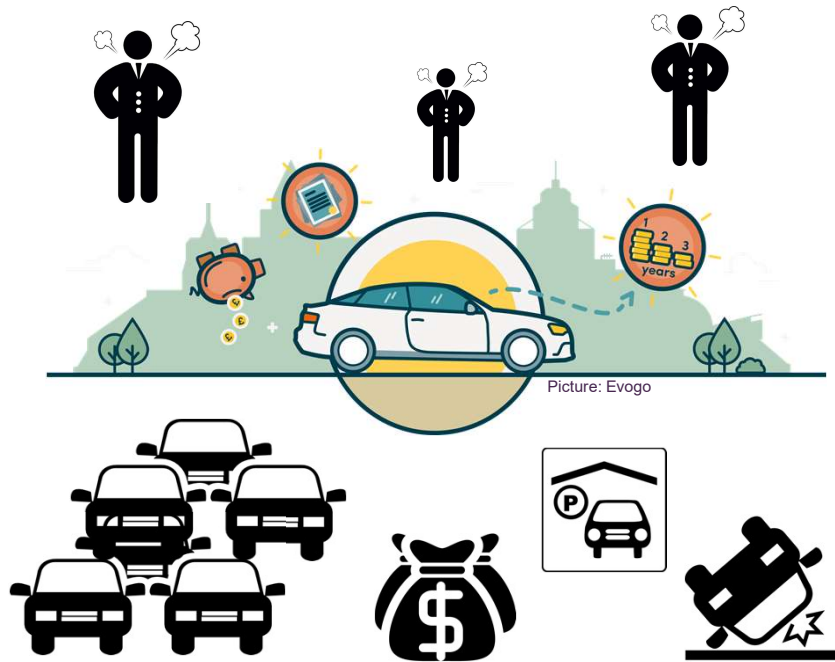
It's not just homes: Millennials have been reluctant to buy items such as cars, music and luxury goods. Instead, they're turning to a new set of services that provide access to products without the burdens of ownership, giving rise to what's being called a "sharing economy."

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

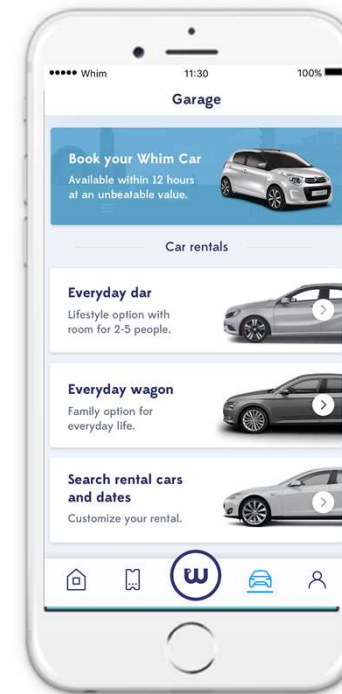
- **Jeremy Rifkin**, Author and Economist

Source: Goldman Sachs Global Investment Research

## Shift from the vehicle ownership



## ...to vehicle "usership" and experiences.



## Towards new alternatives

- **No force, management or restriction (!)**
- Answer to same service promise that car is currently offering
- Get you going regardless you need to do a short-distance trip, long-distance trip, you are in a hurry or when you want to save money
- Give you accessibility and convenience
- Provide you added-value services

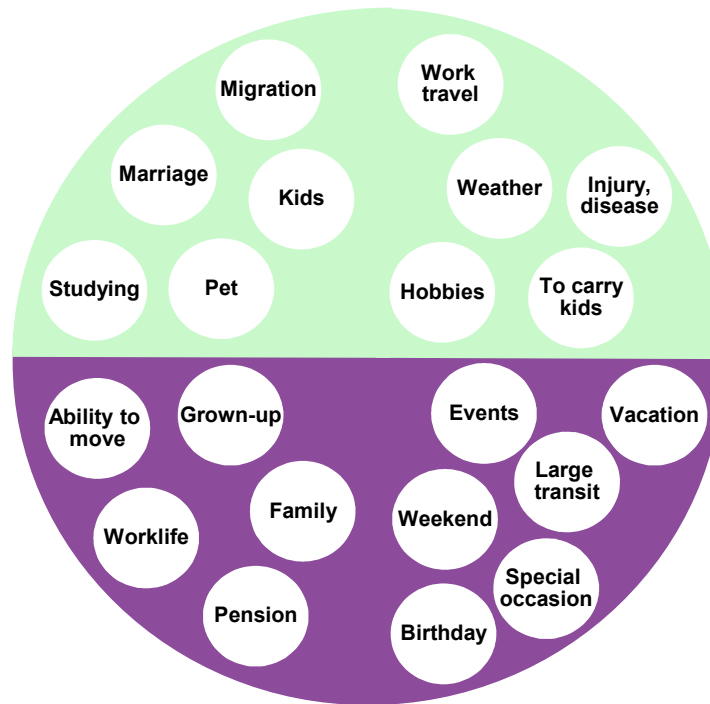
# Life situation and unexpected incidents affecting your daily mobility

## 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?

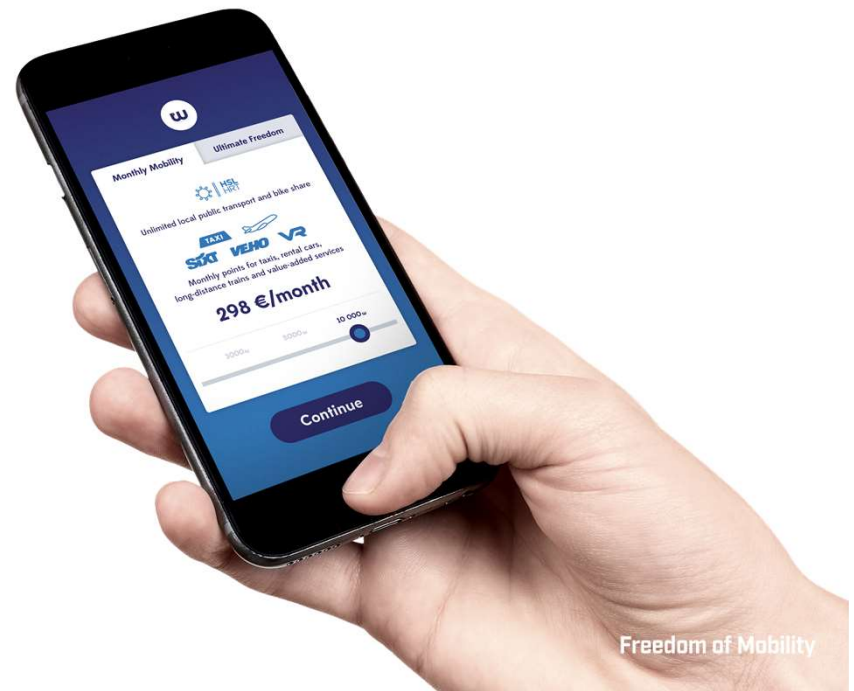
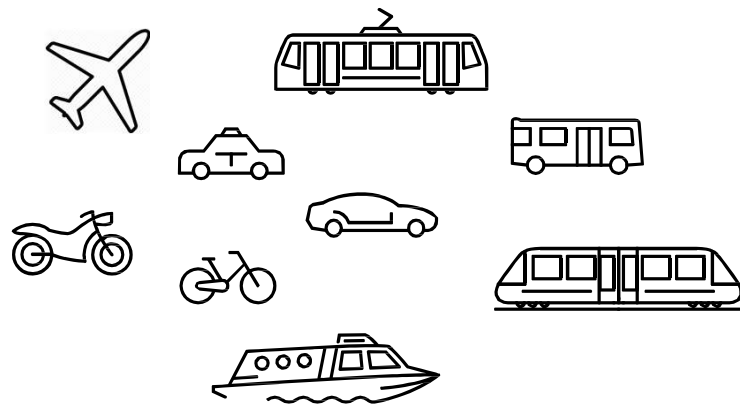
## Calendar

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

# Mobility as a Service – a paradigm change in 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



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







**”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 Conference

**“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

## Didn't exist in 2006:

- iPhone
- iPad
- Kindle
- 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.



## 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.

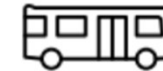
**...how much Emmi is using for her mobility?**

## 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)

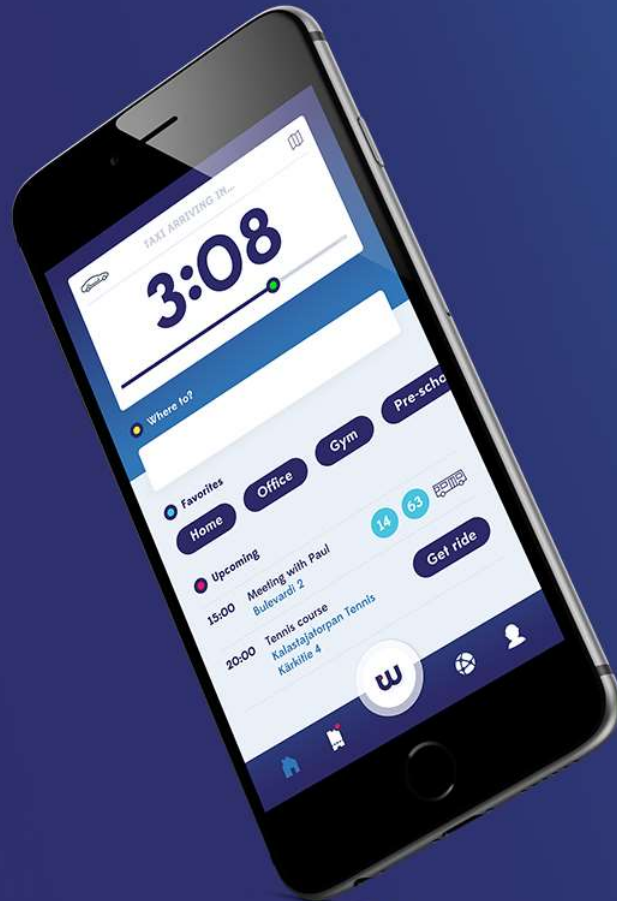


**TAXI**

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



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



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

”THE **NETFLIX** OF TRANSPORTATION”

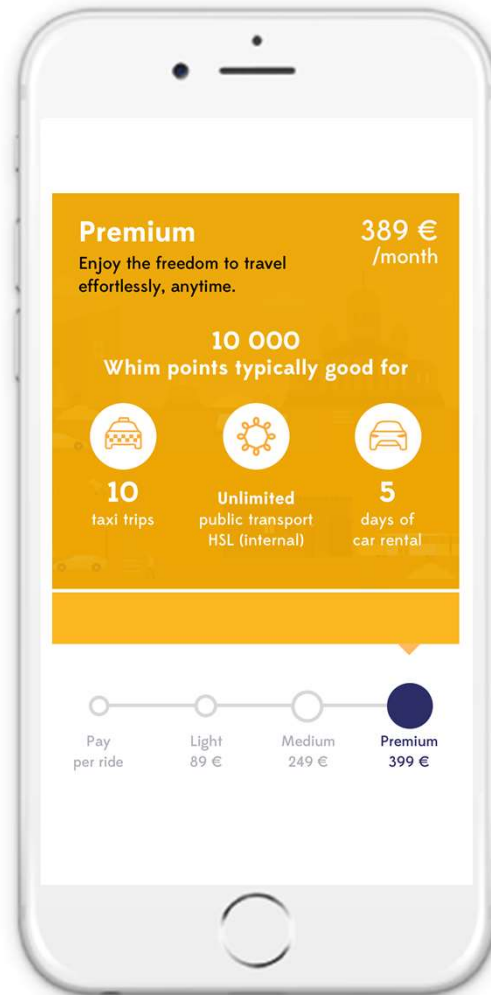


## LESS HASSLE

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



## 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.



手机APP发

SUR LE WEB



CitiesToday

Connecting the world's urban leaders

HOME ABOUT SUBSCRIBE KNOWLEDGE HUB 20-20 EV

The Washington Post

goodnews

USA TODAY

TELIEF BNP PARIBAS GROUP

TENDANCES

SMART CITY e-HEALTH SMART

Accueil Tendances

L'abonnement remplacer

Par Constance Guyon

Mots-clés : Smart Mobil



HOME | PEOPLE | WEB | F

10 urban travel could soon be this Finnish ser

JUNE 13, 2016 / 4 COMMENTS / In Finland



The Economist

World politics Business & finance Economics Science & technology Culture

Transport as a service

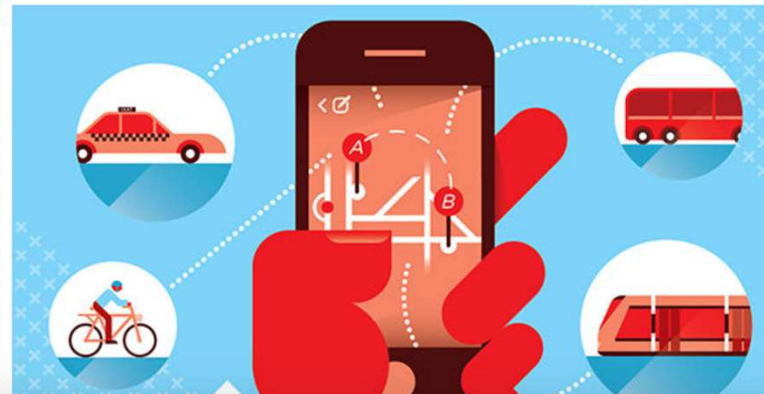
# It starts with a single app

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

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 trams, buses, taxis, and car-sharing services.

” said Sampo Hietanen, the chief executive of MaaS Global. “You can just release of AAK’s Interim report for the first quarter 2016

the concept, has set a cl... le the world's transportation

leau de mer

public mais l'ensemble de la mobilité, expli- en centre-ville. Domestic public transport 1500 km

Comment est né le concept de

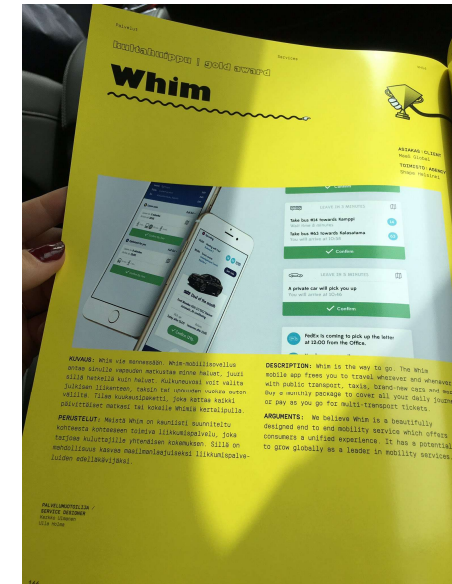
# Awards



**Nordic Smart Cities 2016  
Winner  
Disruptive Innovator**



**The Helsinki Smart City event 2016  
Winner  
Smart City Action of the year**



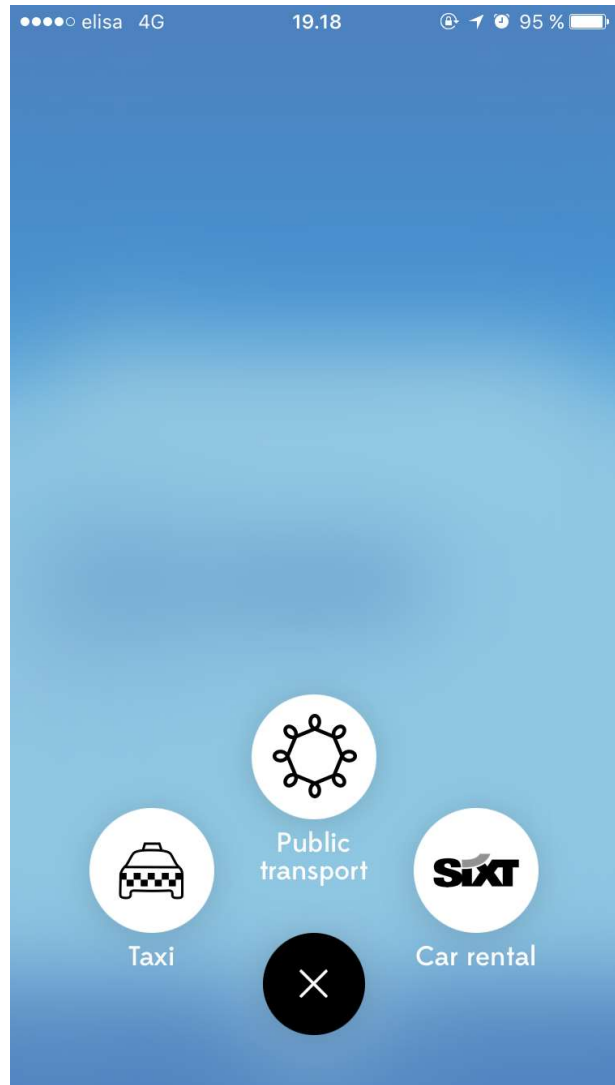
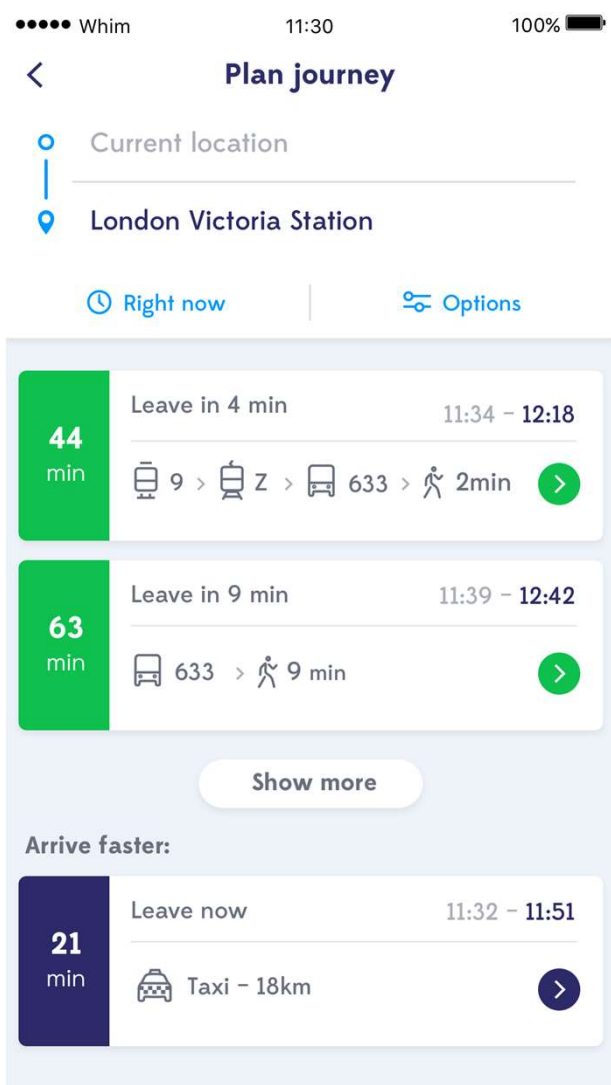
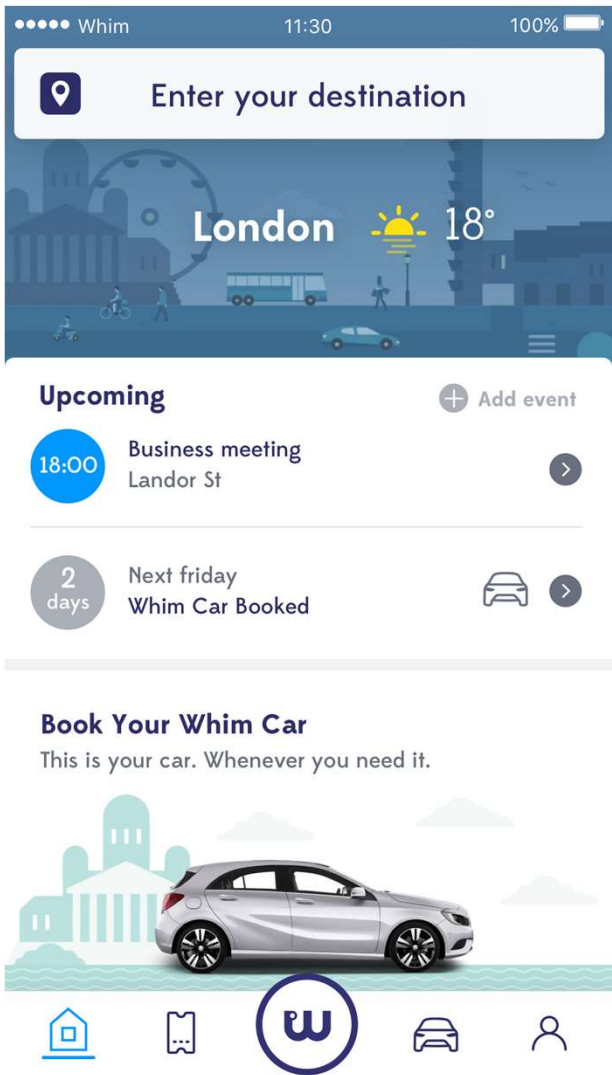
**The Best of the Year 2016  
Gold award – Services  
Silver award – Innovation**

## 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



16.46 77%

**TAXI**

From: Pormestaririnne 6  
To: Ludviginkatu 1

Requesting taxi, please wait... Cancel

17.58 93%

**HSL Mobiililippu**

**HELSINKI**

VALID UNTIL  
**19:19**

Time remaining 80 min 52 s

[Additional ticket info →](#)

16.40 73%

**Available Whim Cars**

Everyday

Pick Up	Return	Total
Wed 15.02 09:00	Thu 16.02 09:00	1 day 950 points

- Pickup from John Stenbergin ranta 4, Helsinki
- Pickup from Työpajankatu 2, Helsinki
- Pickup from Mekanikergatan 12-14, Helsingfors


### 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**

### Tickets

 **Taxi number 253**  
is arriving soon!

**Pickup at 4 minutes**  
from Rauhankatu 11, Helsinki  
to Finnoo, Espoo



### 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



**Booking, in-app payments**

**Multimodality**

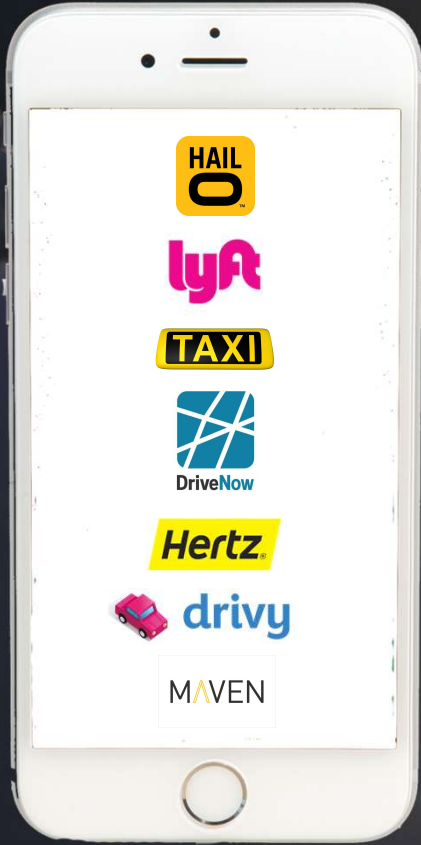
**One app, one account**



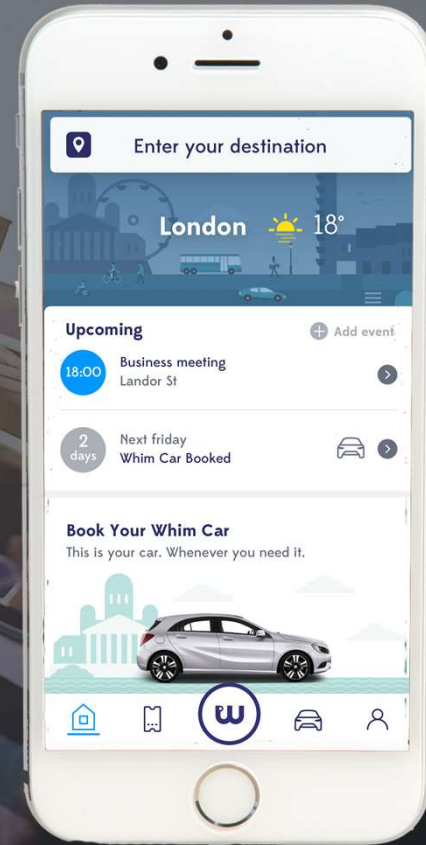
**Route planning**

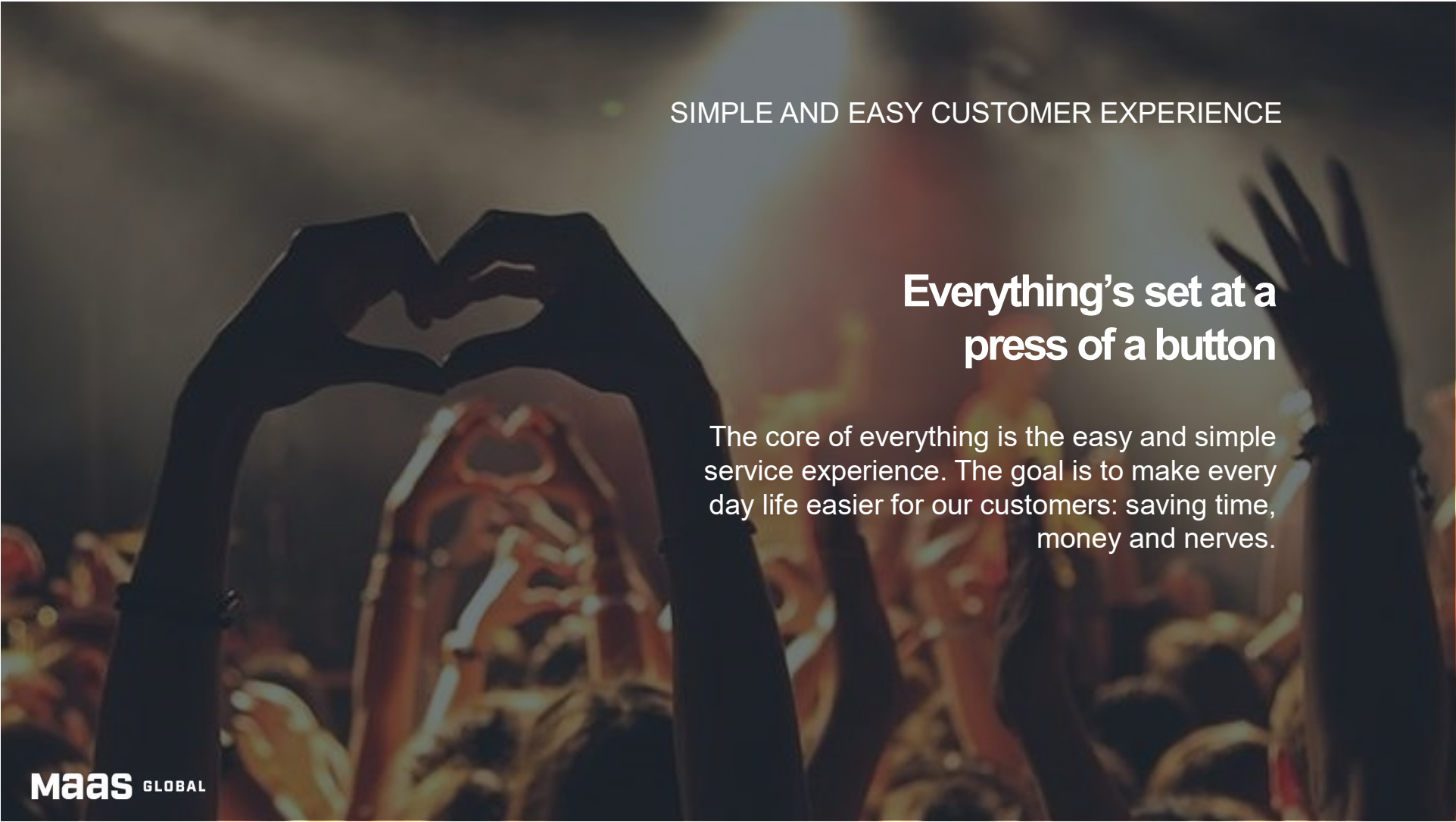
**Monthly subscription or  
pay-as-you-go**

**whim.**



FROM  
SO MANY APPS  
FOR ONE MODE  
TO  
ONE APP  
FOR ANY MODE





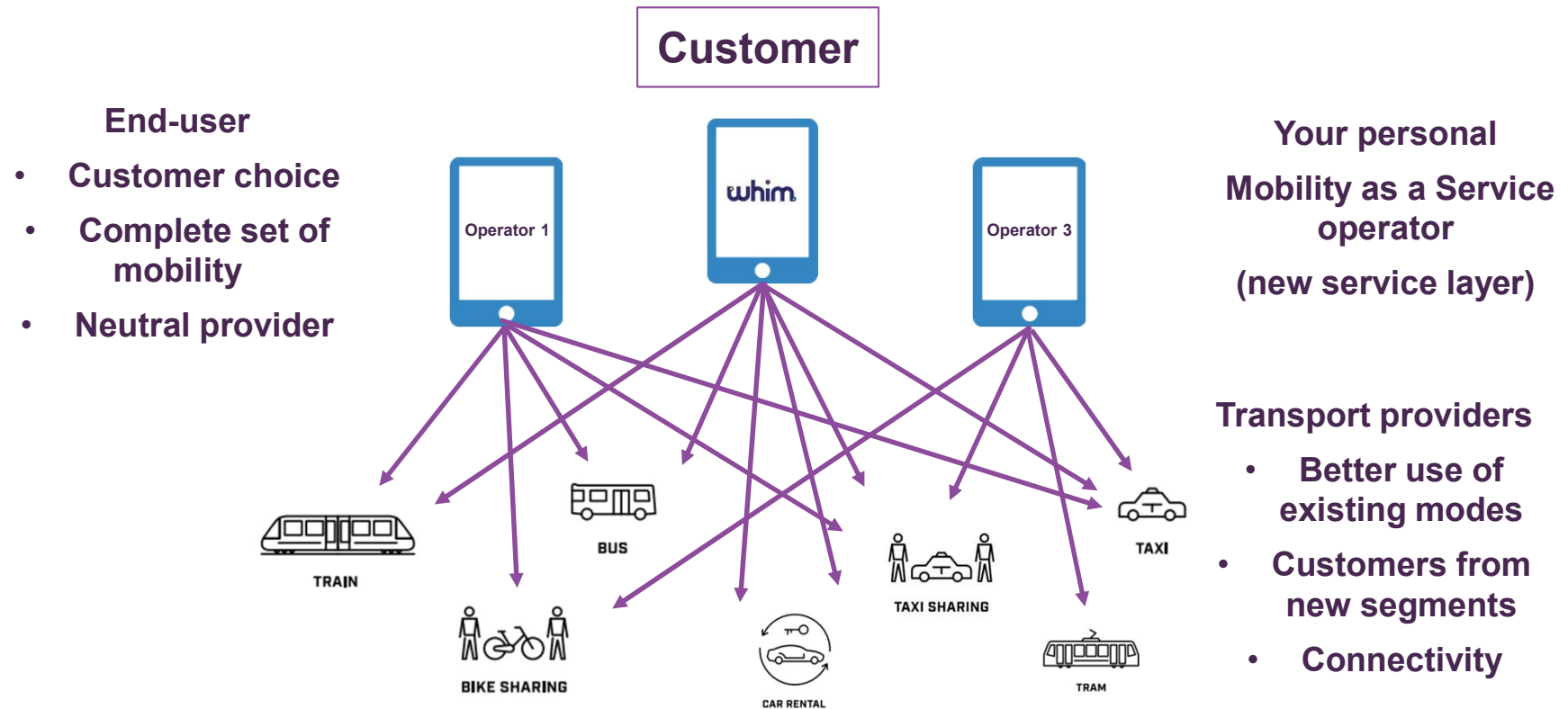
SIMPLE AND EASY CUSTOMER EXPERIENCE

## 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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# Roaming MaaS ecosystem



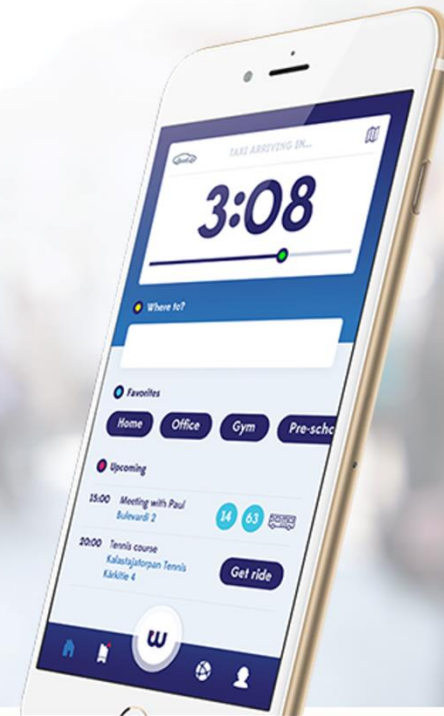
A photograph of a row of green bicycles parked on a city street. The bicycles are parked in a neat line, and their green frames and black seats are visible. In the background, there are buildings and trees, suggesting an urban environment. The text is overlaid on the image.

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

# 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:



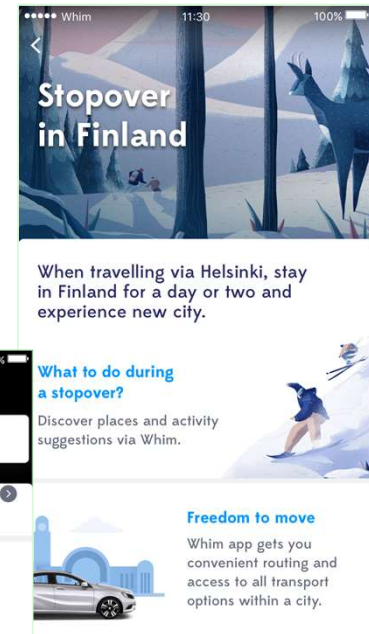
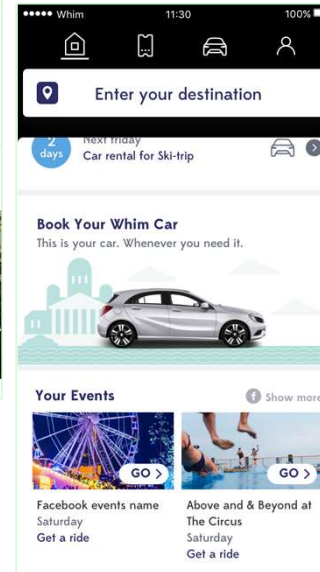
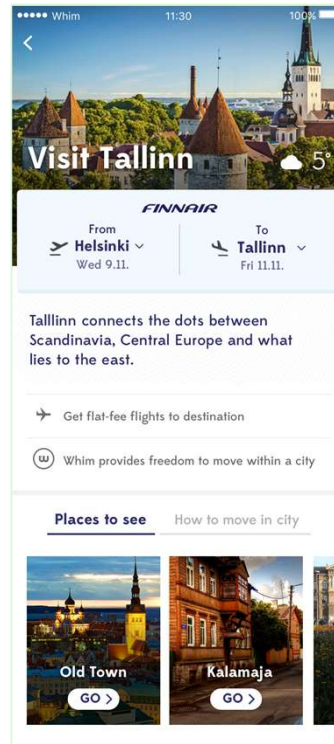
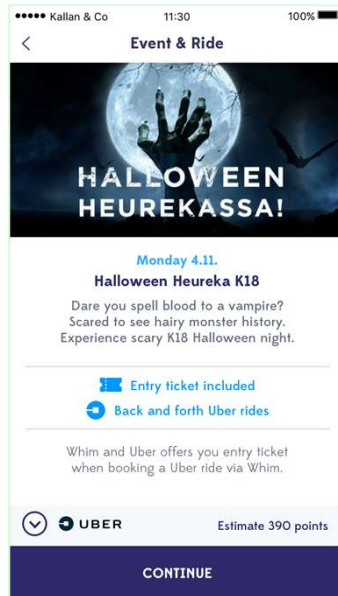
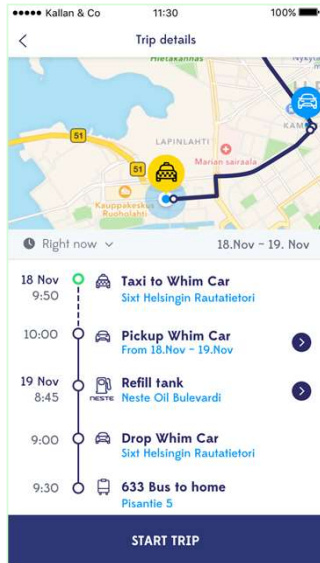
## Whim for Netherlands – Amsterdam live in 2017



whim.



# Future of Whim: all possible services and experiences

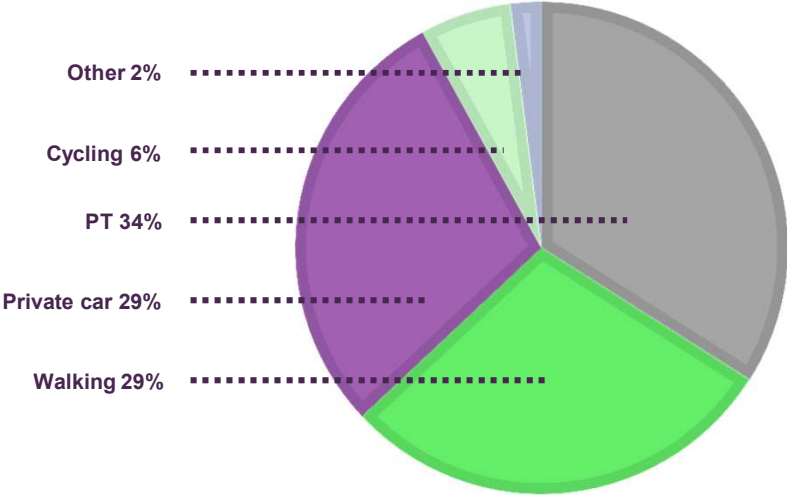




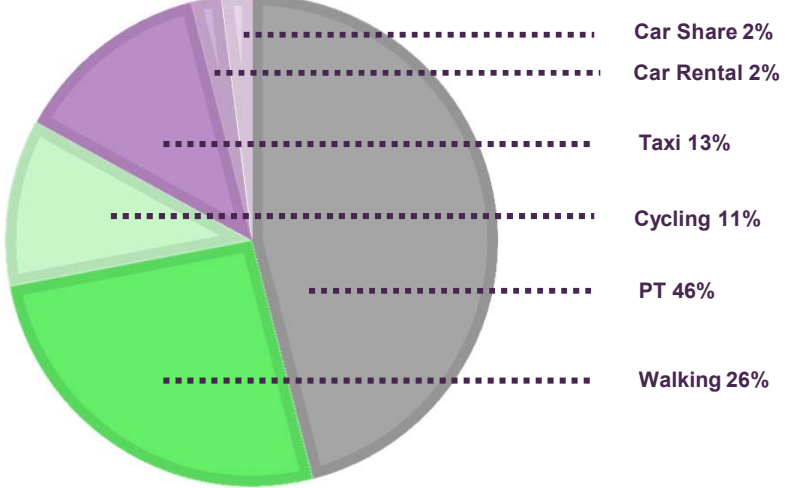
A long-exposure photograph of a city street at night. The street is lined with tall buildings and trees. Light trails from cars are visible on the road, and streetlights illuminate the scene. The text "Results from Helsinki 2016-2017" is overlaid in the center.

# Results from Helsinki 2016-2017

# Projected Whim Modal Split

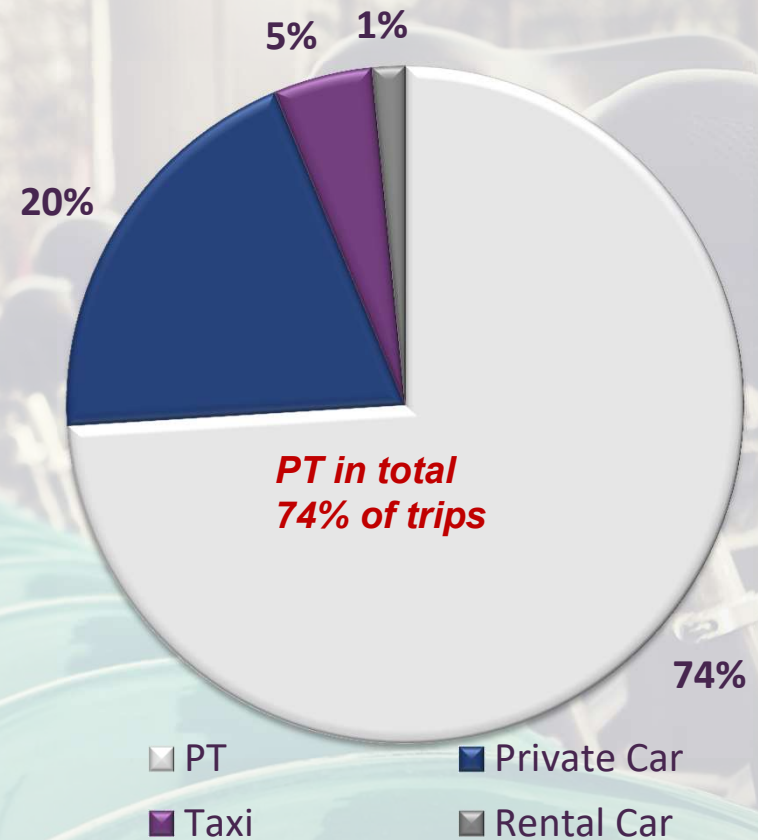
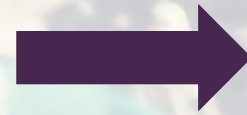
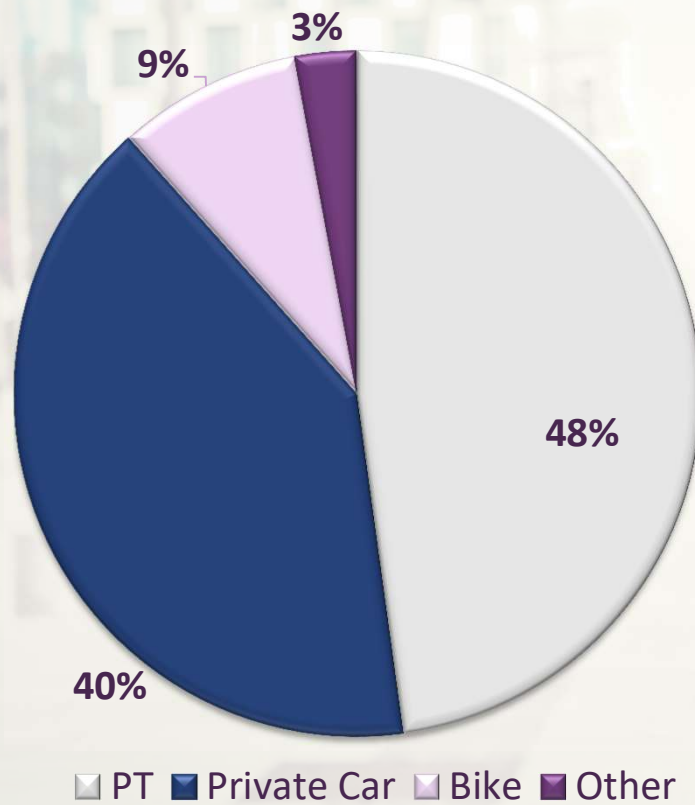


Current modal split in Helsinki



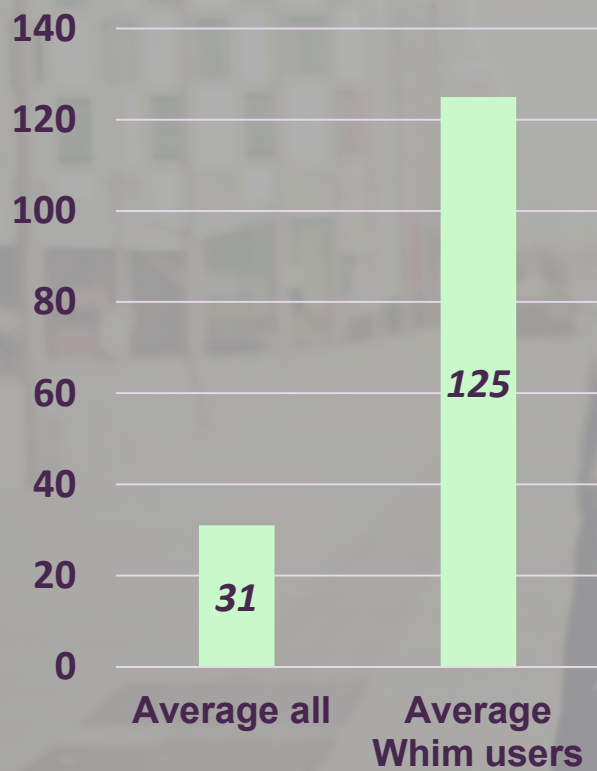
Projected modal split for Whim subscriber in Helsinki 2020

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

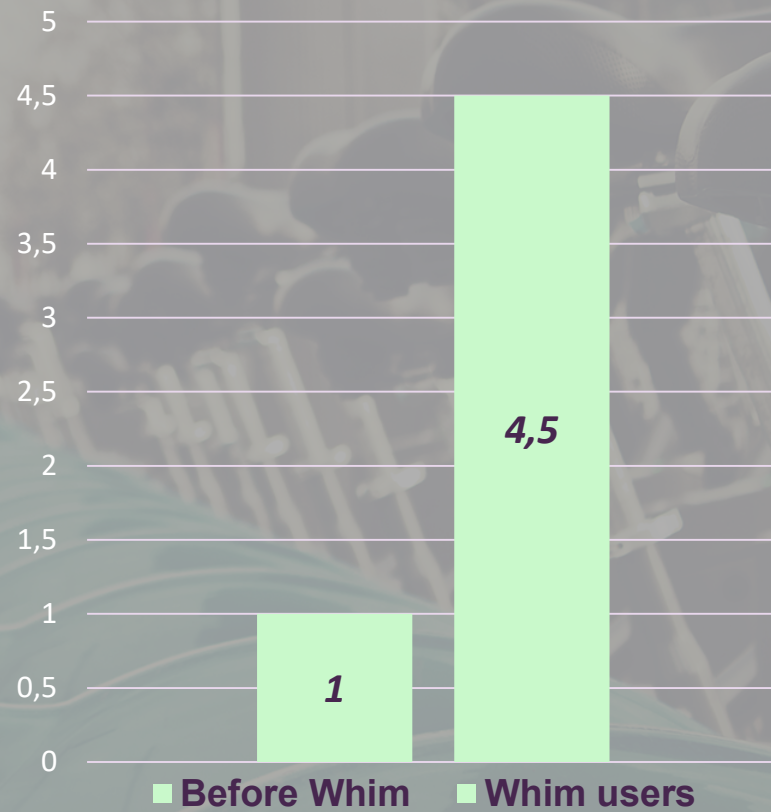


\*walking&cycling excluded from the result data, data based on surveys done among Whim users

## Spending on transportation services per month\*



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



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

## User Quotes

- “I have used Whim now for 2 weeks. This is exactly the kind of service I need. Taxis have arrived and bus tickets have worked.”
- “I like the playfulness in the UI”
- “Taxi and bus trips have been executed nicely”
- “Whim can find my location and optimize my routes”
- “The taxi view is pleasant for the eye”
- “I have had great experiences with having taxi drives with Whim!”
- **“I feel the best solution for my transport is to leave private cars out, Whim seems to be the best solution”**
- “As a positive test result: I used Sixt-rental cars through Whim and the whole chain from renting the car to returning the car worked perfect”
- “Taxis seems to be now better informed of how to handle me as whim customer :)”
- “One taxi even greeted me with a welcome and my full name :)”



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

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

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

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

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# THANK YOU CONTACT US

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