MaaS – from hype to delivery
Jacob Bangsgaard, CEO, ERTICO
What Is MaaS?

Ride sharing, Car sharing, Bike sharing ...

Journey planner
Booking
Ticketing
Online support

Mobility as a Service

Flexible mixed use of
- Public
- Private
- Shared fleets
Trends behind new services

Access to services vs ownership

- **BUSINESS-TO-CONSUMER**: Rent products or buy pre-owned or used products from an organization.
- **PEER-TO-PEER**: Sell or rent spaces, products, services or experiences to other people.
- **SHARING COMMUNITIES**: Swap, lend or give away spaces, products, services or experiences.

How important is car ownership?

- **15%**: Extremely important
- **30%**: I do not intend to purchase one in the near future
- **25%**: I might purchase one if I really need it, but indifferent otherwise
- **5%**: I do not feel strongly about it
- **30%**: Important, but not a big priority

*Source: Goldman Sachs*
“Mobility as a Service” in Google search (Jan 2013 - Sep 2018)
How the new business models are affecting the value chain?

• From exclusive contracts and linear value creation to interdepending partnerships and ecosystem
• From B2C to B2B2C and C2C
• Planning based on individual needs vs. planning for an average user
Critical developments

- Access to data for better mobility
- Interoperability of services
- Connected, automated, service-based and electric ecosystem
- Public-private partnership
Re-regulation
The role of ERTICO partnership in MaaS

- Leading the development for automated MaaS
- Engaging the value chain
- Initiating intercontinental co-operation
- Promoting thought leadership in the MaaS Alliance
The Story of MaaS Alliance

From promoter to facilitator & thought leader

- ITS European Congress in Helsinki June 2014: **MaaS declaration**
- ITS World Congress October 2015: **MaaS Alliance established**
- 30 Members in MaaS Alliance June 2017
- MaaS Alliance **White Paper** published September 2017
- 50 Members in MaaS Alliance May 2018
- MaaS Alliance recognized as the **best organization** in the MaaS field by BMaaS July 2018

**Phase I:** Establishment

**Phase II:** Setting the framework

**Phase III:** Creating the ecosystem