"Your every move on a whim."

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Transport as a service
It starts with a single app
Combining old and new ways of getting around will transform transport—and cities, too
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Some time ago, I asked some taxi drivers if they were excited about the new passenger development model. Flights were booked to the other side of the planet, a photographer was arranged, but the day before departure a PR threw a spanner in the works: while I could ride in the car, a man would need to be at the wheel "for health and safety reasons".

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The Economist
World politics | Business & finance | Economics | Science & technology | Culture

Bloomberg
Markets | Tech | Pursuits | Politics | Opinion | Business

Cities Today

USA Today

The Times

The New York Times

TIME
What if all transportation was converged...

...and tailored to your need as monthly packages?
What would it take for you to give up your own car?
The European monthly average cost of owning a car is €616. 76% of all transportation costs are covered by private cars. Private cars in use during their life cycle account for 4%.
From ownership model to Freedom of Mobility

Today: Car Ownership with all related inconvenience

Tomorrow: Ultimate Freedom with variety of services worldwide
NOT JUST ABOUT GETTING FROM A TO B
Over 54% of the world’s population lives in cities, **expected to rise to 67% by 2050.**
MOBILITY AS A LIFESTYLE

Public Transport as a backbone to mobility and other modes, private or public, to complement it.
2050

BUSINESS AS USUAL

2.1 billion

4600 megatonnes

ELECTRIC AND AUTONOMOUS

2.1 billion

1700 megatonnes

SHARED AND MULTIMODAL

0.5 billion

700 megatonnes
Finland

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

Telecom
~30 € / month

Global Market

1 000 000 000 000 €
market reshaped

- New means of transport
- Sharing economy
- Servicizing
- Expensive traffic space
- Apps for traffic
- Self driving vehicles
- Internet of vehicles
- Decline of car ownership

MaaS
Now More to come.
local ecosystems of existing services scale to **global roaming network**
The world’s first **unlimited** travel package **including payments**

**whim to go**
Pay-as-you-go.
Download for free from whimapp.com

**whim urban**
Unlimited Public Transportation and Bikes.
Taxis max 10€ per ride (within 5 km radius).
Fixed fees for rental cars with unlimited mileage, starting at 49€ per day.

**whim unlimited**
All modes of transportation, for all your needs, with unlimited usage, all month long.
Price less than car ownership.
Awarded MaaS solution with existing partnerships

MARCH 9, 2018: iF Design Award, Germany

FEBRUARY 22, 2018: European Startup Price Award, Brussels, Belgium

OCTOBER 31, 2017: Red Dot Design Award, Germany

JULY 11, 2017: The Best Mobile Service in Finland 2017 Award, Finland

APRIL 28, 2017: The Best of the Year Award by the Association of Visual Communication Designers, Finland

NOVEMBER 2, 2016: Nordic Smart Cities Award, Sweden

SEPTEMBER 29, 2016: Helsinki Smart City Action Award 2016, Finland
Entering to Asia and North America in 2019

The Whim app has been downloaded over 85,000 times since launch, resulting in over 150,000 city bike trips have been completed since being introduced to Whim in April 2018.

Commercial/technical discussions are progressing with 50+ Transport Service Providers, in addition to over 20 that are already live.

Target: 12 cities in 2019, global coverage in 5 years.

3 markets live including Finland, UK and Belgium.

And underway in various locations such as Austria, Switzerland and Singapore.

65,000 unique registrations
Over 2 Million rides on a Whim
Age groups are young but not only that.

- Population Finland
- Whim users Finland
Trips made with Whim in Helsinki before and after Whim*

Money shifts from expensive car costs to use of different services

*Walking and cycling excluded from the result data, data based on surveys done among Whim users.
There are intentions to walk, cycle and use the metro more. 16% could reduce using a car.

### Intentions to use more or less, %

<table>
<thead>
<tr>
<th>Mode</th>
<th>I intend to use more</th>
<th>I do not intend to use more or to use less</th>
<th>I intend to use less/stop using</th>
<th>I do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking (e.g. to the grocery shop, to work, to hobbies etc.)</td>
<td>40</td>
<td>54</td>
<td>24</td>
<td>4</td>
</tr>
<tr>
<td>Cycling</td>
<td>29</td>
<td>53</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Metro</td>
<td>28</td>
<td>51</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td>Tram</td>
<td>14</td>
<td>73</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Bus</td>
<td>14</td>
<td>57</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Own or leased car</td>
<td>8</td>
<td>57</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>Commuter train</td>
<td>6</td>
<td>76</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Shared car (such as Drive Now and GoNow)</td>
<td>6</td>
<td>46</td>
<td>11</td>
<td>37</td>
</tr>
<tr>
<td>Taxi</td>
<td>5</td>
<td>69</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Carpool</td>
<td>5</td>
<td>56</td>
<td>10</td>
<td>29</td>
</tr>
<tr>
<td>Rental car</td>
<td>3</td>
<td>54</td>
<td>13</td>
<td>29</td>
</tr>
</tbody>
</table>

6c. How are you planning to use different modes of transport in the future?

Total 18 to 75 N = 589
Steps to creation of open ecosystem and successful introduction of MaaS
Open Ecosystem, not an Egosystem

Winner takes it all

Public Transportation takes it all

Open Ecosystem

Customer choice

Mobility as a Service (Aggregators)

Transportation Providers
Money flows directly from end-users to the whole ecosystem

All stakeholders must win:

- Users
- Service Providers
- Cities
- Investors

Mobility as a service
- Bundling
- Routing
- Service Promise
- Payments
- Customer Experience

Transportation Providers
- HSL
- Taxi
- SIXT
- UBER
- 24Rent.fi
- MENEVÄ
- lyft
- ParkNow

Infrastructure
Cities and government to own a market vision
Helsinki vision:
“2025 in Helsinki you can live a perfectly good life without being forced to own a car”
The Act on Transport Services

Phase I - data regulations:
- All road and rail passenger transport service providers have to open their ticketing and payment APIs with regards to single ticket or trip.

This means tickets or trips that are anonymous or do not have any personal information on them. This does include for example public transport single tickets and taxi rides.

Phase II - regulation on the "Acting on behalf" principle:
- Phase II wanted to find a way to bring also tickets and trips beyond road transport. This includes maritime and aviation - modes where there is always personal information on the tickets.
- Phase II also widens the scope in road transport to all tickets and trips beyond the anonymous tickets such as publicly subsidised monthly public transport tickets.

Phase II was done in the spirit of My Data-principles. Hence:
If an existing customer so wishes, they can authorise a third party service provider (i.e. MaaS operator) to act on their behalf.
A transport service provider has to make it technically feasible that a MaaS operator can do all the transactions on behalf of their customer, if the customer so wishes.
The EU competition: EU allows car sharing fusion of DriveNow and Car2go, but in several cities there are also competitive rules to make their mobility app available to other service providers, as well as making their services available through other mobility apps.
TECHNICAL READINESS

Make sure that you have APIs allowing 3rd party service providers including:

- Information about transport services (timetables, routing, locations, disturbances)
- Background payments, ticketing, validation, hailing

WILLINGNESS FOR COOPERATION

Contracts between transportation providers and MaaS operators to buy transportation from at least:

- Public transit (urban, intercity)
- Taxi or taxi-like services
- Access to a car (sharing, rental)
- Bike sharing

FROM CORRIDORS TO HUBS

Make sure that public transit becomes connected by transferring stations into mobility hubs by providing:

- Dedicated areas for sharing services (bikes, cars, taxis, ride hailing)
- Park & Ride
- Enabling new businesses
Making your services ready for MaaS?
Public transport: Physical fare gates

Options
• QR Code reader
• Contactless EMV payment, e.g. ApplePay

Non-options today
• NFC tokens: don’t work on iOS
• Bluetooth: no known standard for interworking
• “Smart card”: not app-based consumption model compatible, requires physical card distribution

To learn more about technical integrations, go to www.maas-api.org
Thank you!

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