whim

Mobility as a Service

Urban transport innovation in the aftermath of COVID-19

The Return of The Passenger

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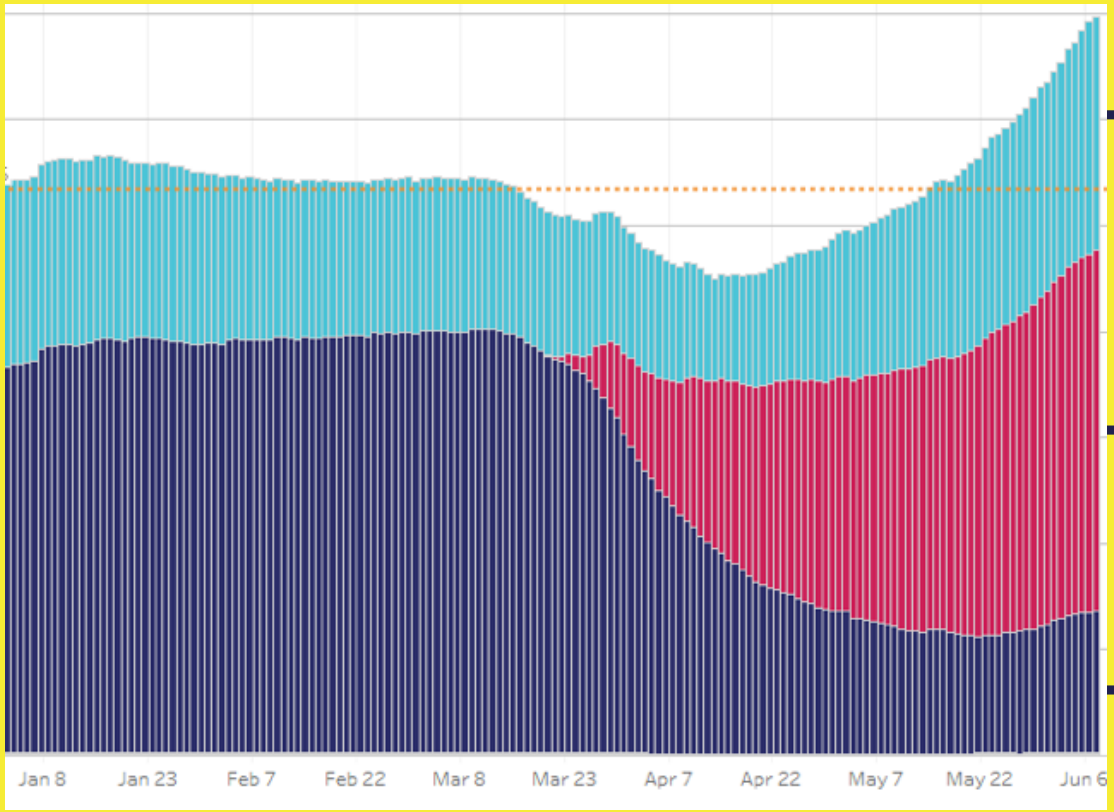
Covid and MaaS (multimodality)



Pay-as-you-go users

Bike and micromobility subscriptions

Public transport related subscriptions

Comeback with style
What would be better
than owning a car?

Mobility is not
about mobility

It is about our personal freedom sustainably

40% of carbon emissions are from traffic by 2030

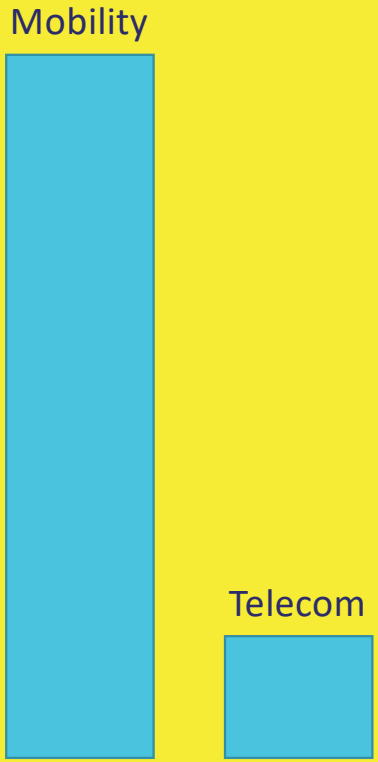
38% would give up their car if they only could

70 000 000 cars off European roads

How about helicopter money?

- France sets example with “Sustainable mobility package”
- Who chooses the mode?
- 69,5 % would like to have a single App for all transport modes (FIA Region I study 2020)
- How about emissions as the currency?

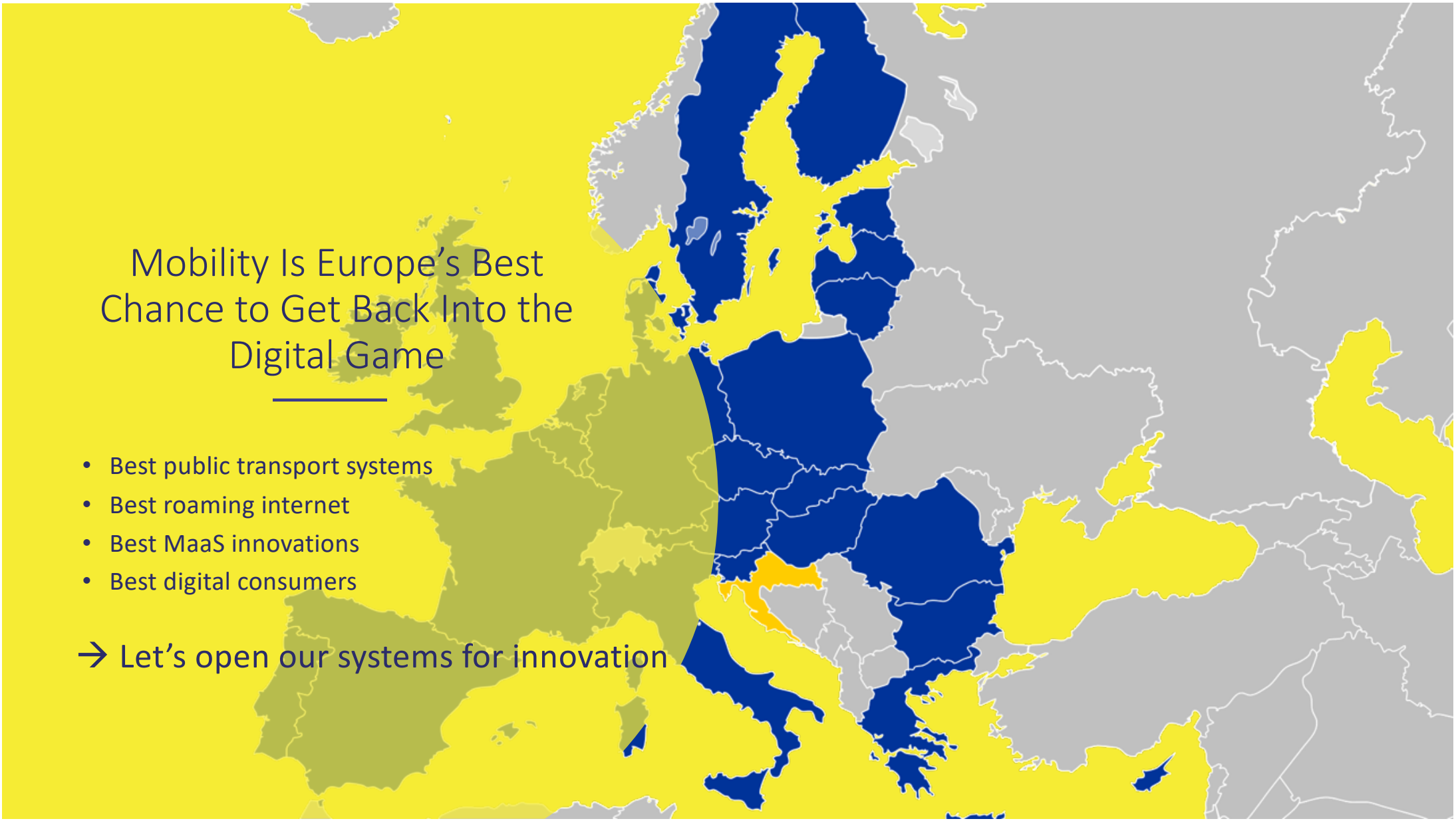
It is about jobs and growth



20% of a household's budget is transportation

76% of that is the cost of owning and using a car

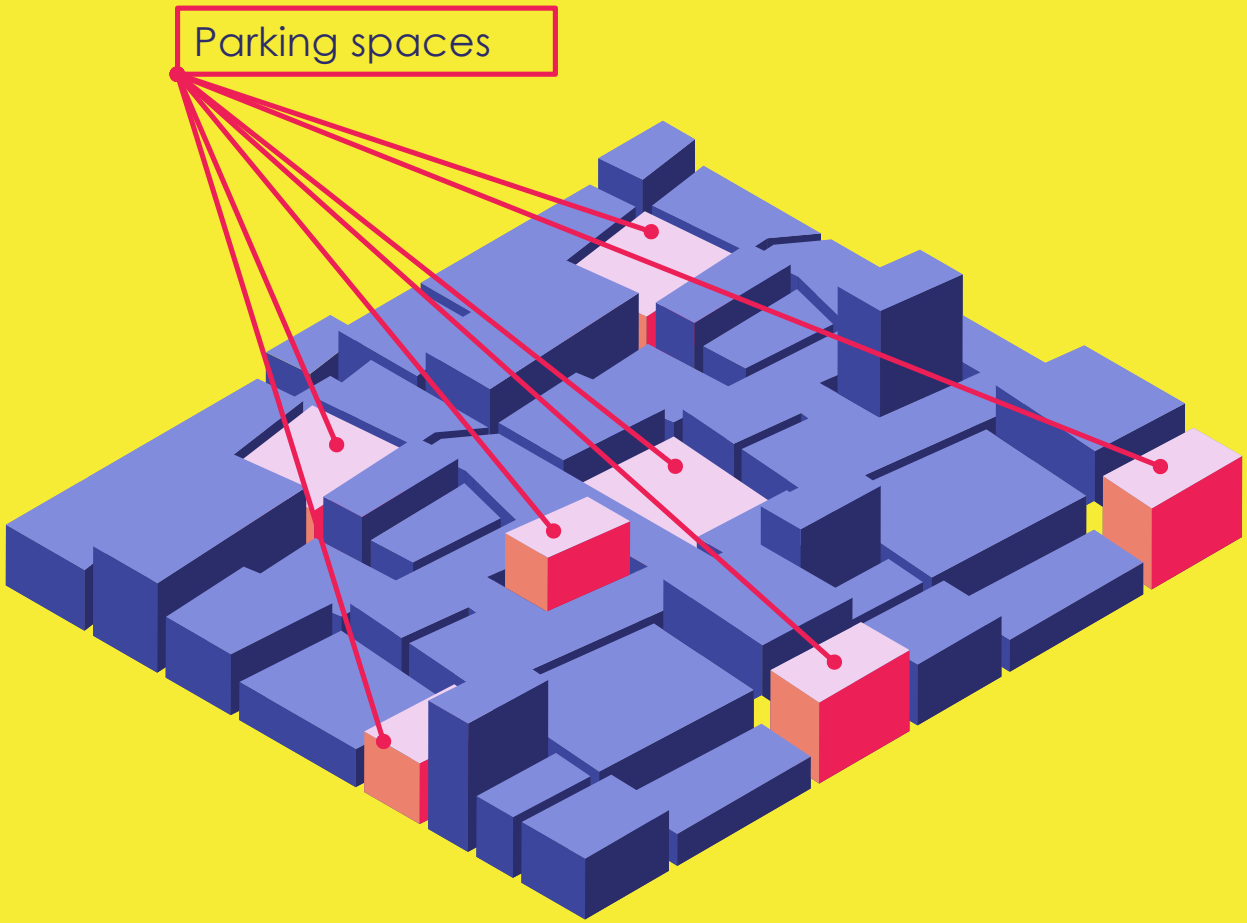
96% of time the car sits unused


Mobility Is Europe's Best Chance to Get Back Into the Digital Game
• Best public transport systems
• Best roaming internet
• Best MaaS innovations
• Best digital consumers
→ Let's open our systems for innovation

It is about our cities

Too much space occupied for storing cars

MaaS enables these spaces to be used more efficiently to enhance the everyday living of citizens.

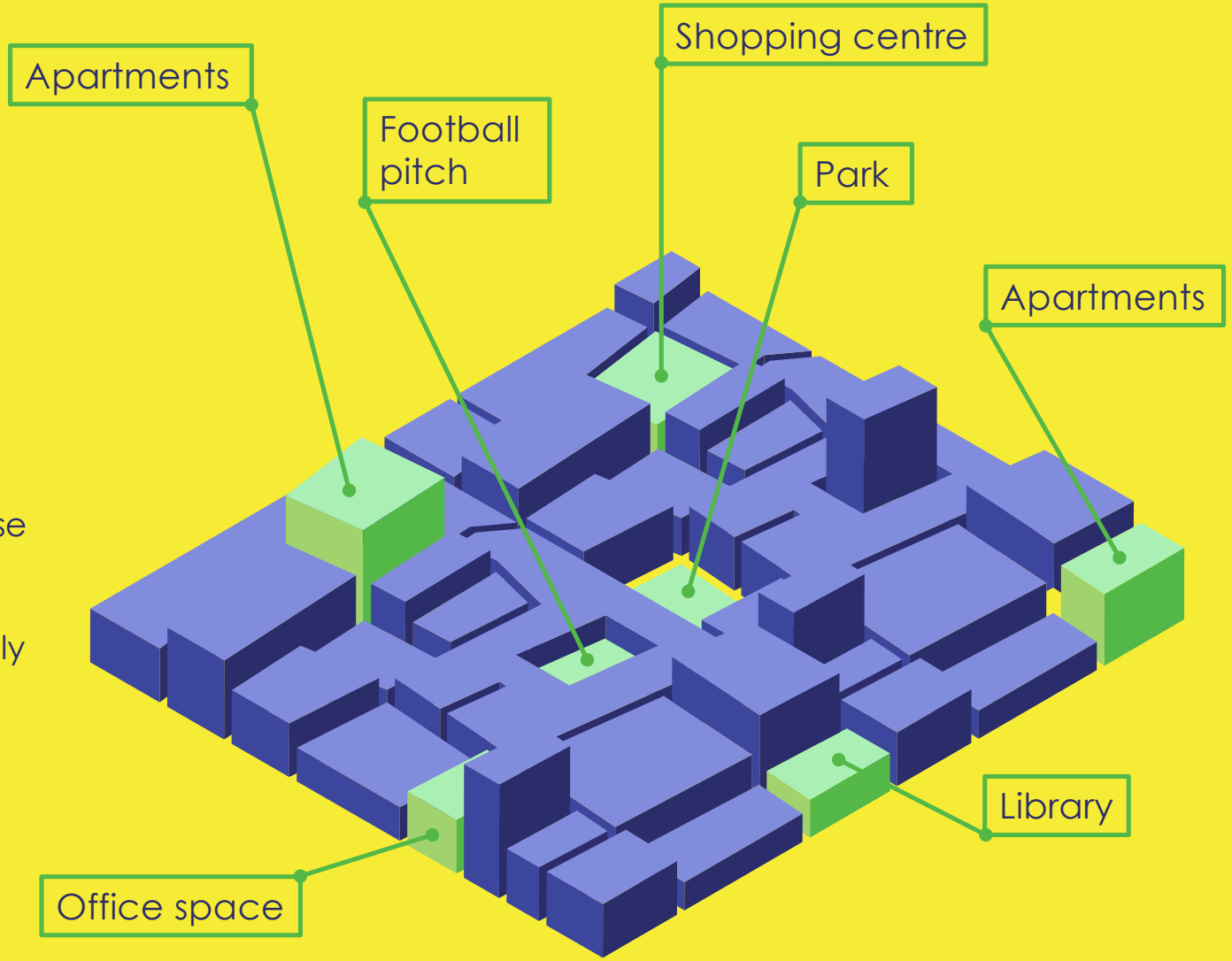


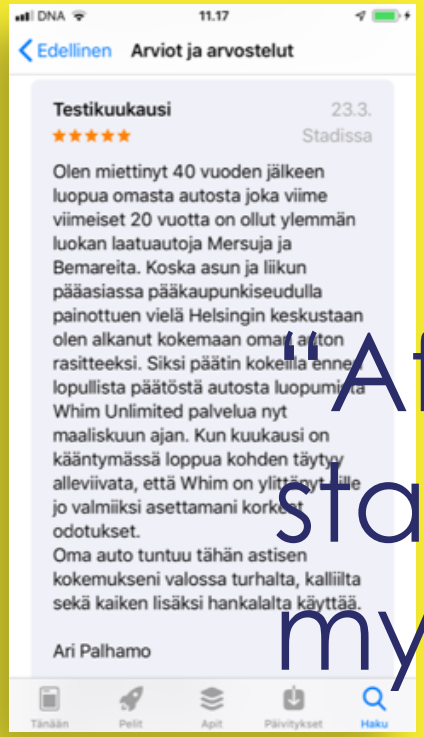
With MaaS more space to develop

Family package

- Family apartment
- Car delivered to you door for weekends out of town
- Shared cars in the building to use whenever needed
- Public transport, city bikes, eScooters and taxis for the family to use
- Grocery delivery once a week

2500$/month





"After 40 years of driving I have started to consider giving up my car that, for the last 20 years, has been an executive class automobile…"

Thank you!