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AUTODELEN.NET



# eHUBS webinar

17th of June 2022

**Business models for eHUBS**



## Housekeeping rules

- 1. Switch of microphone**
- 2. Switch of camera**
- 3. Questions via chatbox**
- 4. Presentations and recording will be available soon after webinar**



## Agenda

- 1. Introduction**
- 2. Business models for shared mobility - Bram Seeuws**
- 3. Potential business models for eHUBS - Elnert Coenegrachts**



## Speakers



**Bram Seeuws -  
Project and  
policy  
coordinator at  
Autodelen.net**



**Elnert  
Coenegrachts -  
Researcher at  
Antwerp  
University**



THEMATIC PRIORITY:

 **LOW  
CARBON**



PROJECT  
AREA



Project objectives: eHUBS will demonstrate that shared and electric shared mobility (e-bikes, e-scooters, e-cargobikes, and electric cars) are affordable and attractive alternatives to private cars. eHUBS will contribute to less emissions, less car use, and to the critical mass needed for the business case of electric and shared mobility





## eHUBS are...

1. Clusters of shared *electric* mobility
2. Tailored to local conditions and needs
3. Linked in a network
4. Available in different sizes
5. Integrated in MaaS ecosystems



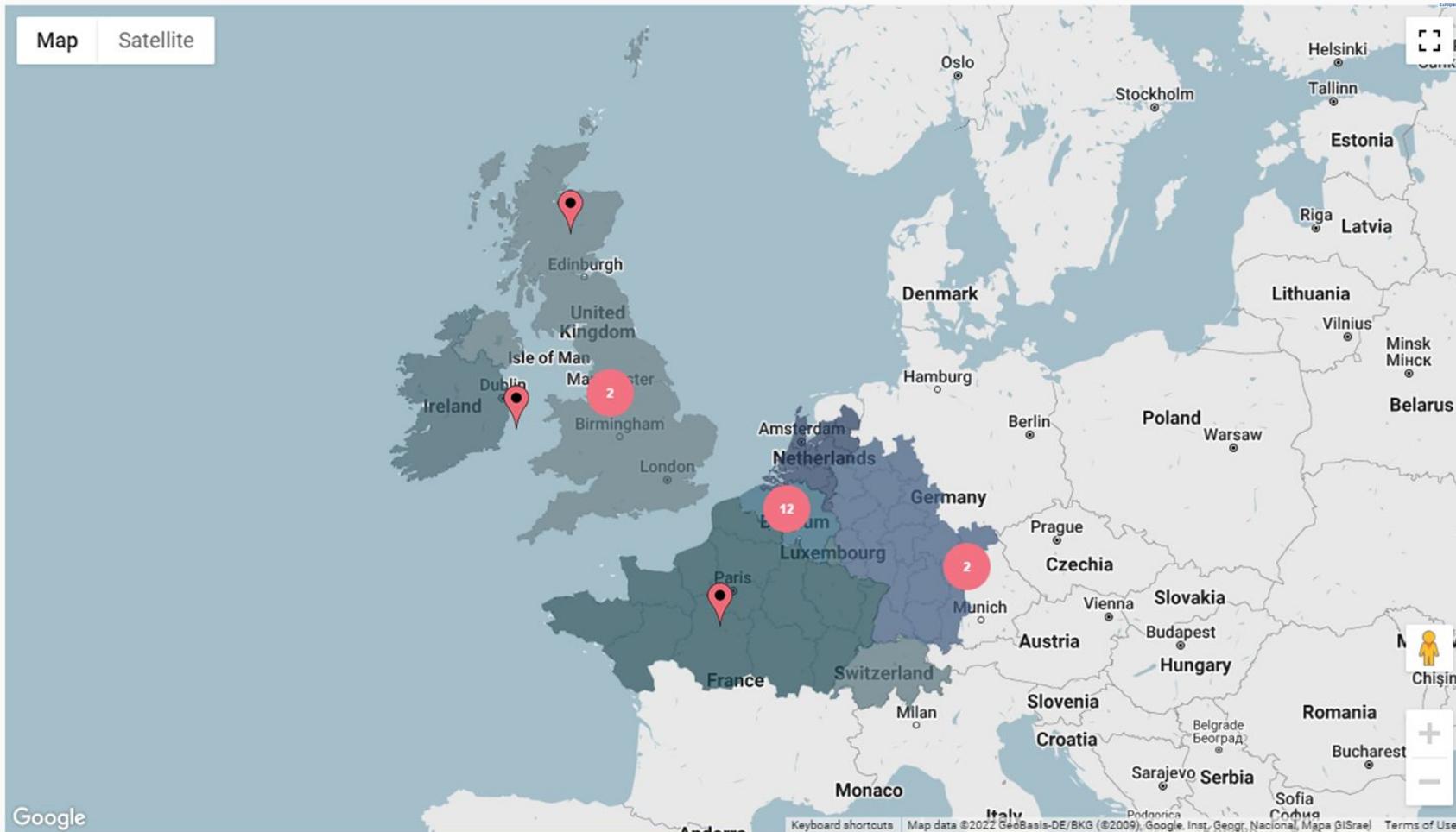


## eHUBS are...

1. 125 eHUBS
2. 10 pilot locations
3. >2500 LEV
4. Toolkit
5. Research



# Project Partners





## Coming up

1. eHUBS final conference 20-21/06
2. eHUBS planning academy - tba
3. eHUBS blueprint



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# Business models for shared mobility

**Bram Seeuws**



## AGENDA

- 1. Autodelen.net**
- 2. Operational models**
- 3. Pricing models**
- 4. Key elements for profitability**
- 5. City vs. countryside**
- 6. Conclusion**





## Autodelen.net

We promote and support the **alternate use of transport modes**. We want to meet everyone's mobility needs **efficiently** with a **minimum of space occupation, optimum use of raw materials** and a positive impact on the **quality** of our **living environment**.

Part of Flemish Mobihub association







← BACK TO ONE FIETSEN



→ FREE FLOATING FIETSEN



← BACK TO MANY (POOL STATIONS) FIETSEN



## AUTODELERS EN DEELWAGENS IN BELGIË per vorm van autodelen

DECEMBER  
2021



### AANTAL AUTODELERS



TOTAAL  
**194.005**



ROUNDRIP  
autodelen

**65.792**

WAARVAN  
47.764

ACTIEF IN 2021



PARTICULIER KOSTENDELEND  
autodelen

**16.002**

WAARVAN  
5.092

ACTIEF IN 2021



FREEFLOATING  
autodelen

**112.211**

WAARVAN  
34.889

ACTIEF IN 2021

### AANTAL DEELWAGENS



TOTAAL  
**4.645**



ROUNDRIP  
autodelen

**2.225**

WAARVAN  
458

ELEKTRISCH



PARTICULIER KOSTENDELEND  
autodelen

**1.520**

WAARVAN  
52

ELEKTRISCH



FREEFLOATING  
autodelen

**900**

WAARVAN  
300

ELEKTRISCH

## RITTEN IN BELGIË per vorm van autodelen

DECEMBER  
2021



### AANTAL RITTEN

TOTAAL  
1.107.390



ROUNDRIP  
autodelen

724.596



PARTICULIER KOSTENDELEND  
autodelen

52.556



FREEFLOATING  
autodelen

330.238

### GEMIDDELDE DUUR RIT (IN UUR)

TOTAAL GEMIDDELDE  
6 UUR 20 MIN



ROUNDRIP  
autodelen



PARTICULIER KOSTENDELEND  
autodelen



FREEFLOATING  
autodelen

### GEMIDDELDE AFSTAND RIT

TOTAAL GEMIDDELDE  
45,9 KM



ROUNDRIP  
autodelen

56,5 KM



PARTICULIER KOSTENDELEND  
autodelen

111 KM



FREEFLOATING  
autodelen

12,3 KM

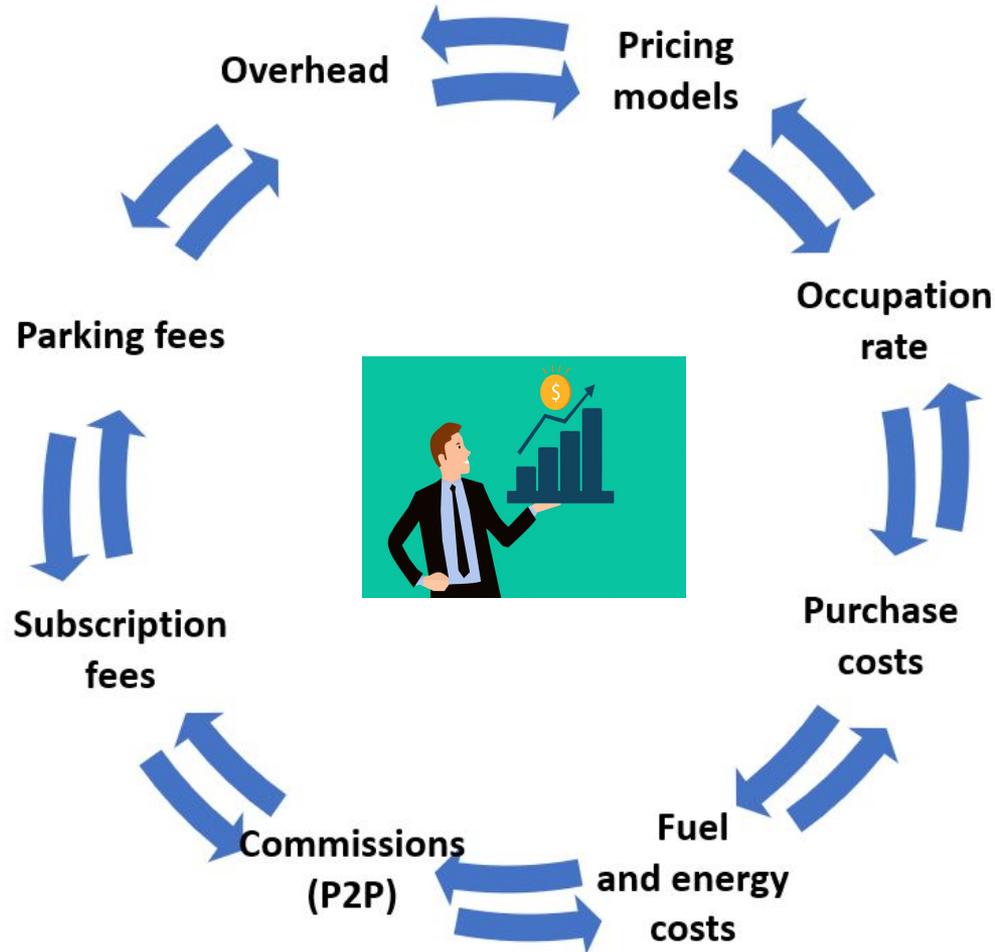


## Pricing models

1. Per minute, hour, ½ day or day
2. Per distance (km)
3. Per energy consumption (kW)
4. Subscription fee
5. Starting costs
6. ...

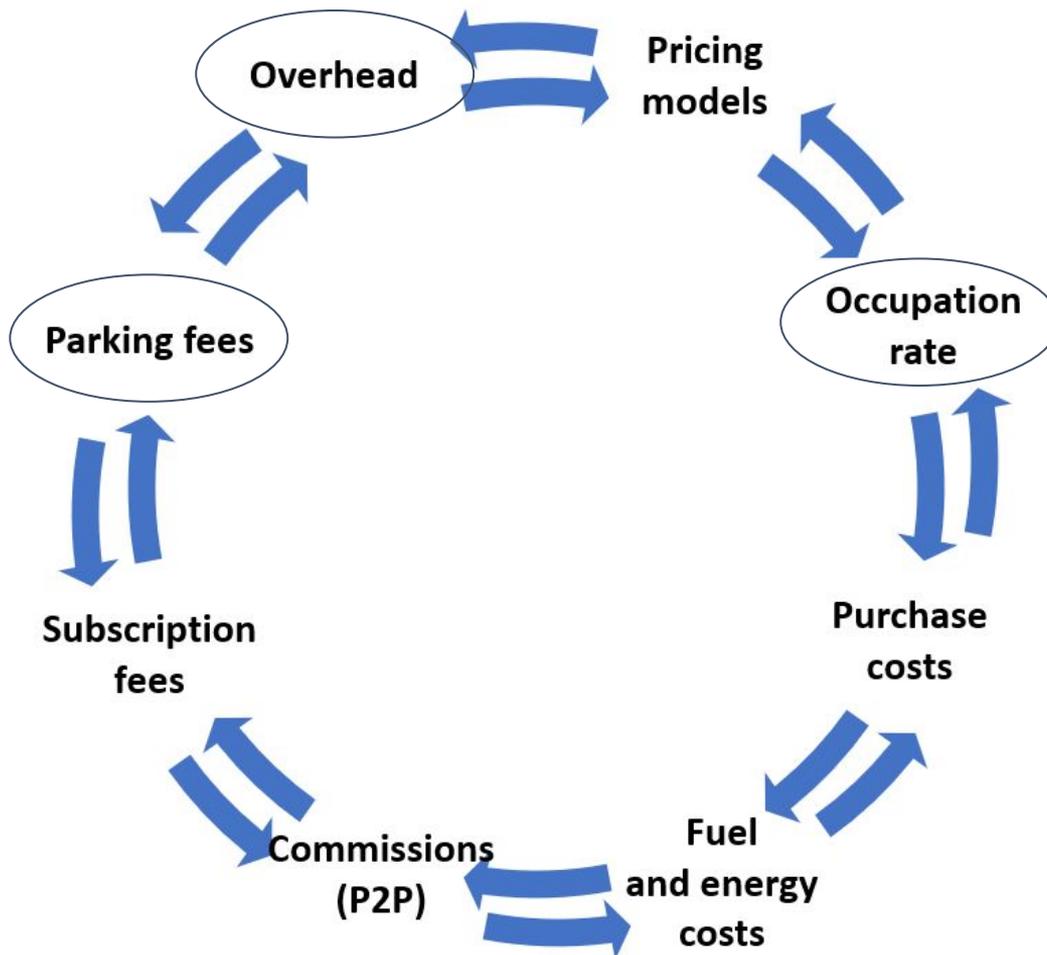


# Key elements for profitability

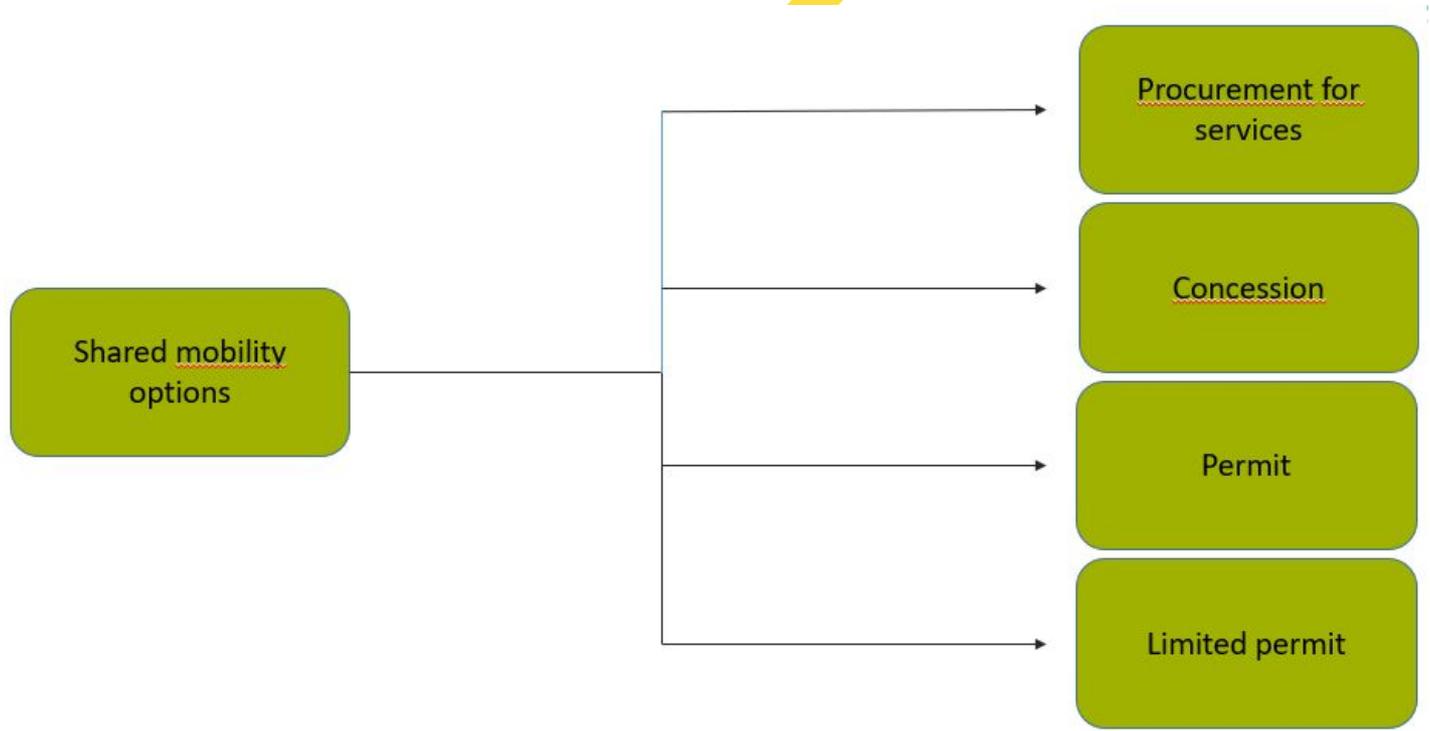


	Fleet size	Rides per vehicle per day (indicative)	# active users (per month)
Urbee (sept-oct '21)	26	0,22	Sept: 81 Oct: 57
Cargoroo (2021)	30	0,48	Oct: 168 Nov: 141
Blue-bike (2021)	124	0,44	From 1078 (feb) to 3049 (oct) users per month (2021)
Cambio (2021)*	129	1,25	3393 (2021)
Partago (2020)	5	0,52	64 (2021)

# Business models: cities vs. rural areas



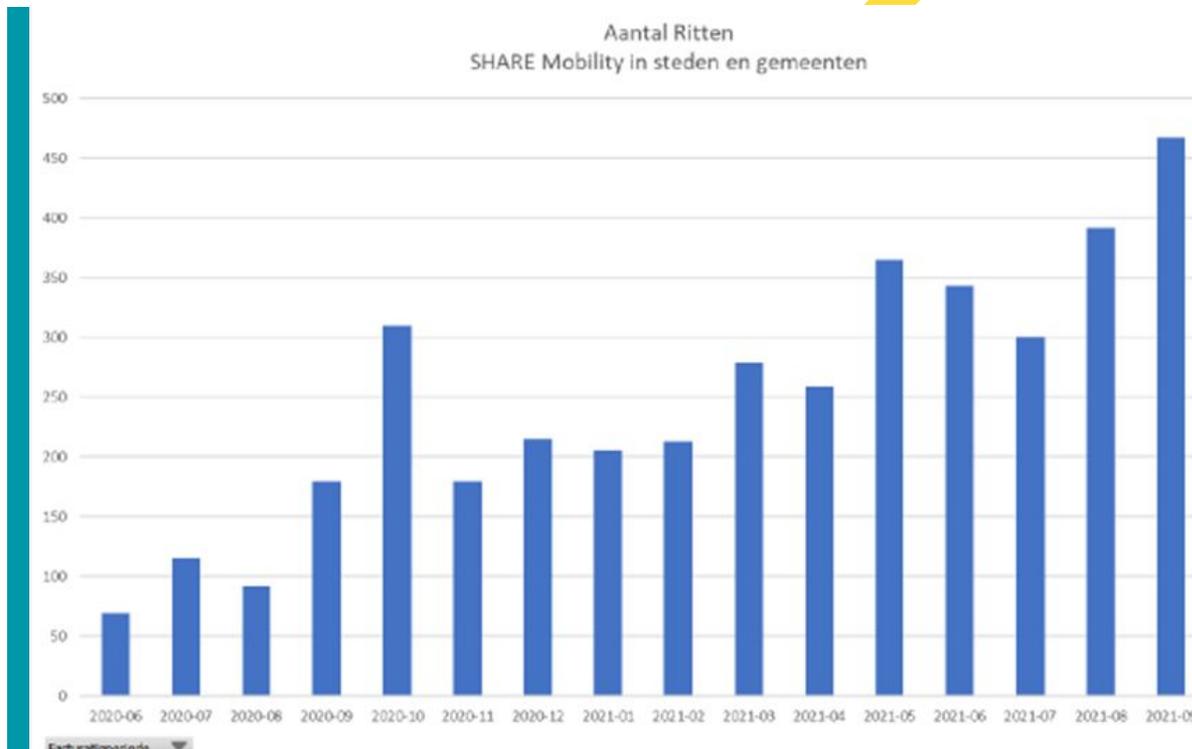
# Options



# Possibilities for rural areas: Solva



# Number of trips per month



# Possibilities for rural areas: Glabbeek



# Possibilities for rural areas: Schoten





## Conclusion: how to reach a successful business case

1. Sufficient occupation rate
2. Compatible profiles
3. Decrease purchase costs
4. Lower charging tariffs
5. Support by and cooperation with local authorities  
(financial/communication/f  
ramework)





# Thank you!

Questions?

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