

MaaS - the future of mobility

Co-mobility as MaaS Backbone

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Wocomoco 08.09.2016

Privately owned car – the most unused asset in history

Cars are expensive to use, maintain, fix, park and insure, and they are hugely underused – the average car stays parked 96% percent of the time.

Sharing it would be much more cost-efficient.

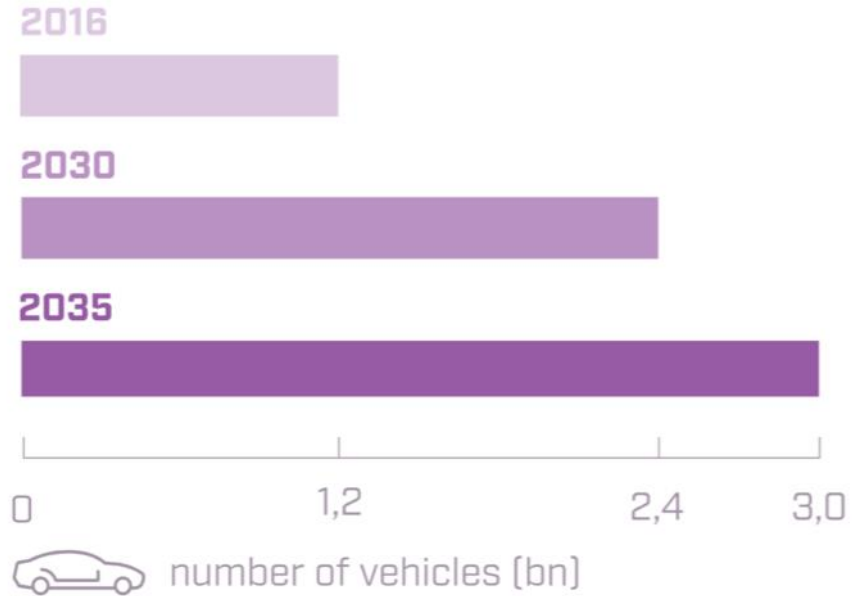
96%

A purple line-art icon of a car parked at a parking sign with the letter 'P' on it. The car is facing right, and the parking sign is on a post to its right.

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

More cars are on the way

The number of vehicles on the road globally is expected to double to 2.4 billion by 2030, and triple to 3 billion by 2035.



*Burson-Marsteller, 2016

The system doesn't work

42

HOURS PER YEAR

US urban dwellers time spent stuck in traffic jams

38

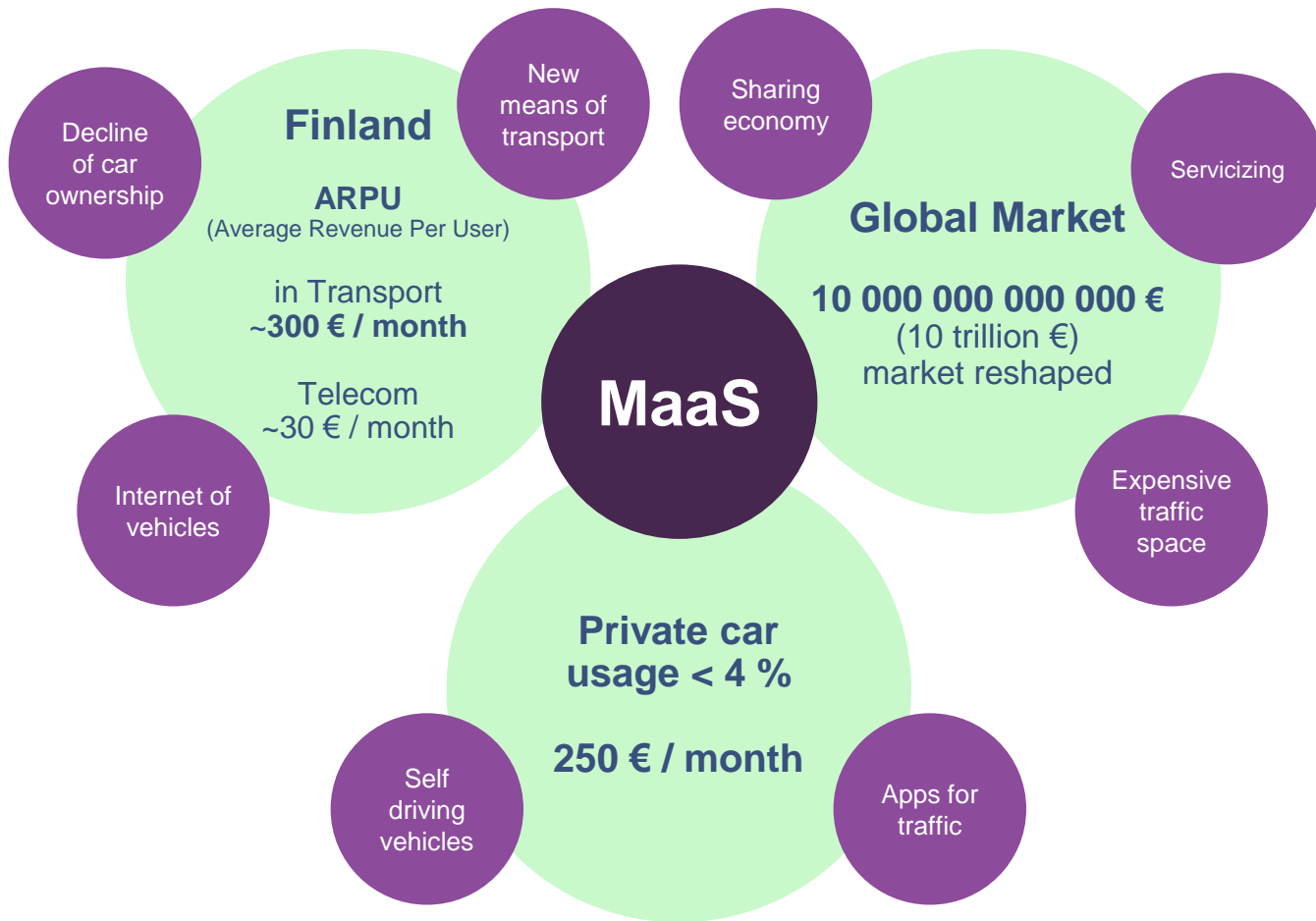
MINUTES PER DAY

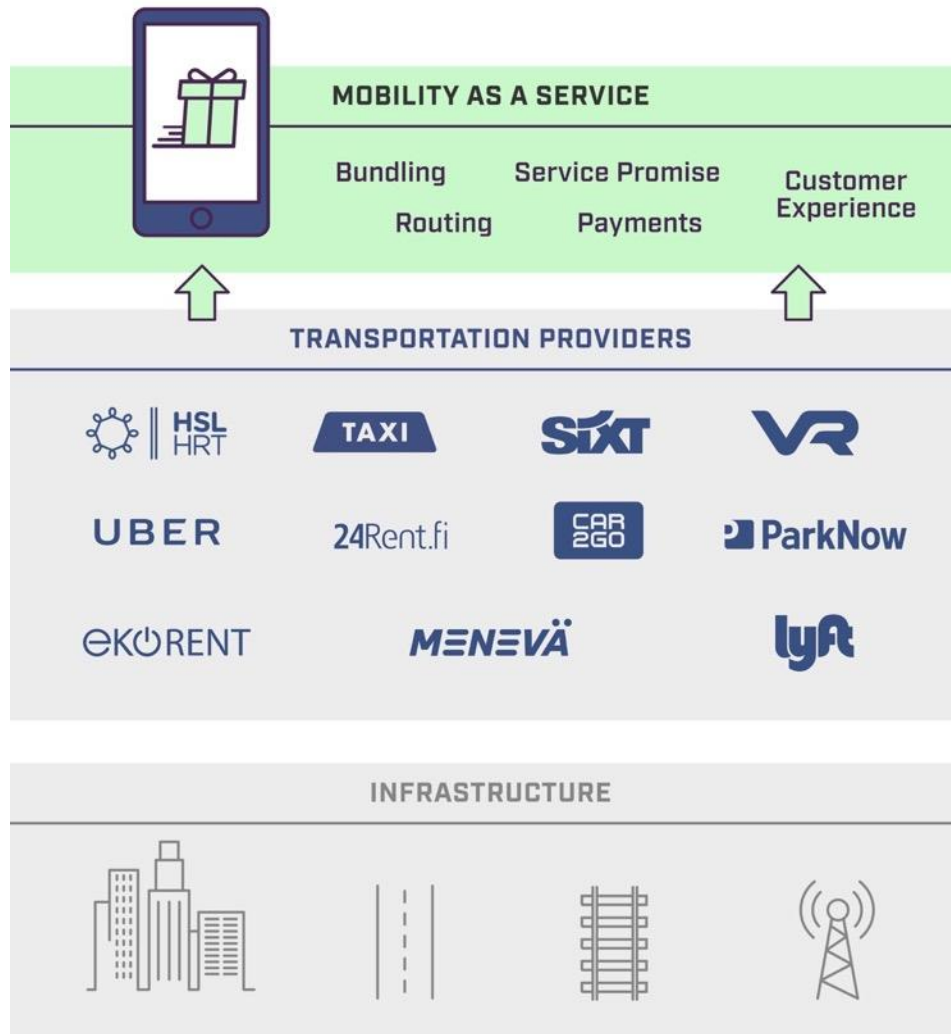
waiting time for public transport to arrive.

40%

of US public transport users are dissatisfied with the level of service.

*Burson-Marsteller, 2016





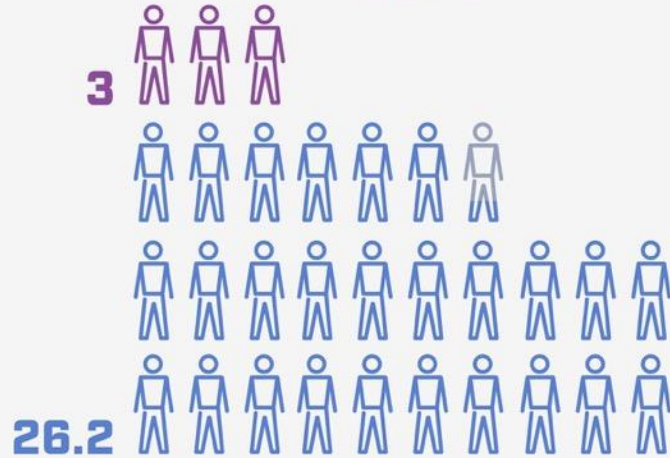
Co-mobility as MaaS backbone



Carsharing worldwide

USERS IN M

2013 ■
2020 ■



**FOR EVERY FOURTH
YOUNG ADULT
OWNING A CAR IS
NOT IMPORTANT.**

Carsharing Germany

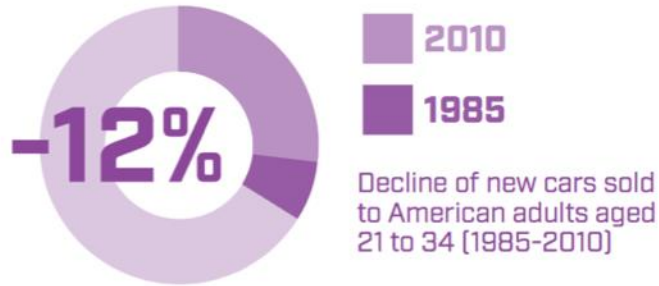
over
110 DIFFERENT PROVIDERS



30 % use more than one carsharing provider

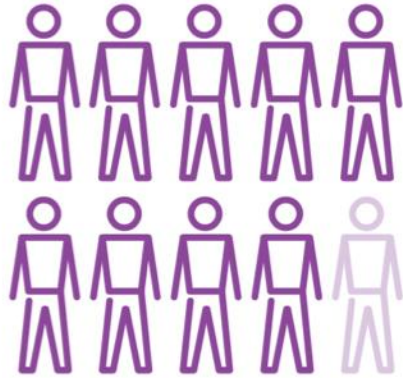
Source: <http://www.wocomoco.org/en/projekte/aktuelles-aus-der-welt-der-ko-mobilitaet/meldungen/Ait/18-07-2013.php>

The percentage of new cars sold in the US to adults between the ages of 21 and 34 was down to 27 percent in 2010, compared to 38 percent in 1985 *[The Atlantic]*.



14%
of Americans
use car-sharing
services

* Pew Research Center, 2015;** Burson-Marsteller, 2016



9/10 smartphone owners use their phone to get directions, recommendations or other information related to their location, **up from 74% in 2013.**



* Pew Research Center, 2015;** Burson-Marsteller, 2016



22%, 19% and 17% have used ride sharing, accommodation sharing and service platforms respectively.



The Collaborative Effort



MOBILITY AS A SERVICE FRAMEWORK

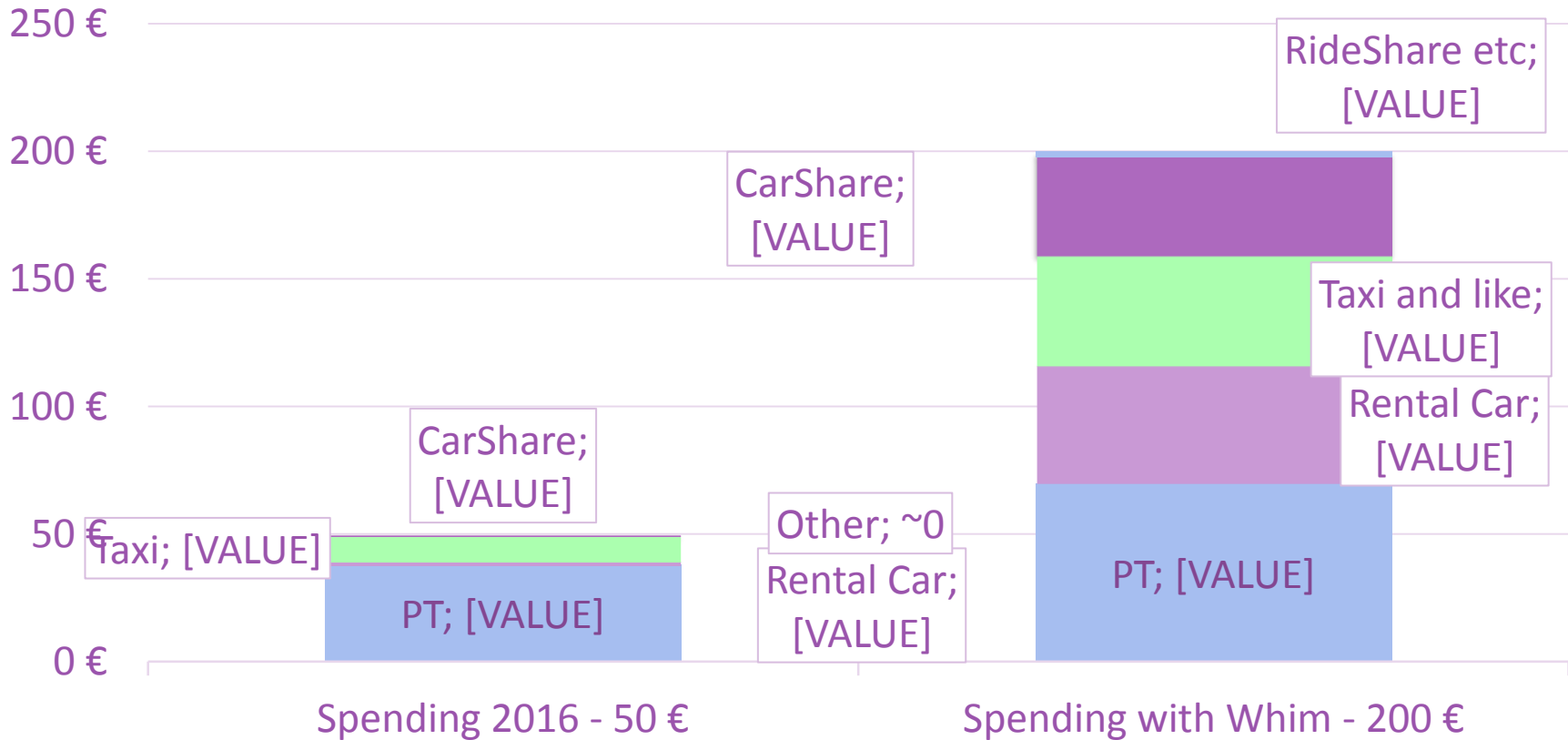


MY MOBILITY SERVICES



Spending on transportation services in 2016 – 50 €

Spending with Whim – 200 €

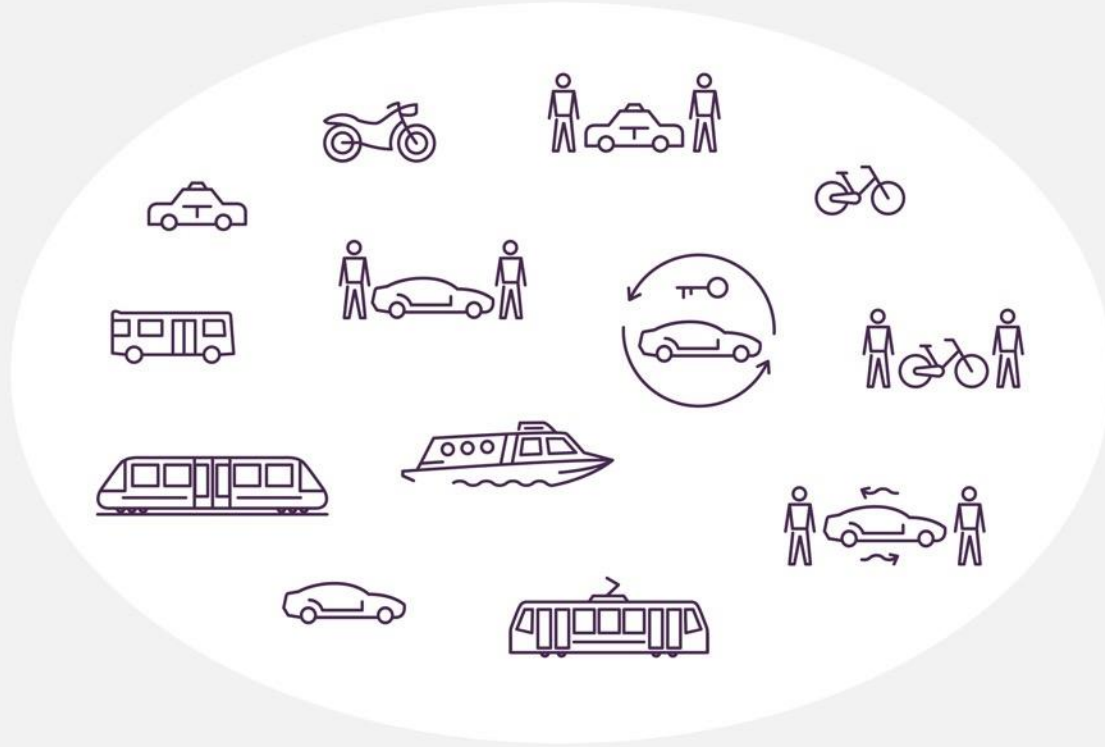




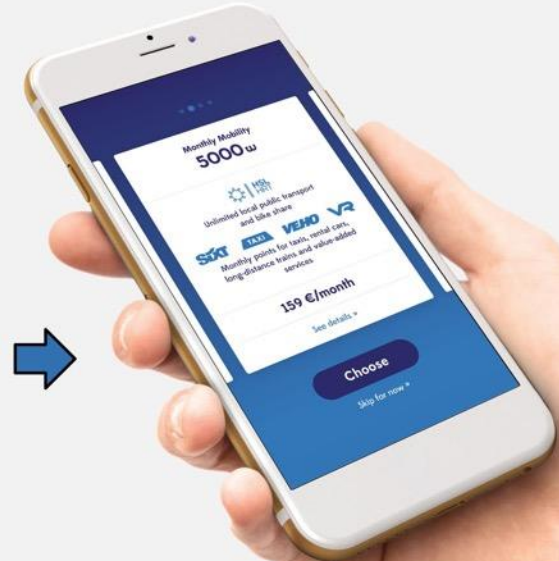
Introducing Whim, the world's first MaaS Solution

”THE NETFLIX OF TRANSPORTATION”

What if all transportation
was converged...



...and tailored to your need
as monthly packages?



Our product - The Netflix of Transport



On a whim travel

- For tourists visiting town
- For potential new users seeking to trial the service
- Single route tickets, day trips.
- Pay-as-you-go, starting from €3 per trip



Monthly mobility

- Frequent travellers who need several modes of transport but don't want to own a vehicle
- Starting from €89 per month, based on a quota of points
 - Public transport included



Ultimate freedom

- For career oriented middle-class and upper middle-class users with high service expectations.
 - Monthly fee e.g. €1500
- Public transport and taxis included

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

A person wearing a grey uniform is holding a set of car keys. The background is blurred, showing what appears to be a car and some greenery. The text is overlaid on the left side of the image.

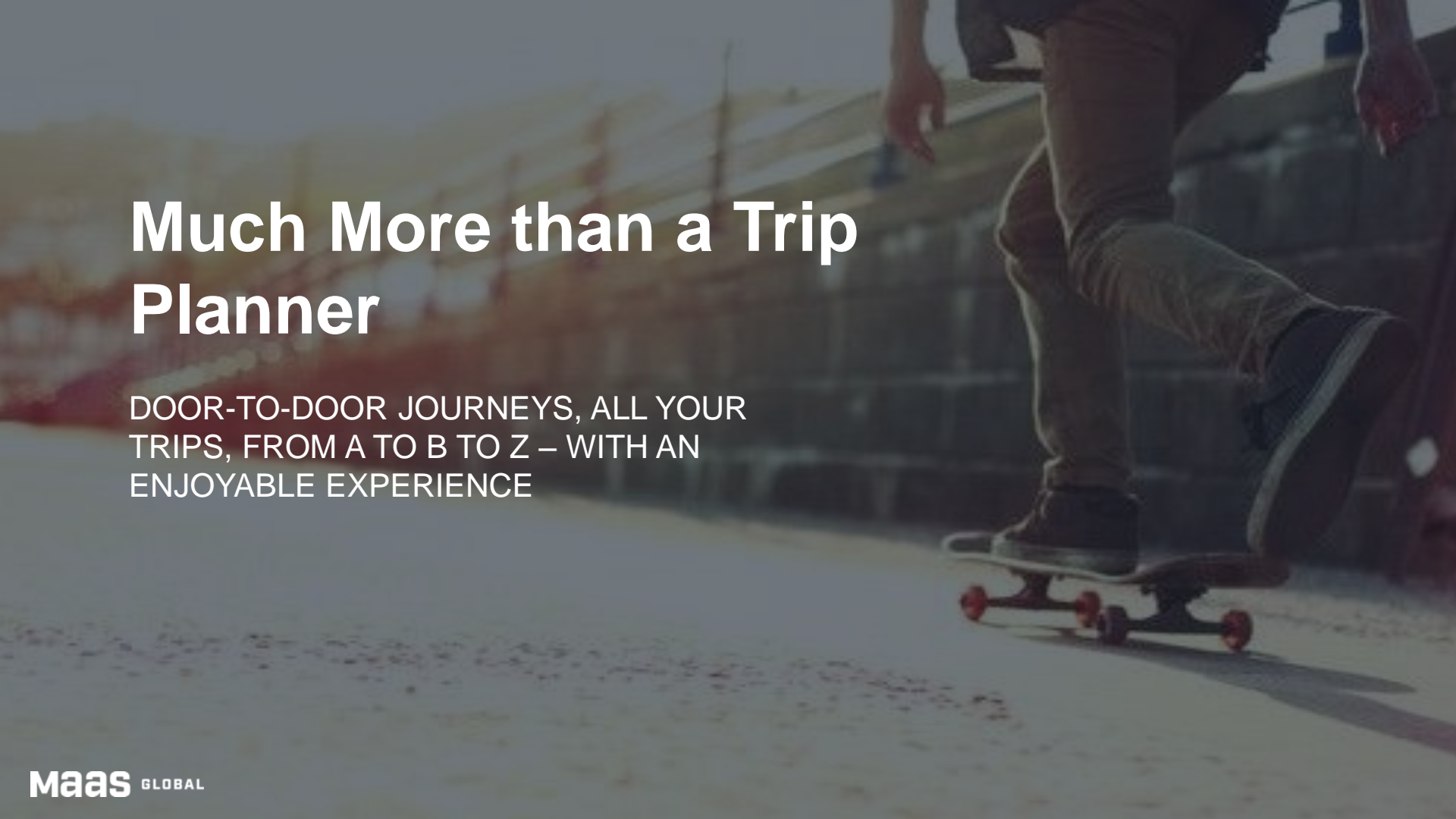
From Ownership to Experience

WHY OWN AND DRIVE AN OLD CAR –
WHEN YOU COULD USE A BRAND NEW
ONE, WHENEVER YOU NEED?

Better than Owning a Car

VARIETY OF OPERATORS AND TRANSPORT PROVIDERS, IN ONE PLATFORM, ONE SINGLE SOLUTION (APP)





Much More than a Trip Planner

DOOR-TO-DOOR JOURNEYS, ALL YOUR
TRIPS, FROM A TO B TO Z – WITH AN
ENJOYABLE EXPERIENCE



Monthly Subscription for All Transportation

PAYMENT AND TICKETING HANDLED IN
THE BACKGROUND, ALL YOUR TICKETS
IN ON PLACE

A crowd of people at a concert with their hands raised, forming a heart shape in the foreground. The background is dark with warm, golden light from stage lights.

Everything's Set at a Press of a Button

SIMPLE AND EASY CUSTOMER EXPERIENCE
AT THE CORE

All Your Mobility – One Single Solution

**Freedom from
ownership**

Access to all
transport
without the need
to own a car

Hassle free

A single app

One intuitive
app to manage
your travel
needs

User friendly

**Increased
efficiency**

Increased
utilization rate
and route
optimization
with on-demand
routing

Saves money

Maas GLOBAL

SEE WHIM LIVE IN 2016

www.whimapp.com

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