



Mobility as a Service The End of Car Ownership?

Jonna Pöllänen / Collaboration Manager / MaaS Global Ltd

Twitter: @jonnapollanen, @WhimHQ / @maas_global



A close-up photograph of a person's hand holding a set of car keys. The person is wearing a light-colored jacket over a grey t-shirt. The background is blurred, showing what appears to be an outdoor setting with greenery and a building. The text is overlaid on the image in a large, white, sans-serif font.

**What would it take for you to
give up your own car?**



drivy

DriveNow



enterprise



CAR 2GO

ofo

SIXT



Gett



Hertz



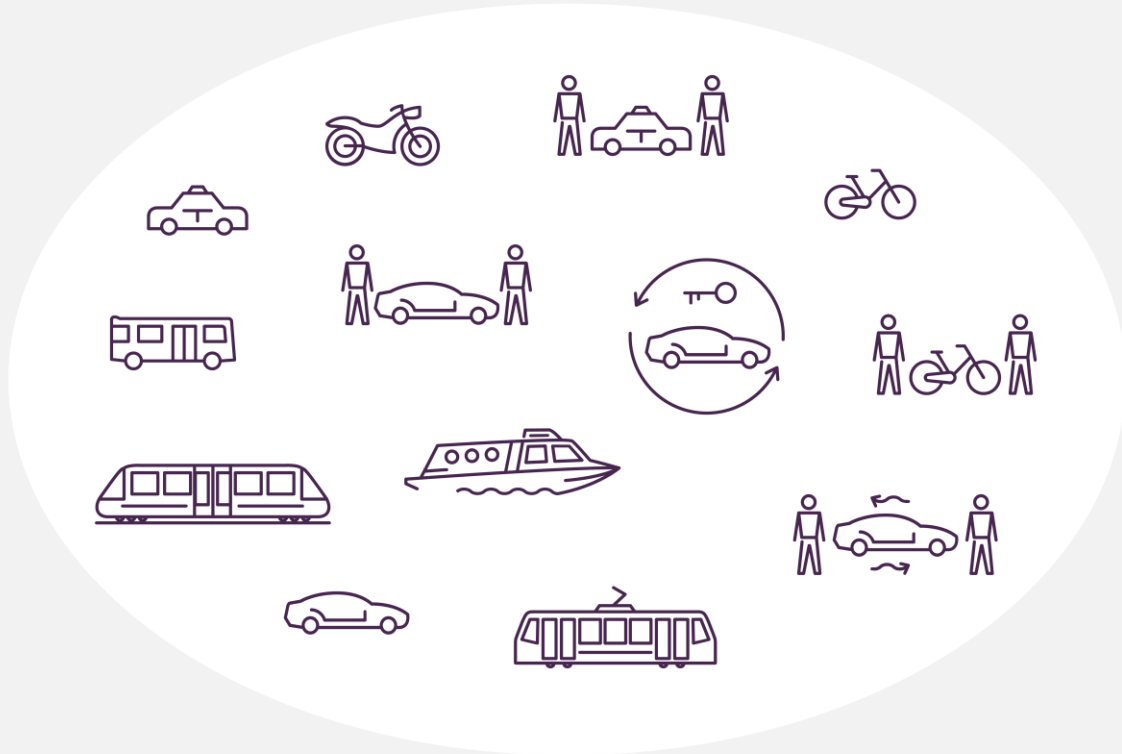
whim.


foodora



What if all transportation was converged...

...and tailored to our needs as monthly packages?



A vintage open-top car, possibly a Model T, is parked on a dirt road. Two people, a man and a woman, are standing next to the car. The man is wearing a suit and a hat, and the woman is wearing a long coat and a hat. The car has large spoked wheels and a prominent front grille. The background shows a stone wall and a wooden fence.

**Mobility as a Service to
become a same **mobility
insurance** as car currently is**



Sources: Kauppalehti, World Bank, World Health Organisation, Inrix, European Commission, Eurostat, Frost & Sullivan





**There is a group of
underserved people**

The must haves for **previous generations** aren't as important for Millennials





Access, not ownership

It's not just homes: Millennials have been reluctant to buy items such as cars, music and luxury goods. Instead, they're turning to a new set of services that provide access to products without the burdens of ownership, giving rise to what's being called a "sharing economy."

"25 YEARS FROM NOW, **CAR SHARING WILL BE THE NORM,**
AND CAR OWNERSHIP AN ANOMALY."

- **Jeremy Rifkin**, Author and Economist

Source: Goldman Sachs Global Investment Research

The dream of tomorrow is not just
open highways, it **is open world**

whim.

From car ownership to Freedom of Mobility



Today:
car ownership with all related
inconvenience



Tomorrow:
Ultimate Freedom with variety of
services worldwide

Mobility Operator to Cover All Your Mobility Needs

15 minutes package for 135 € / month:

- 15 minutes from call to pick up with no more than 15 minutes delay compared to driving.
- No parking hassle

Business world package for 800 € / month:

- 5 minutes pickup in all EU
- Black car status everywhere
- Working conditions guaranteed

Family package for 1 200 € / month:

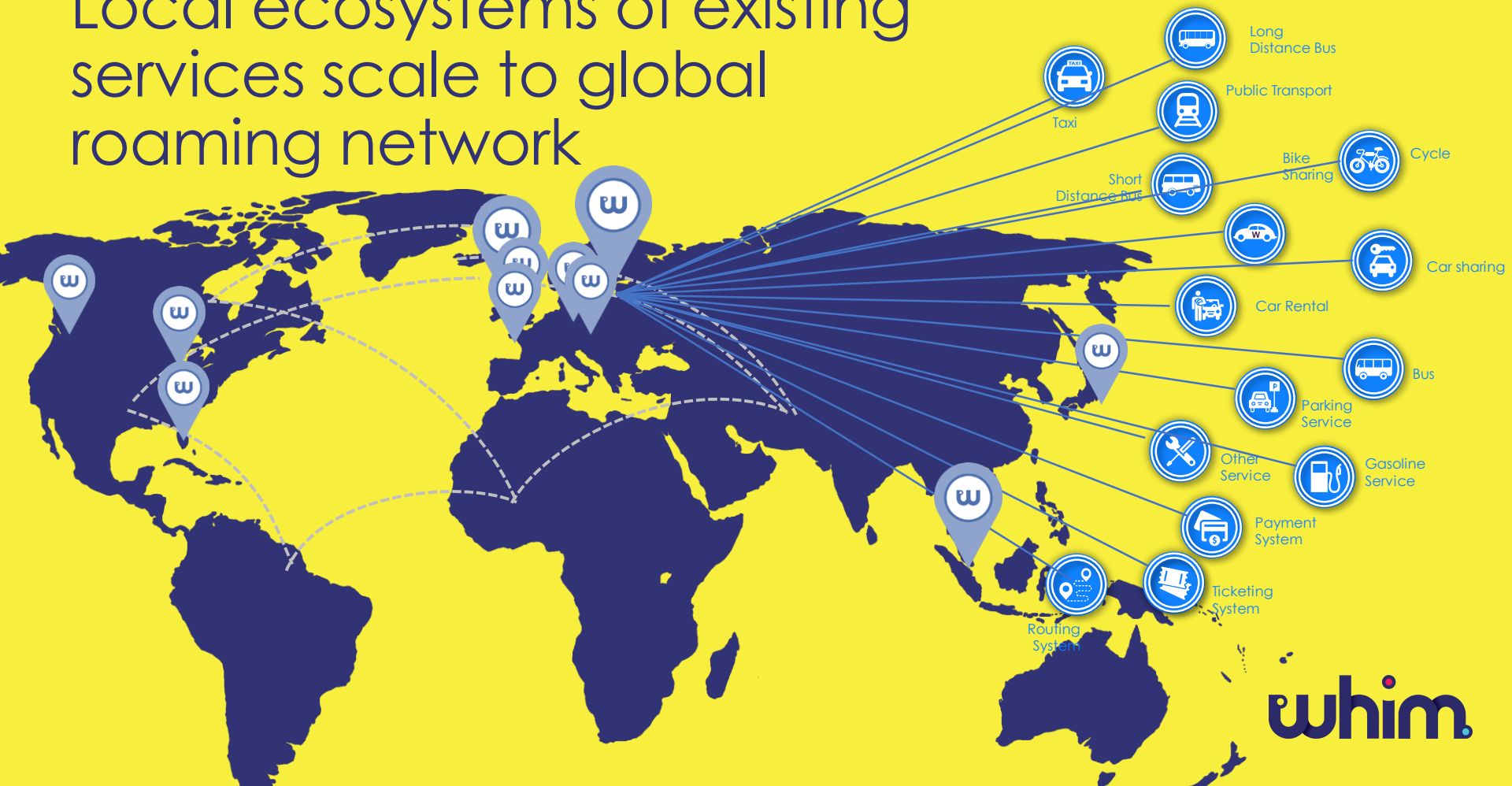
- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included

Cup of tea guarantee

- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- November special rides



Local ecosystems of existing services scale to global roaming network



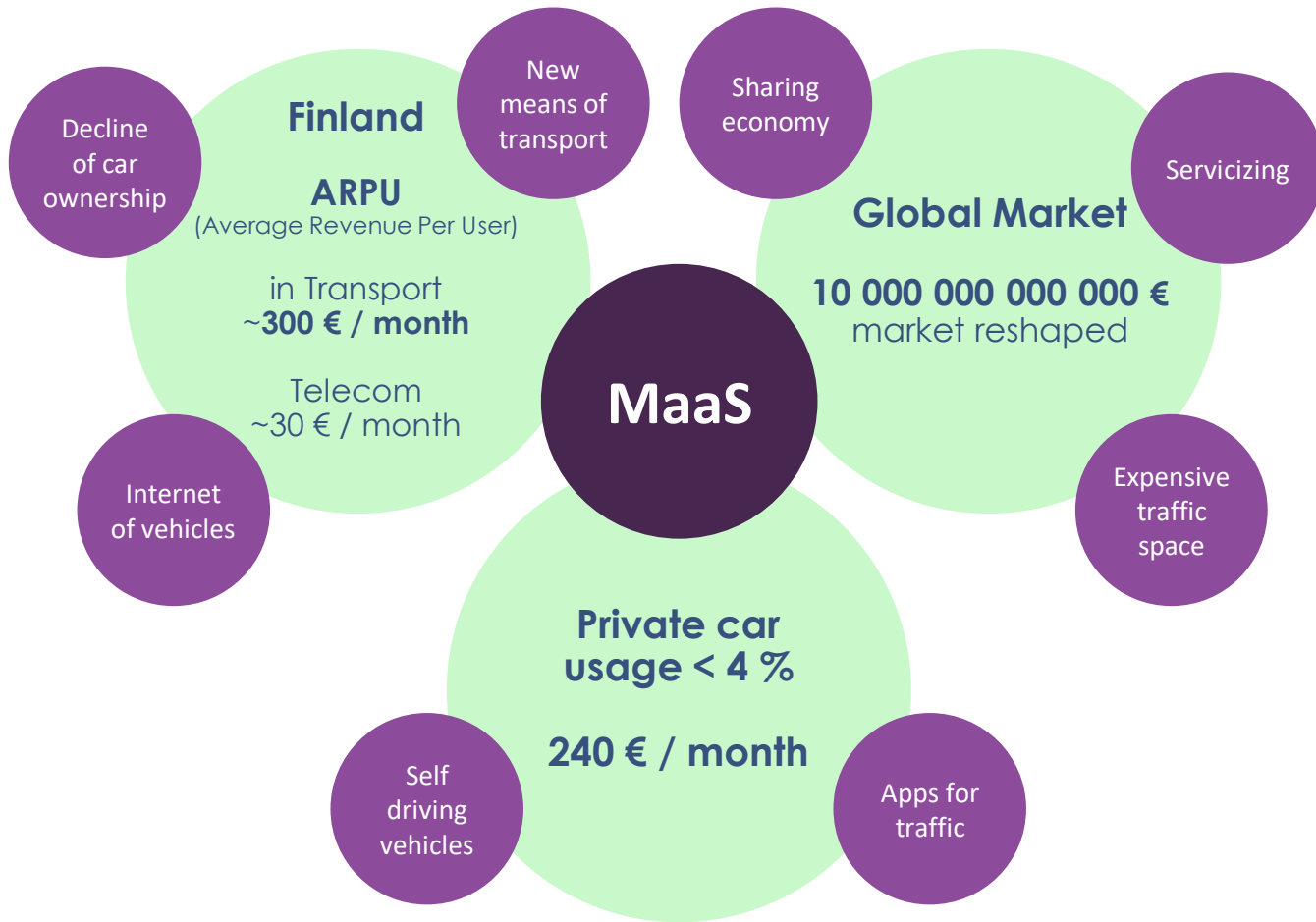
Revolution in telecom - same to happen in transportation?



Over 800 telecom operators worldwide according to GSM Association.

Market potential is **10X bigger**
than in telecom market

whim.



Transportation is being hit by a
DIGITAL TSUNAMI



“Via raises \$250M led by Daimler to bring its carpooling technology to Europe.”

4.9.2017 TechCrunch

“Start-up raises £14m to trial driverless taxis on London's streets.”

6.9.2017 The Telegraph

”Turo raises \$92M and acquires Daimler’s Croove car-sharing business.”

6.9.2017 TechCrunch

”Volkswagen Group is getting into the ride-hail game with a \$300 million investment in Uber competitor Gett.”

24.5.2016 Recode

”NuTonomy raises \$16M to make self-driving taxis a reality by 2018.”

24.5.2016 TechCrunch

“Apple invests \$1 billion in Chinese ride-hailing service Didi Chuxing.”

13.5.2016 Reuters

A close-up photograph of Bill Ford, Ford Executive Chairman, speaking at a podium. He is wearing a dark blue suit jacket, a white dress shirt, and a blue and white striped tie. He has a serious expression and is looking slightly to the left of the camera. The background is dark and out of focus.

**”Our new transportation
revolution will be like going
from horses to cars.”**

Bill Ford, Ford Executive Chairman
19.2.2016 Business Insider

ABI Research Forecasts Global Mobility as a Service Revenues to Exceed \$1 Trillion by 2030

London, United Kingdom - 12 Sep 2016

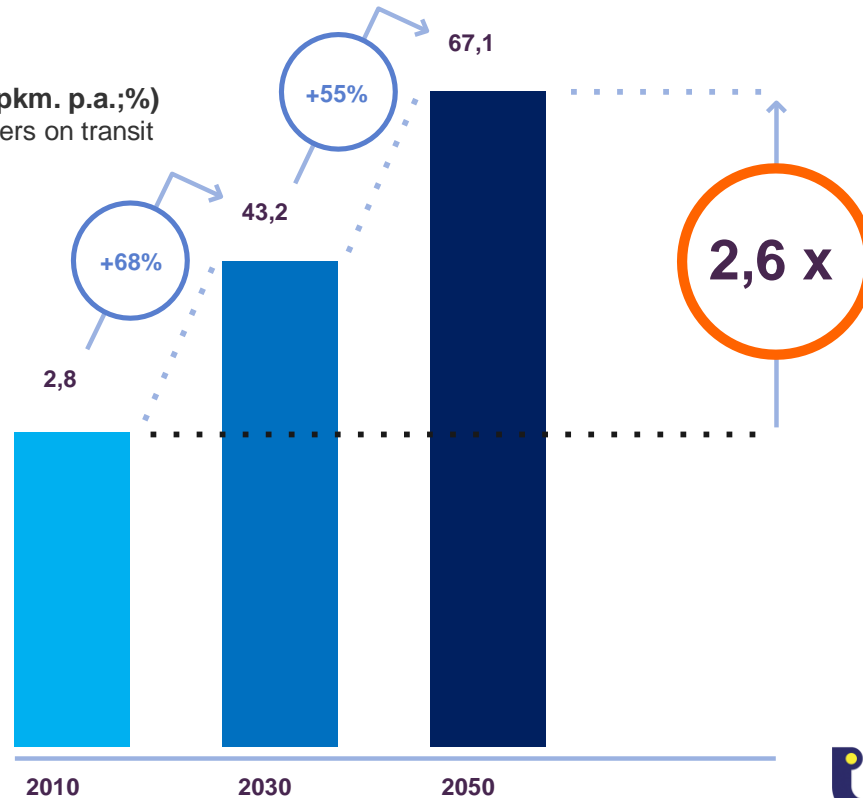
Share:   

Mobility as a Service (MaaS), which provides aggregated, single account, on-demand multimodal transportation services in a seamless and convenient way, is quickly gaining momentum. ABI Research forecasts global MaaS revenues will exceed \$1 trillion by 2030. Its anticipated disruptive impact on traditional transportation modes like car ownership, buses, trains, aviation, taxis, and rental cars is stirring up not just the automotive but also the entire transportation industry.

The logo for 'whim' is written in a dark blue, lowercase, sans-serif font. The letter 'w' has a small yellow dot above its first vertical stroke, and the letter 'i' has a small red dot above its vertical stroke.

Urban mobility demand will explode

Urban mobility demand 2010-2050 (trillions pkm. p.a.;%)
PKM = Passenger-kilometre travelled by passengers on transit vehicles



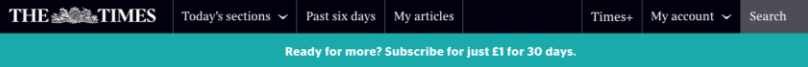


手机APP发

SUR LE WEB



Transport as a service
It starts with a single app



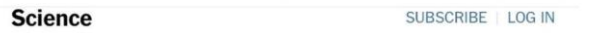
Ready for more? Subscribe for just £1 for 30 days.

Transport me to a time when getting around town is not such a headache

SATHNAM SANGHERA



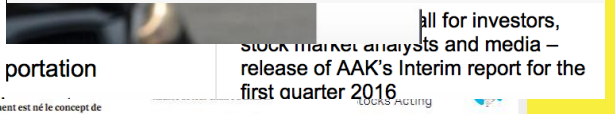
Some time ago, when people were just beginning to get excited about how self-driving cars would change the world, I asked a manufacturer if they could stick me in a development model. Flights were booked to the other side of the planet, a photographer was arranged, but the day before departure a PR threw 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”.



A Slow Ride Toward the Future of Public Transportation

Through an app called [Whim](#), MaaS Global lets customers order transportation from point A to point B and then guarantees it will provide it, using a combination of trams, buses, taxis, rental cars and car-sharing services.

“You’re covered,” said Sampo Hietanen, the chief executive of MaaS Global. “You can just



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l'eau demer

public mais l'ensemble de la mobilité, expli- en centre-ville.

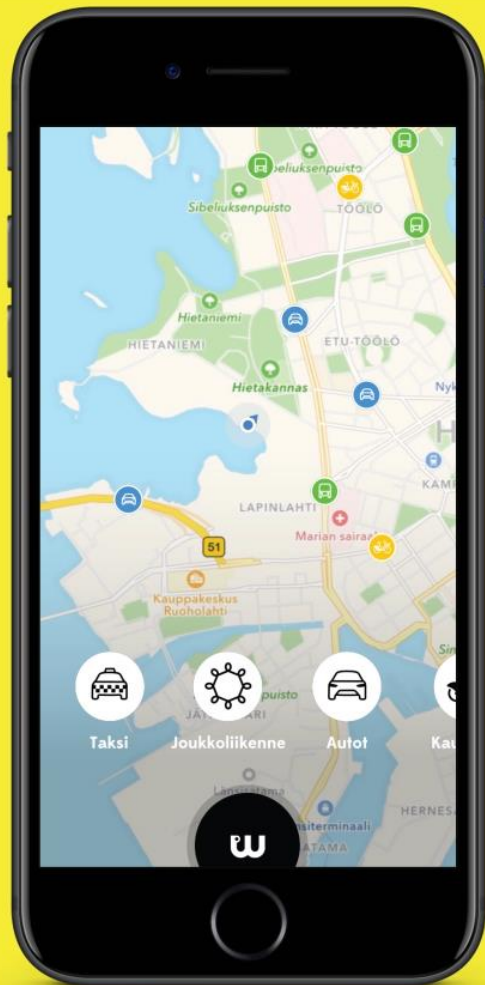
Comment est né le concept de

managery

15 minutes package for 135 C/ month:

whim.

"Your every move
on a whim."



whim.



whim.



whim.

SIMPLE AND EASY CUSTOMER EXPERIENCE

From ownership to experiences

Why own and drive an old car –
when you could use a brand new
one, whenever you need?

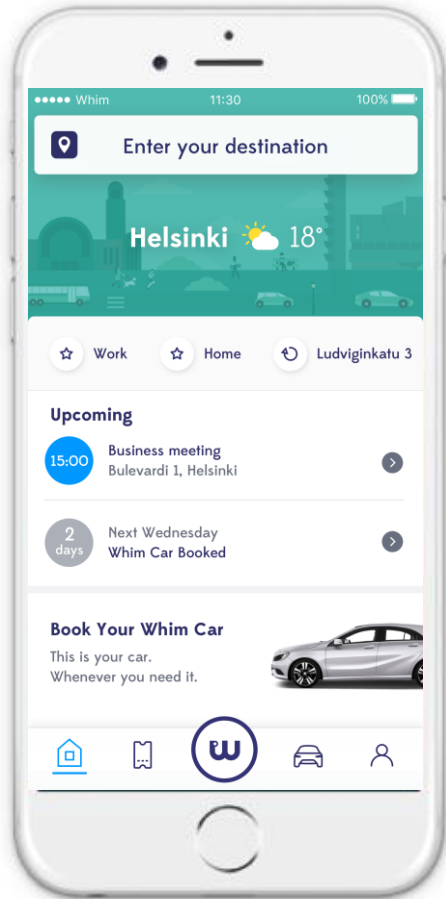
The Whim app – the User Focus



Whim has been designed with the users, for the users, from day one

- Methods for design include co-creation workshops, user journey mapping, stakeholder interviews, in-depth user sessions, rapid prototyping, user sentiment analysis – as well as business case analysis and statistical analysis
- Users have been categorized into peer review groups, alpha users, friendly users, beta users and commercial (live) users

One app, one account

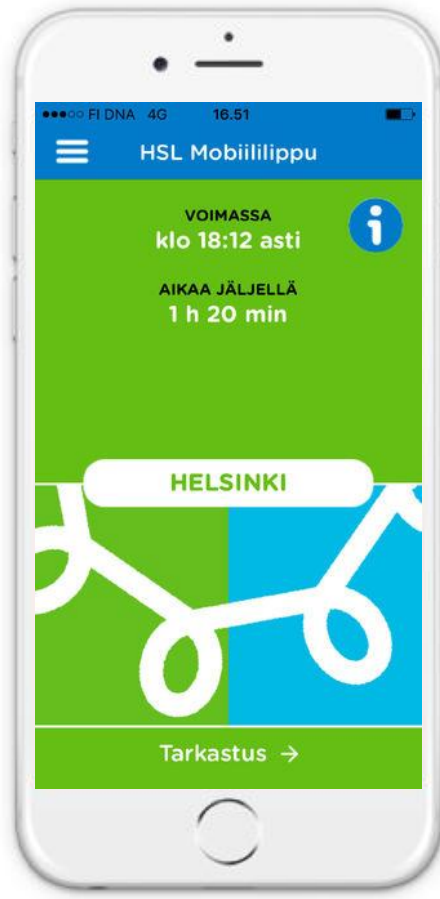


TAKSIHELSENKI
Siellä Missä Sinäkin

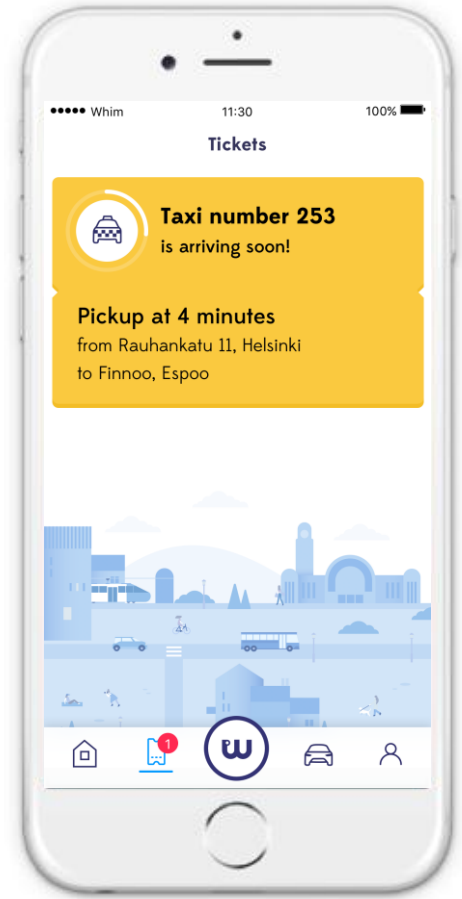
LÄHITAKSI

VEHO

Bookings, tickets and in-app payments



Route planning, real-time information



Multimodality

Monthly subscriptions (pre-paid trips) or pay-as-you-go



THE BEST SERVICE WITH THE BEST GLOBAL POTENTIAL IN FINLAND 2017

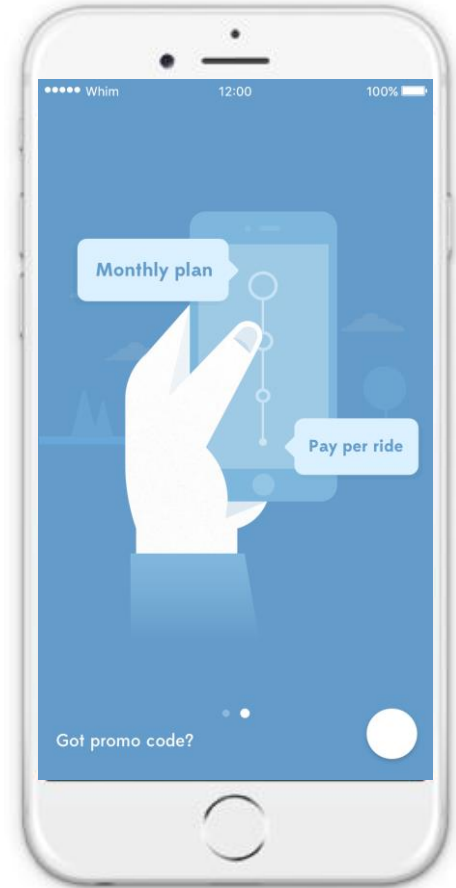
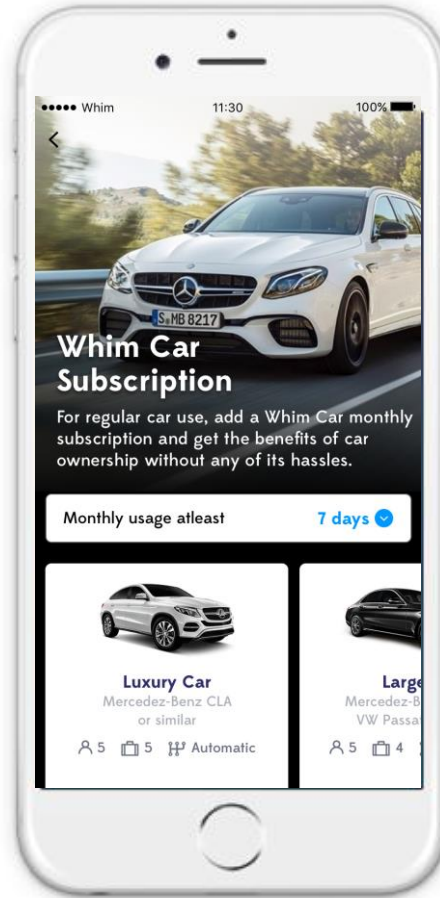
NORDIC SMART CITIES



reddot award
communication design



VUODEN HUIPUT



The world's first unlimited travel package including payments

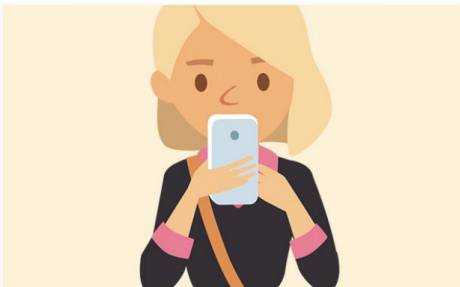


Whim to Go

0€

per month

For those who want to try Whim first or simply don't travel that much. Pay per ride, no commitment, no surcharges.



Whim Urban

49€

per month (cancel any time)

INTRODUCTORY OFFER

For regular travellers who could use the flexibility of a taxi or car occasionally.



Whim Unlimited

499€

per month (cancel any time)

INTRODUCTORY OFFER

Modern alternative for owning a car. At the price of owning a car you get unlimited access to public transport, taxi or a car according to your daily need.

whim.

Winner of the European Startup Prize



**European
Startup
Prize** for mobility



whim.

The Team



Transport moves us, but it
doesn't move *with* us.



national express **West Midlands**



Midland Metro
operated by national express

easyCar club

TfWM

nextbike



WEST MIDLANDS
COMBINED AUTHORITY

Gett

A long-exposure photograph of a city street at night. The street is lined with tall buildings and trees. Light trails from cars are visible on the road, and some windows in the buildings are lit up. The overall scene is dark with some warm light from street lamps and building windows.

How to make it happen?

What does a MaaS operator need?

- **Step 1: Contracts between transportation providers and MaaS operators to buy transportation from at least:**
 - Public transport (urban, intercity)
 - Taxi or taxi-like service
 - Access to car (car share, car rental etc.)
- **Step 2: API's allowing 3rd party service providers including**
 - Information about transportation services (timetables, routing, locations, disturbances etc.)
 - Background payment, hailing, ticketing, validation.
- **To learn more about technical integrations for MaaS, go to:**
www.maas-api.org
- **No need for city financing, just co-operation and active enabling**
- **If a city or government wants to speed MaaS, incentivize the end-user**



THANK YOU

Jonna Pöllänen
Collaboration Manager
jonna.pollanen@maas.global
+358 50 3379 382

www.whimapp.com
www.maas-api.org