

w|hinm.

WILL MOBILITY-AS-A-SERVICE CHANGE THE GAME?



What I will talk about today

What is Mobility-as-a-Service?

- **Maas Concept**
- **Whim – Helsinki and West Midlands**
- **Whim – expansion plans**

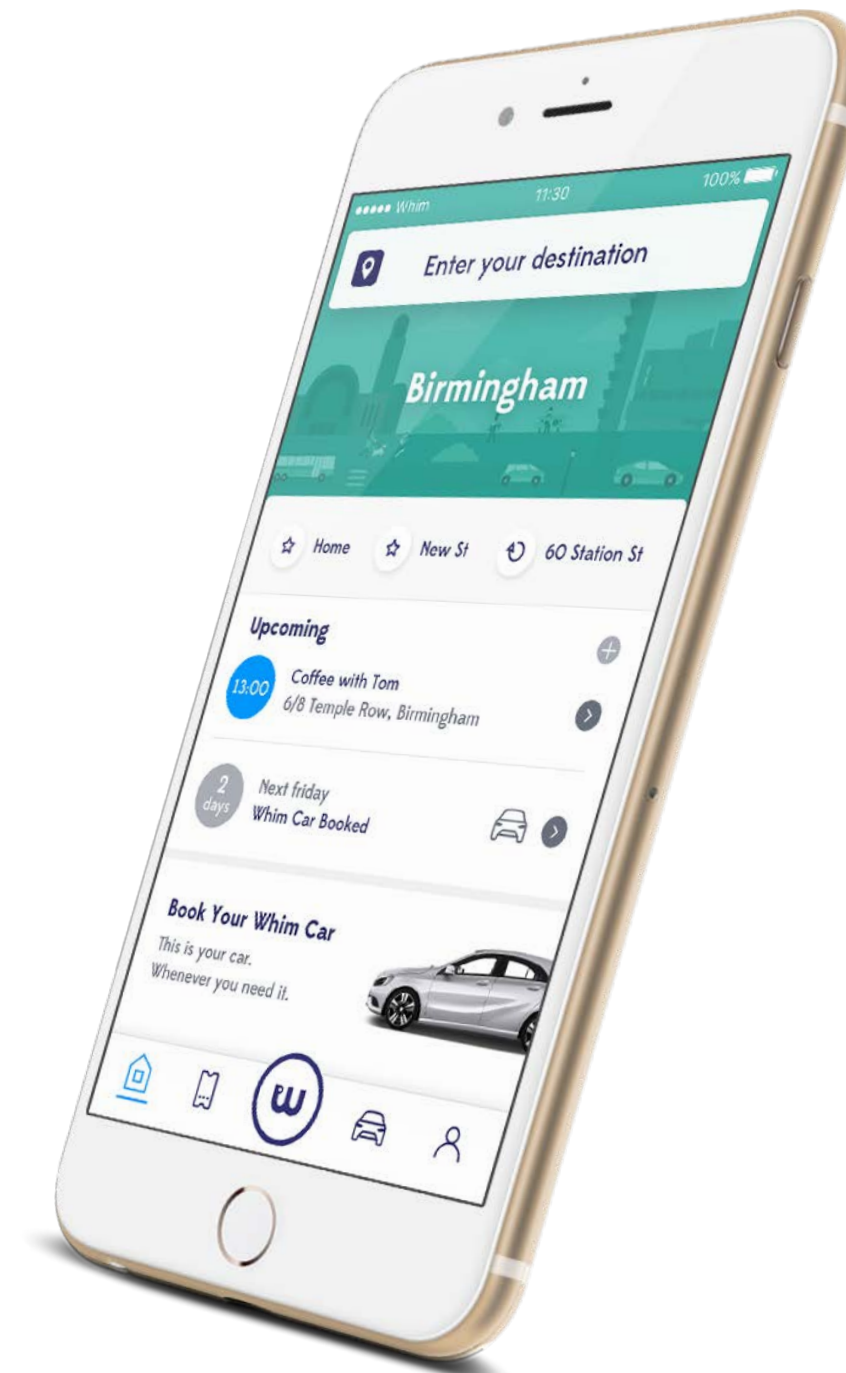
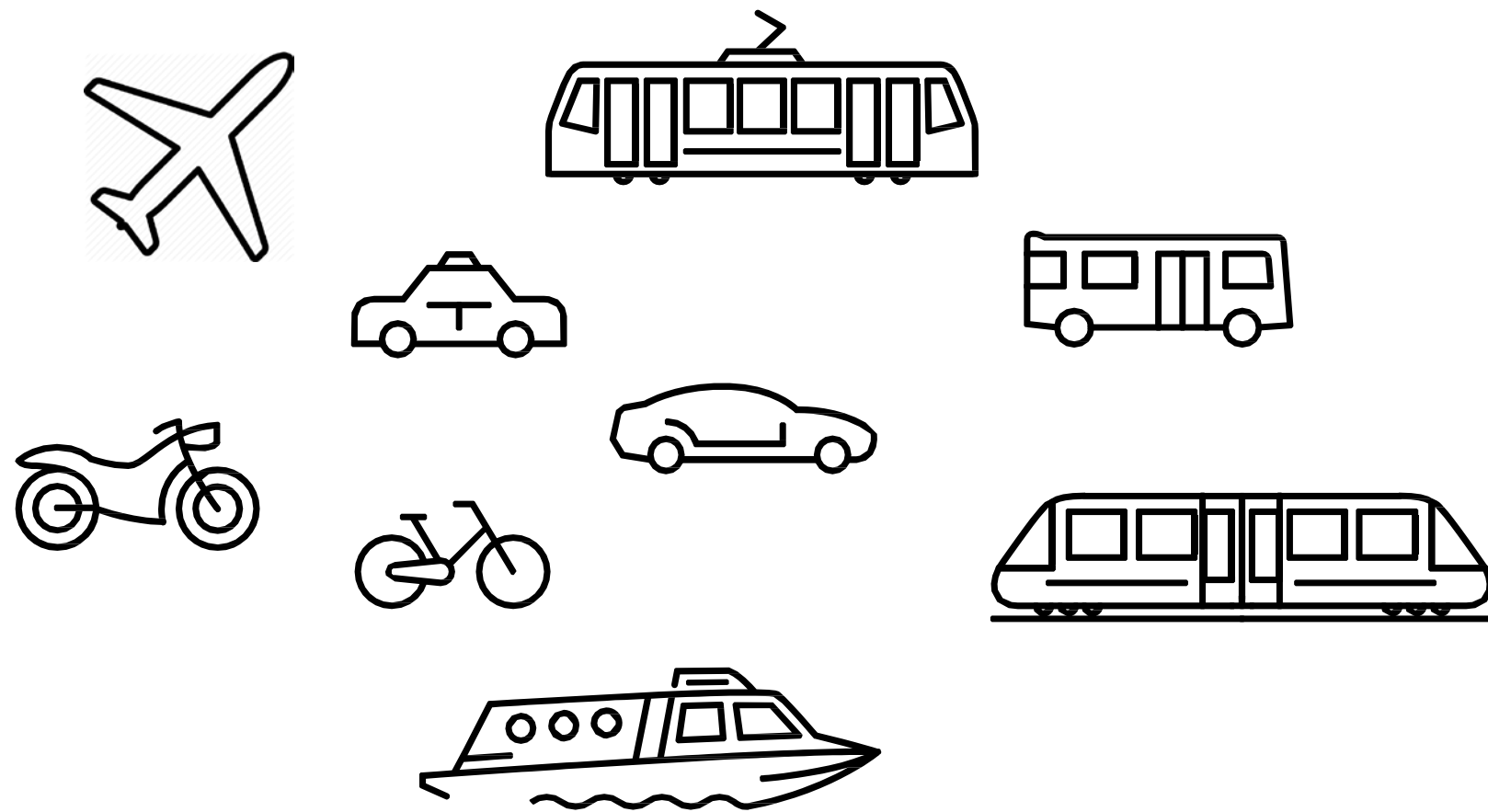
What does this mean?

- **How will the growth of MaaS change the game?**
- **What is happening in government policy re MaaS?**
- **What will be the role of the car in the bigger mobility picture?**

What is Mobility as a Service? The Spotify/Netflix of Transportation

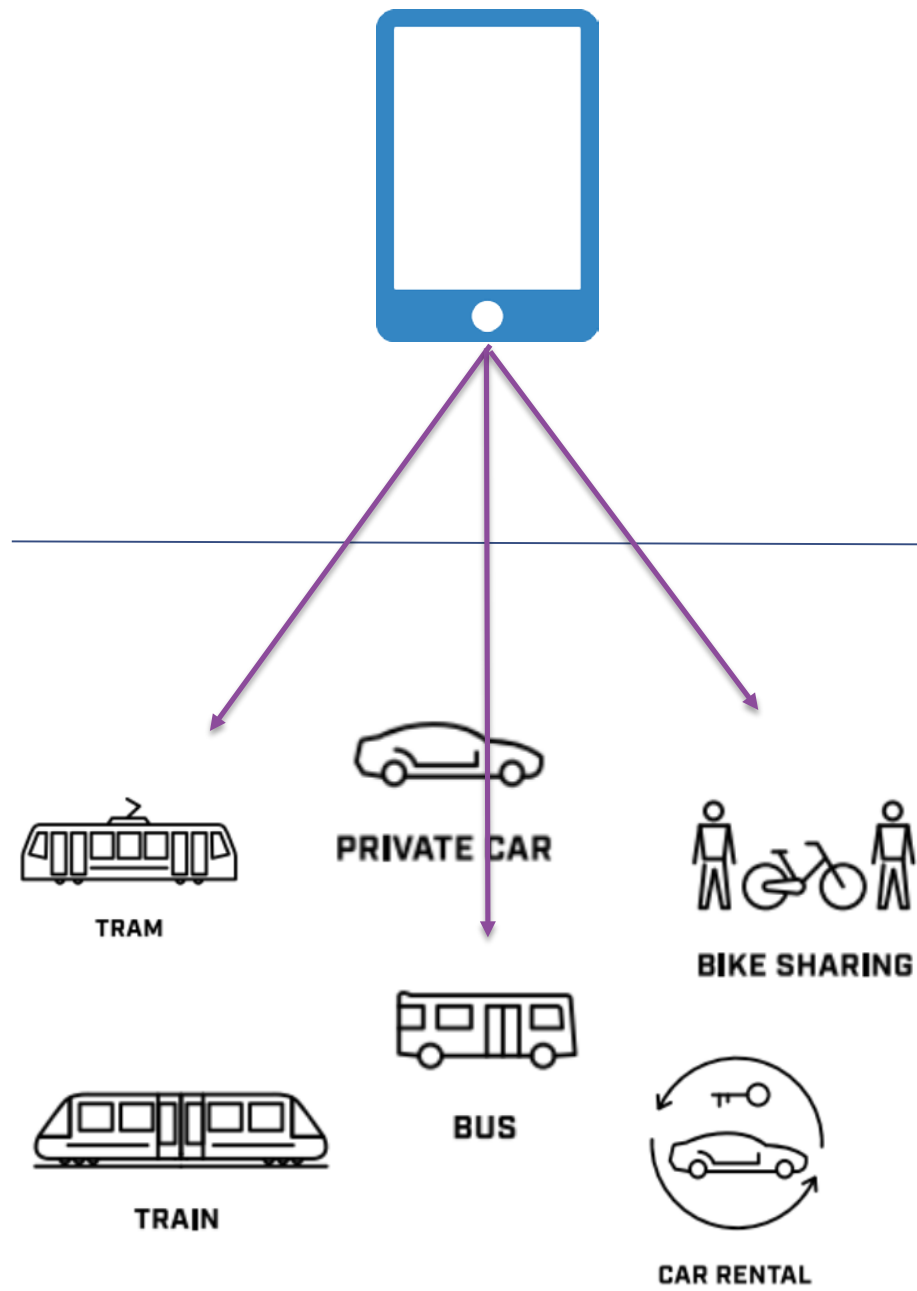
WHAT IF ALL TRANSPORTATION WAS CONVERGED...

... AND TAILORED TO YOUR NEED AS MONTHLY PACKAGES?

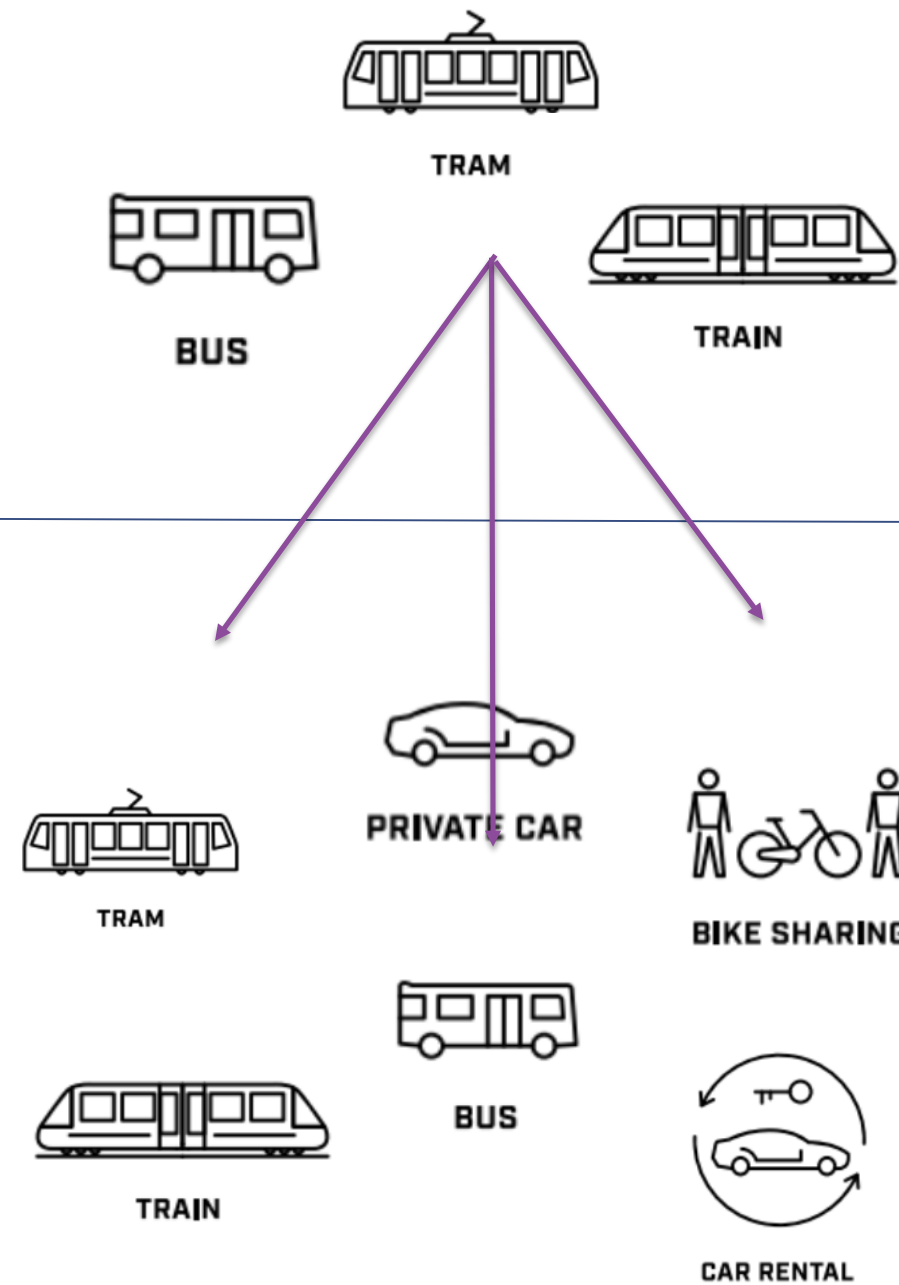


Three ways for markets to evolve

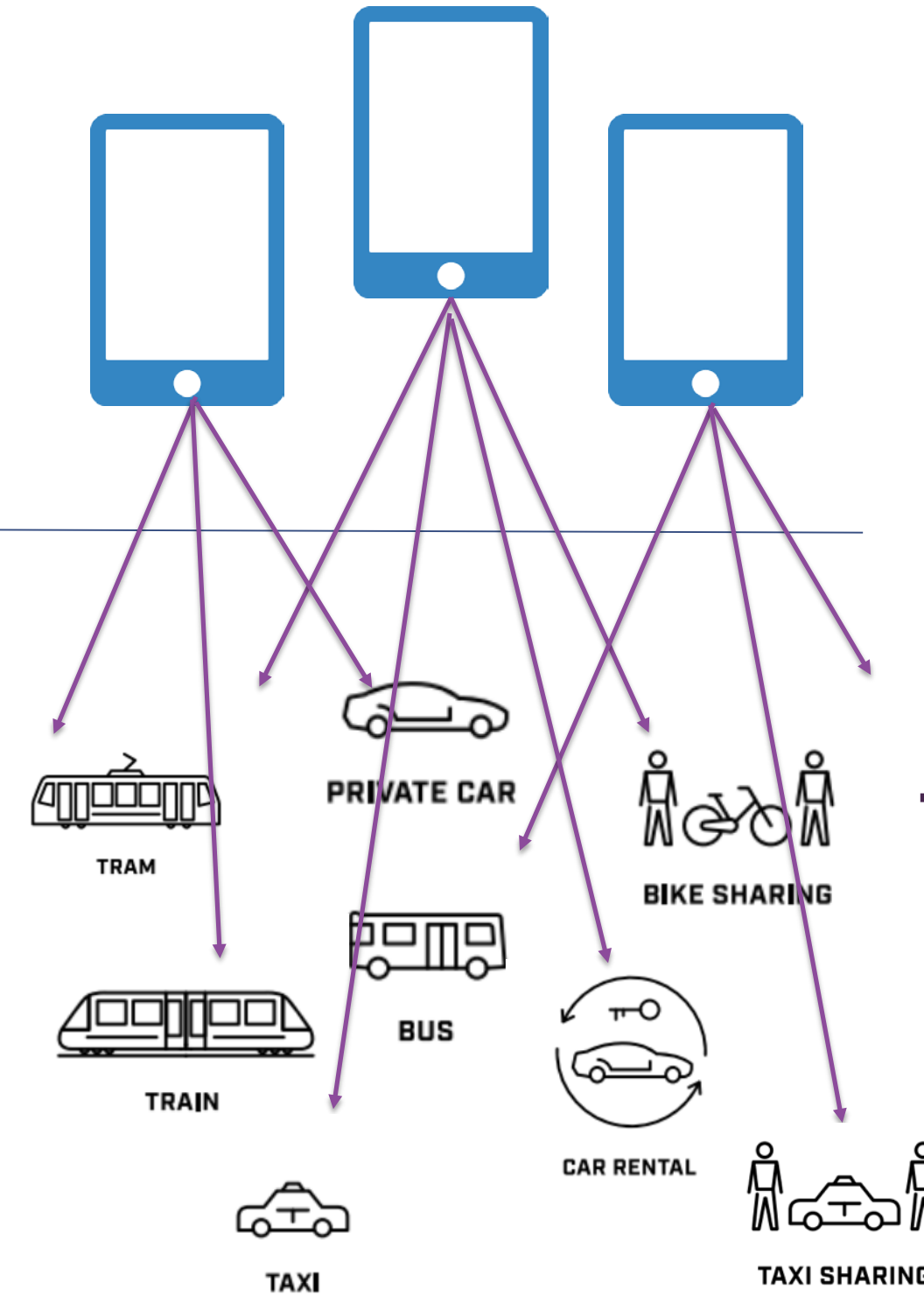
Winner takes it all



Public transportation takes it all



Roaming ecosystem



Mobility as a Service (aggregators)

Transportation providers



sign in



become a supporter



UK

world

sport

football

home > opinion

columnists

Transport policy Opinion

Stop obsessing about trains, and start using apps

Simon Jenkins

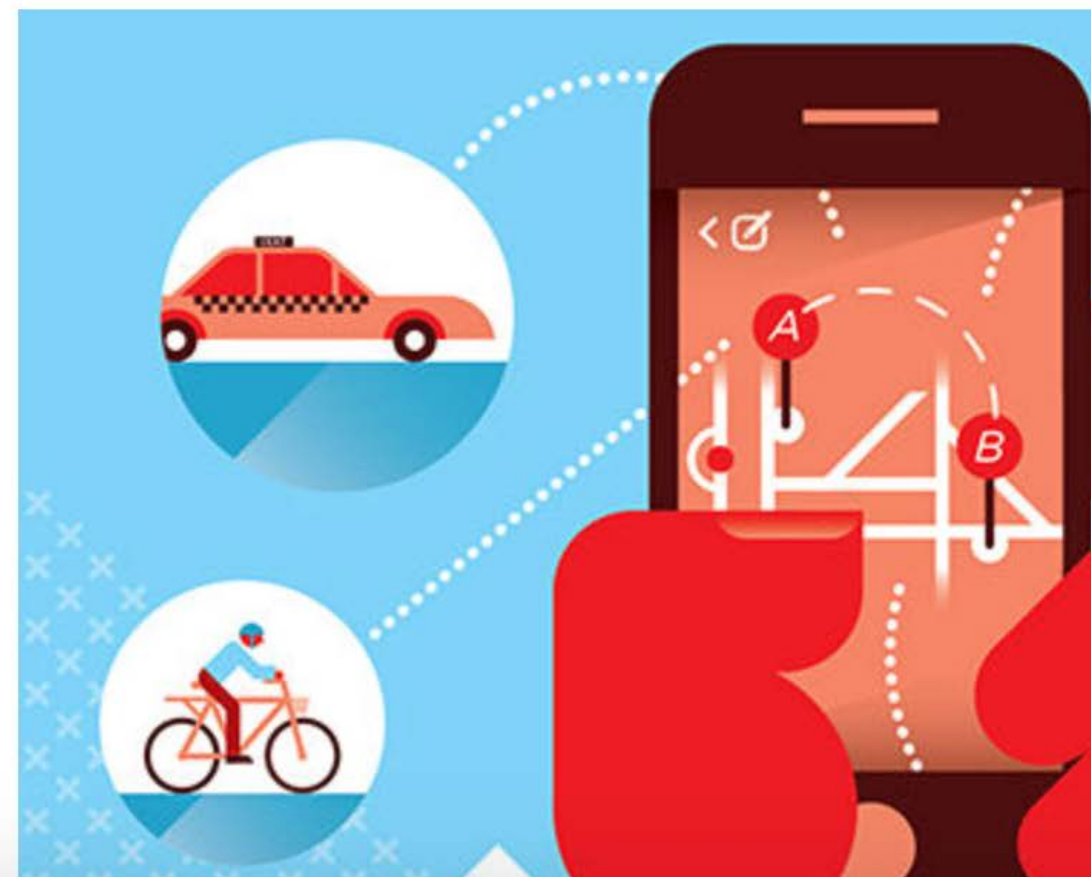
Ministers are dazzled by the idea of

Transport as a service

It starts with a single app

Combining old and new ways of getting around will transform public transport

Oct 1st 2016 | HELSINKI | From the print edition



Science

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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

all for investors,

STOCK MARKET analysts and media – release of AAK’s Interim report for the first quarter 2016

the world's transportation

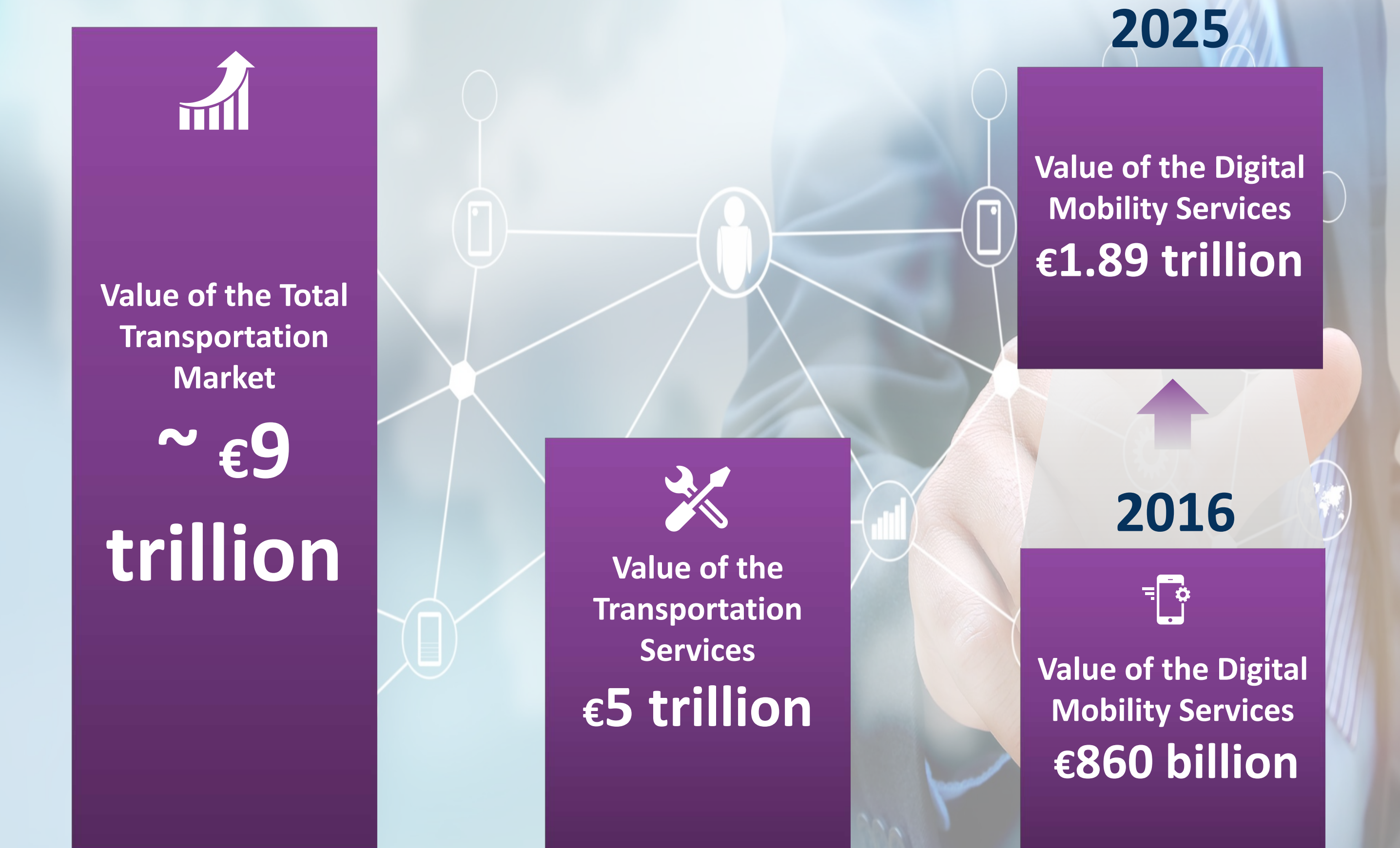
15 minutes package for 135 C/ month:



CASES CASE

BUSINESS CASE

The Untapped Market Potential In The Global Mobility Market



Sources: Frost & Sullivan Analysis, Uber, Ford press Release

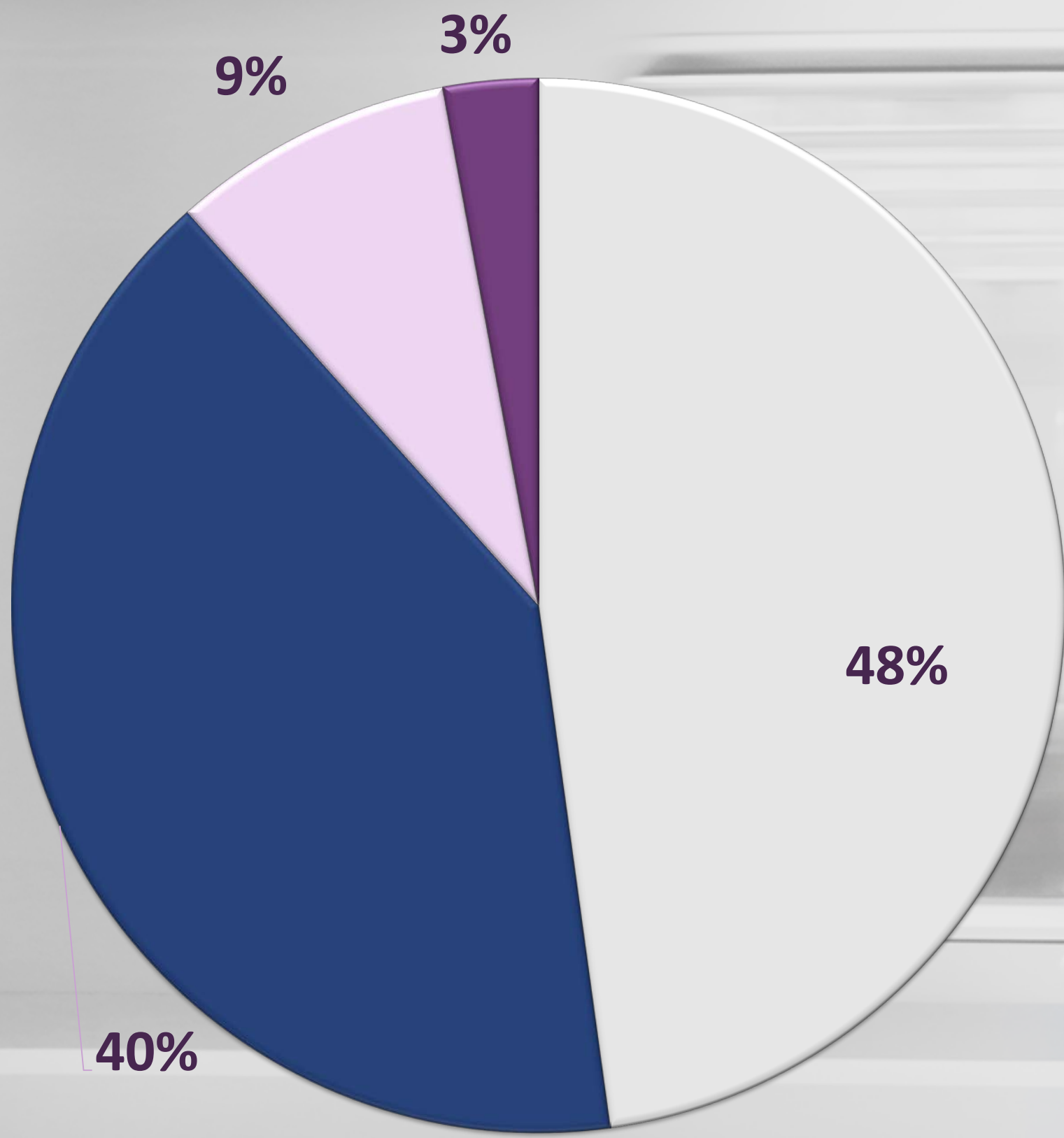


”MaaS Global to revolutionize the global transportation market with **Whim**”

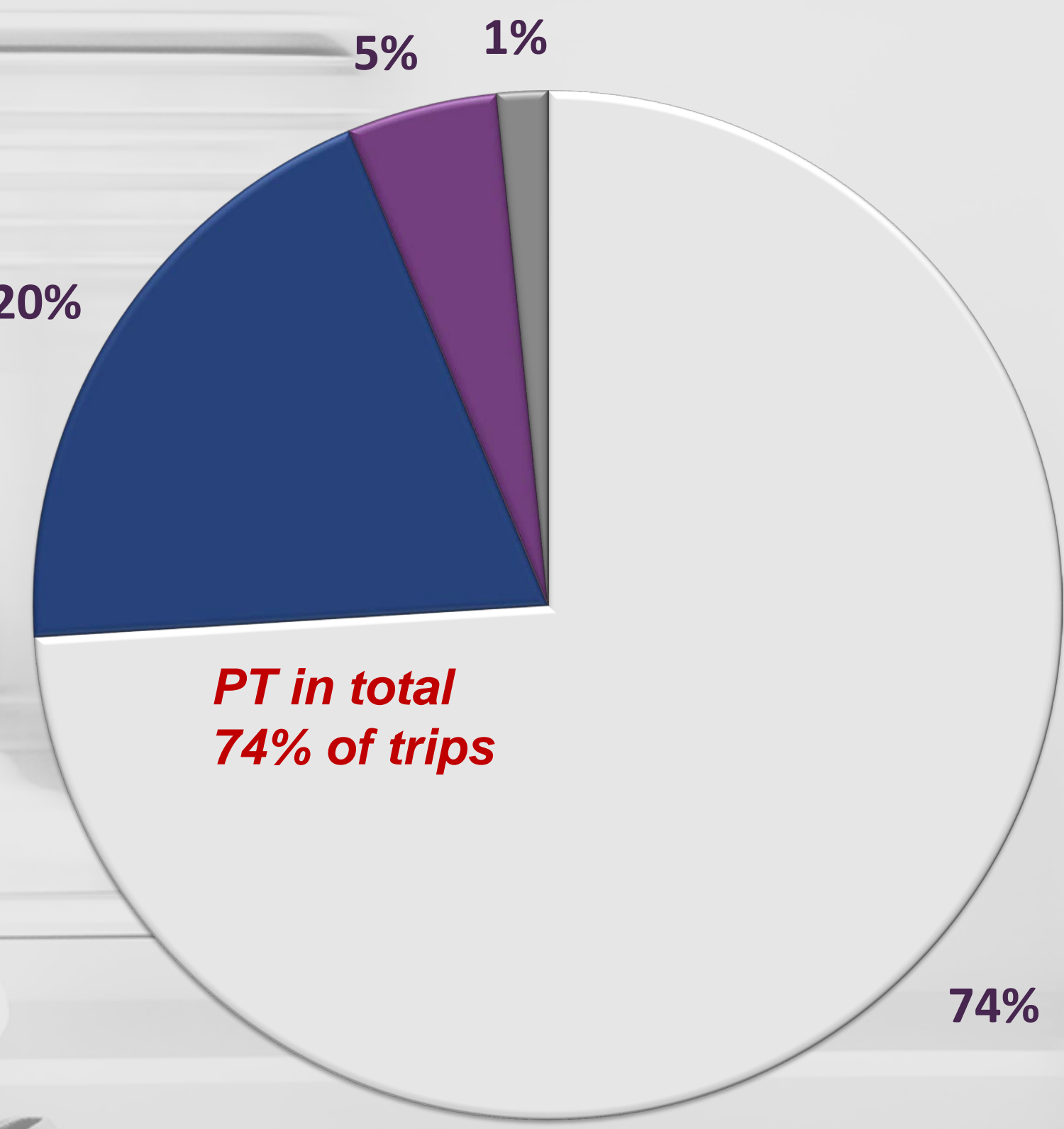
”THE NETFLIX/SPOTIFY OF TRANSPORTATION”

Trips made with Whim in Helsinki before and after

Whim*



■ PT ■ Private Car ■ Bike ■ Other

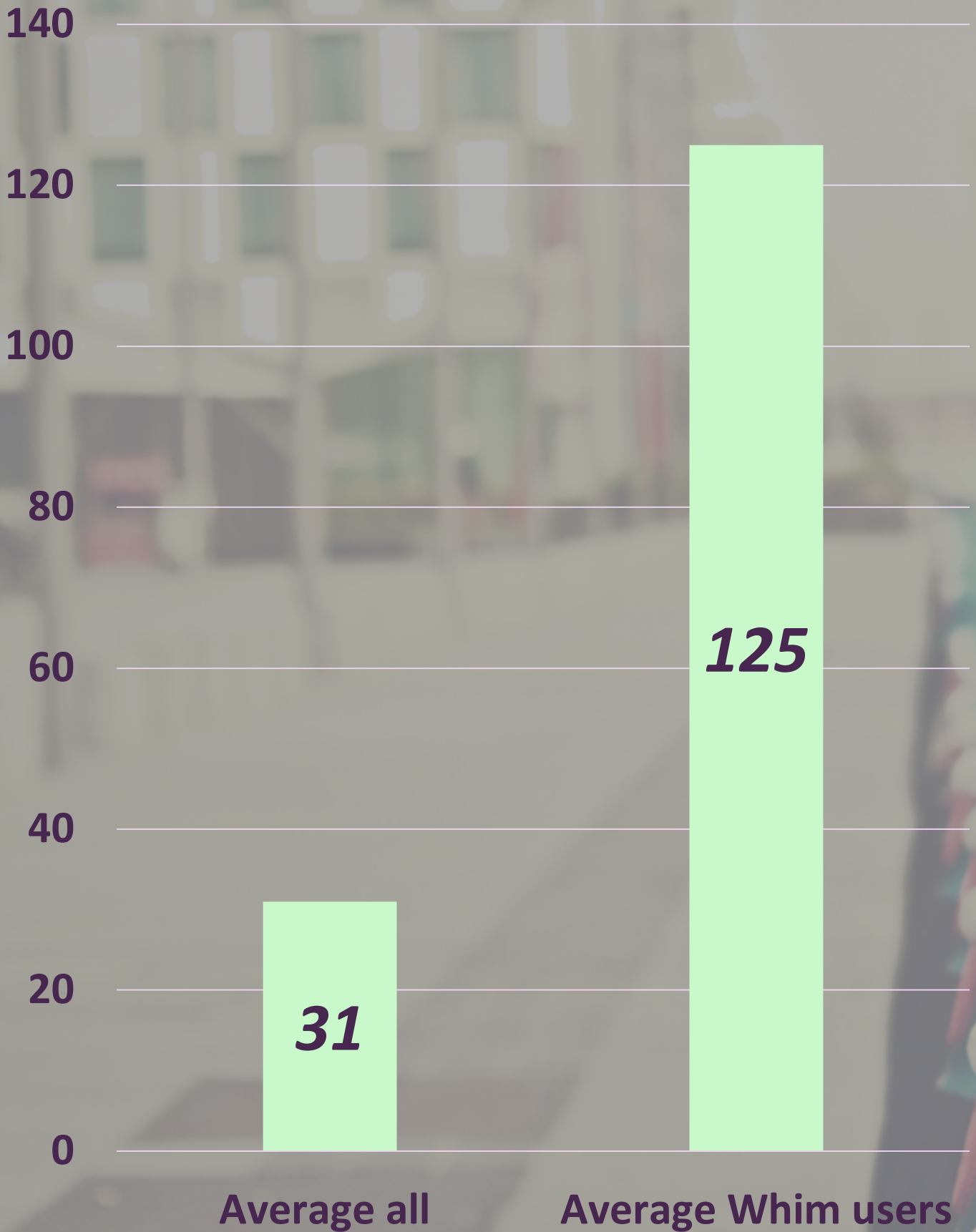


■ PT ■ Private Car ■ Taxi ■ Rental Car

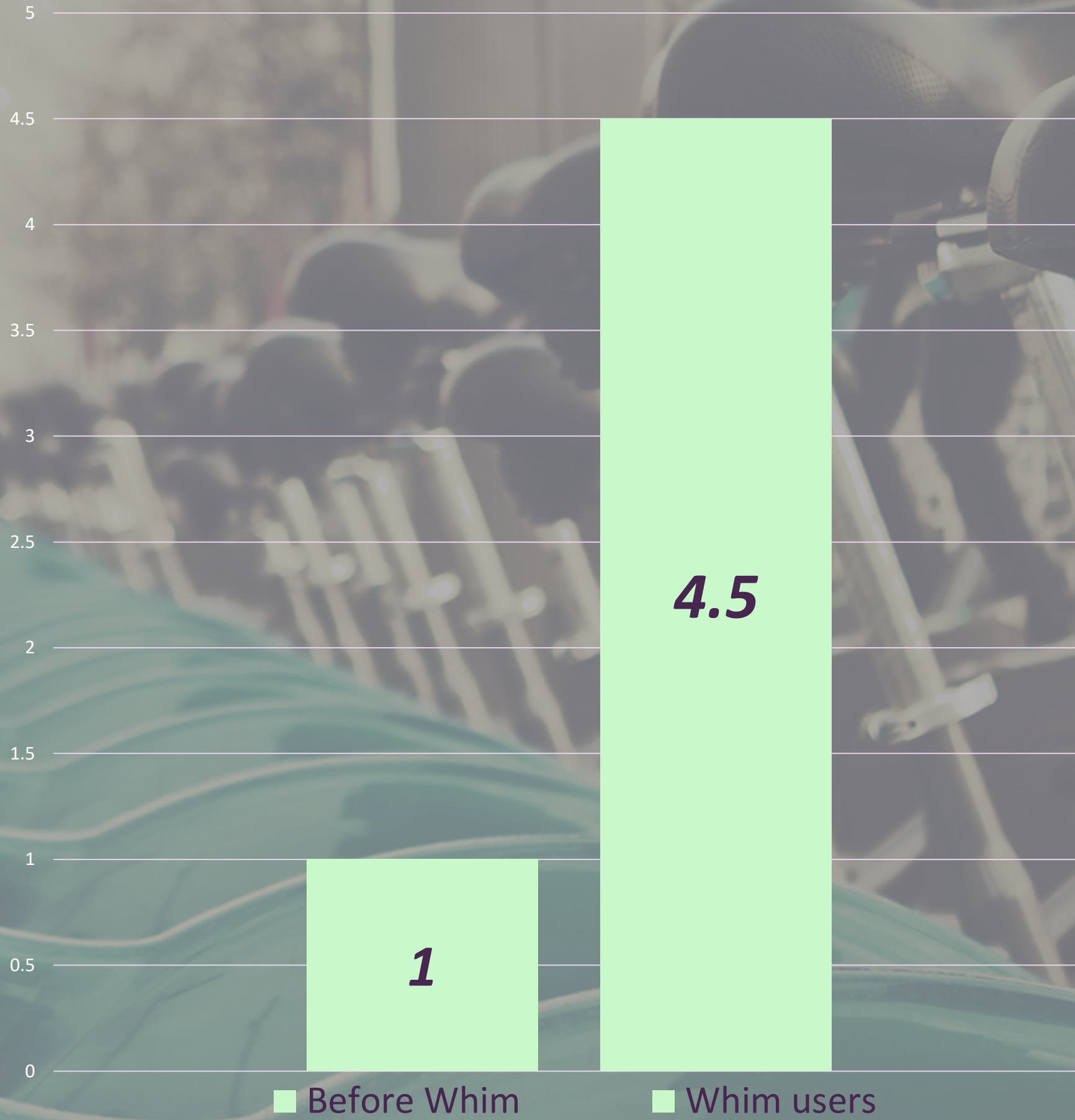
**PT in total
74% of trips**

*walking&cycling excluded from the result data, data based on surveys done among Whim users

Spending on transportation services per month*



Number of taxi trips per user per month*



*"Before" based on a survey executed among Whim users

User Quotes

- “I have used Whim now for 2 weeks. This is exactly the kind of service I need. Taxis have arrived and Bus tickets have worked”
- “I like the playfulness in the UI”
- “Taxi and Bus trips have been executed nicely”
- “Whim can find my location and optimize my routes”
- “The taxi view is pleasant for the eye”
- “I have had great experiences with having taxi drives with Whim!”
- **“I feel the best solution for my transport is to leave private cars out, Whim seems to be the best solution”**
- “As a positive test result: I used Sixt-rental cars through Whim and the whole chain from renting the car to returning the car worked perfect”
- “Perfect ride with taxi to the Länsisatama port with Whim”
- “Taxis seems to be now better informed of how to handle me as whim customer :)”
- “One taxi even greeted me with a welcome and my full name :)”

whim

unlimited

helsinki 499 €/kk
seutu 549 €/kk

All modes of transportation, for all your needs, with unlimited usage, all month long.

Price less than car ownership

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