

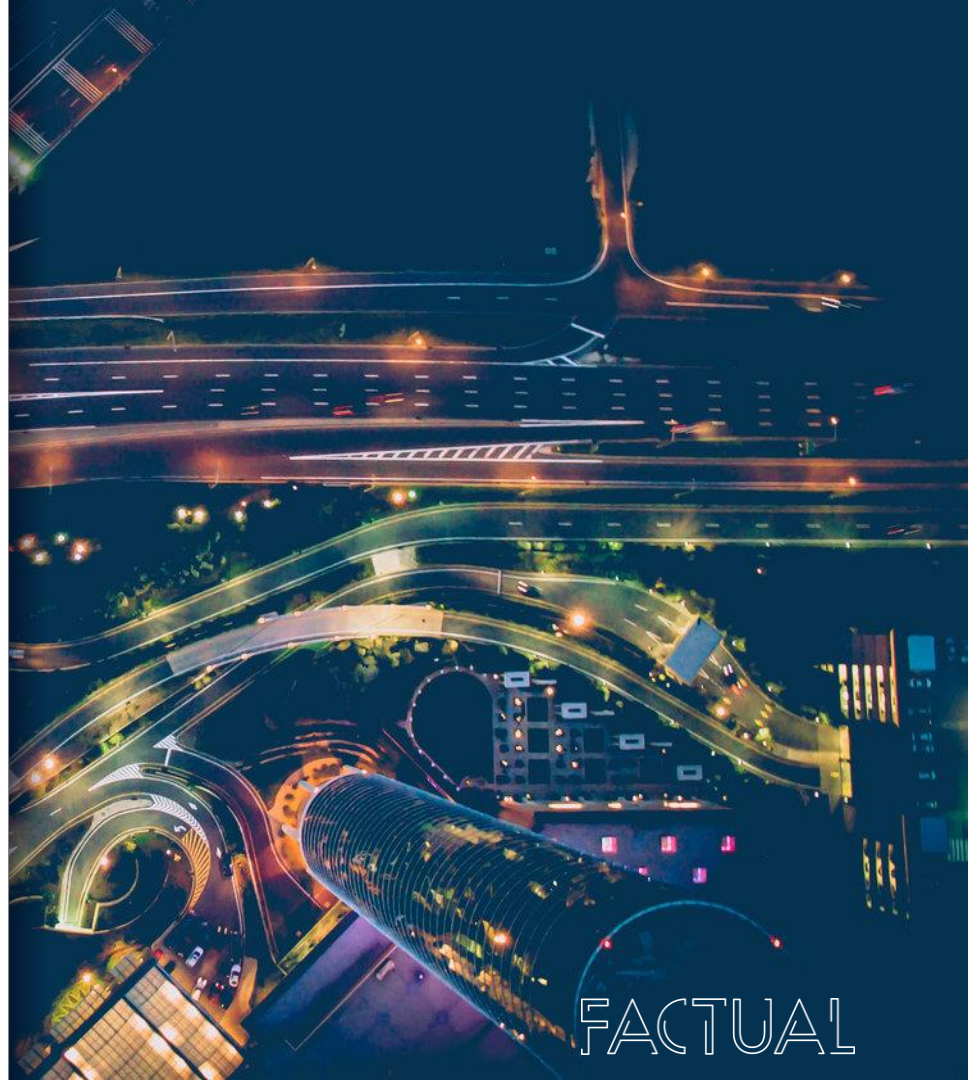


Mobility Talks #5

MaaS: disrupting mobility in the city!



17 September 2020

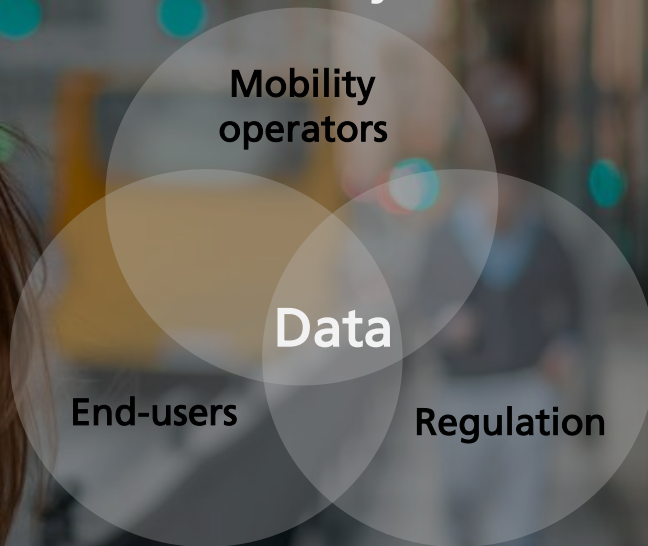


MaaS definition?

Find the differences!

- ✓ Integration of multimodal mobility services
- ✓ Single ticketing and payment
- ✓ Best value propositions for users + User experience
- ✓ New business models

MaaS Ecosystem



MaaS definition without data?

- ❌ No Integration among public and private operators
- ❌ Several ticketing and payment operations
- ❌ No personalisation and lack of real-time information
- ❌ Without opportunities to generate added value

It will be a missed chance for sustainable mobility?



Advantages / Barriers

Mobility = Generation of real-time data and historical demand data



Planning mobility



Optimization



Innovative ecosystem

