

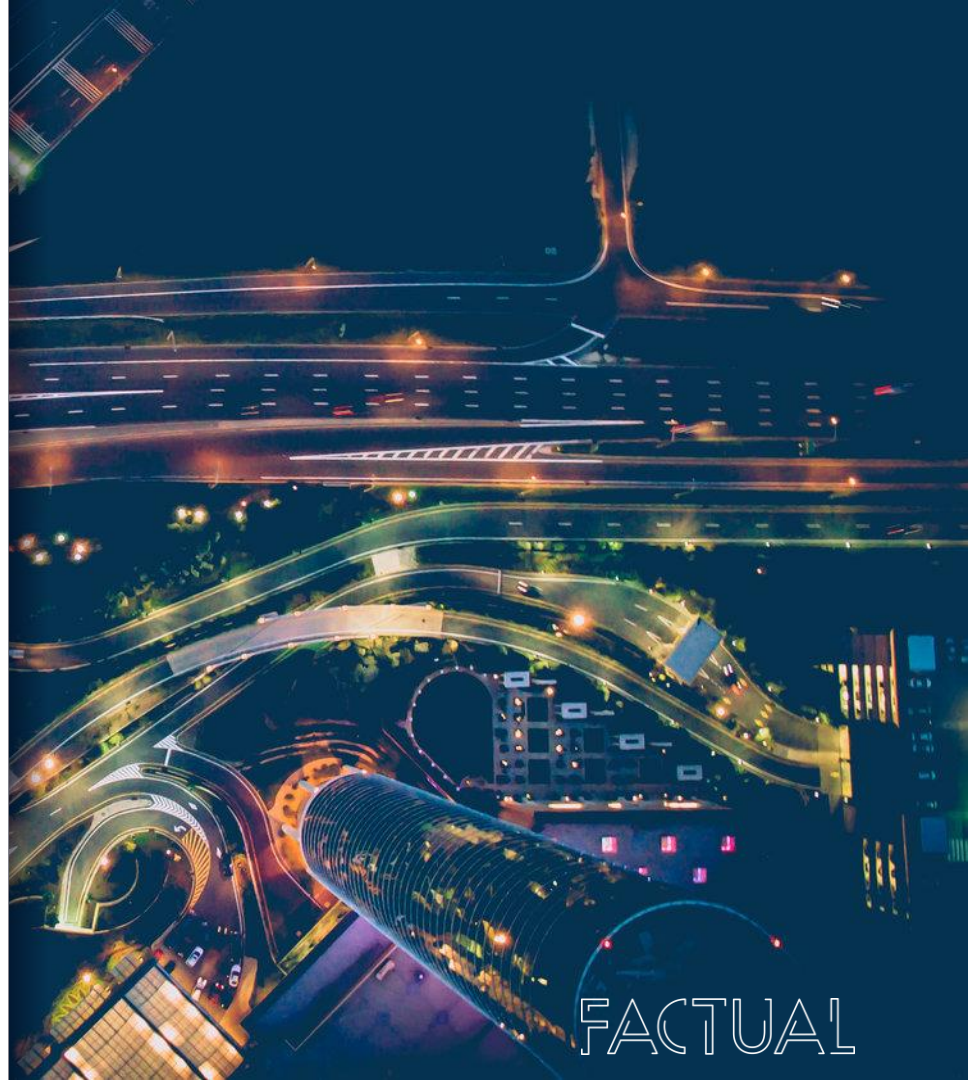


Mobility Talks #5

MaaS: disrupting mobility in the city!



17 September 2020



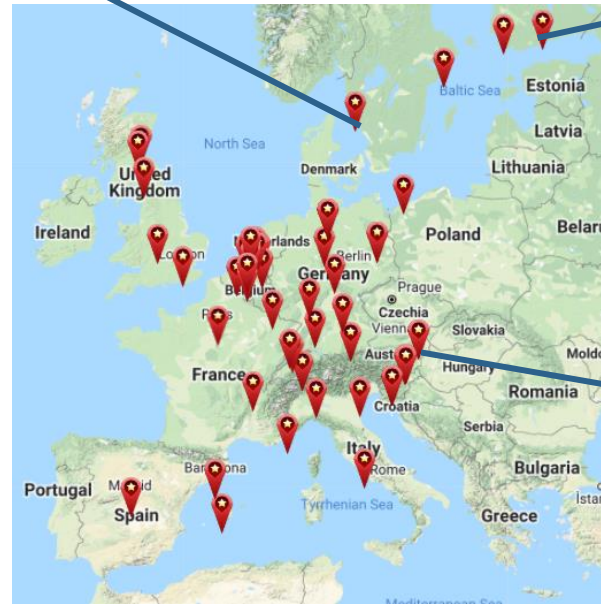
MaaS in Action



FACTUAL

The pioneers

UBIGO



whim.

smi)e

Source: MaaS Alliance

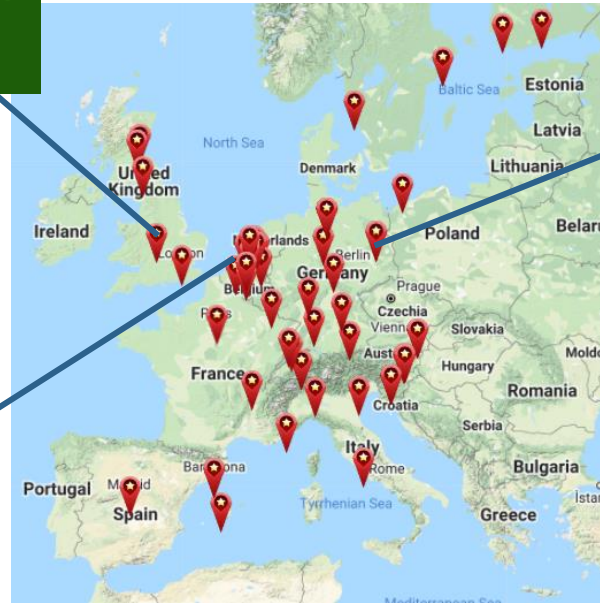
MaaS in Action



FACTUAL

Expanding the concept

Citymapper
PASS



Rijkswaterstaat
Ministry of Infrastructure
and Water Management



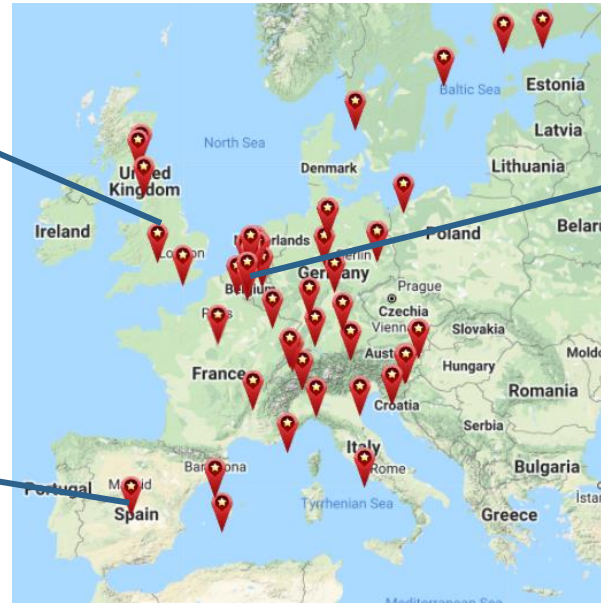
Source: MaaS Alliance

MaaS in Action



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Shifting the focus



Source: MaaS Alliance

MaaS in Action



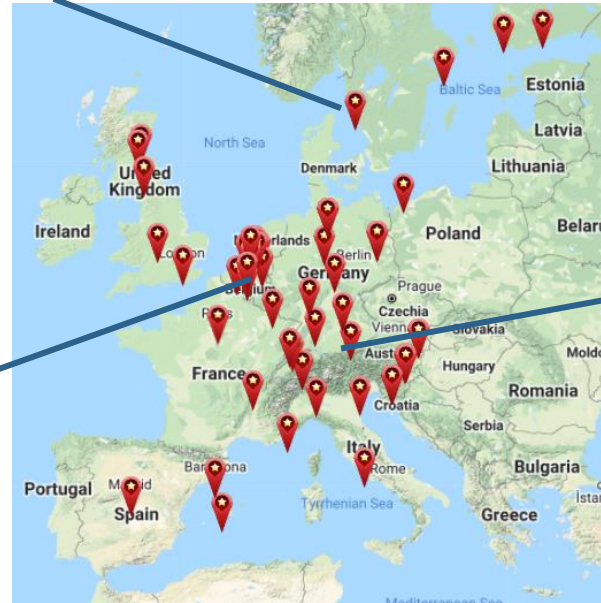
FACTUAL

Brand new!

Skånetrafiken

iomob.

MOVE
BRUSSELS



yumuv

Trafi I>>

Source: MaaS Alliance

Disruption?



OK! But not so fast...

- ✓ Where's the business model?
- ✓ Getting to Level 1 – Information
- ✓ Governance – Lost in the big picture

Learning by
doing...



FACTUAL



FACTUAL



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