

Trafi I >>

**Experience and lessons of
the biggest MaaS
deployment - Jelbi**



Instead of a key to a personal car,
own a key to all urban transport

We believe in cities without personal cars





Years working with cities



Specialists with backgrounds from



UNIVERSITY OF CAMBRIDGE

& others



Used by



Google



gojek

& others



Mobility partners

TIER



MILES

voi.

& others



HQ in London. Tech Hub in Vilnius. Commercial Hub in Berlin.



Trafi MaaS Suite

Let's connect your city's mobility services into a single citizen-centric solution



White-label



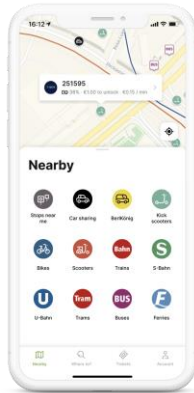
Back office



MaaS API



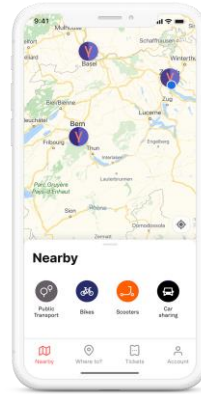
Top european City-proven track records



Biggest worldwide MaaS

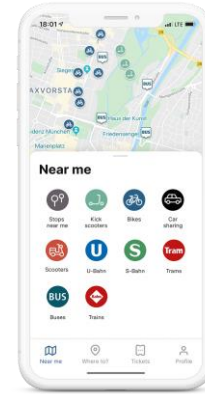
Launched September 2019
7 MSPs + 15K vehicles + all PT
integrated

4,5 ★★★★★



1st nationwide MaaS

Launched August 2020
Joint venture between SBB and Swiss cities
(Zurich, Basel, Bern)
Payment subscriptions



Expansion of largest city digital login services

Coming in October 2020
Connected to Munich city's SSO
8 MSPs + all PT integrated



World's biggest MaaS - 1 year in action

BVG Jelbi, Berlin

107 350 PT tickets sold and breached 1 million revenue mark

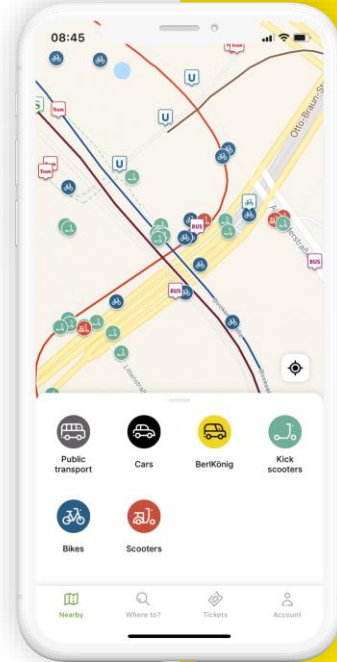
876 587 041 min ridden with shared mobility (2 years 1 month)

7 modes and **15.5K** vehicles integrated

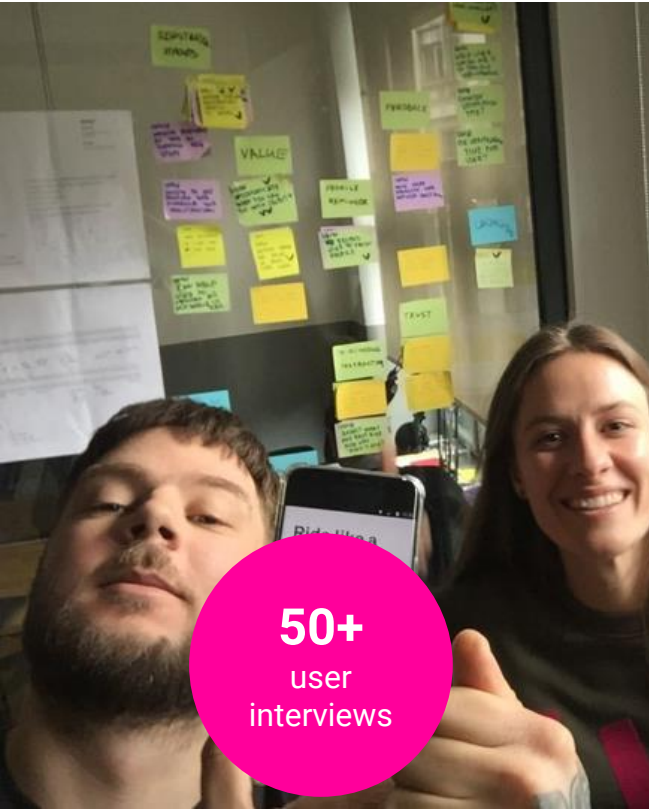
69% to **31%** Modal split PT to Shared mobility

11% using **>2** modes

3 awards won



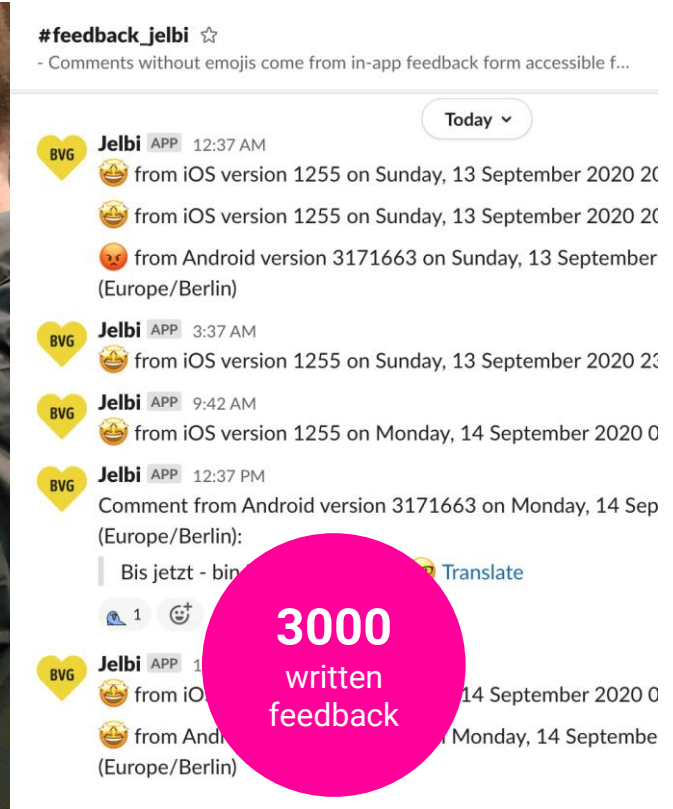
Building strong user perspective is key to make MaaS work



50+
user
interviews



11
team trips



#feedback_jelbi ☆

- Comments without emojis come from in-app feedback form accessible f...

Today ▾

- BVG Jelbi APP** 12:37 AM
👍 from iOS version 1255 on Sunday, 13 September 2020 20
👍 from iOS version 1255 on Sunday, 13 September 2020 20
👎 from Android version 3171663 on Sunday, 13 September
(Europe/Berlin)
- BVG Jelbi APP** 3:37 AM
👍 from iOS version 1255 on Sunday, 13 September 2020 20
- BVG Jelbi APP** 9:42 AM
👍 from iOS version 1255 on Monday, 14 September 2020 0
- BVG Jelbi APP** 12:37 PM
Comment from Android version 3171663 on Monday, 14 Sep
(Europe/Berlin):
Bis jetzt - bin [Translate](#)
- BVG Jelbi APP** 1
👍 from iOS
👍 from And
(Europe/Berlin)

3000
written
feedback

List of fundamentals is long and it is essential to deliver it all



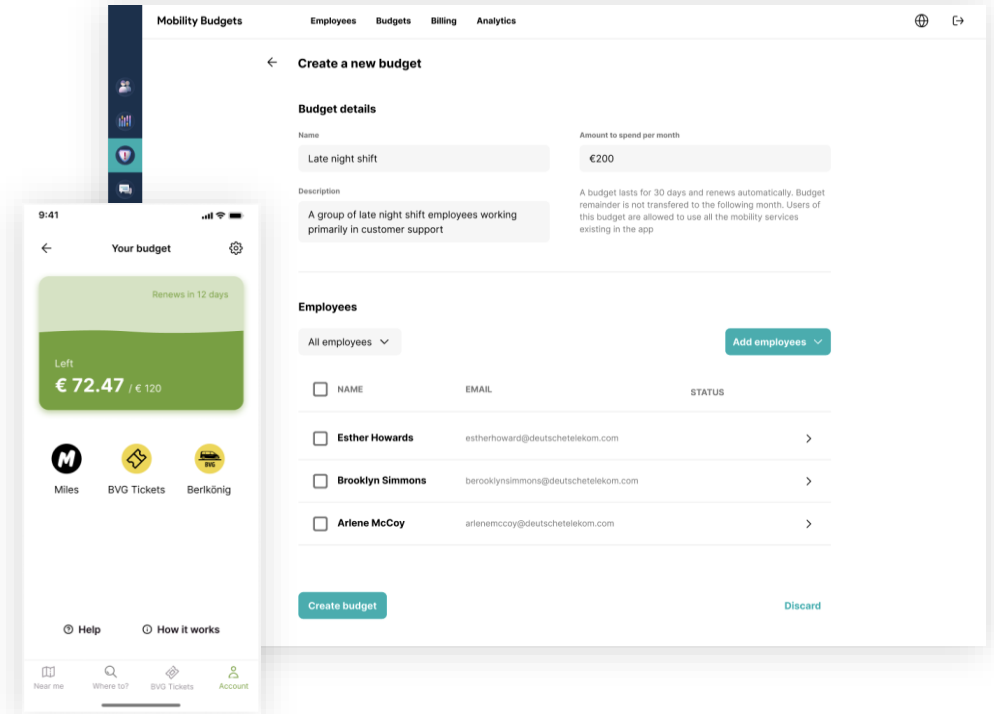
- Frictionless onboarding
- Completeness of MSPs offering
- Accuracy of routing results
- Completeness and reliability of public transport information
- Support quality

Building unique value on top of strong fundamentals

Mobility budgets for corporates

Provide **companies** an easy way to promote different and more sustainable modes of mobility to their employees

Allow **employees** to flexibly choose between different modes of transportation that would be covered by their employer.



Thank you!

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