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
14 Years working with cities

80+ Specialists with backgrounds from MIT, University of Cambridge, & others

Used by Apple, Google, Lyft, Gojek, & others

Mobility partners TIER, Wumoto, Miles, Voi, & others

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

**BVG**
- Launched September 2019
- 7 MSPs + 15K vehicles + all PT integrated
- 4.5 stars

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

**MVG**
- Coming in October 2020
- Connected to Munich city’s SSO
- 8 MSPs + all PT integrated

**Biggest worldwide MaaS**
- **Launched September 2019**
- 7 MSPs + 15K vehicles + all PT integrated

**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
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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