



How can MaaS improve our urban mobility ecosystem

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A close-up photograph of a person's hand holding a set of car keys. The person is wearing a grey long-sleeved shirt and dark overalls. The background is blurred, showing an outdoor setting with greenery and a building. The text "What would be more than owning a car?" is overlaid in white, bold, sans-serif font across the center of the image.

**What would be more
than owning a car?**

whim.



Everything's set at a press of a button

The core of everything is the easy and simple service experience. The goal is to make every day life easier for our customers: saving time, money and nerves.

whim.

Your **global roaming** subscription



Today:
Hassle of Ownership

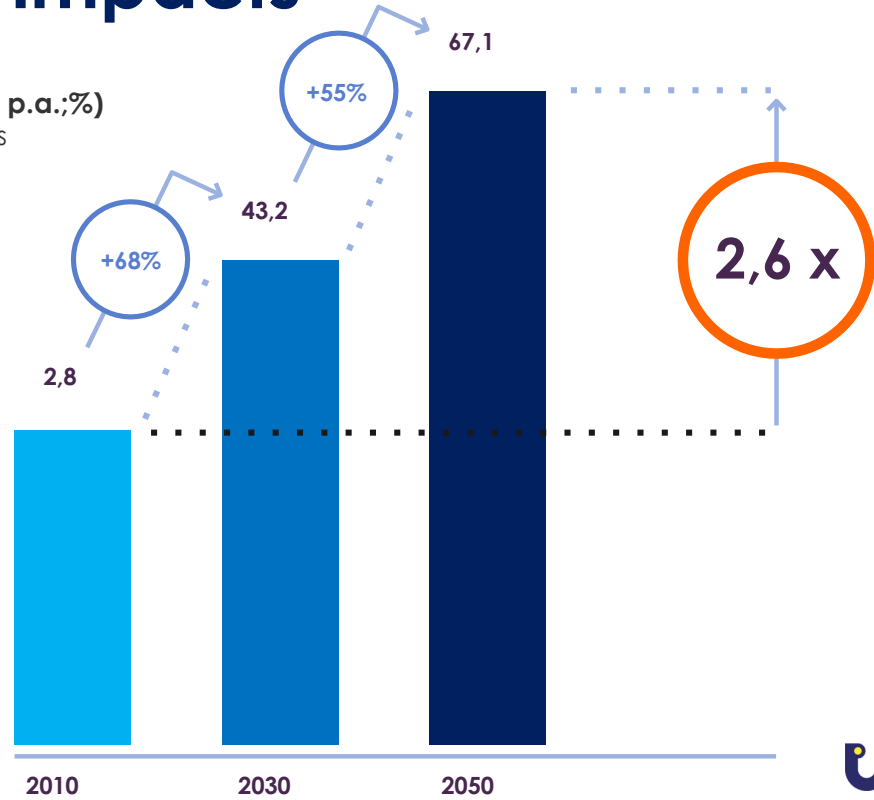


Tomorrow:
Freedom of Mobility

whim.

More **people**, more **traffic**, more **needs**, more **impacts**

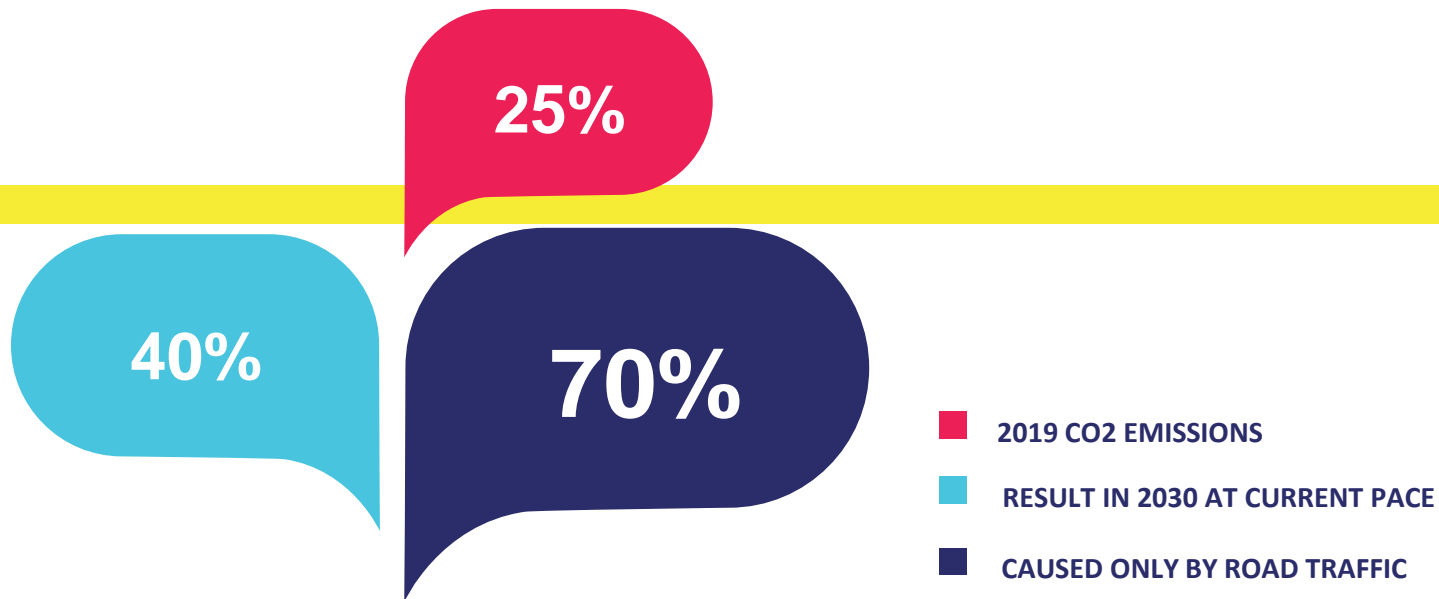
Urban mobility demand 2010-2050 (trillions pkm. p.a.;%)
PKM = Passenger-kilometre travelled by passengers
on transit vehicles

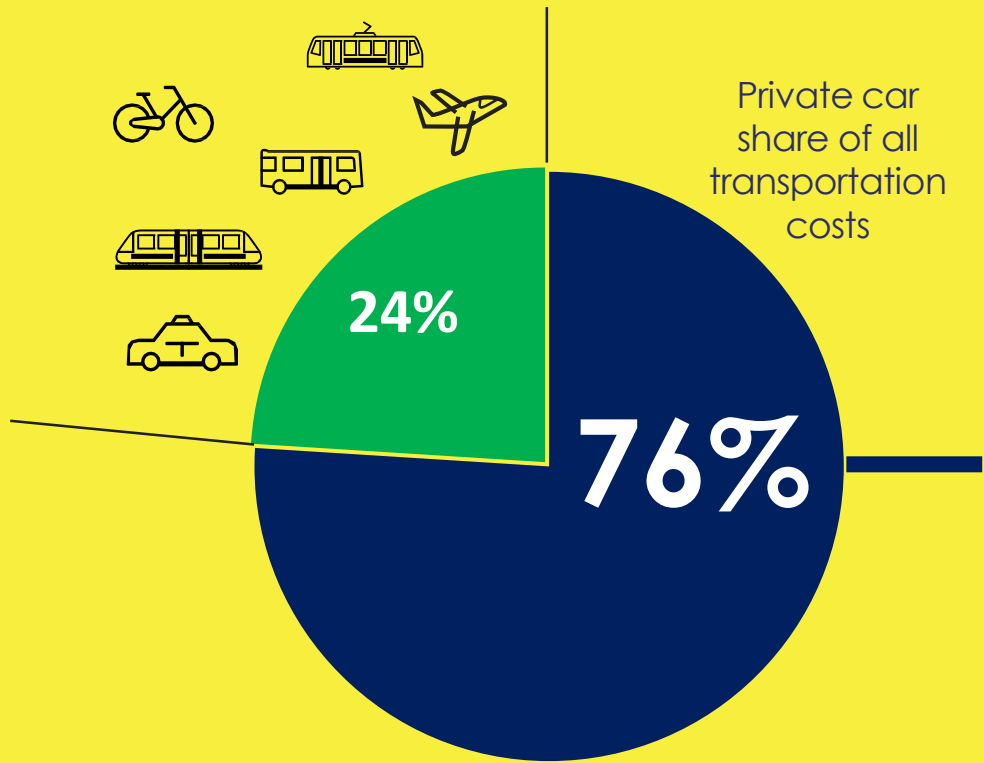


Sources: Frost & Sullivan



IMPACT OF TRANSPORT ON ENVIRONMENT





616€


The European monthly average cost of owning a car.

4%

Private cars in use during their life cycle

Sources: LeasePlan, World Bank, World Health Organisation, Inrix, European Commission, Eurostat, Frost & Sullivan





38%

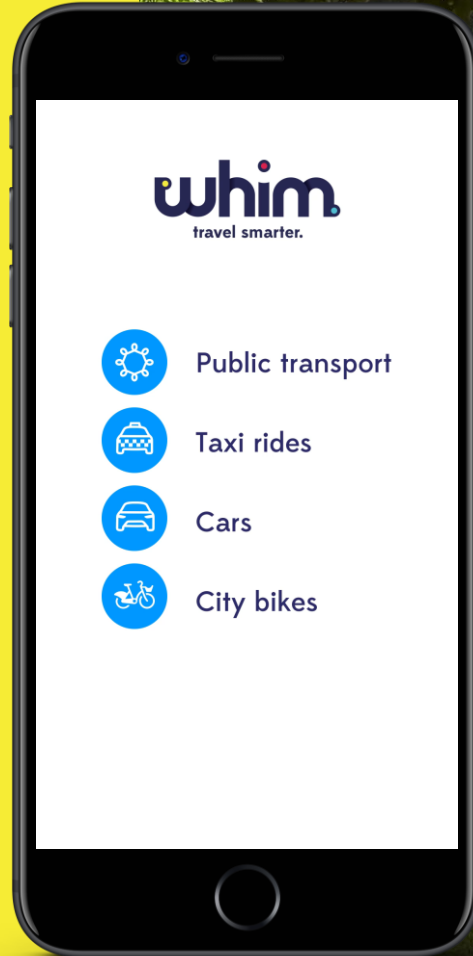
WOULD USE MAAS IF THEY WERE
GIVEN A CHANCE.

(28% will not, no matter what)

70M

CARS OFF EUROPEAN ROADS

One integrated App – multiple plans



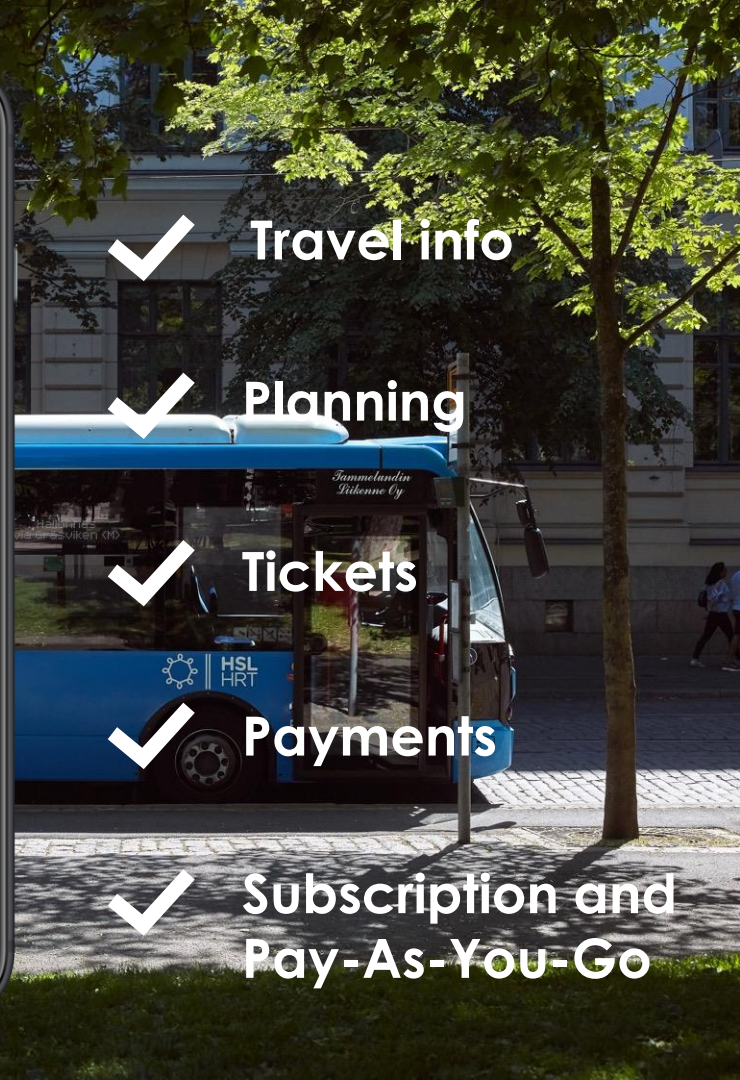
✓ Travel info

✓ Planning

✓ Tickets

✓ Payments

✓ Subscription and Pay-As-You-Go





COMFORTDELGRO

TIER

TAKSIHELSINKI



Gett



möbit



MENEVÄ



national express West Midlands

iCabbi

conne>> ion greenwheels



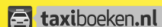
Together



smide pick and ride



Kajon



REGIOJET



POPPY



Tencent 腾讯

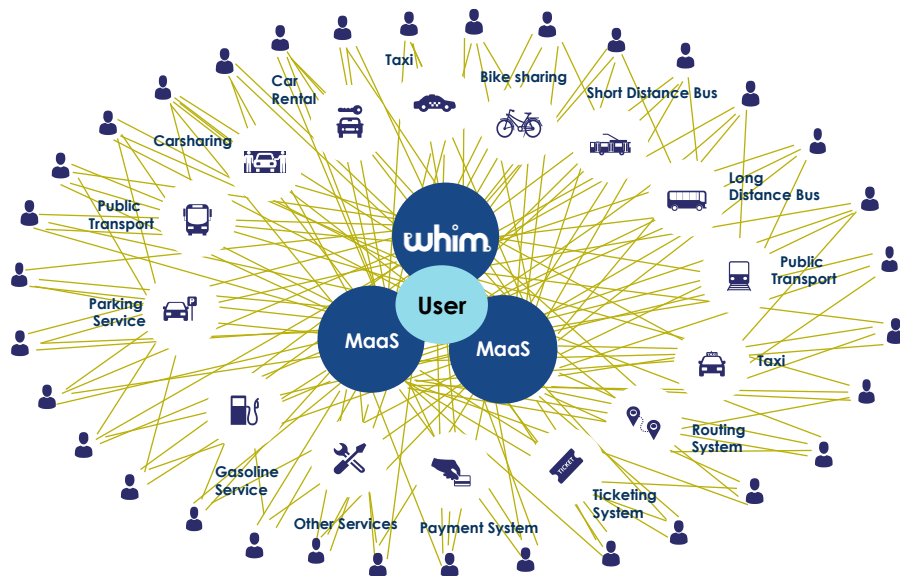
More to come.

It's an Ecosystem, not Egosystem

The future of MaaS is built on trust and cooperation. For MaaS to deliver not only great user experience but also societal good, it has to be built on an open ecosystem.

The way we work:

- The foundation is built on **cooperation & co-creation** with our partners. We operate no services ourselves and want to work with everyone.
- We say **no to exclusive deals**. People deserve choice, and we welcome competition with open arms.
- **Public transport** will always be the **backbone** of MaaS.
- We share data in the name of the **virtuous cycle**, not to monetize our users' data; by helping our partners to improve their services, Whim becomes better helping more people to ditch their cars.



Not supporting this model

CITI BIKE

NYC TRANSPORTATION

Transit app slams Lyft's attempts to 'take over mobility'

Lyft, Citi Bike's owner, is no longer allowing riders to unlock their bikes in Transit

By **Caroline Spivack** and **Amy Plitt** | Sep 30, 2019, 5:06pm EDT

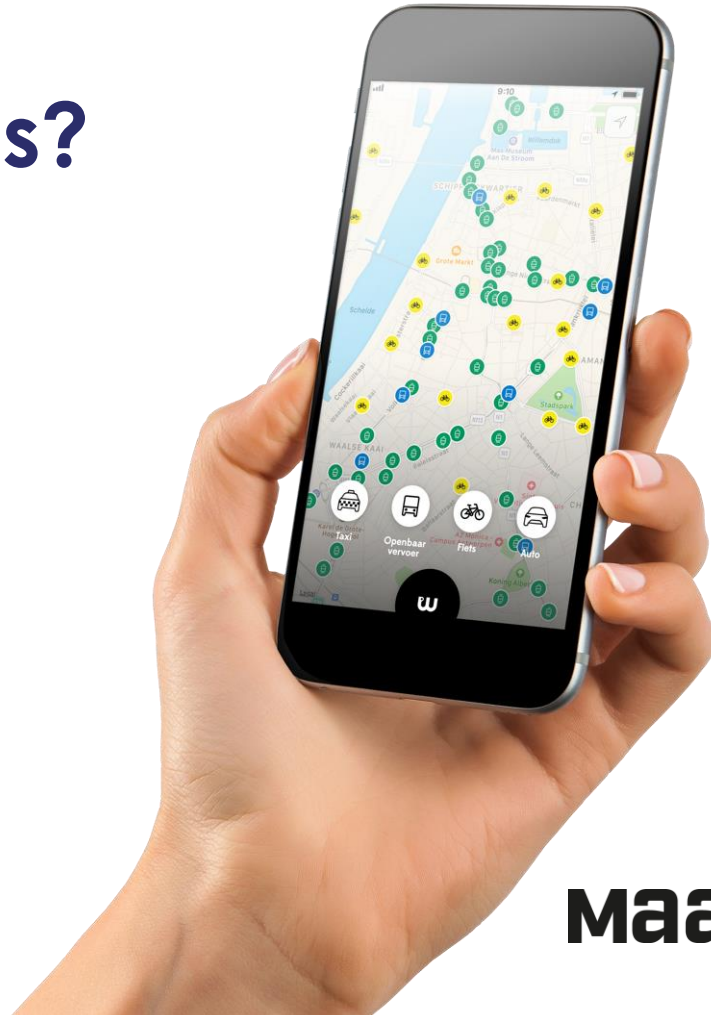


SHARE



Customer deserves?

- Everything from one stop shop
- Choice of an operator
- Roaming subscriptions





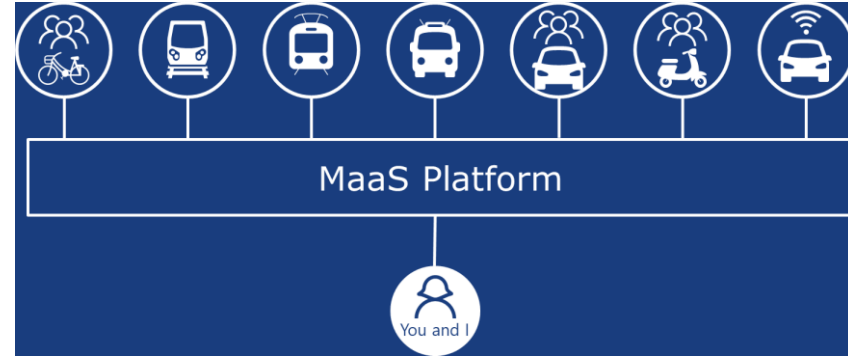
MaaS crucial for greening transport

- Seamless, multi-modal trips for travelers
- More efficient use of existing capacity

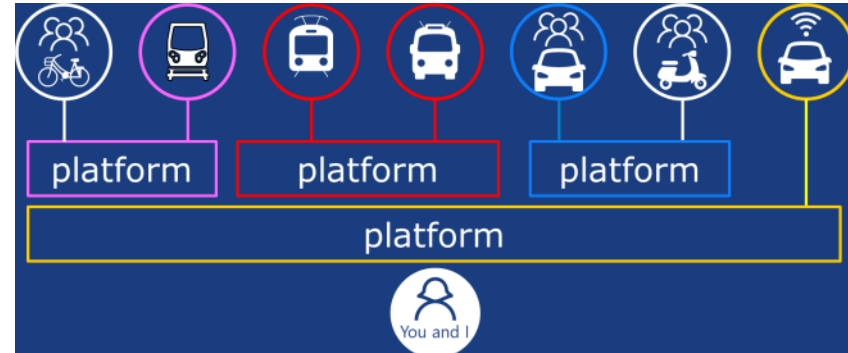
Challenge: everyone wants to be a platform

- Need all players to work together:
- robust digital IDs for all
 - open and mandatory API data
 - common data syntax

The Promise: Optimised MaaS platform



The Reality: Platform wars



WHAT IS NOT THE CHALLENGE?

technology

money

politics

Consumer must come first

No exclusive deals
with anyone

Local transportation must
be on board

Open ecosystems

WHAT SHOULD BE DONE?

Open mobility ecosystem. Customer choice.

Encouraging the way forward

”After 40 years, I am wondering to give up owning a car. For the past 20 years I’ve had upper-class cars such as Mercedes’ and BMW’s. As I live and move mainly in the metropolitan area with an emphasis on the center of Helsinki, I have started to feel my car as a burden. Before making my final decision I wanted to try Whim Unlimited for March. Now that month is getting to its end, I have to underline that Whim has already exceeded my high expectations. My own car feels now unnecessary and expensive, and in addition hassle to use.”



Thank you

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whim.