



Aalto University
School of Electrical
Engineering

MaaS Global Final Presentation E7830 Value network Design for Internet Service

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Scope and timeframe

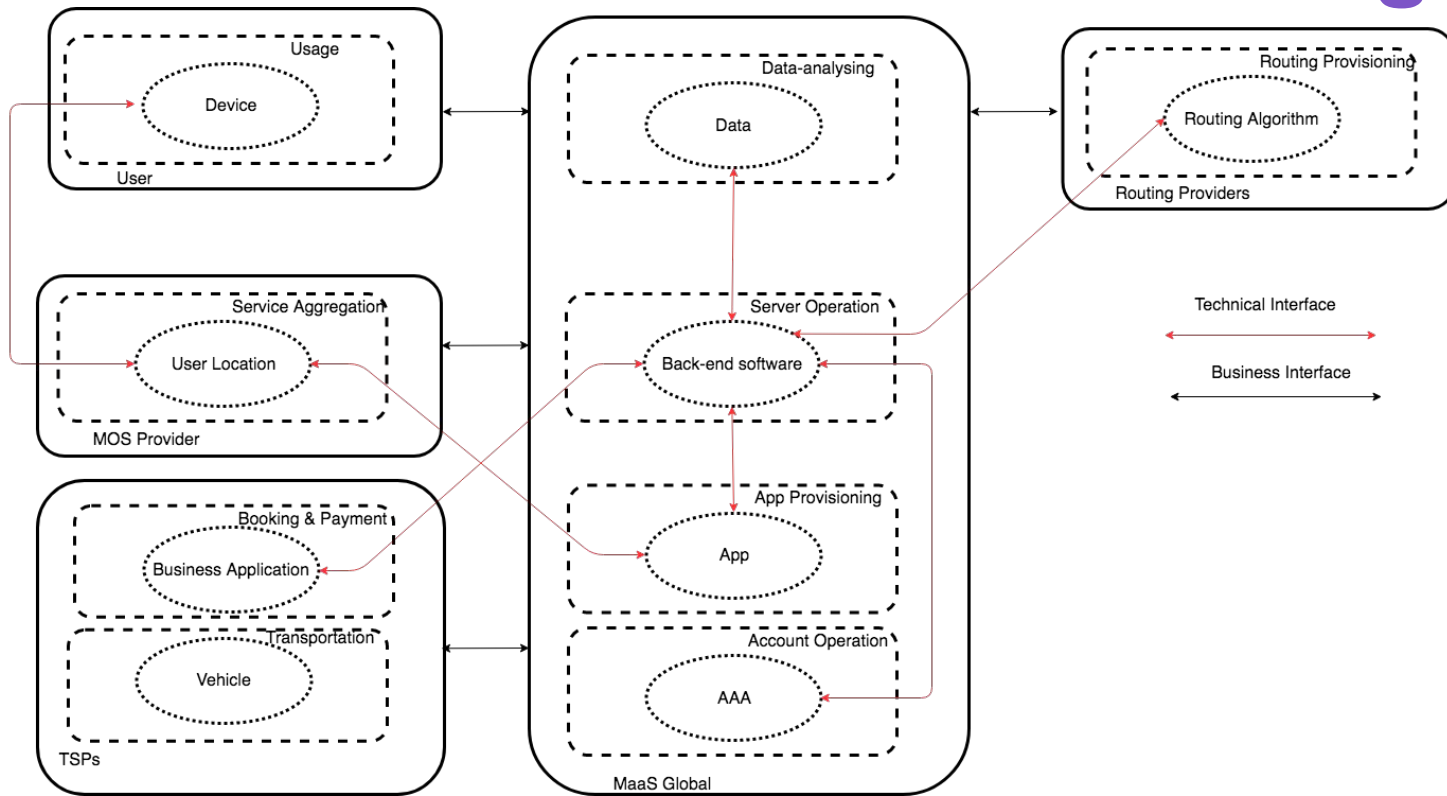


- What are the possible futures of Mobility as a Service in Helsinki area?

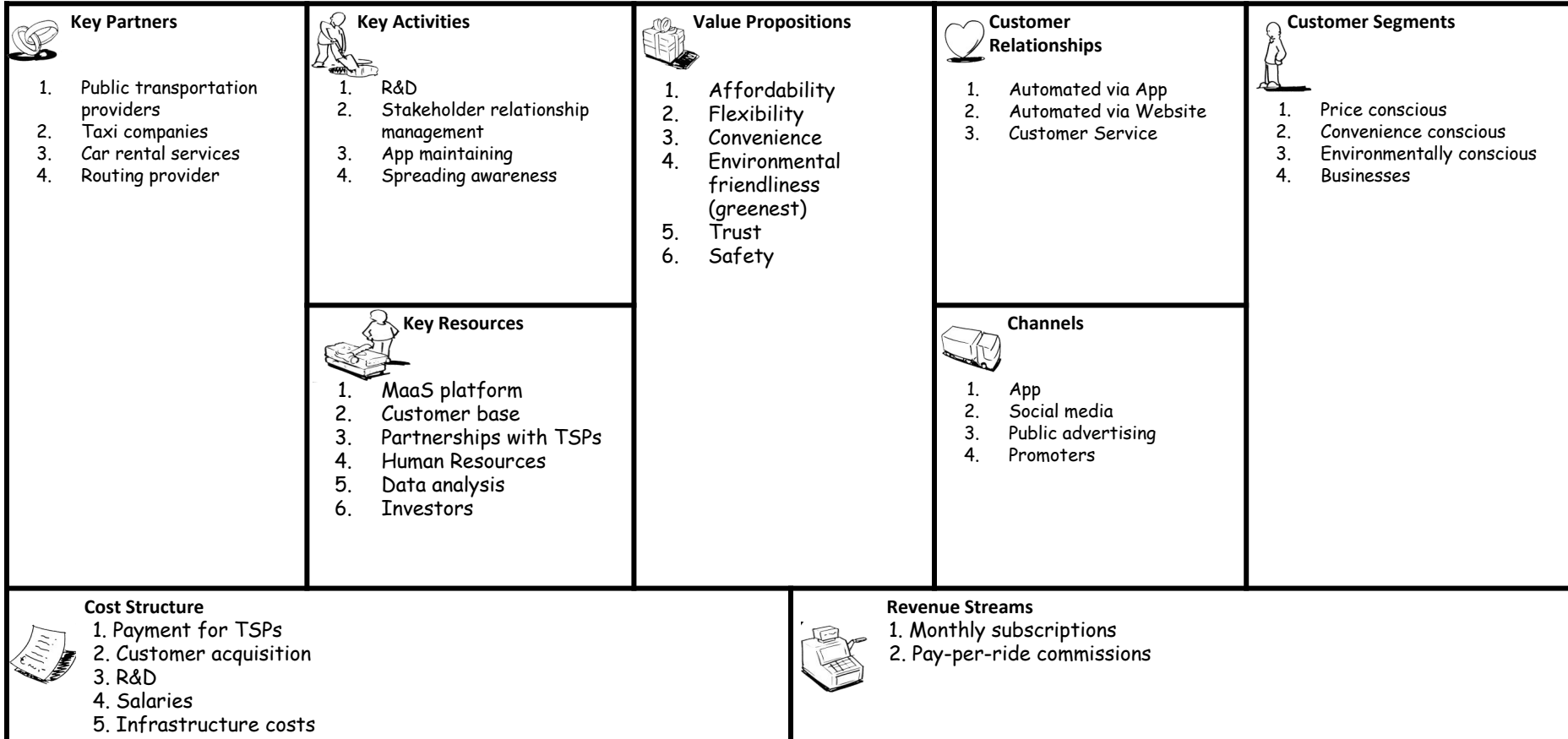


- Timeframe : 7 years (Present - 2025)

Current Value Network Configuration



Current Business Model Canvas



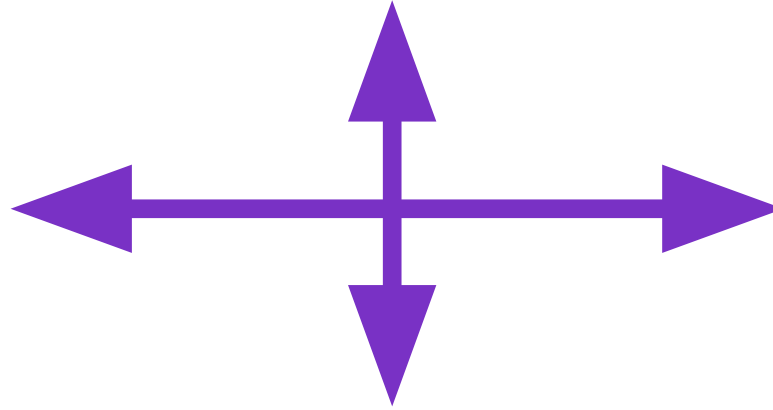
Porter's 5 Forces



Scenario matrix

**Non-cooperative
TSPs**

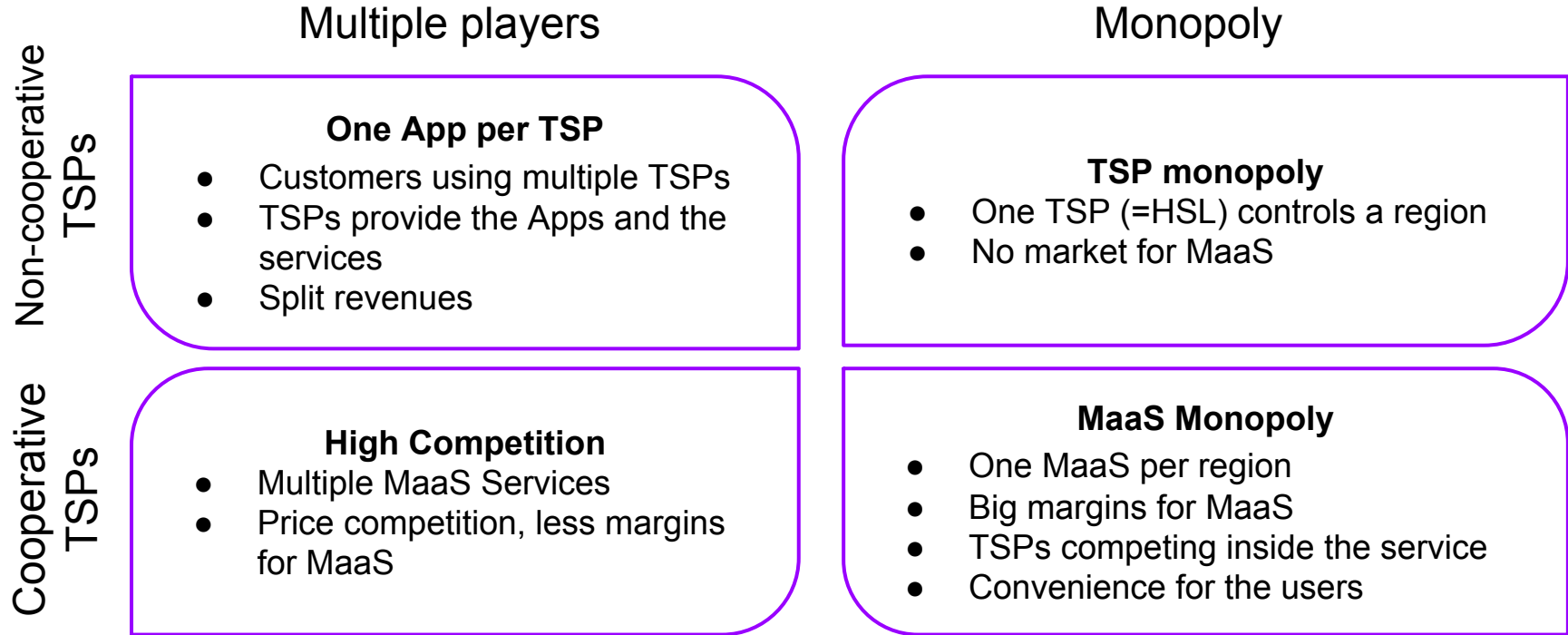
**Multiple players
on market**



**Monopoly on
market**

Cooperative TSPs

Scenarios



Scenario 1

SCENARIO

Multiple players

Cooperative
TSPs

High Competition

- Multiple MaaS Services
- Price competition, less margins for MaaS

PROBLEM

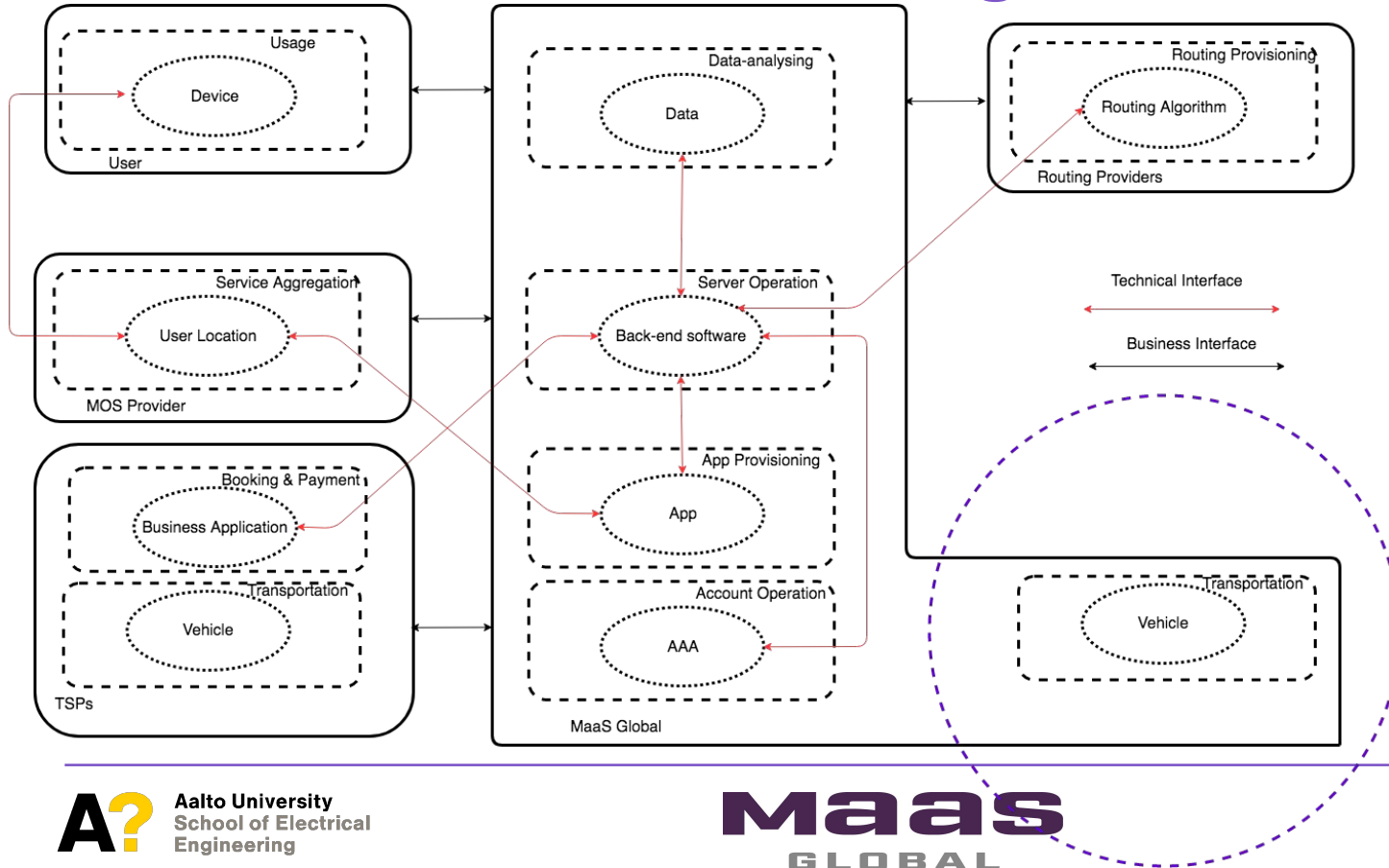
How can MaaS
Global stand out?

Solution 1

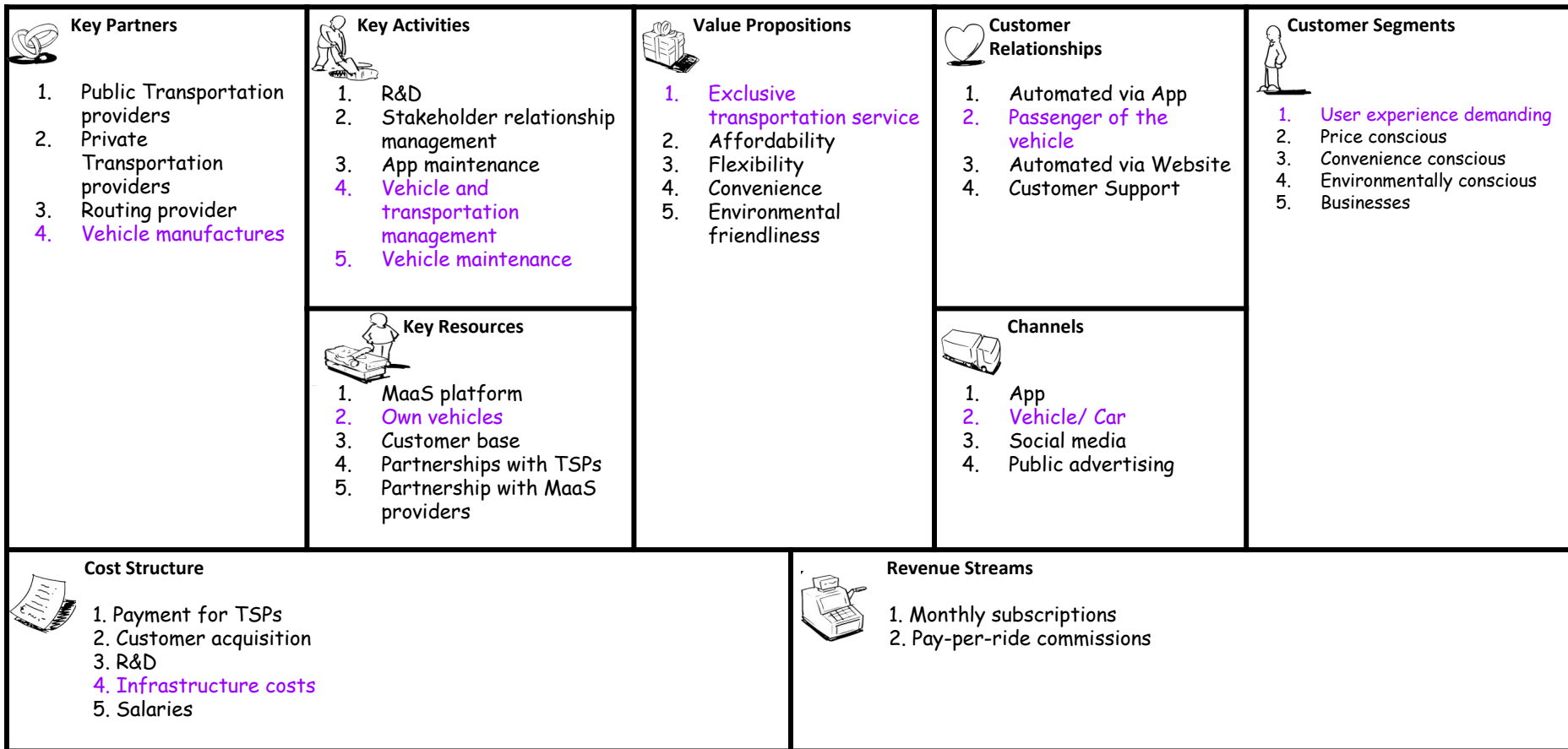
- Differentiation through adding own vehicles



VNC MaaS Global adding own vehicles



BMC MaaS Global adding own vehicles



Scenario 2

SCENARIO

Non-cooperative
TSPs

Multiple players

One App per TSP

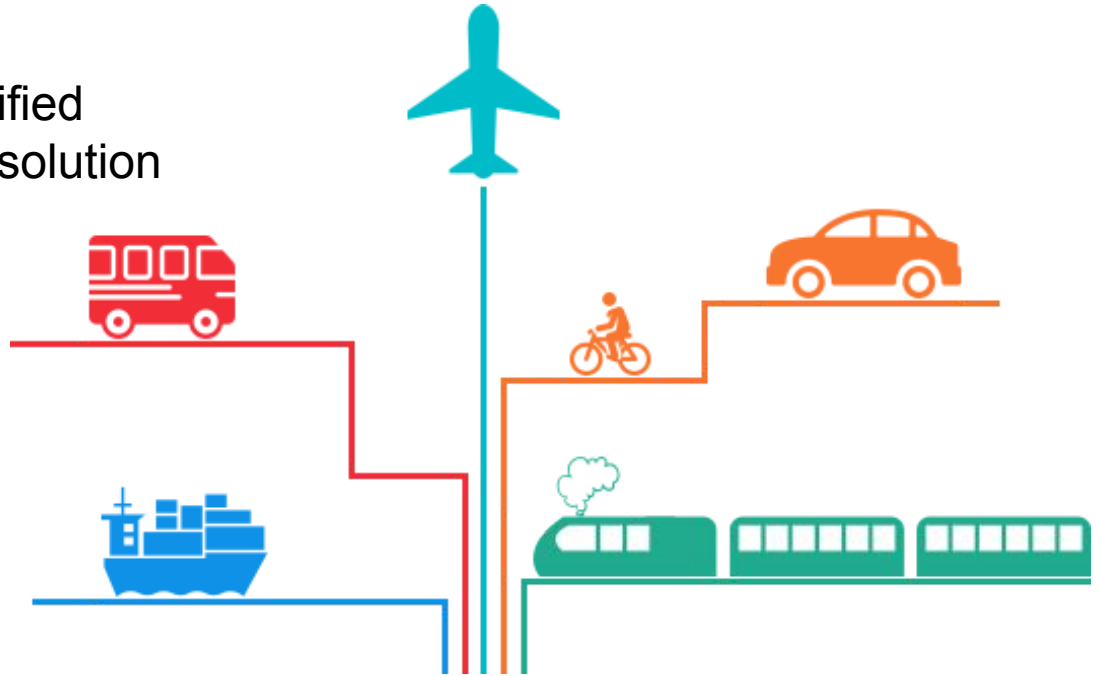
- Customers using multiple TSPs
- TSPs provide the Apps and the services
- Split revenues

PROBLEM

How can a
MaaS company
make profit?

Solution 2

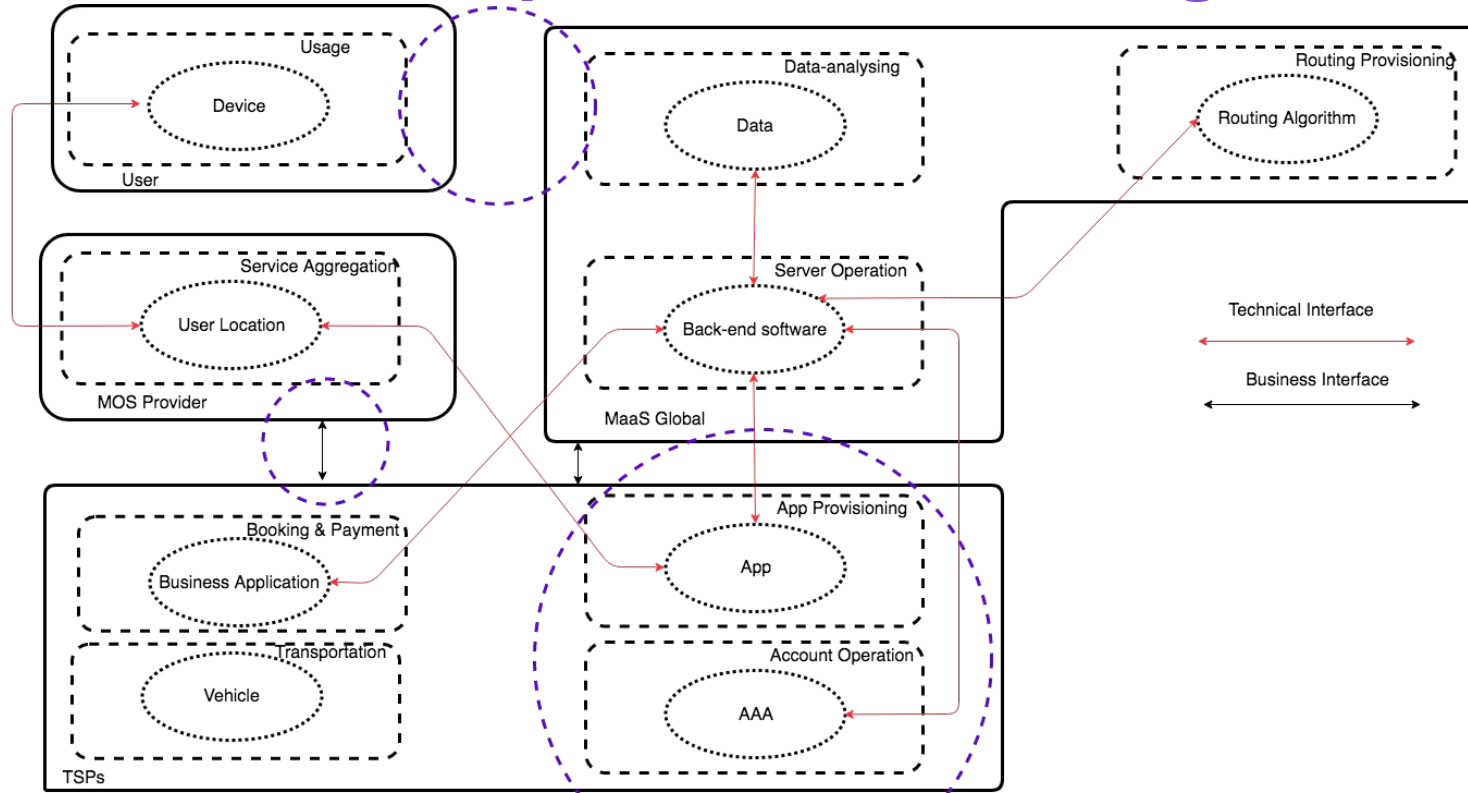
- Data-analysis driven unified transportation planning solution



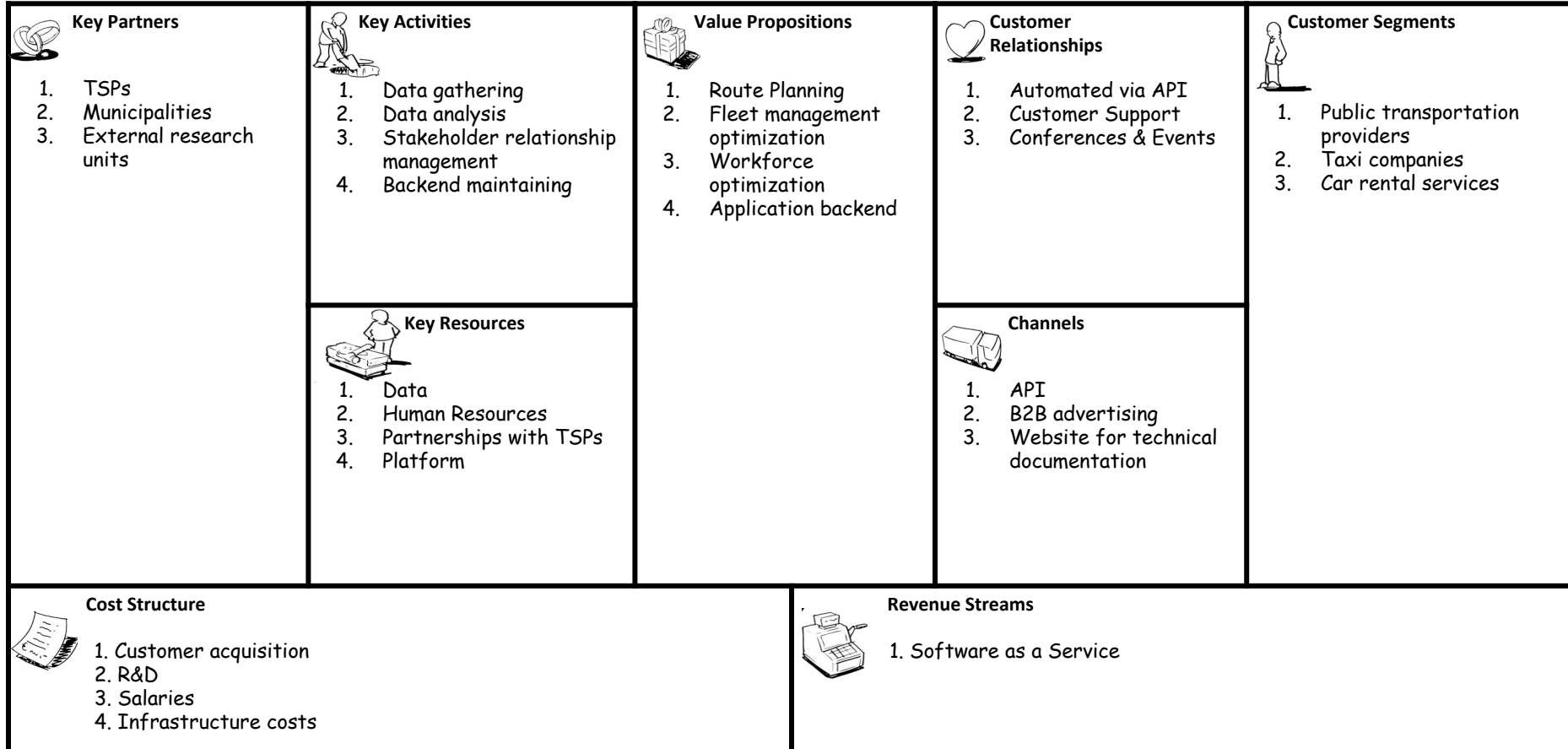
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VNC Transportation Planning Provider



BMC Transportation Planning Provider



Questions

Please feel free to ask any questions.

