

Maas GLOBAL

— Mobility as a Service



The End of Car Ownership?

503€

Average monthly cost of
owning a car in Finland

90min

Average daily use of any
transportation

4%

Private cars in use
during their life cycle



Transportation is being hit by digital revolution

Travel smarter.



Public transport



Taxi



Cars



Bike sharing



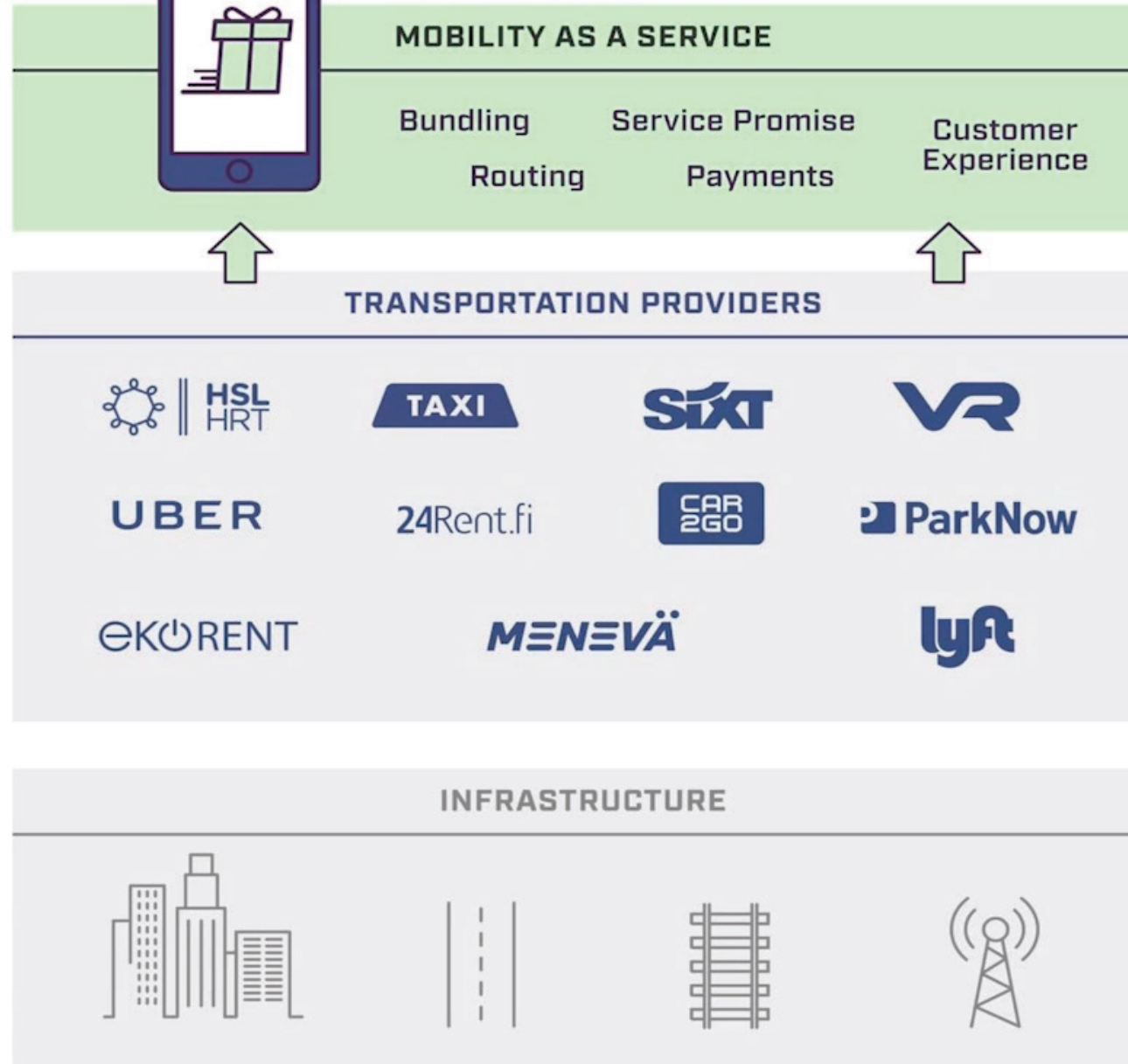
Mobility
integration

Design



Digitalisation

Money flows directly from end users to the whole ecosystem



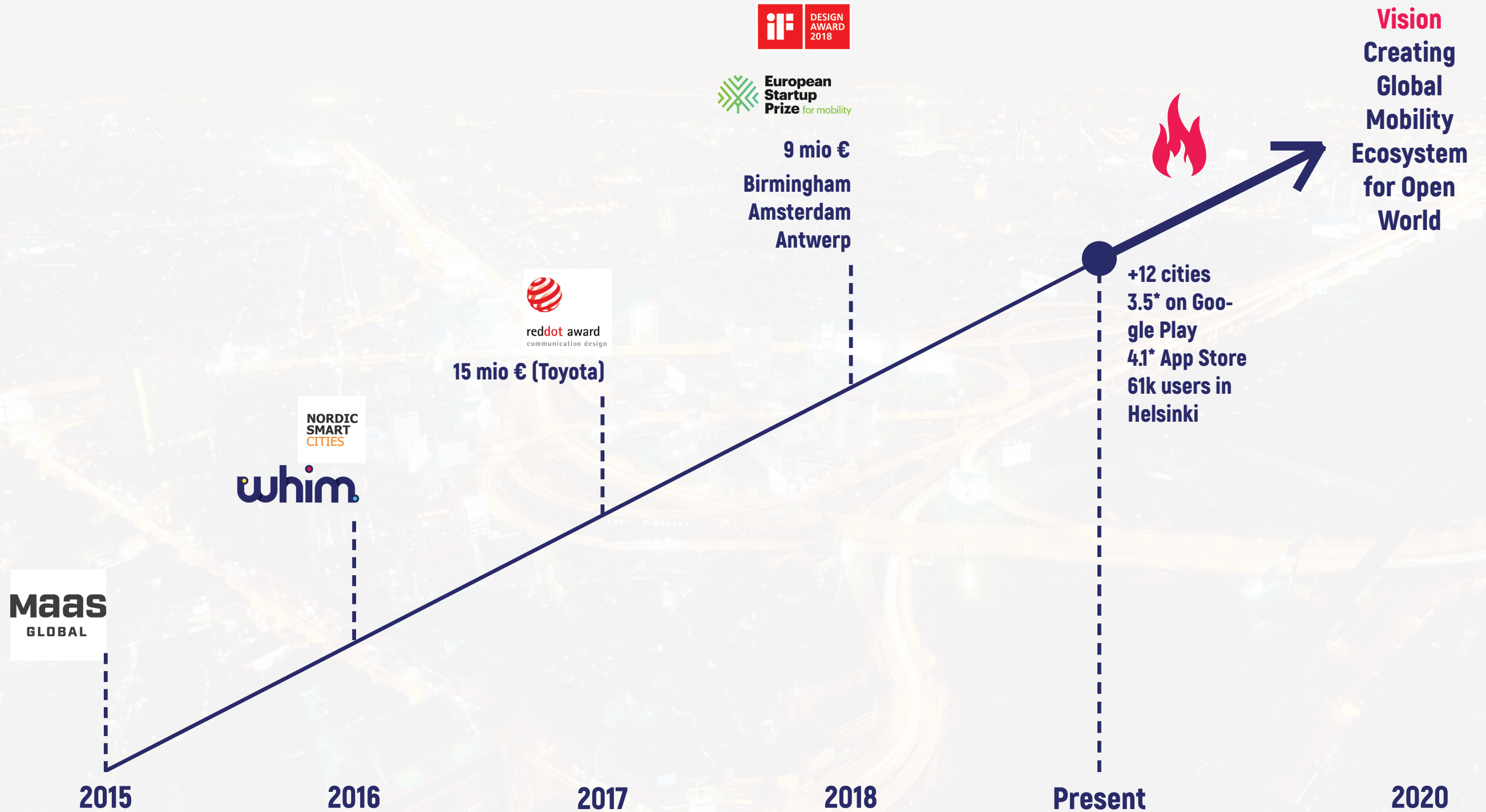
Tailored Service

Interconnecting transport providers

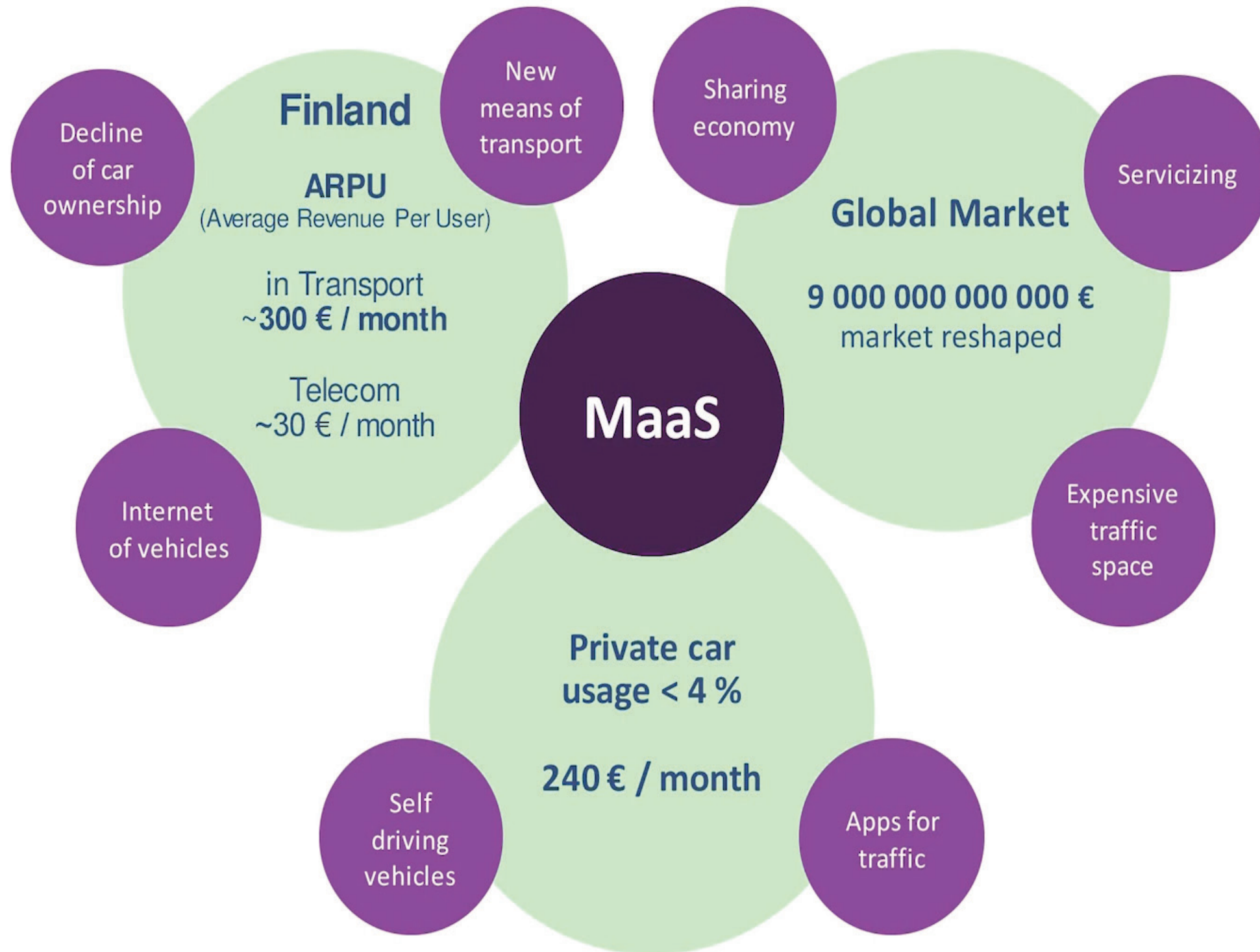
Redesigning the city

Global scope

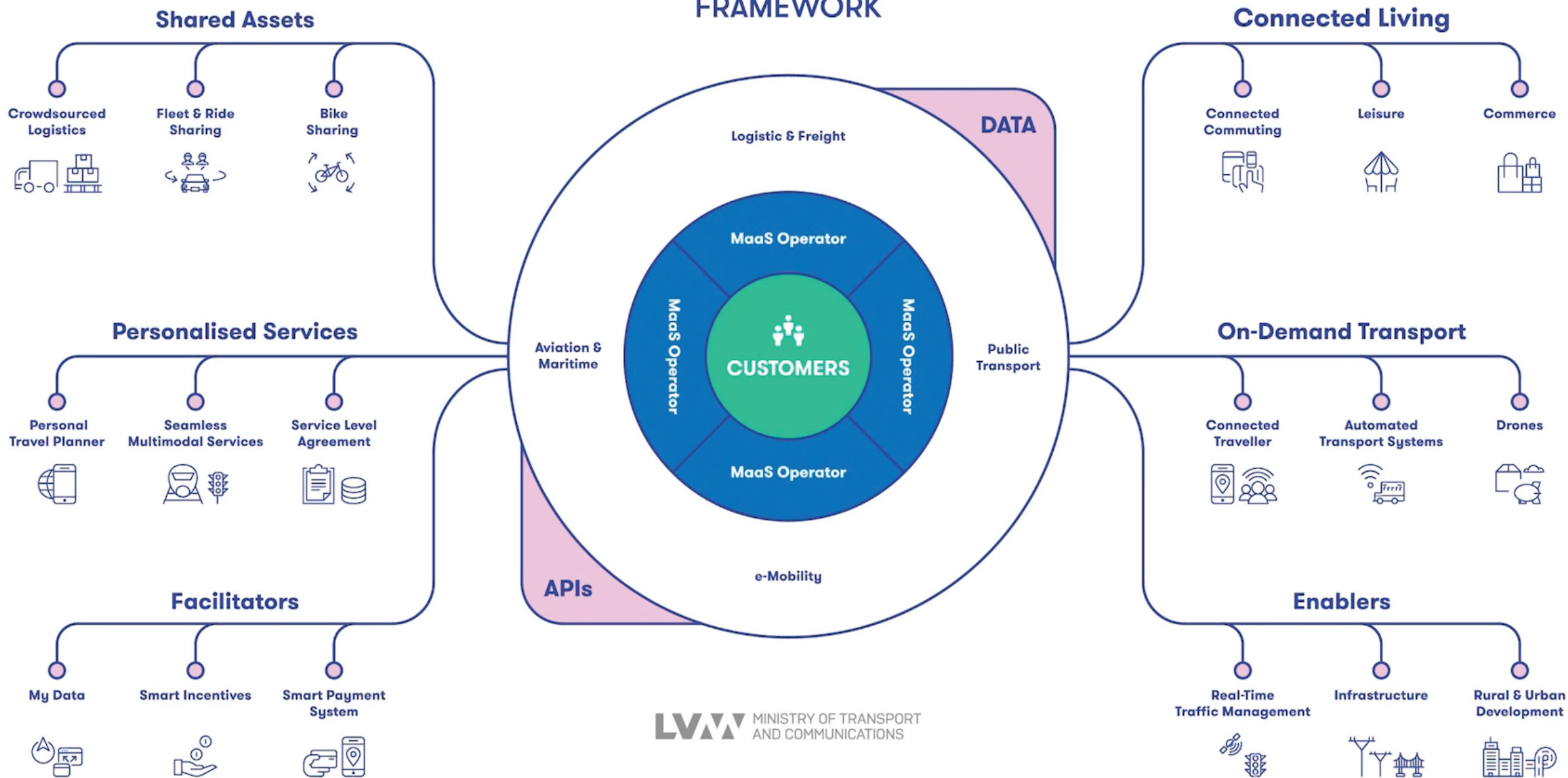
Timeline



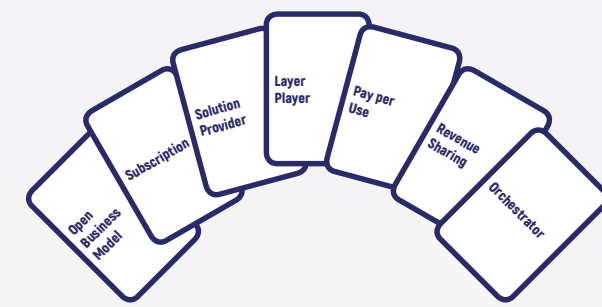
Strategic Insights












MOBILITY AS A SERVICE FRAMEWORK



Business Model Canvas



<p>Key Partners </p> <p>Transport providers (public & private) Car rental services Local authorities Investors (mostly car companies)</p>	<p>Key Activities </p> <p>Creation of mobility ecosystem Software development</p>	<p>Value Propositions </p> <p>Mobility as a Service (coherent integration of all transportation systems) "Travel smarter."</p>	<p>Customer Relationships </p> <p>Feedback via app store, social media Help Center/Customer service (within the app)</p>	<p>Customer Segments </p> <p>A car owner</p> <p>?</p>
<p>Key Resources </p> <p>Transportation infrastructure Functioning mobile internet network (data roaming)</p>	<p>Channels </p> <p>Mobile app Website Some digital advertisements (YouTube, HSL)</p>			
<p>Cost Structure </p> <p>?</p>		<p>Revenue Streams </p> <p>Subscription model ? Pay as you go ?</p>		

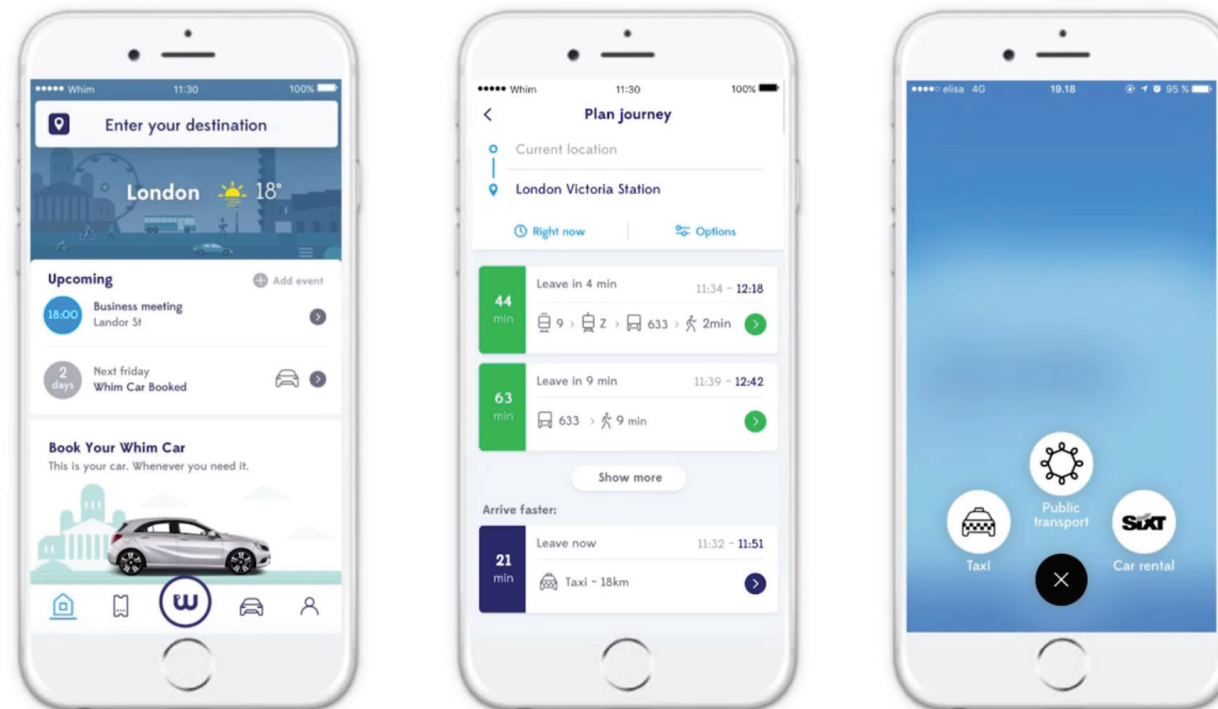
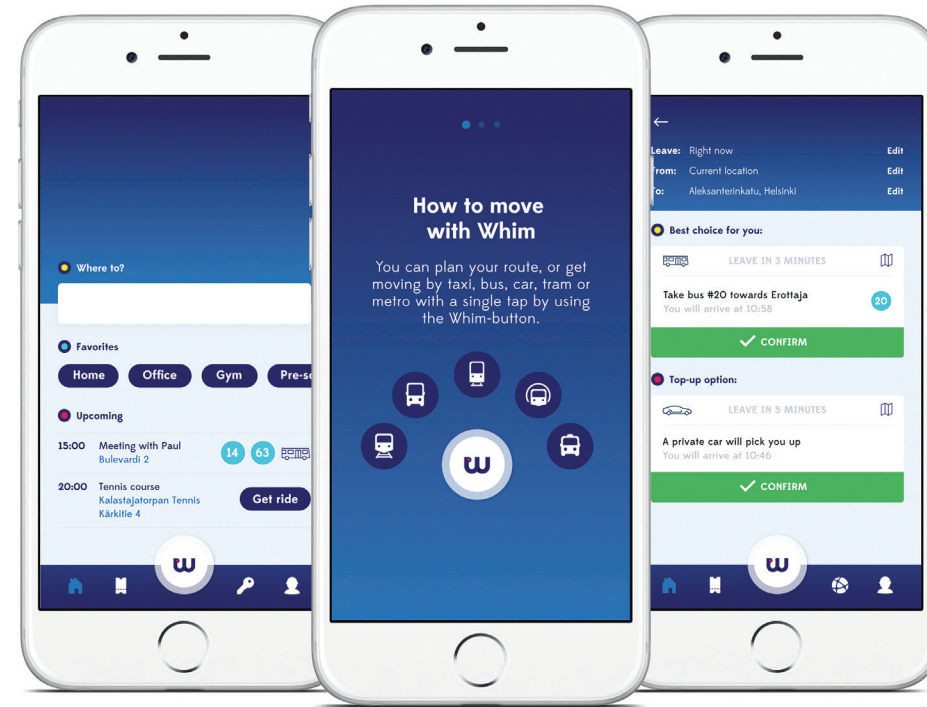
Utilisation of Design

Inconsistent brand image

Designers as enablers (driving your dream car)

Design-thinking (whim service cards)

UI & UX



Challenges towards Desirable Future



How to balance user needs and wants with the goals of the cities, institutions and corporations?

- How to use design as a tool to shift people's mindset towards mobility?
- How to connect the whole world effectively?
- How to use design to scale up in a sustainable way?