MaaS & Car sharing

Creating value both up- and downstream
CarSharing needs MaaS as a marketing platform.

Gunnar Nehrke
@Fluidtime symposium,
Wien, June 2017
There are only three challenges setting up a MaaS-service:

• Getting customers on-board

• Getting transport services providers on-board

• Making money
and...

End-users

MaaS operator

Public transport provider

Transport service providers
and...
and...
So why am I (still) here?
The Gothenburg pilot (Go:smart project):

Subscription on mobility – instead of owning a car
Customer segment: Car owners

Why
• Good customers
• Good societal effects

How
• Households
• A → B
• A big promise
• Concept: Subscription on mobility
• Design: Attractive and sustainable
Customer segment: Car owners

Why
• Good customers
• Good societal effects

Who (initially)
• Not for everyone
• Geographical (rather than demographical)
• Good PT and not too god parking = quite dense parts of a city
• Can handle 80-90 % of all trips without a car – without too much extra effort
The Gothenburg pilot 2013-2014

- 70 households paying households
- 6 months
- Flexible subscription (≈ 130€/month)
- 20 cars in storage
- 0 drop outs
- >12 000 bookings/transactions

- Mostly normal
- Curios and quite demanding = early adopters
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Satisfaction with transport

![Bar chart showing satisfaction levels before, during, and after the pilot.](image)

- % Satisfied
- % Very Satisfied
Key success factors (the Gothenburg pilot):

- Simplicity
- Flexibility and control
- Low thresholds and no lock-in
- Car sharing
- Public transport
Car sharing as part of the service:

• Regular price model: 
  \[ \text{monthly fee} + \text{booking fee} + \text{hourly fee} + \text{km-fee} \]
• “Currency” = hours, including 10 km on average
• Same for all models
• 12 hours = 24 hours; 18 hours = weekend
• Subscription in steps of 6 hours
• Same account/currency used for rental cars (18 hours= weekend Economy car) etc
"…. putting customers’ needs at the heart of its approach to reduce car use and specifically noted ‘the good potential for replicability’.”
Fluidtime partners with UbiGo for MaaS pilot in Stockholm

First published on www.ITSGlobal.com

Mobility service app UbiGo will be relaunched and will pilot in Stockholm, 2018, to speed up the deployment of Mobility-as-a-Service in Sweden — with its technical implementation designed by Austrian IT supplier Fluidtime. The trial, part of the Horizon 2020 CIVITAS Eccentric project, will provide households with access to public transport, car sharing, car rental taxi, city bike system and 24/7 transport.

The Relaunch of UbiGo is based on the positive experiences evaluated on the Go:Smart / UbiGo MaaS pilot project 2014 in which 70 paying households showed behaviour change from the test.

Fluidtime is using its cloud-based data platform Fluidhub to manage the data transfer between transport service providers, the mobility application and customers. It works with different data sources while building up a user-friendly mobility solution to cope with transport challenges in smart cities and regions.

UbiGo combines public transport, car-sharing, rental car services and taxi into one intermodal on-demand mobility service. It has a flexible monthly subscription with an account shared among all members of a household. The app can and can be topped up and allows users to save what has not been used for next month.
Mission: To replace car ownership
MaaS as in "car OEM"?
Mission: To replace car ownership

This is what we need to solve

• Price models & Risk sharing
• Customer relation and ownership
• Brand
• Cannibalism
• Backend-integration

And for the car sharing service itself:

• Price & profit
• Availability
• Integration of car rental
Creating value – for all

What’s in it for you?

Easy everyday life – without having to own a car

..and capturing enough of it
Upstream value proposition
• Reach new customer segments
• Efficiency

How to handle canibalism etc
• Preferred suppliers – partnerships
• Different bundling price models
• Sharing customer relation and data
• Honoring brand
• Service innovation
Car sharing members:
- Don’t own a car today
- Already multimodal
- “the fix it all traveller"
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**Maas customers:**
- Think they need a private car
- Wants easy access to ”all”
- ”the all-inclusive trip household”

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**Sunfleet**

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**UbiGo**
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- Don’t own a car today
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Movement of customers

Sunfleet → UbiGo

Hertz  västtrafik  styr & ställ  taxikurir
**Price models (Example based on current Sunfleet prices):**

<table>
<thead>
<tr>
<th>Subscription</th>
<th>Price/month</th>
<th>Per hour*</th>
</tr>
</thead>
<tbody>
<tr>
<td>6h</td>
<td>53 €</td>
<td>8.80 €</td>
</tr>
<tr>
<td>12h</td>
<td>89 €</td>
<td>7.40 €</td>
</tr>
<tr>
<td>18h</td>
<td>122 €</td>
<td>6.60 €</td>
</tr>
<tr>
<td>24h</td>
<td>146 €</td>
<td>6.10 €</td>
</tr>
<tr>
<td>30h</td>
<td>170 €</td>
<td>5.70 €</td>
</tr>
<tr>
<td>36h</td>
<td>190 €</td>
<td>5.30 €</td>
</tr>
</tbody>
</table>

*When using:*
- 1 h = 1h compact car incl. 10 km (in average per month)
- Extra km = 0:20 €
- 1 size larger = 1 €/h (2 sizes larger = 2 €/h)
- Full day = 12 h, Weekend = 18 h
- CDW preset for household

- member
  - fixed 17€ /month
  - fixed 50€ /month
  - fixed 100€ /month

Example of MaaS/price models only available to MaaS customers
MaaS topology
(Sochor, Arby, Sarasini, Karlsson, Holmberg)

0
No integration:
Single, separate services

1
Integration of information:
Multimodal travel planner, price info

2
Integration of payment:
Single trip - find, book and pay

3
Integration of service offer:
Bundling/subscription - responsibility

4
Integration of societal goals:
Governance & PP-cooperation

(Sochor, Arby, Sarasini, Karlsson, Holmberg)
This is what we need to solve

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Rule of transitions:
Everybody has to gain – Somebody has to lead

Leadership prism, Ron Adner

Example from healthcare: e-journals

The car you can subscribe to

Sustainable?
Conclusions:

• It’s not ideology, it’s business (but with a cause)

• MaaS is more than a new market channel – it creates a new customer segment

• Be part of it, be a partner – but don’t sell out

• Innovate – the MaaS chain is not stronger than the weakest link...
Thank you!

www.ubigo.me