The Status Quo

Currently, people use a variety of apps relating to transport:

- TripGo/GoogleMaps/Moovit/etc
- Uber/Lyft/Taxify/goCatch/etc
- Waze/TomTom/etc
- Expedia/Kayak/etc
- BlaBlaCar/LyftLine/UberPool/Via etc
- Hertz/Avis/etc
- Parkopedia/etc
- JayRide/ShuttleBuses

The Status Quo is not great

- Roaming
- Multi-hire taxis (e.g. 5-seaters) (need to win market share away from taxis)
- On-demand buses (e.g. 9-seaters) (need to win market share away from public transport)
- Where does medium-distance transport fit? (Intercity rail & coach)
- Driverless electric community cars to pick you up from a particular train
- Will you find a car spot at the train station?

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Tim's definition of MaaS

A single app which integrates all forms of transport

- Including bookings & payments

- Preferably with "Roaming", i.e. allowing providers to provide the same UI/accounts in all cities

- Optimal trip-chains

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The big MaaS Schism

PAYG

Pay-as-you-Go, i.e. the status quo: if you take a taxi, you pay the taxi price, if you take a bus, you pay the bus fare

Subscription model

Monthly transport plans, modelled after phone plans. For a fixed monthly price, you get a fixed number of taxi kilometers, bus & train tickets, etc.

Introduces market distortions

But allows a MaaS operator to hire taxi's for the day and then get better utilization

The hope is that families will give up their car

What we all want

We all want an app which…

- Tells us how to get from A to B
- Lists the alternatives (cost, brand, time, carbon, hassle)
- Includes **all** the transport service providers
- Looks the same in all countries
- Solves the booking & payment problems

Tim's Thesis

The early adopters of MaaS will be out-of-towners

- Tourists
- Business travelers

They…

- Don't know their way around the city
- Haven't installed the relevant apps
- Haven't signed up with the relevant providers

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One app? No: one platform

- All transport service providers can join by providing an API

- Handles all public transports, hailed rides, private, share and rental cars & bicycles, parking, shuttles, and more

- Also handles and produces matches for car pooling, UberPool, Lyft Line, taxi sharing and on demand shuttle services.

- Multi & mixed modal routing considers all relevant transport services to serve door-to-door trips and sequential itineraries

- Users can compare all options by cost, time & CO^2

- Users book and pay any service with a transaction enabled API

- When? Now: developer.tripgo.com

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Remaining Challenges

- Too many competing companies each want to be the "unified transport app for the world".
- Vested interests and battles over who owns the user relationship are preventing the unification of transport
- What will succeed is a standards based, coalition approach….***ecosystem***
- We're dealing with many slow moving organisations…this industry does not move at "startup speed".

Fragmentation in the taxi & ride-pool market

- If the taxi market is fragmented, you often won't get the closest taxi.

- Ride-pooling / shuttlebuses are even more dependent on non-fragmentation/critical mass because you're matching on {time,origin,destination}.

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Should MaaS be government led or commercially led?

Mass Public transport is often owned & managed by Government, and is a key component of MaaS

In some ways, MaaS would be easier as a monopoly, especially with DRT (taxi-buses, taxi pooling)

However Governments rarely involve themselves in consumer products (you rarely hear of "G2C")

Get in touch!

Contact us to discuss the future of transport.

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