



Mobility as a Service The End of Car Ownership?

Sampo Hietanen / CEO, Founder / MaaS Global Ltd

Twitter: @sampo_hietanen, @whimappFI / @maas_global

What would it take for you to give up your own car?

MaaS Global was established to develop an answer to this simple question

**The goal is to have 1 million car owners
to switch to Whim subscription by 2030**



EDITORS' PICK | Feb 12, 2020, 02:37pm EST

Oil Giant BP Banks On Bikes, Plug-In Cars And Fuel-Free Forecourts To Go Carbon Zero



Carlton Reid Senior Contributor

Transportation

I have been writing about transport for 30 years.

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BP CEO Bernard Looney speaks during an event in London on February 12, 2020, where he declared the ... [+] AFP VIA GETTY IMAGES

BP's new boss Bernard Looney said on February 12 that he wants the oil giant to pivot away from petroleum. By doing so the 111-year-old company could get to net zero carbon emissions by 2050, predicted Looney.

The company needs to "reinvent" itself, he said in a speech, a week after taking over as chief executive.

"The world's carbon budget is finite and running out fast; we need a rapid transition to net zero," [said Looney](#).

fair that car owners have the freedom of mobility ar

Ms. Heikkilä's idea has been incorporated into her c
Helsinki 2025, which aims to offer such smart and e
thousands of Helsinki residents can do without their cars.

Global, now has some 10,000 monthly subscribers in
Whim. A basic plan at 50.7 euros a month (about \$61

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7,571 views | Mar 28, 2019, 05:36am EDT

Netflix-Of-Transportation App Reduces Car Use And Boosts Bike And Bus Use, Finds MaaS Data Crunch



Carlton Reid Senior Contributor

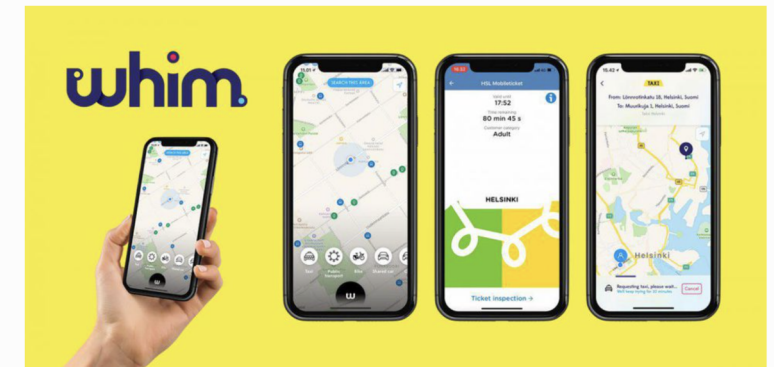
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Whim app is for multi-modalists. MAAS GLOBAL

"Mobility as a service is the 21st century equivalent to the Ford Model T, which gave people the freedom to go wherever and whenever they wanted," said MaaS Global CEO Sampo Hietanen. He was speaking ahead of today's release of a study which found that his startup company's Whim app has massive potential to get people out of the habit of using cars.

"Whim is better than owning your own car," Hietanen told [Forbes.com](#).

Hietanen is one of the "fathers" of mobility-as-a-service, or **MaaS**. The concept dates back to 1996 when the creation of an "intelligent information assistant" was suggested by data scientists during the ENTER tourism conference held that year in Austria. The first steps to make it a reality came after a presentation Hietanen gave at a tech conference in Helsinki in December 2014. Hietanen, then the CEO of Intelligent

616€

The European monthly average cost of owning a car.

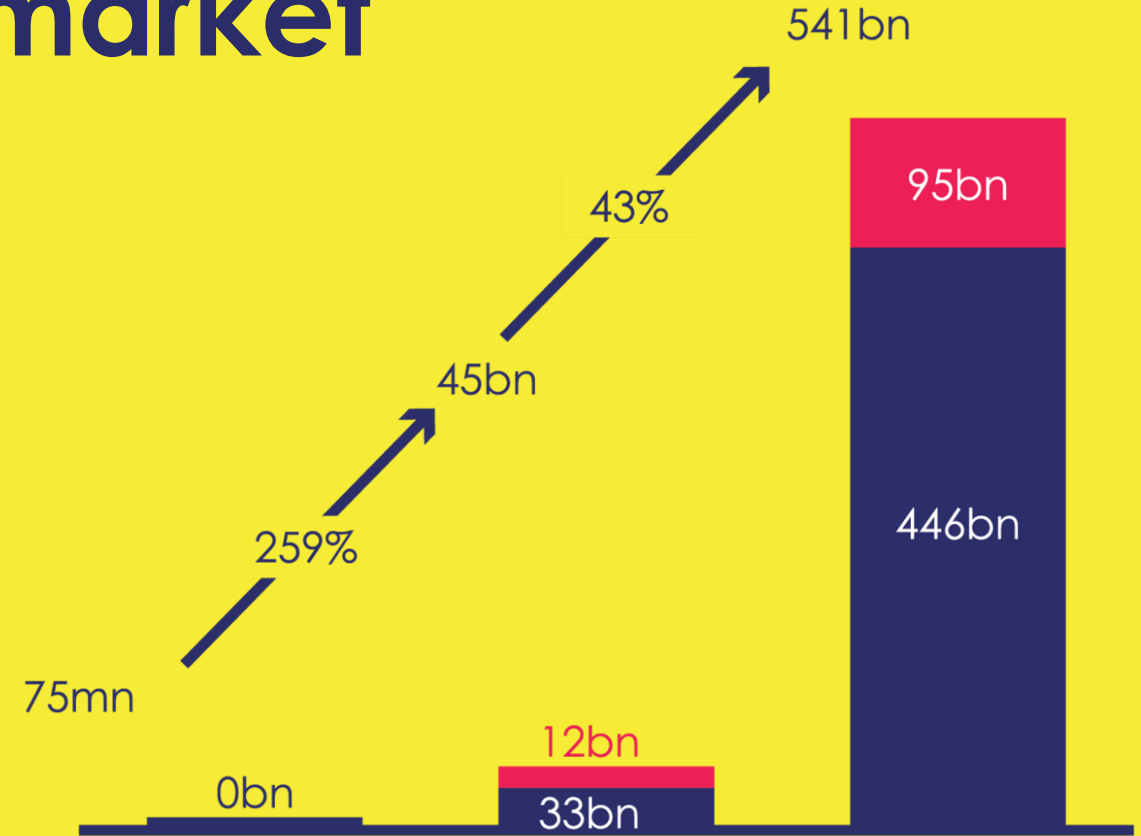
76%

Private car share of all transportation costs

4%

Private cars in use during their life cycle

MaaS market



Transport spend	5.5tn	6.4tn	8.0tn
MaaS spend	75mn	45bn	541bn
MaaS penetration %	<0.1%	0.7%	6.8%

Sustainability

40%

of carbon emissions are from traffic by 2030

38%

would give up their car if they only could

70 000 000

cars off European roads



Public
transport



Taxi



Train



Rental car



Shared car



Bicycle



e-Scooter

whim.



GOOD DESIGN AWARD 2019

BEST 100

"All-inclusive and seamless, this app completely eliminates the hassle of getting around, making a dream come true."

- Good design award 2019 jury

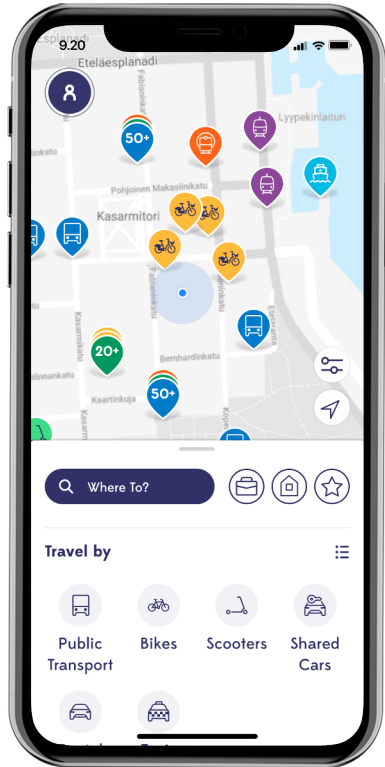
Whim is available in

- 1 **Helsinki**, launched 11/2017
- 2 **Birmingham**, launched 3/2018
- 3 **Antwerp**, launched 5/2018
- 4 **Vienna**, launched 10/2019
- 5 **Turku**, launched 5/2020
- 6 **Tokyo**, launched 12/2020
- 7 **Switzerland**, launched 09/2021



The Whim Mobile App is Multi Design Award Winning

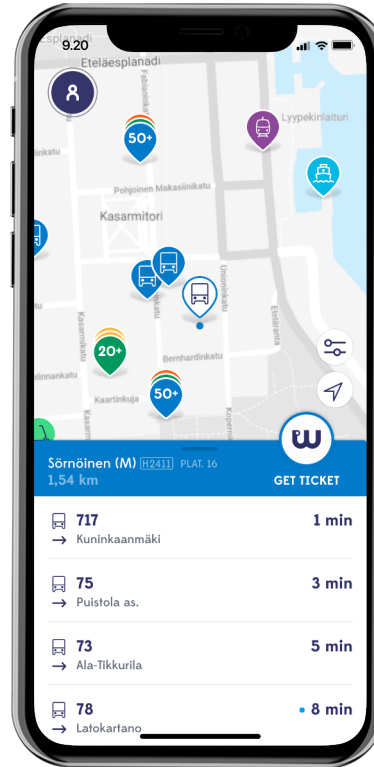
Full integration of transportation services creates a seamless and compelling travel experience for everyone, locally and globally



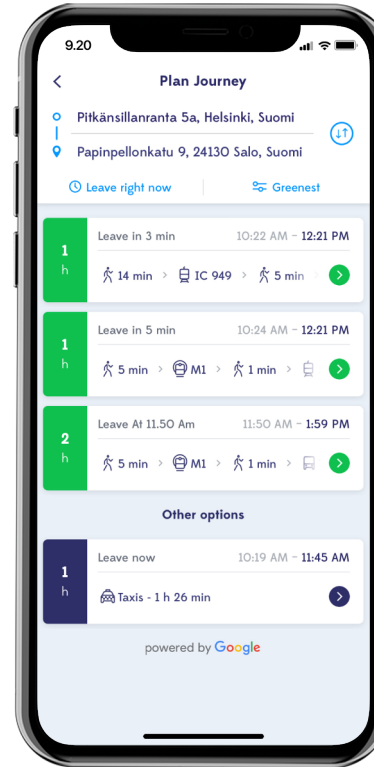
Whim Home



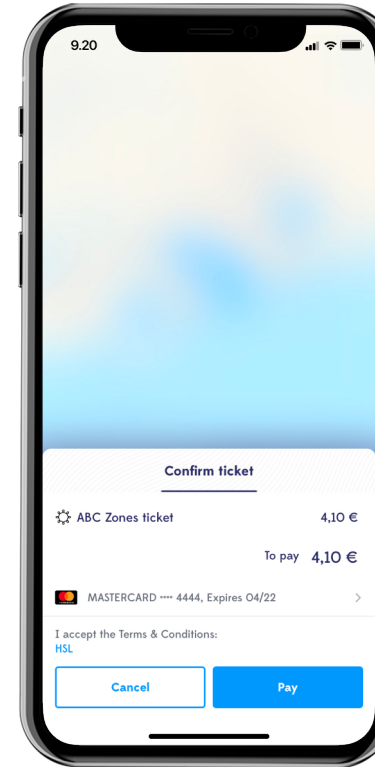
Choose a convenient subscription that suits your needs



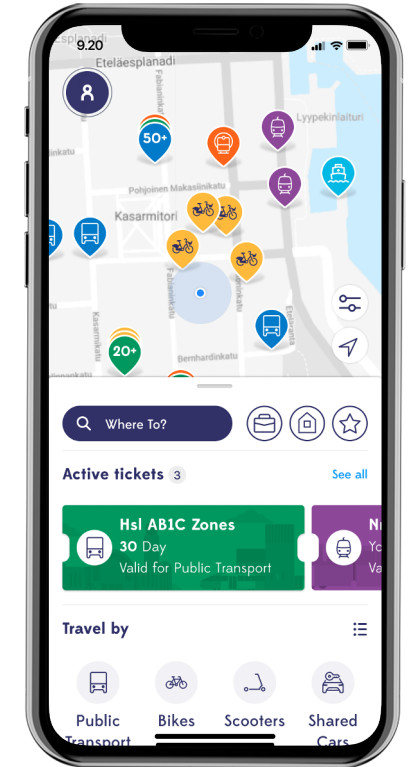
Select modes of transport from Whim's dynamic map



Enter destination or find routes to saved locations from "Where to?"



Easily purchase tickets or immediately access all mobility services



Instantly access already purchased subscriptions or tickets

Freedom of mobility: *Anywhere, anytime on a whim*



Business world package for 800 € / month:

- 5 minutes pickup in all EU
- Black car status everywhere
- Working conditions guaranteed



15 minutes package for 135 € / month:

- 15 minutes from call to pick up with no more than 15 minutes delay compared to driving.
- No parking hassle



Cup of tea guarantee

- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- Movember special rides



Pay as you're moved:

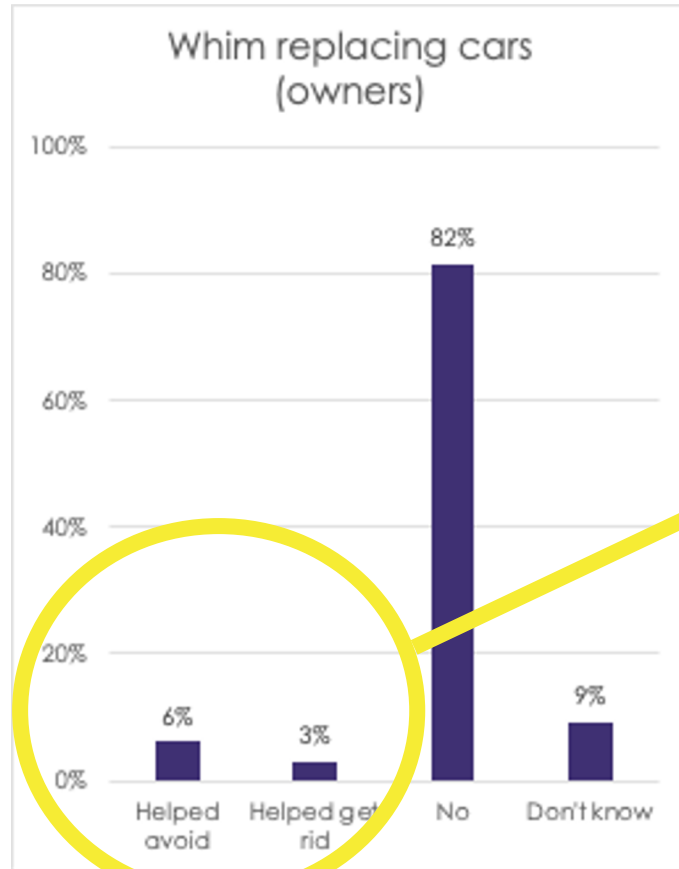
- Bike and segway service included
- 20 cents per minute in vehicles with others in
- 30 cents per minute for a nice car
- 50 cents per minute for a personal driver
- Only vehicles that use renewable energy



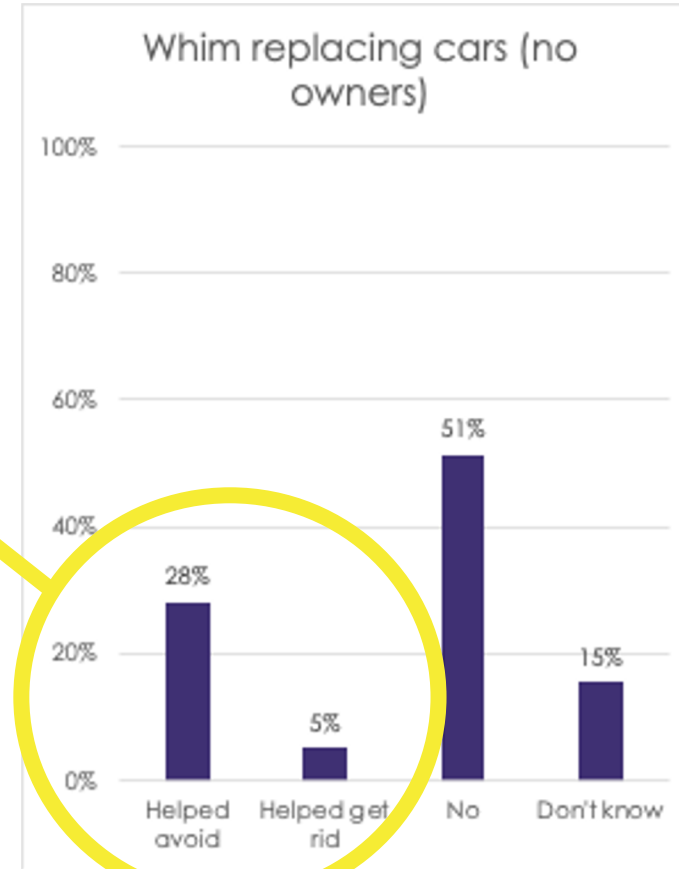
Family package for 1 200 € / month:

- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included

Whim replacing cars?



24% of all responses said Whim helped (a) avoiding or (b) getting rid of own car



MaaS Study Insights



1. Public Transportation is the backbone of MaaS

- KPI: PT share is 28 % higher among Whim users than in average in Helsinki (on selected areas, 52,7 vs 73%)

2. Whim users are steeped in multimodalism

- KPI: Whim users combine taxi three times more often with PT compared to typical helsinkian (3,17) (2,9 % Vs 9,2 %)

3. MaaS helps solve the first / last mile problem

- KPI: 11,9 % of bike trips within 30 minutes before PT trip , 30,1 % of bike trips within 90 minutes after PT trip

4. MaaS Trips on average are more sustainable

- Over half of the trips made in Helsinki are made by sustainable mode of transportation (Walk, cycling, bus, tram, train, metro). Whim users are mostly using sustainable and city-friendly transportation modes. 97% of the trips are done using sustainable mode by Whim users.

5. Whim users seems to be more readily including taxis in their daily travel choices

- KPI: 2,25 times more taxis than on average in Helsinki. Using taxis does not seem to be unsustainable, especially if the use of taxi is leading to having less cars in city streets, it also decreases the requirements for parking in cities.

MaaS Study Insights



6. MaaS does not appear to significantly increase the average number of daily trips per person
 - Around 3 trips on average are done by both MaaS and regular Helsinki area citizens
7. The growth in MaaS usage has been strongest in the inner-city region
 - KPI: 38 % of all the trips morning and evening peak hours occurred in the inner-city region
8. Greatest potential outside city centres along PT corridors
 - KPI: 68 % MaaS trips occurs in the areas with highest PT share - in Helsinki
9. Strong correlation between accessibility by bicycle
 - KPI: 40%; Our Analysis has found that almost 40% of the MaaS-trips that occur in the areas with the highest accessibility with public transport, also occur in the areas with highest jobs-accessibility with bicycle. This underlines the multimodal nature of the MaaS-usage.
10. A strong growth-potential from new transportation solutions
 - KPI: From 7 % to 38 %.The introduction of new transportation solutions (E-bikes and car sharing) is estimated to increase the core multimodal area (the area that combines the highest accessibility for each mode) from covering 7% of the daily car trips, to 38%

WILLINGNESS FOR COOPERATION

Contracts between transport service providers and MaaS Global **to buy transportation** from at least:

- Public transportation (urban, intercity)
- Taxi and/or taxi-like services
- Access to a car (rental, sharing)
- Other city-specific TSPs



TECHNICAL READINESS

Make available your **APIs allowing 3rd party service providers** including:

- Background payments, ticketing, validation, hailing
- Information about transport services (timetables, routing, locations, disturbances)



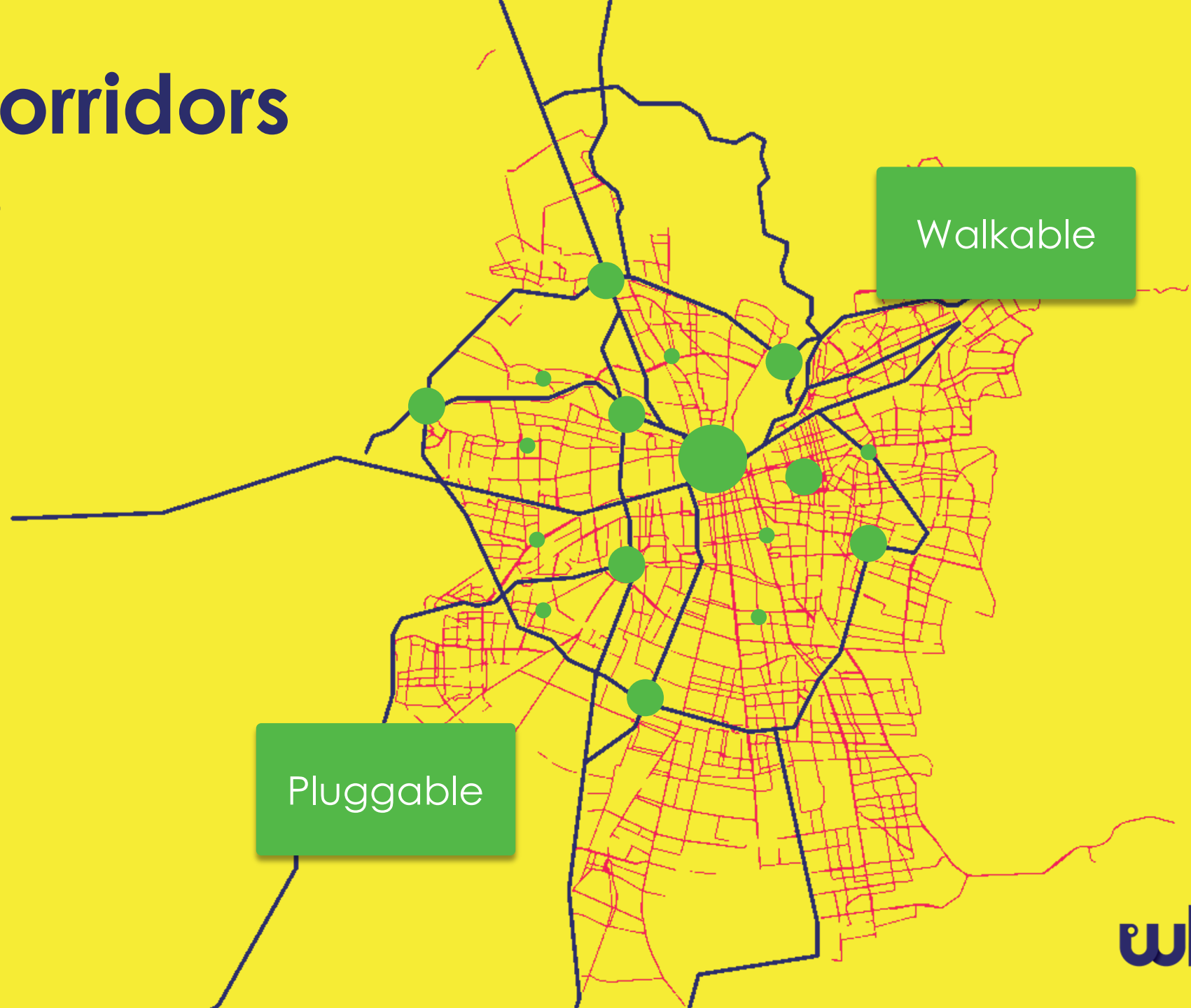
FROM CORRIDORS TO HUBS

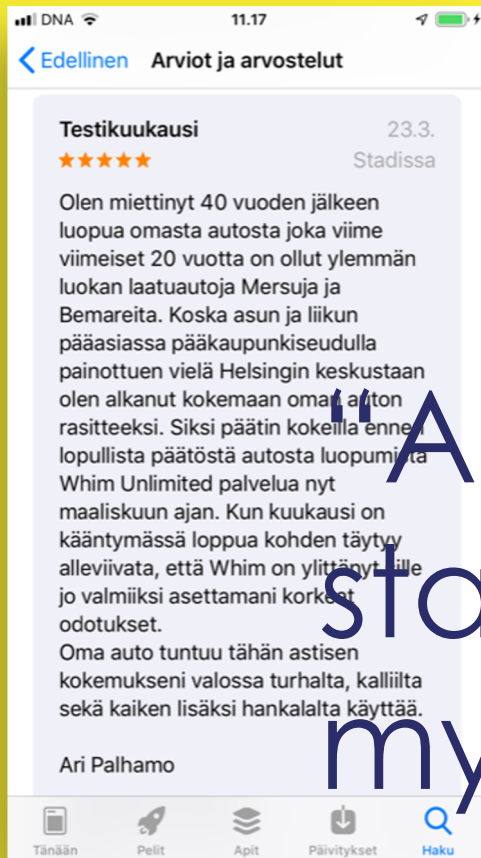
Transform public transport stations to mobility hubs. Make those as connected as possible by providing:

- Dedicated areas for shared mobility (carshare, bikeshare, taxis, escooters...)
- Park&Ride
- Enable and support new businesses and multimodality



From Corridors to hubs





"After 40 years of driving I have started to consider giving up my car that, for the last 20 years, has been an executive class automobile..."

whim.

Your every move on a whim.

