



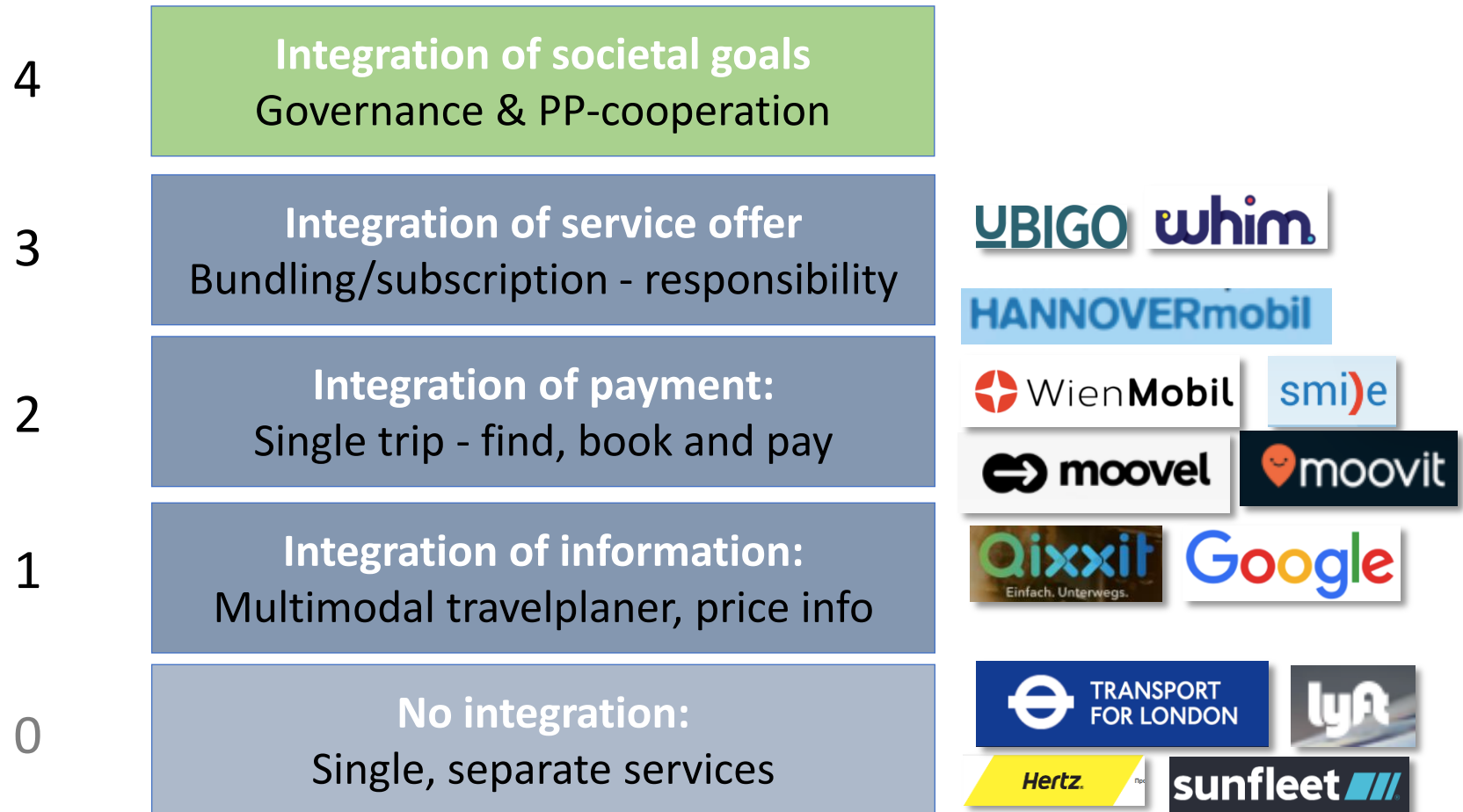
MaaS Business Models and governance options

IMOVE Stakeholder Forum 2018

Hans Arby, Ubigo & Per-Erik Holmberg, RISE Viktoria



MaaS topology (Sochor, Arby, Sarasini, Karlsson, Holmberg)



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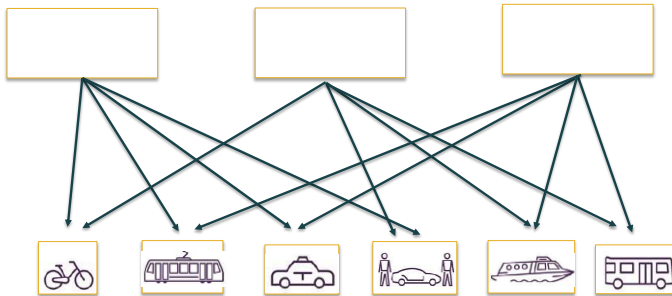
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Ecosystem 'models' (Röhrleef 2017)

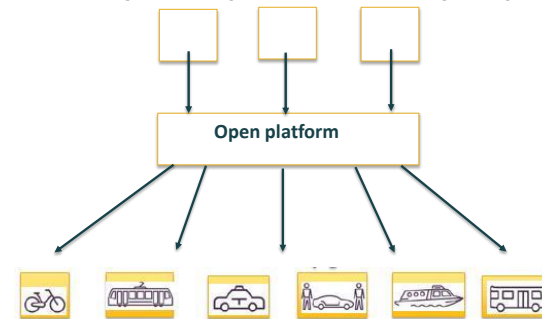
1. Commercial actor

- Integrators organise themselves
- Competition
- Free, unregulated market



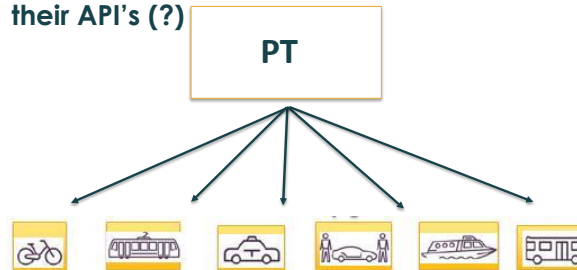
2. Creator of an open back-end platform

- Technical back-end platform serves as « public infrastructure »
- Competition on front-end side
- Other mobility service providers have to open up their API's



3. Integrator around PT

- MaaS run by Public Transport with selected mobility services
- Rules set by PT
- Other mobility service providers have to open up their API's (?)

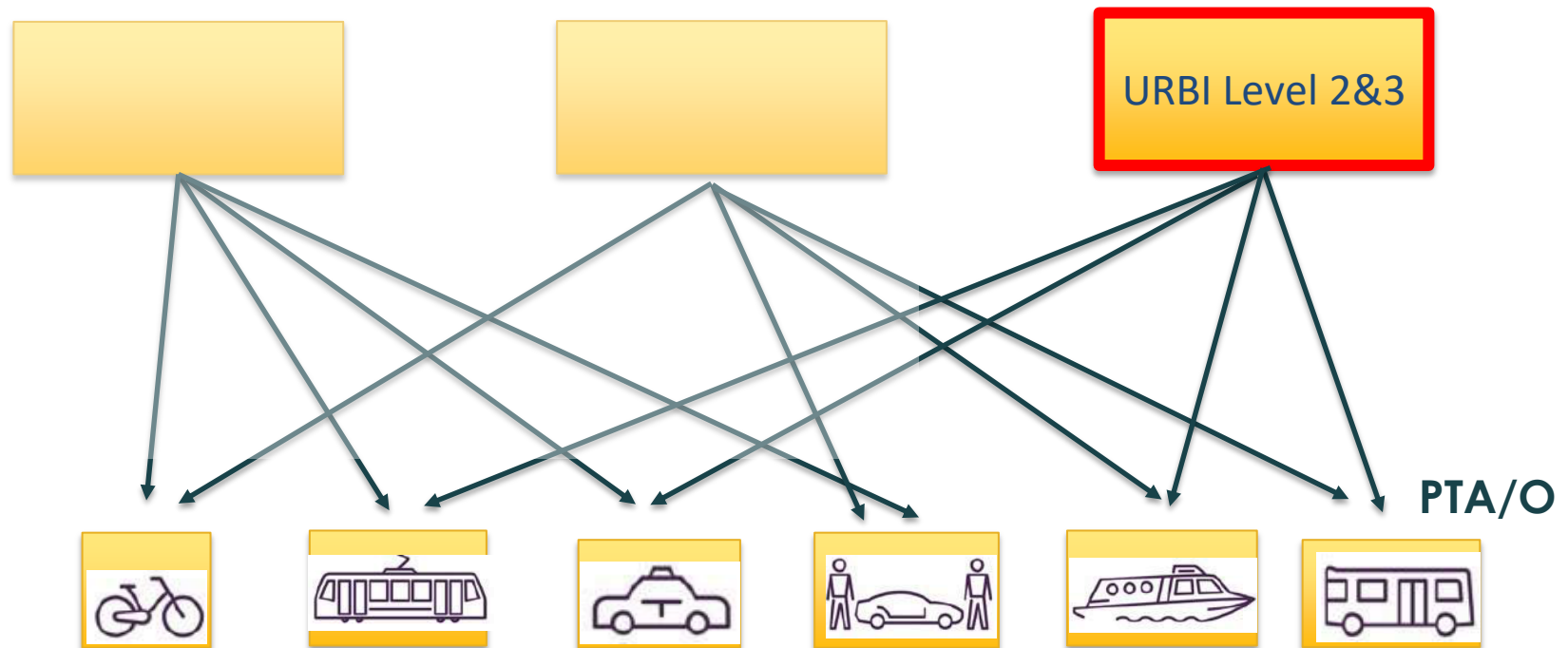




1. Commercial actor

Entrepreneur pull

BERLIN



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I simply want to move. I want to move simply

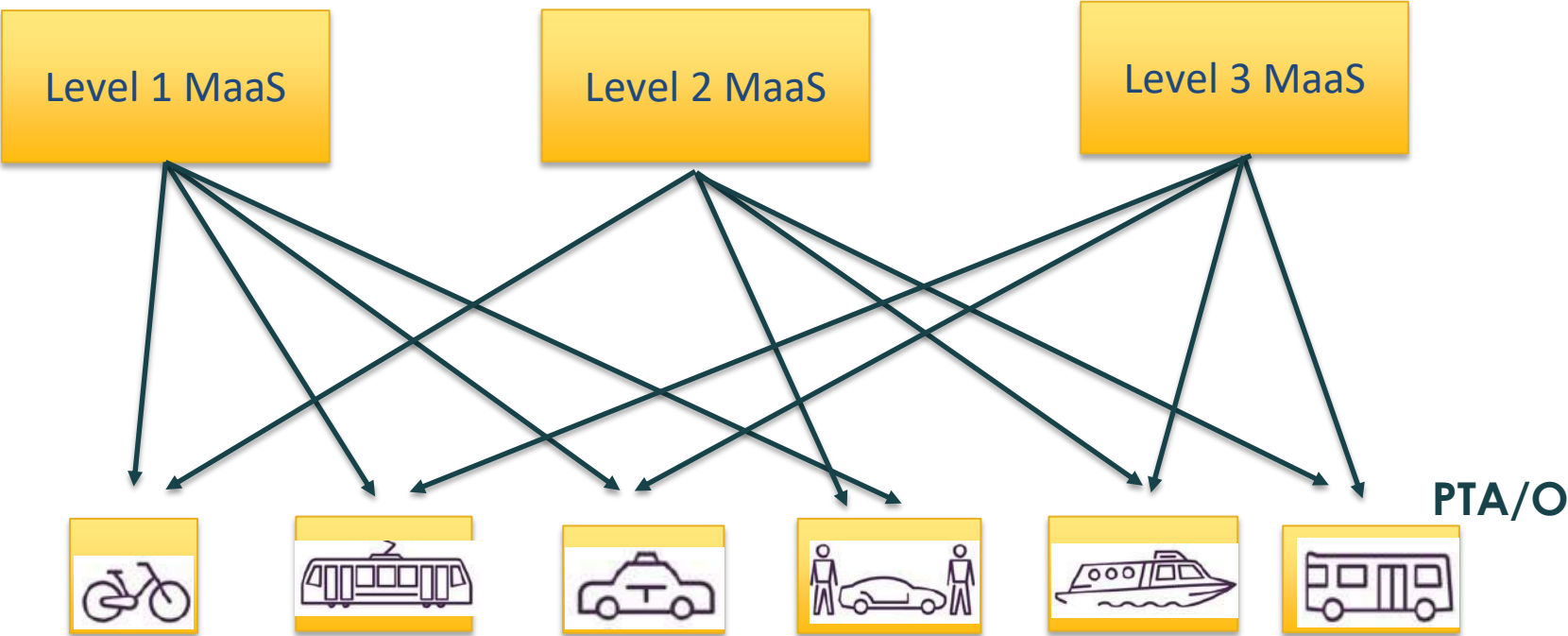




1. Commercial actor

PTA push

Gothenburg

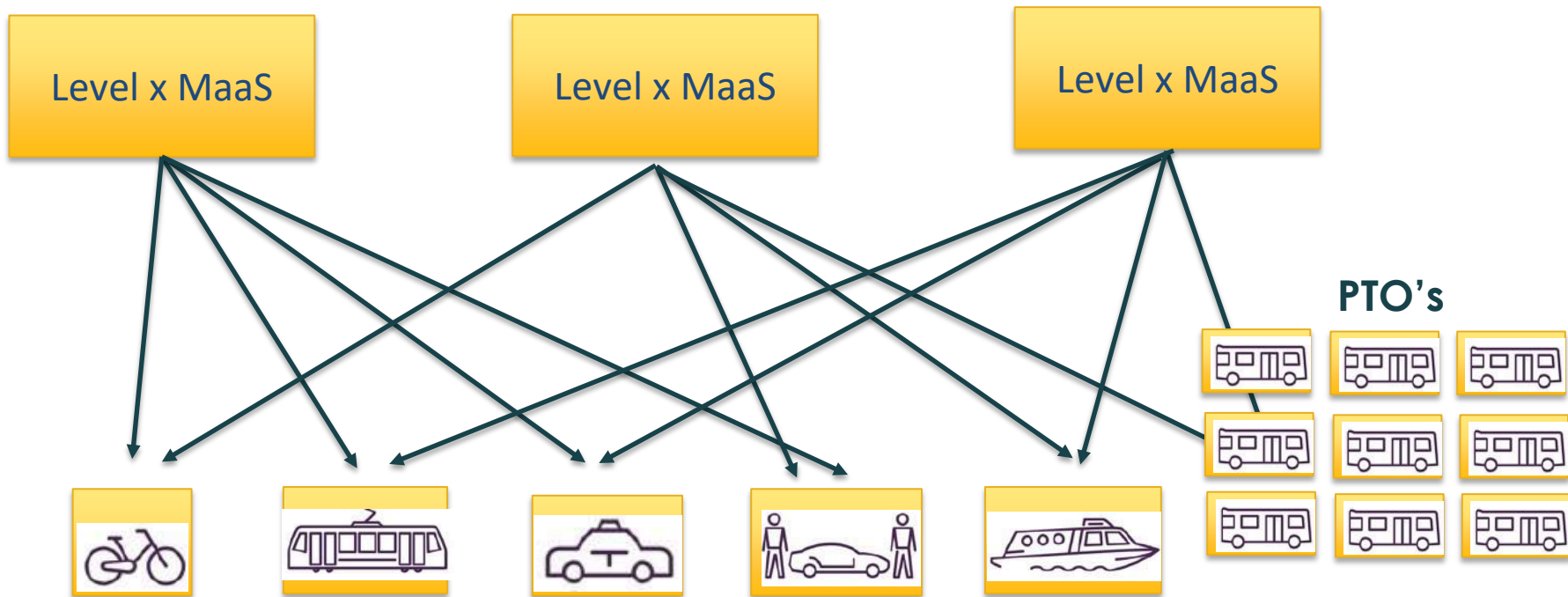




1. Commercial actor

PTA facilitated?

Manchester
Airport-center-stretch



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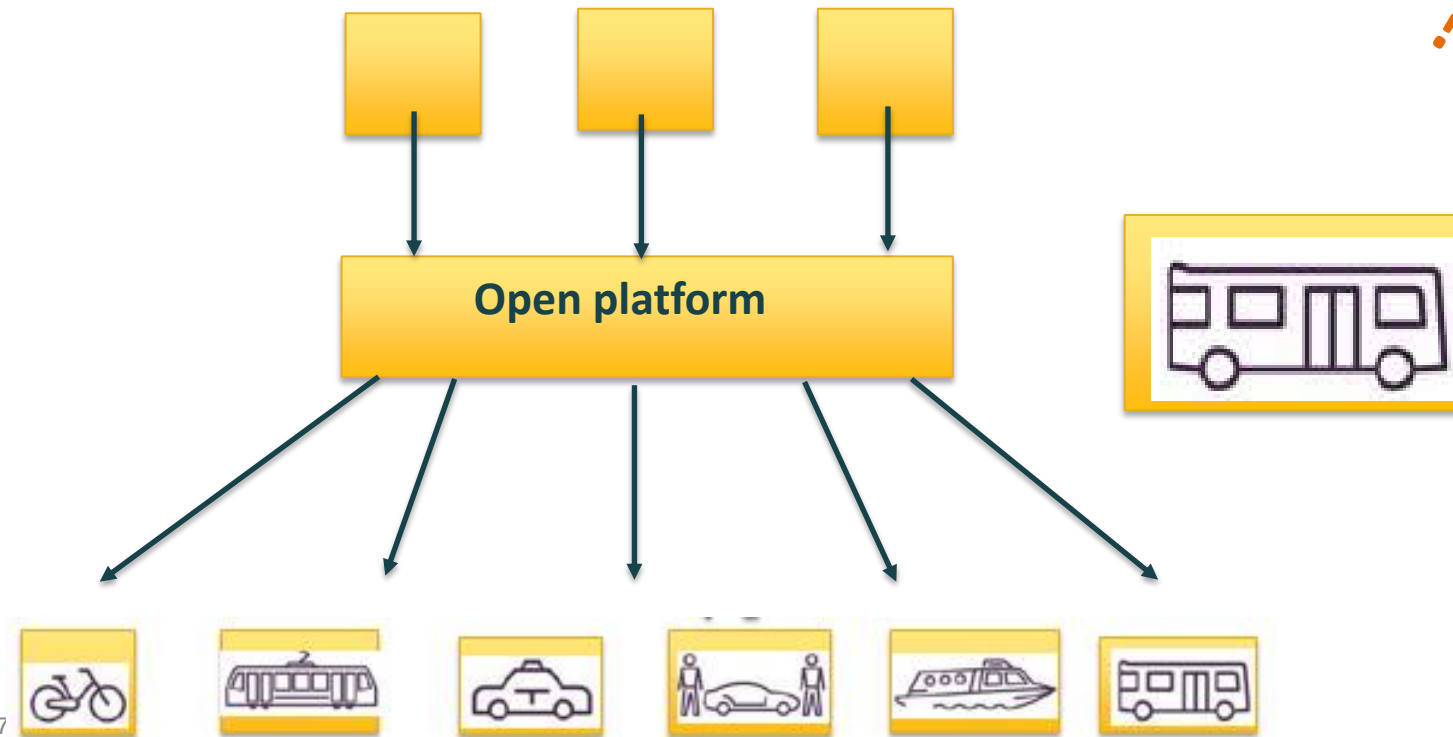




Or

2. Creator of an open back-end platform?

Manchester
?



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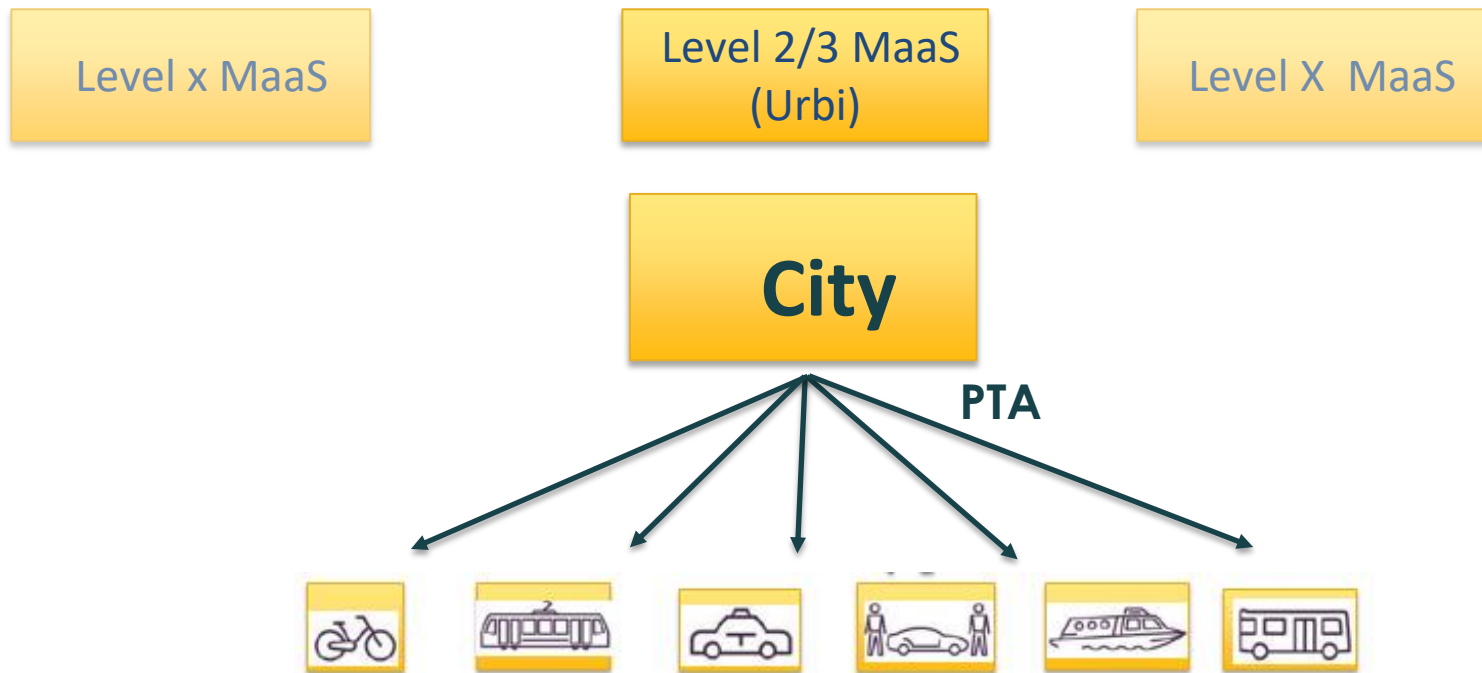
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3. Integrator around ~~PT~~ the City

City/PTA commisioned

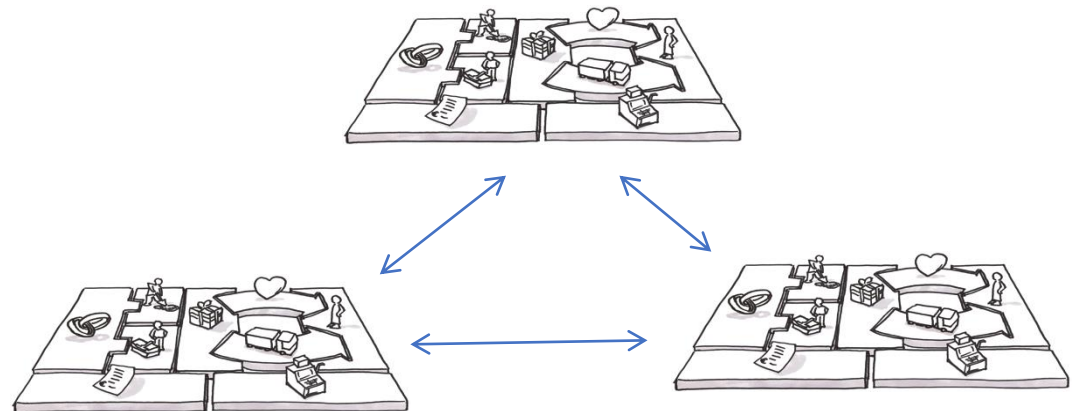




Business Models will differ....

...depending on

- Role in the ecosystem
- Eco-system model
- Governance model
 - Incentives
 - Contracts & agreements
 - ..



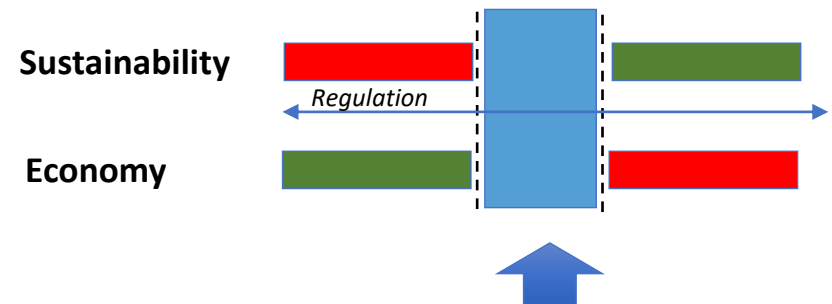


Sustainable MaaS – how to govern?

MaaS topology (Sochor, Arby, Sarasini, Karlsson,



- Enabling/Facilitating
- Terms & Conditions
 - Pricing, incentives, audit
- Procurement
- Regulating





~~NETFLIX~~

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Thank You!

