



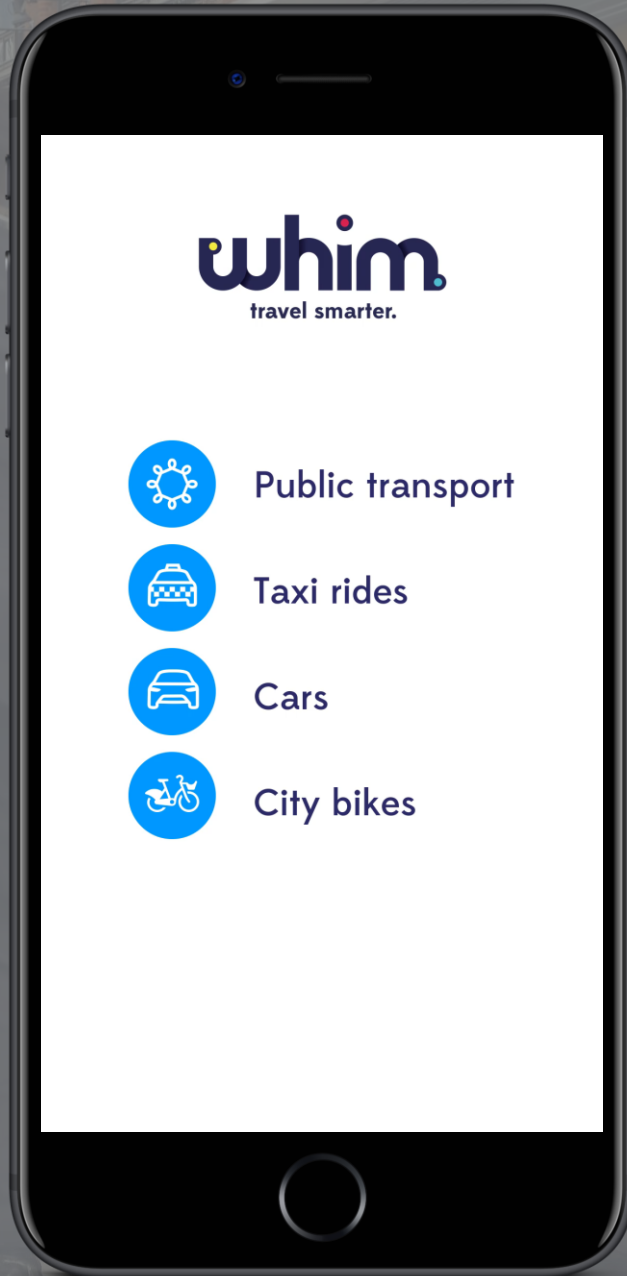
Sustainable Freedom with Mobility as a Service

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**Anywhere, anytime
on a whim**



1 app



✓ Travel info

✓ Planning

✓ Tickets

✓ Payments

✓ Pay As You Go
Subscription

whim.



ARRIVE



BOOK



BOARD



CYCLE



CANCEL



CROSSING



DRIVE



DELAY



HAIL



HANG ON



HONK



JAM



LOCK



MAP



NAVIGATE



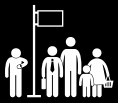
PARK



PAYMENT



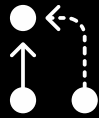
PLAN



QUEUE



REFUEL



REROUTE



RESERVE



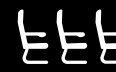
RIDE



ROAD RAGE



SEARCH



SEATING



SIGNAGE



TICKET



TIP



UNLOCK



VALIDATE



WALK



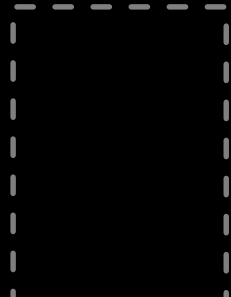
WAIT



WEATHER



YUCK



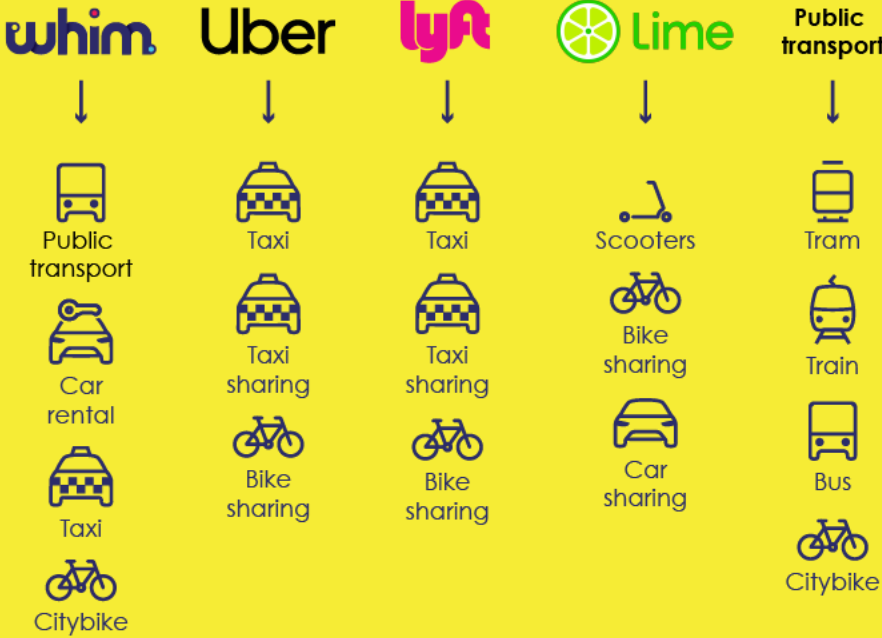


Freedom of Mobility

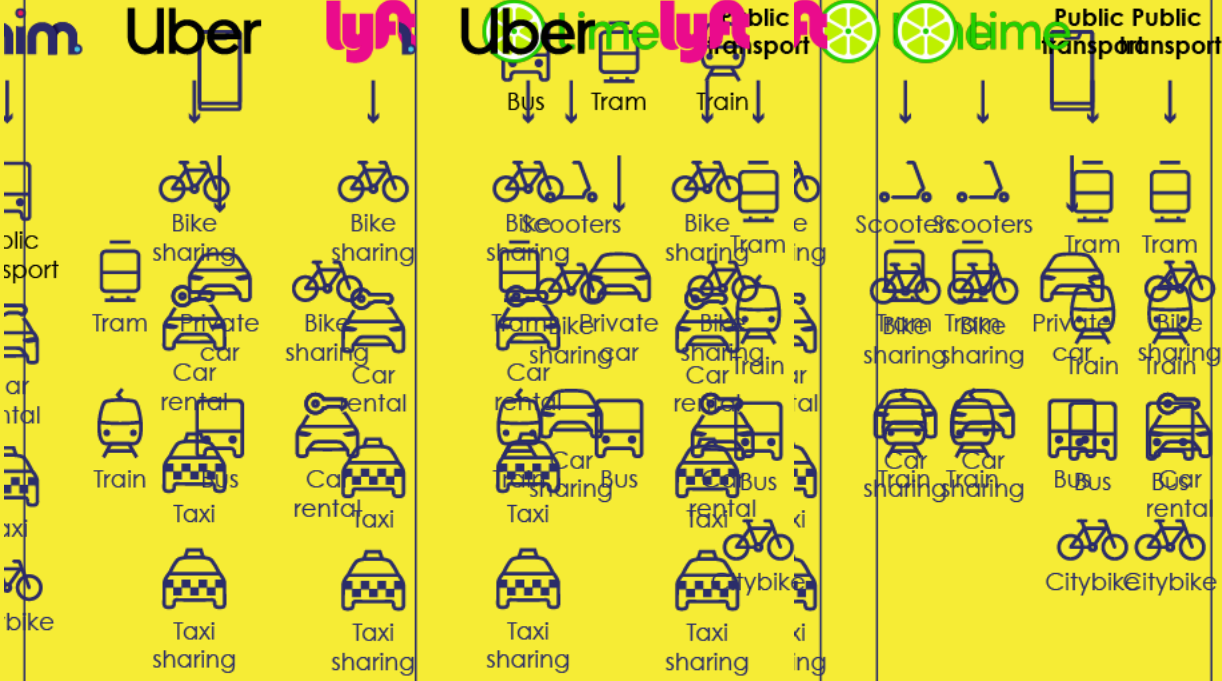
Only with Freedom of Choice

It's ecosystem, not egosystem

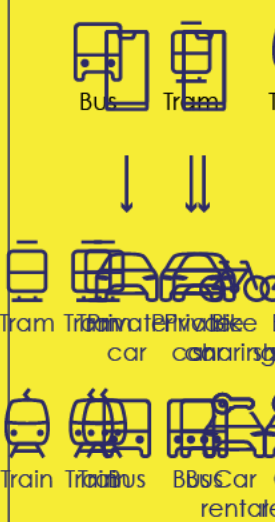
Every provider has their own ecosystem



Winner takes their own ecosystem



Winner takes it all



MaaS public transport



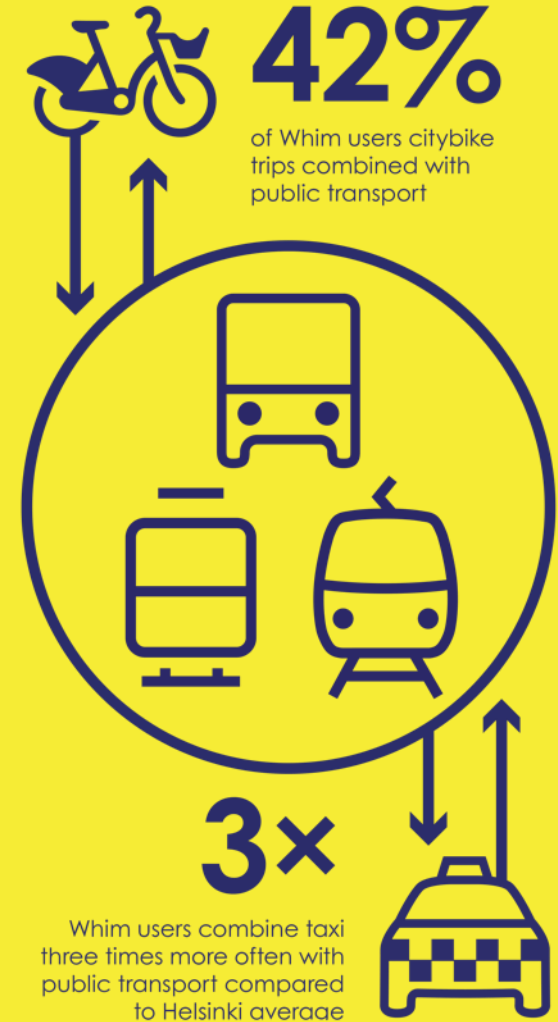
2,15

trips/day with public transport by **Whim users**



1,6

trips/day with public transport by Helsinki region residents on average





Virtuous cycle vs silos

whim.



Thank you!