

What you need to know about Mobility as a Service (MaaS) Alliance



Build

an open and sustainable MaaS ecosystem



Enhance

inter-operability and roaming of services & scalability of businesses



Provide

market insights and MaaS information



Connect

"problem-owners" with solution providers



Develop

trust and collaboration



Define

principles in data sharing and data access



What do you need MaaS Alliance for?



MaaS declaration
ITS European Congress
June 2014, Helsinki

MaaS Alliance recognized as
the **best organization**
in the MaaS field by BMaaS
July 2018

MaaS Alliance
White Paper published
September 2017

2015

2020

MaaS Alliance established
at **ITS World Congress**
October 2015

30
Members
in MaaS Alliance
June 2017

50
Members
in MaaS Alliance
May 2018

100
Members
in MaaS Alliance
March 2020

Phase I: Establishment

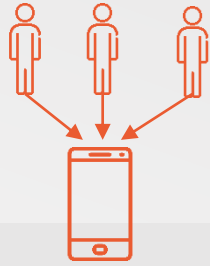
Phase II: Setting the framework

Phase III: Creating the ecosystem

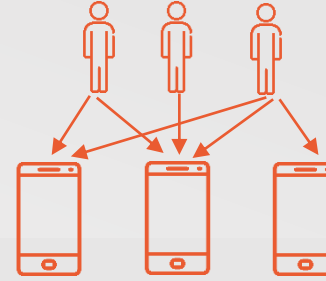
The story of MaaS Alliance:

From promoter to facilitator & thought leader

Winner takes it all (UNDESIRE)

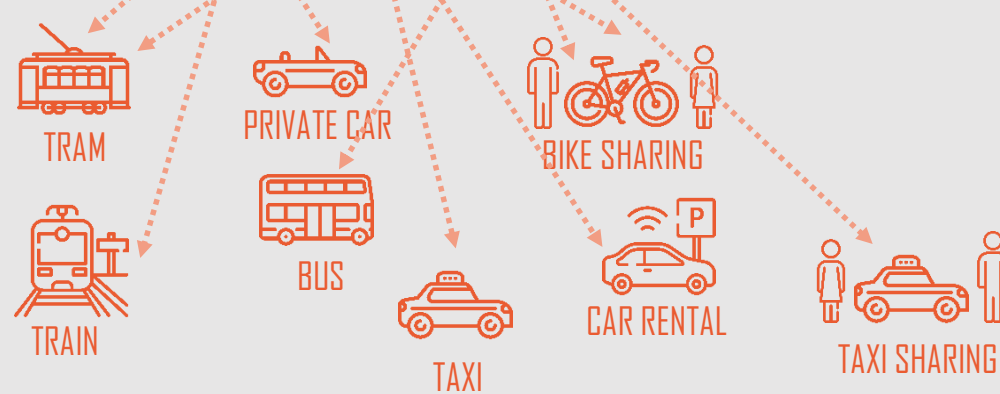
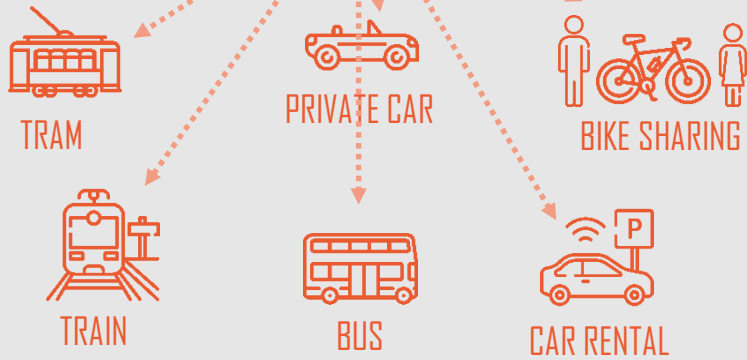


Open ecosystem (DESIRED)



Mobility as a Service (aggregators)

Transport service providers



- Access to market
- Data sharing
- Public-private partnerships

Vision: an open MaaS ecosystem



Collaborate

in working groups designing and defining the desirable development of sustainable business models, IT architectures and regulatory frameworks



Access
to MaaS network and market information



Influence
possibilities to contribute to policy discussions on MaaS



Expand
through international cooperation



Benefit
from peer-to-peer support



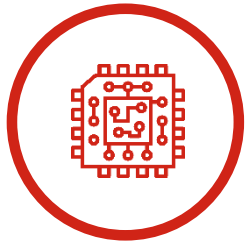
Find
business partners



Stand out
speaking opportunity and exposure for your company, affiliation as a MaaS frontrunner



Why join MaaS Alliance?



Technology & Standards Working Group



Governance & Business Models Working Group



Users & Rules Working Group



- Collaborate in regular monthly conference calls and through our collaborative platform
- Get peer-to-peer support and find partners
- Engage in interesting discussions on the latest MaaS developments and shape the future evolution

Working Groups:

Collaborate to create an open MaaS ecosystem





Technology & Standards
Working Group

Technical communication
API specification
Development and architecture
Standardisation

Mobility
Data
Management

Ticketing



Users & Rules
Working Group

Environmental performance of MaaS
MaaS Monitor
User-centric MaaS
Insurance innovations

MaaS of
the Month



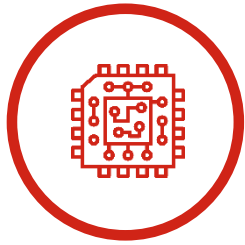
Governance & Business Models
Working Group

Future MaaS
Tools for Cities
Market Playbook
MaaS and Traffic Management

Working Groups:

Planned Activities for 2020

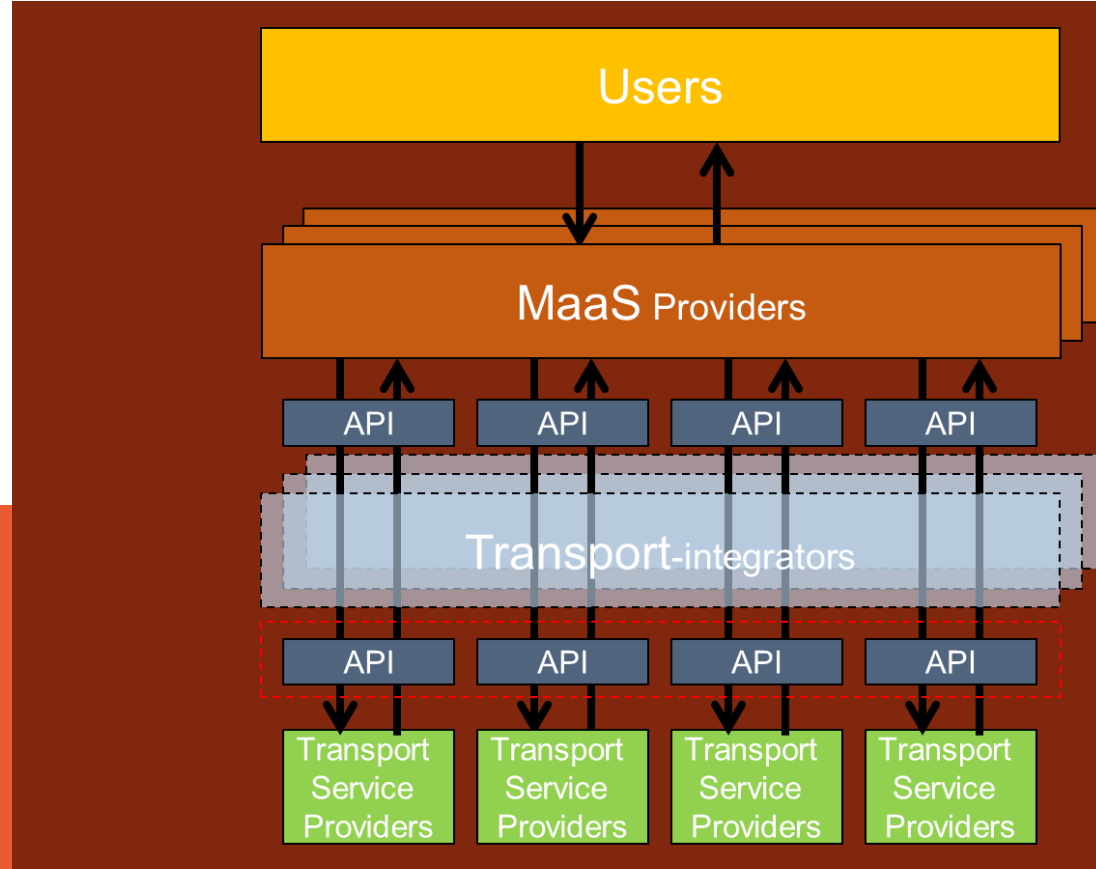




Technology & Standards Working Group



- Harmonised APIs
- Principles and elements required for interoperability



Working Group Technology & Standards



Governance & Business Models Working Group

- Support for open development
- Innovative business & governance models, including data sharing and governance
- Focus on cities

Ongoing activities:

- **Future MaaS** – podcasts to explore the evolutions of Mobility as a Service
- **Tools for Cities** – focus on cities
- **Market Playbook** – code of conduct for well-functioning MaaS ecosystem
- **Maas & Traffic Management** – to explore requirements for multimodality
- **MaaS of the Month** – monthly MaaS case from members
- **Ticketing**



Working Group Governance & Business Models



Users & Rules Working Group

- Recommendations on how to regulate multimodal MaaS environment

Ongoing activities:

- **Environmental performance of MaaS** – KPIs for sustainable MaaS
- **Regulation initiatives** – expert blog posts on the evolutions of regulation
- **User-centric MaaS** – focus on users
- **Insurance innovations** - focus on insurances for multimodality and MaaS
- **MaaS of the Month** – monthly MaaS case from members
- **Mobility Data Management**
- **Ticketing**

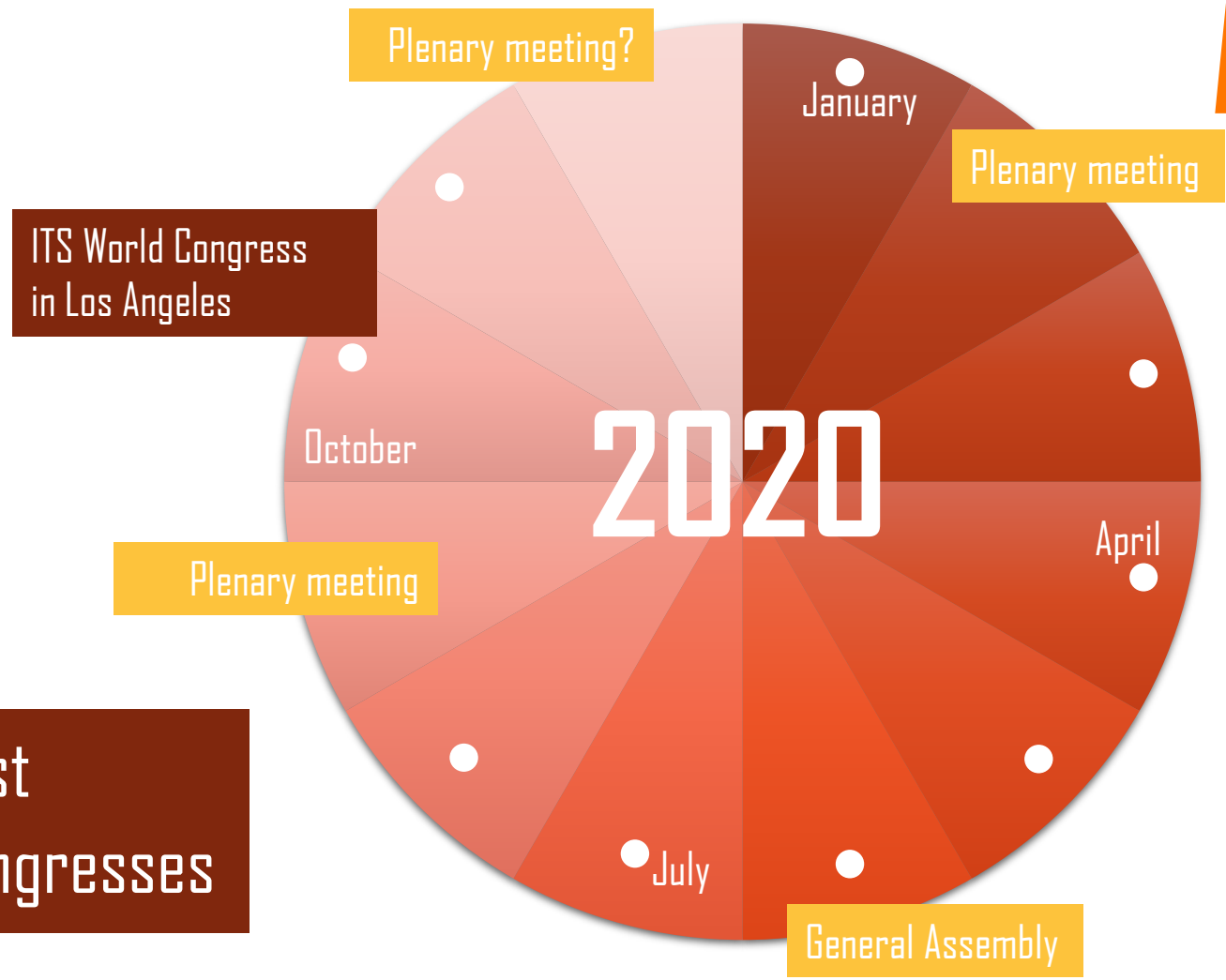


Working Group Users & Rules

3+
plenary
meetings

3+
thematic
events/workshops

Strong presence at the most
relevant events incl. ITS congresses



Meetings & Events: Engage





Website

Exchange updates on news and events concerning MaaS



Promotion materials

Partners can request slides for their presentations, leaflets, etc.



Monthly Newsletter

(communicate with members)
~415 contacts



Bi-annual Newsletter

(communicate with general audience)
~3,000 contacts



Social media

Connect through:
Twitter: ~3,900 followers
LinkedIn: ~2250 followers



Our Communication Channels

are your Communication Channels

 [@MaaS_Alliance](https://twitter.com/MaaS_Alliance)

 [maas-alliance](https://www.linkedin.com/company/maas-alliance)

 [MaaS Alliance](https://www.google.com/cloud/maaS-alliance)

 www.maas-alliance.eu

The logo for MaaS Alliance features the word "MaaS" in a bold, white, sans-serif font, centered within a horizontal orange-to-yellow gradient bar. Above the bar is a stylized, dark orange and black shape resembling a flame or a mountain peak. Below the bar, the word "ALLIANCE" is written in a smaller, dark grey, spaced-out, sans-serif font.

MaaS

ALLIANCE

To obtain
your Membership Application Form
and be part of the Alliance
please write


to:

info@maas-alliance.eu

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info@maas-alliance.eu

 [@MaaS_Alliance](https://twitter.com/MaaS_Alliance)

 [maas-alliance](https://www.linkedin.com/company/maas-alliance)