

Importance of collaboration between public and private

MaaS Alliance & IMOVE Stakeholders Forum
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Public vs Private transport



1.1 Public Transport

- INTEGRATED TARIFFS



- SMART CARDS



- NEW PAYMENT SOLUTIONS



- ON-DEMAND SOLUTIONS



1.2 Private Transport

- CAR SHARING

Bla Bla Car



- CAR RENTAL

drivy

Europcar

avancar



- PEER TRANSPORT SERVICES



1.3 Mobility Apps

- Extended Multimodal Planners



Google

1.3 Transport Infrastructure

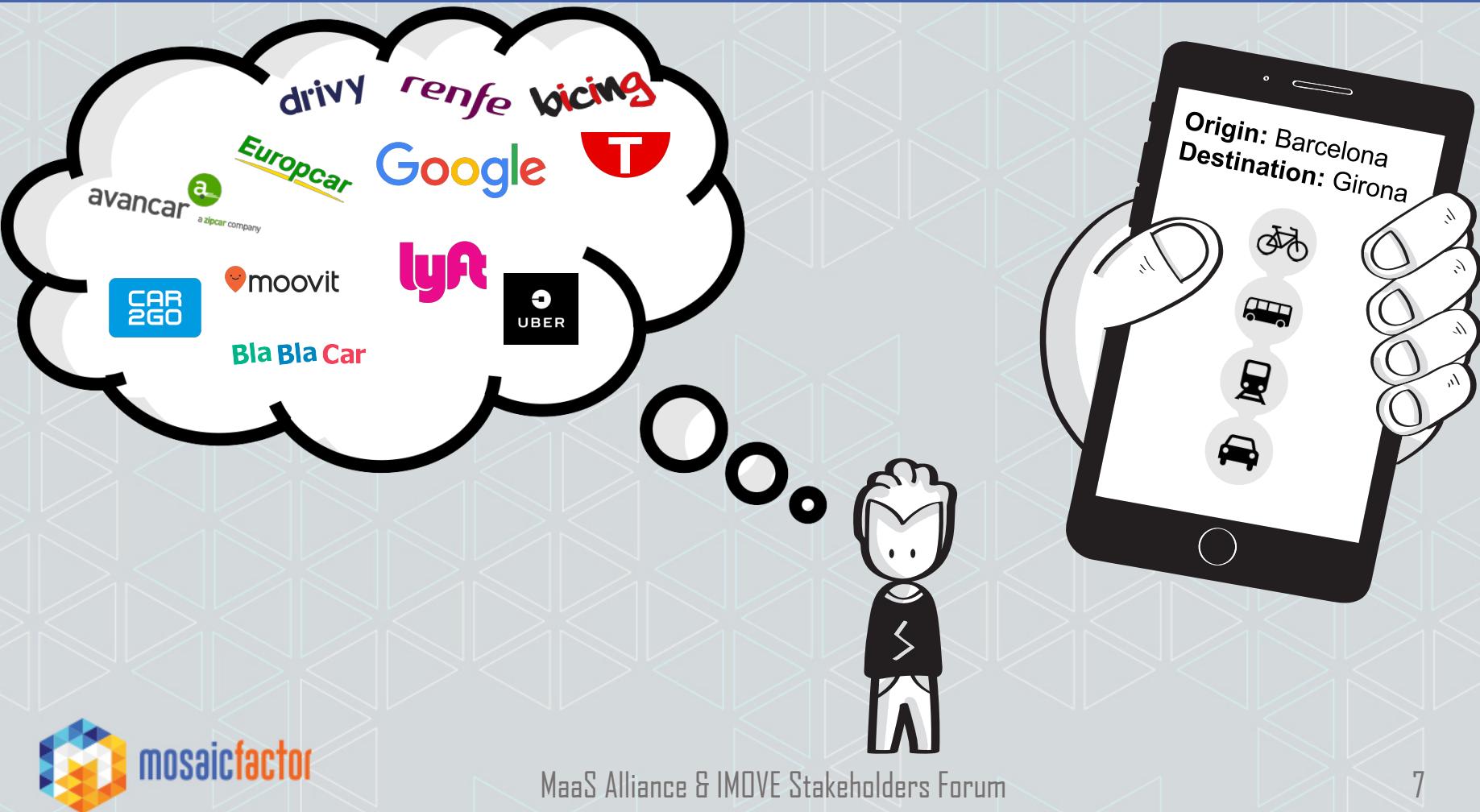
Parkings



Charging points



2. MaaS (I)



2. MaaS (II)

* Adapted from Ubigo

- POLICIES
- SERVITISATION
- BOOKING & ONLINE PAYMENT
- INFO INTEGRATION

4

3

2

1

- MOBILITY PLANS
- COOPERATION

- DYNAMIC PRICING
- TARIFF SERVICE
- OFFER VS DEMAND

Bundling/subscription – responsibility

- INTEGRATED PRICING
- MARKET PLACE / VIRTUAL OPERATOR

Single trip- find, book and pay

- PUBLIC AND PRIVATE
- +1 DIFFERENT OPERATORS

moovit
Google

Qixxit
Bla Bla Car

whim
UbiGo

Governance & PP-cooperation

Who should be the MaaS Operator?

3.1 Who should be the MaaS Operator

- Public authority or Private company?
- How Many MaaS Operators in a city?
- Possible double role: Transport integrator and MaaS Operator?

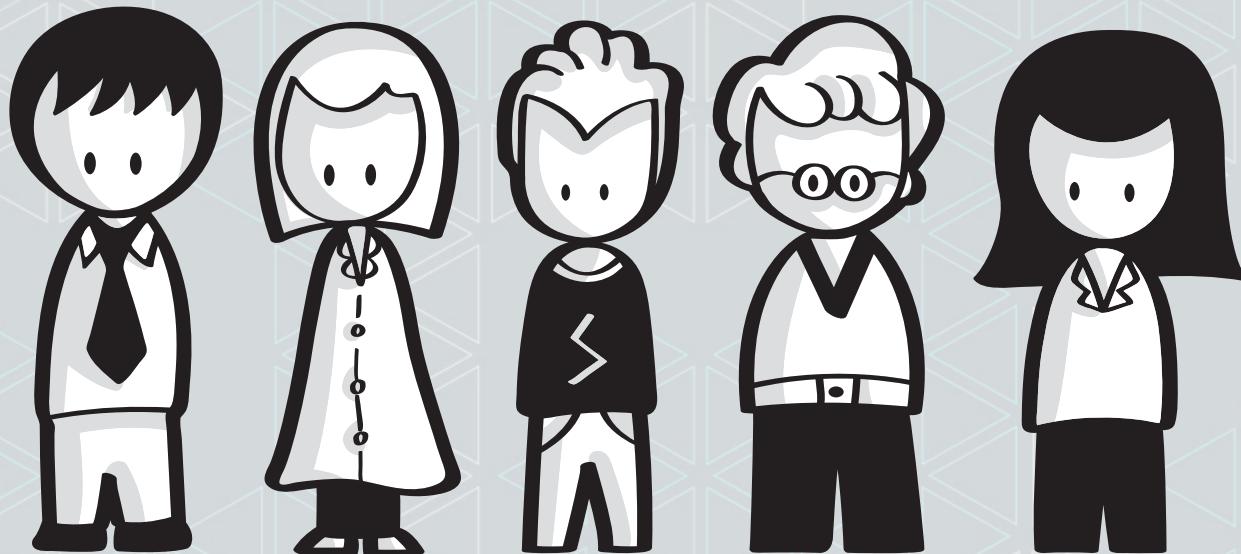
3.2 Different models



3.3 Some key related questions ...

- Role of the municipality?
- Transparent for the Public Transport Operators?

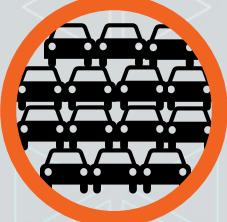
Who knows the user?



DIFFERENT TYPES OF DATA

3 types of personal mobility/JPs data:

OFFER



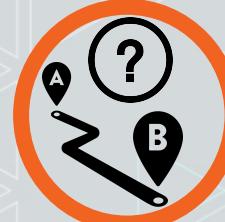
- Timetables
- Availability of seats
- Disruptions
- ...

DEMAND



- User preferences
- Needs
- Reason of the journey
- Constraints
- ...

CONTEXT



- Traffic
- Weather
- Reason of the journey
- ...

4. Data Sharing - Opportunities

Improve service quality

- Better service, better planning.
- Better understanding the demand at individual level.



Associated revenue/satisfaction

- Business for 3rd parties: providing new applications or data analytics services.



4. Data Sharing - Barriers

Data privacy

- **User perspective:** possibility to use its own data.
- **Public entities:** Not sure about what they can/ can't do with user data.

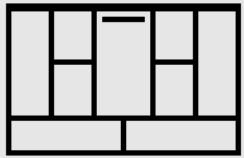
Competitiveness

- **Critical data:** To provide an unique and differential value to the user of a specific service .
- Differentiate between **data more and less critical for the company business** and what is the **gain associated to sharing data**.

Additional work

- To improve and guarantee the **minimum necessary quality**.

4. Data Sharing - Triggers



Innovative Business
Models



Smart Contracts



Data Privacy
Mechanism



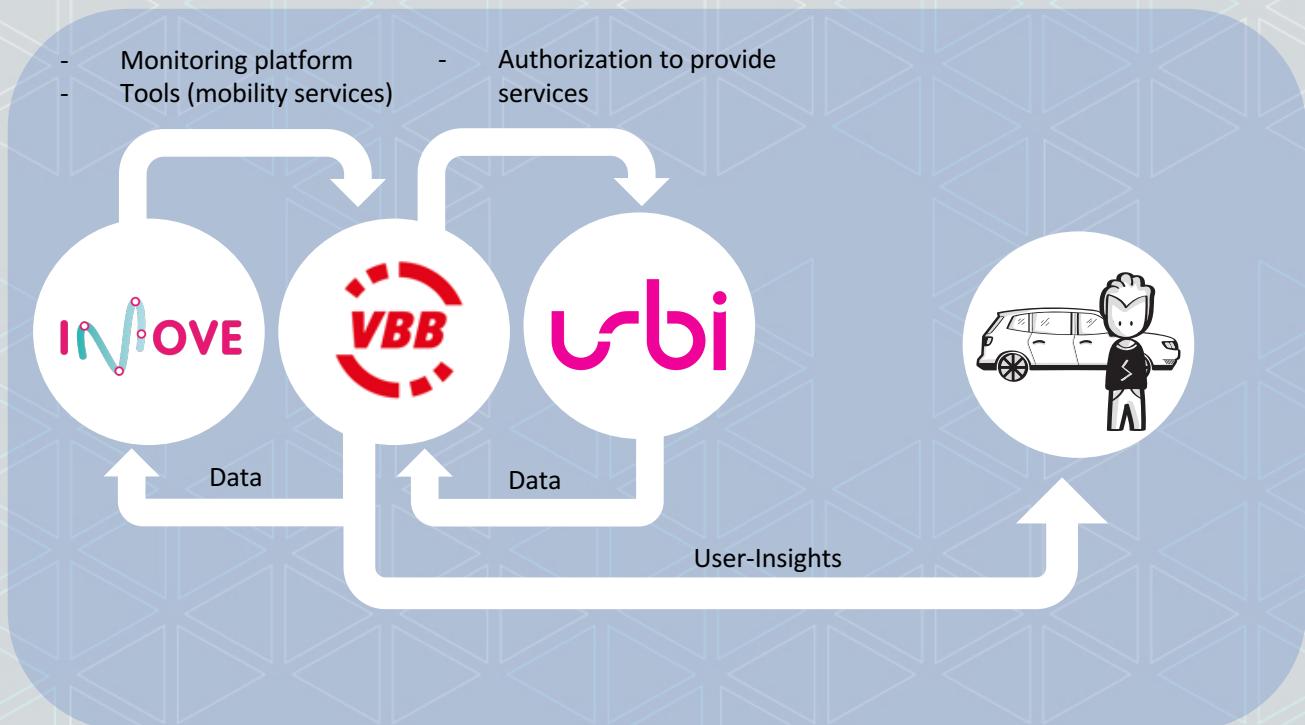
International
Agreements



Policies and
standards

5. Data Sharing - Example

MaaS & Public Authority



MaaS: remember who is the real “adversary”



Thank you!

More cases or ideas?

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