



Making Mobility Matter



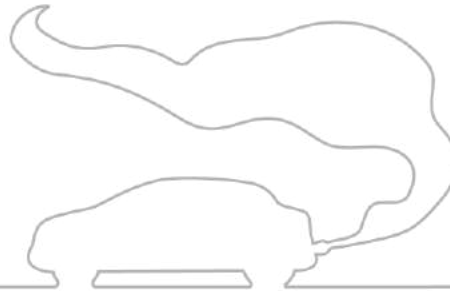
Mobility causes huge environmental and economic problems: It has to change now!

Mobility results in
€200bn econ. losses and
25% CO₂ emissions

Mobility is highly
inefficient and
unsustainable

Operators, cities, governments
lack actionable insights to
effectively orchestrate
transport systems

Individuals have limited
motivation to change
behavior due to lack of
awareness and incentives





Making Mobility Matter



About MOTIONTAG

- 15 experts from the fields of transportation, geodata, machine learning, and data analytics
- Company established in 2015
- A solution helping blue chip clients since several years
- Full compliance with GDPR standards and with solutions focused on transparency towards users



Bundesministerium
für Bildung
und Forschung



Bundesministerium
Klimaschutz, Umwelt,
Energie, Mobilität,
Innovation und Technologie



How MOTIONTAG works



Motivation for green mobility

Our customers integrate our technology into their app. Attractive services make users' mobility greener in the long term.



MOTIONTAG Technology

Transport mode, purpose of stay and CO₂ footprints are automatically detected.



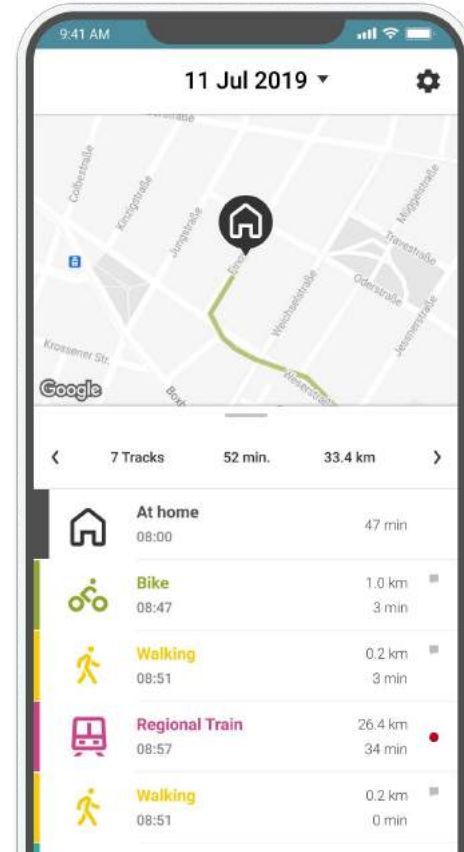
More efficient transport systems

Our customers use the pseudonymized data to improve their offerings and operations.

Understand **how**, **when**, **where** and **why** people move from A to B



Home



Understand **how**, **when**, **where** and **why** people move from A to B



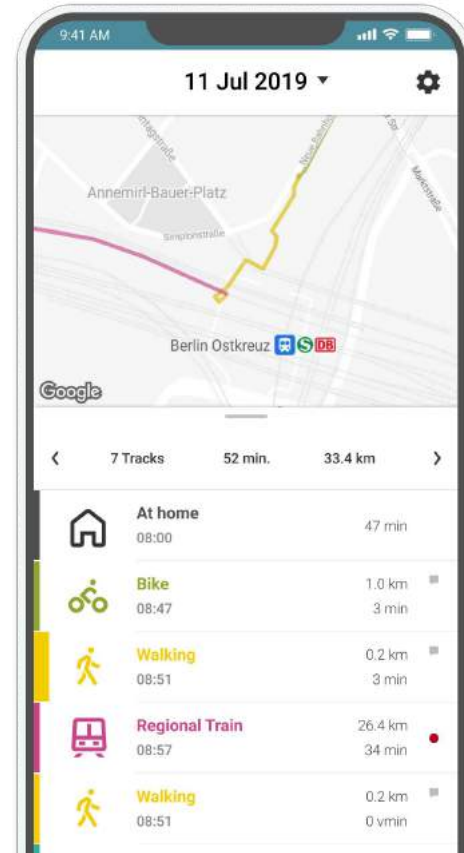
Home



0 kg CO₂



0 kg CO₂



Understand **how**, **when**, **where** and **why** people move from A to B



Home



0 kg CO₂

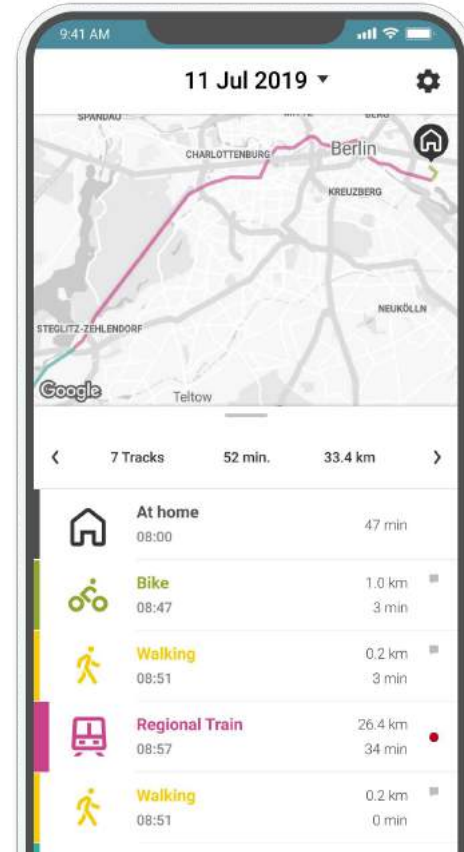


0 kg CO₂



RE1

1.9 kg CO₂



Understand **how**, **when**, **where** and **why** people move from A to B



Home



0 kg CO₂



0 kg CO₂

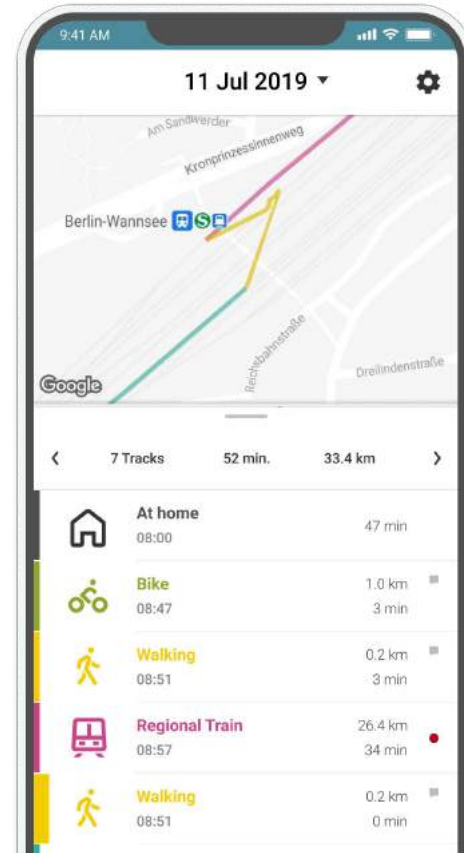


RE1

1.9 kg CO₂



0 kg CO₂



Understand **how**, **when**, **where** and **why** people move from A to B



Home



0 kg CO₂



0 kg CO₂



RE1

1.9 kg CO₂

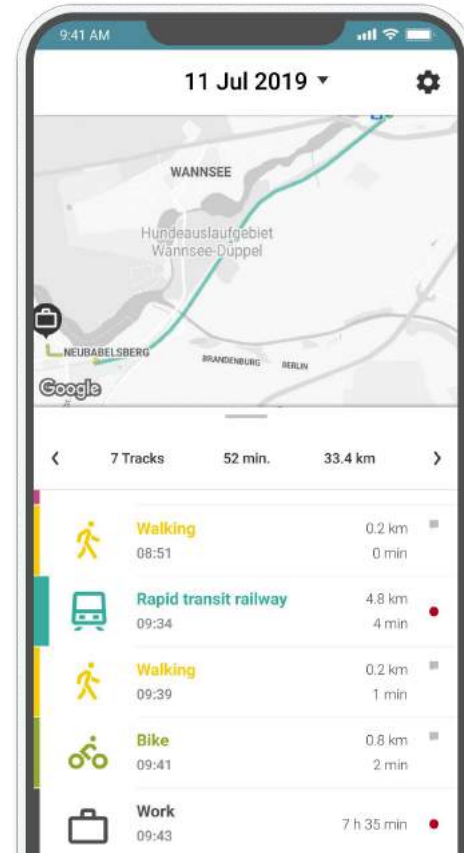


0 kg CO₂











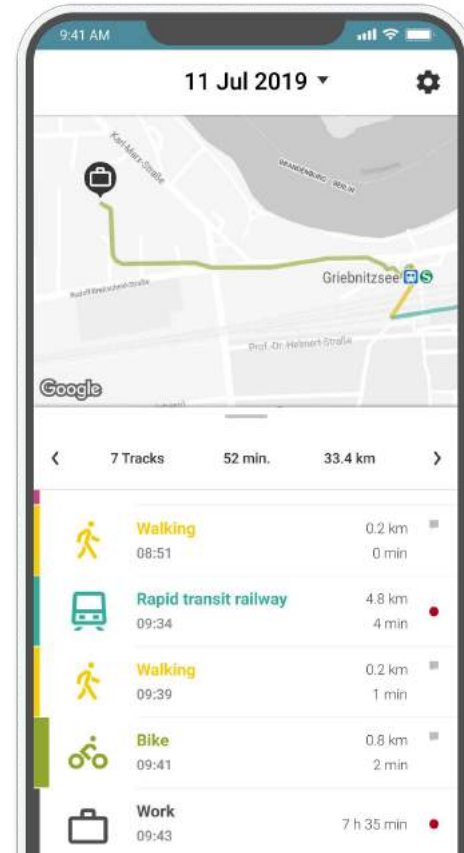
S7

0.4 kg CO₂












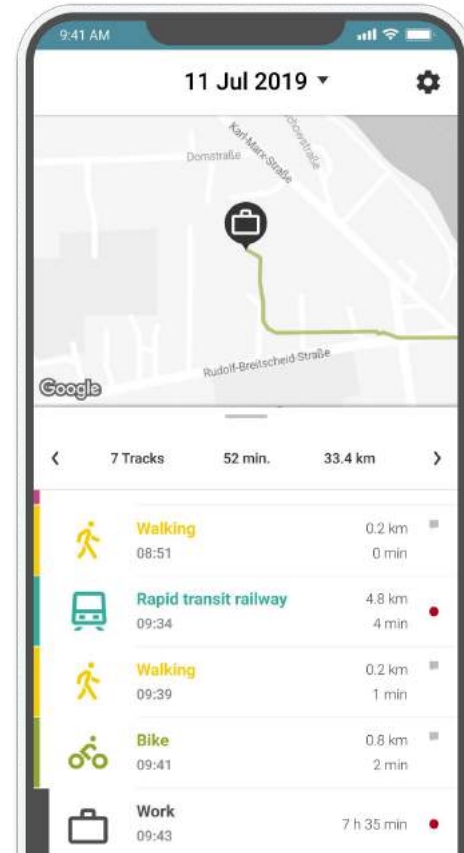
Understand **how**, **when**, **where** and **why** people move from A to B

	Home
	0 kg CO ₂
	0 kg CO ₂
 RE1	1.9 kg CO ₂
	0 kg CO ₂
 S7	0.4 kg CO ₂
	0 kg CO ₂
	0 kg CO ₂



Understand **how**, **when**, **where** and **why** people move from A to B

	Home
	0 kg CO ₂
	0 kg CO ₂
 RE1	1.9 kg CO ₂
	0 kg CO ₂
 S7	0.4 kg CO ₂
	0 kg CO ₂
	0 kg CO ₂
	Work



Understand **how**, **when**, **where** and **why** People move from A to B



Home



0 kg CO₂



0 kg CO₂



RE1

1.9 kg CO₂



0 kg CO₂



S7

0.4 kg CO₂



0 kg CO₂



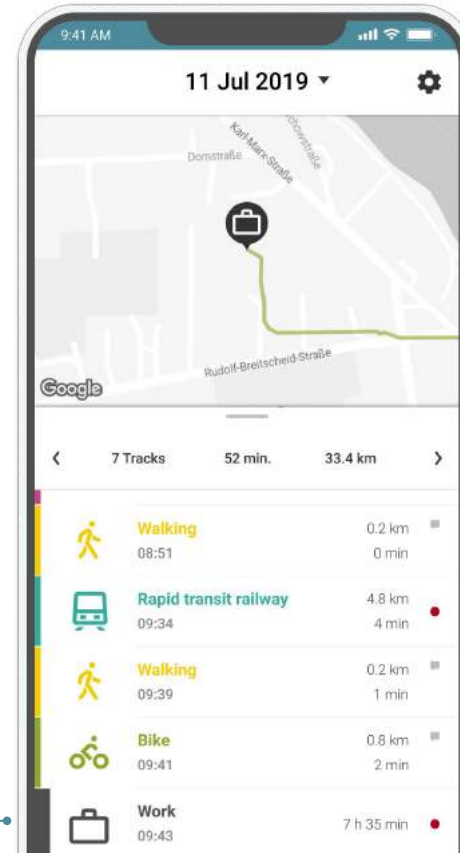
0 kg CO₂



Work

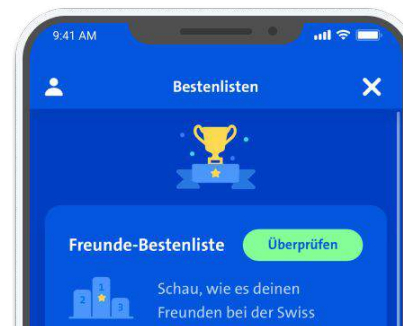
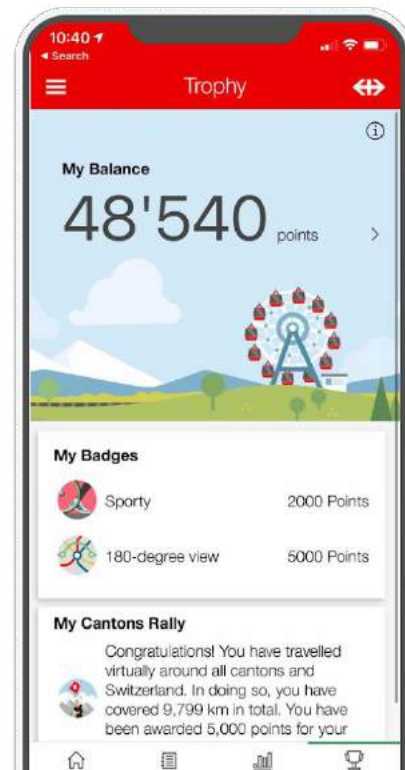
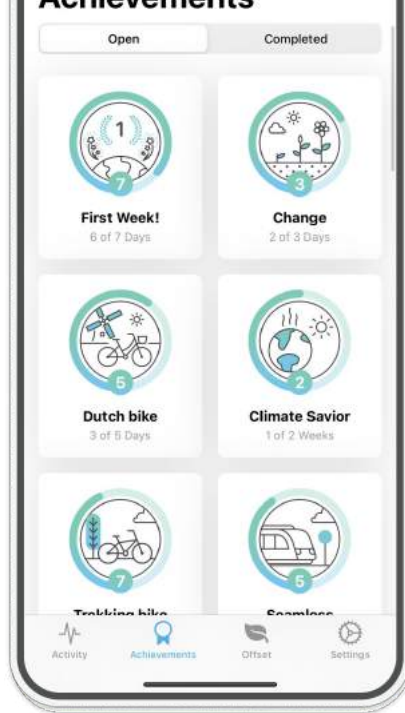
Automatic
transport mode
detection

Automatic POI
and stay
detection



Just 2,5%/h battery
usage during the
journey, otherwise no
consumption

High precision
trajectories und time
stamp, GDPR
conform

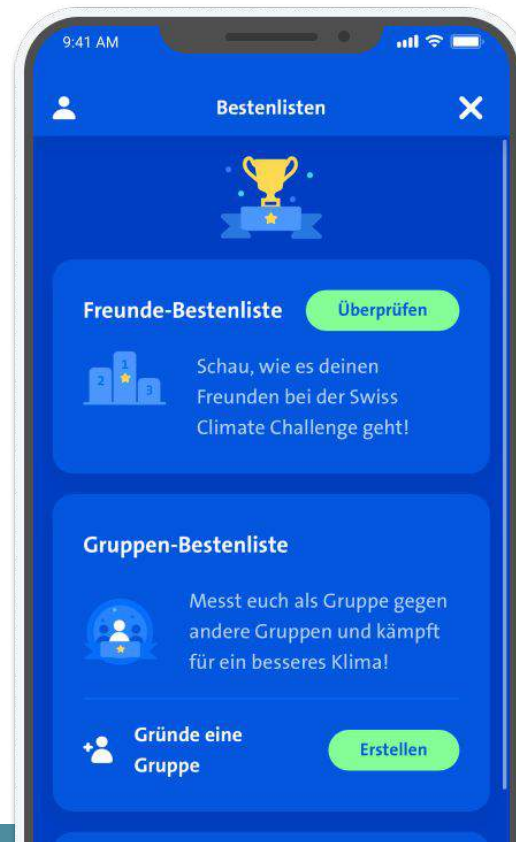
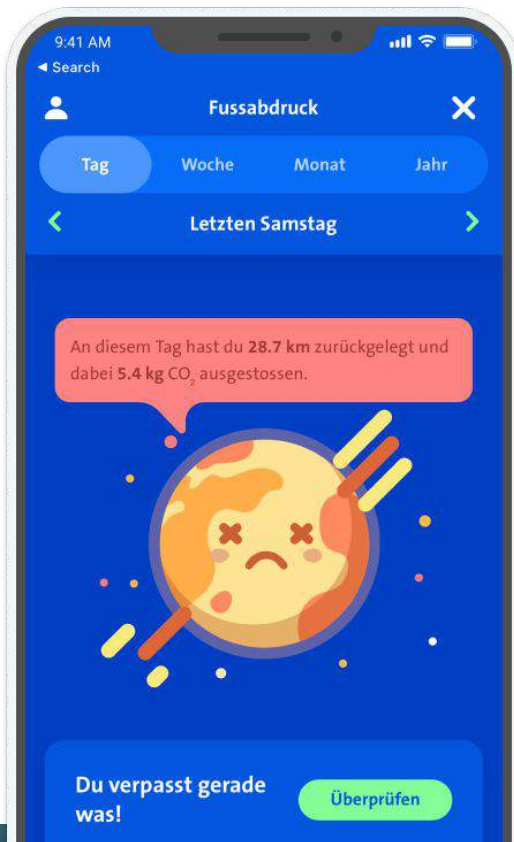
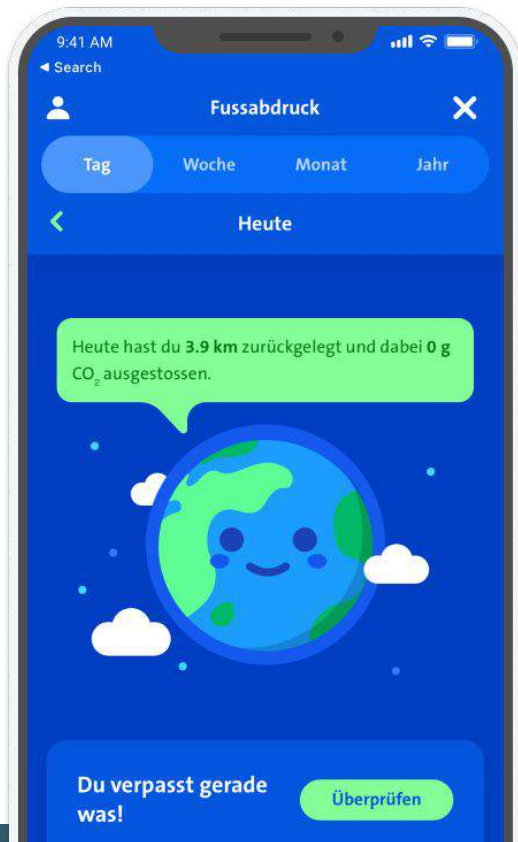


RECORD
New perspectives for your app

Deine Bäume: 10

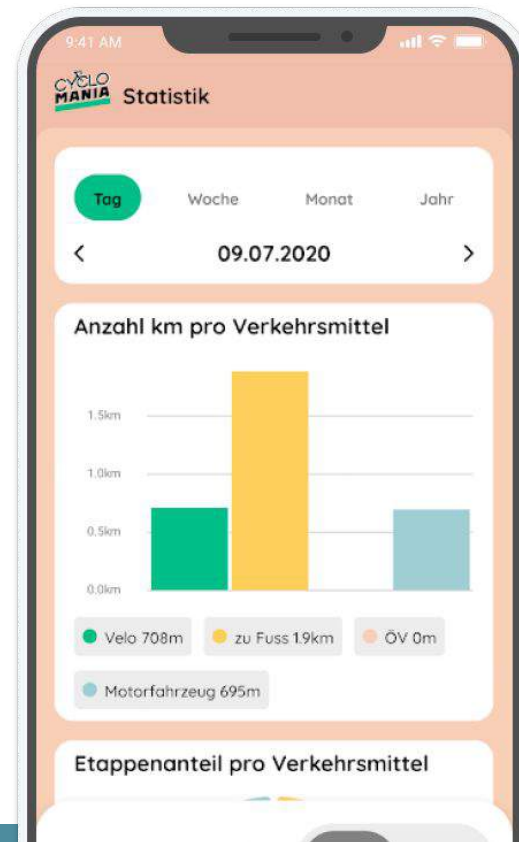
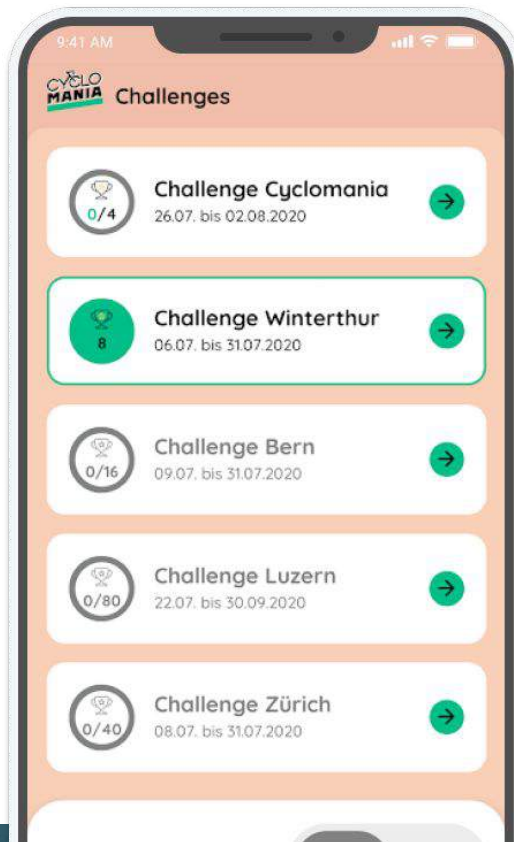
Swisscom - Swiss Climate Challenge

Gamification and challenges increase green transportation



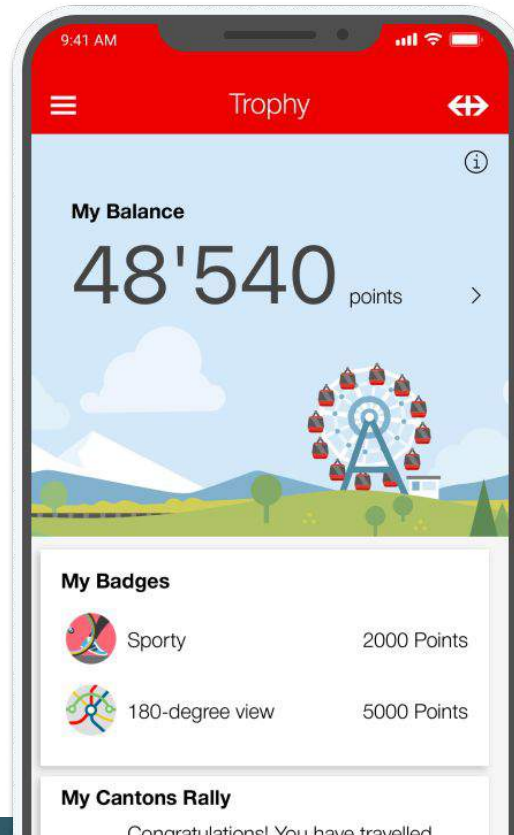
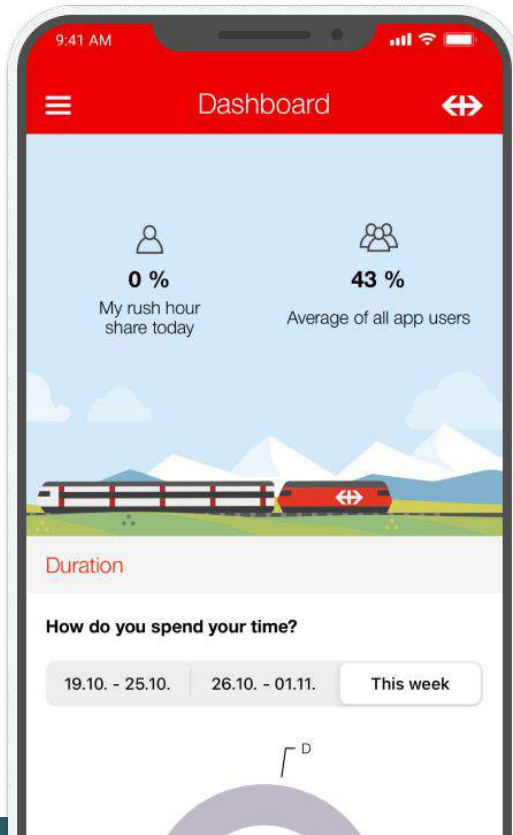
ProVelo Swiss Bike Association - Cyclomania

Gamification and challenges increase bike usage in Switzerland



SBB - MyWay

Incentivising for off-peak usage



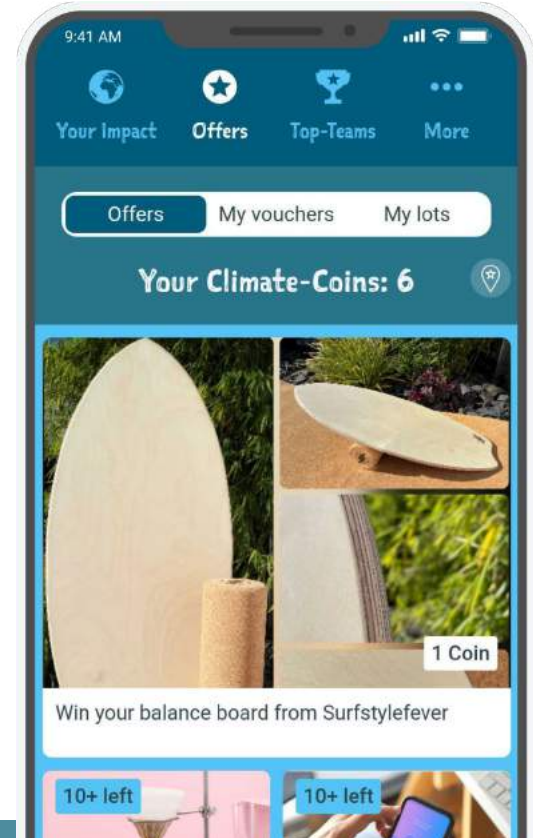
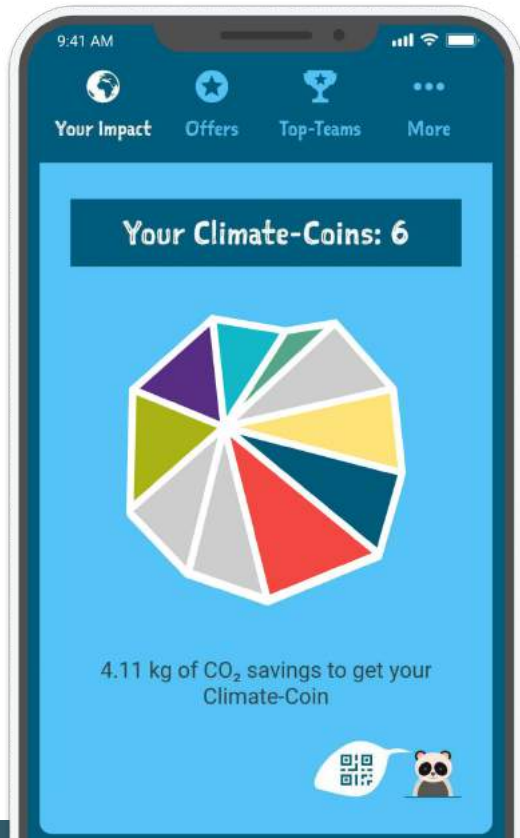
9:41 AM

My Points Balance

Bern - Zürich HB	20
28.01.2020 19:02 - 19:58 IC 8	2. 🚶🚶
Bern Wankdorf - Bern	100
28.01.2020 13:54 - 14:00 S 3	2. 🚶🚶
Bern - Bern Wankdorf	100
28.01.2020 11:12 - 11:15 S 2	2. 🚶🚶
Nyon - Lausanne	100
28.01.2020 09:44 - 10:12 IR 90	2. 🚶🚶
Genève - Nyon	100
27.01.2020 19:50 - 20:05 RE	2. 🚶🚶
Nyon - Genève	0
27.01.2020 08:20 - 08:36 RE	2. 🚶🚶
Interlaken Ost - Ringgenberg	100
19.06.2019 14:33 - 14:36 R	2. 🚶🚶

Deutsche Bahn - Münster bewegt

Rewards for green mobility



Deutsche Bahn - Münster bewegt

Rewards for green mobility

- I Positive user feedback: **4,7 Stars in App Store (225 ratings)** and **>70% D30 retention**
- I We saved **1,035,320 kg CO₂** through green mobility, **planted 10,000 trees** and **built 4 wells in Malawi**
- I **More than 50 local and national partners**, for example Alexianer GmbH, EnergieAgentur.NRW



Stadt Aachen - aachen.move

Replicating rewards for green mobility with even bigger results

- I Positive user feedback: **4,7 Stars in App Store (>350 ratings)** and **>70% D30 retention**
- I **4% of the Aachen population** are daily active users of the app 4 months after launch
- I **Local rewards** such as access to the local thermal baths, museums, or coffee shops in Aachen





Highly granular insights

Austrian ministry of transport - Klimaticket

Determining the fare allocation and usage of the new nationwide flat-rate ticket



Determine transport KPIs and fare allocation calculations

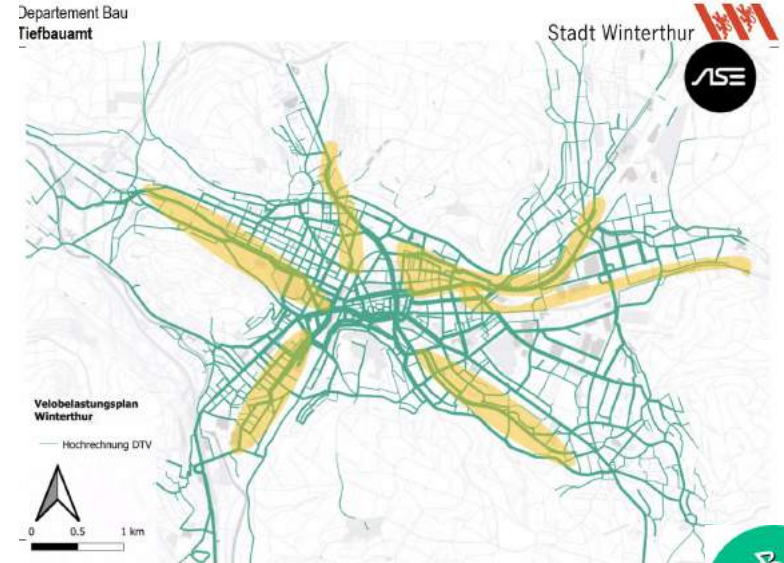
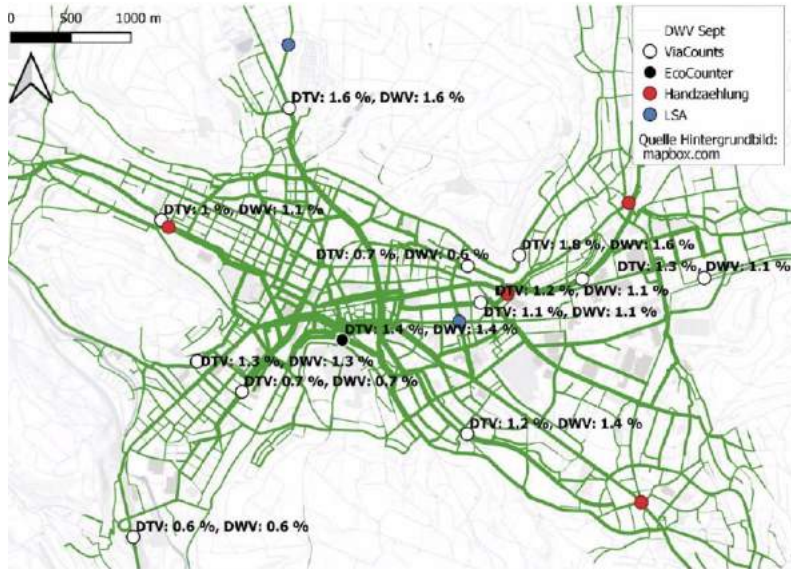


Cyclomania - Swiss Climate Challenge

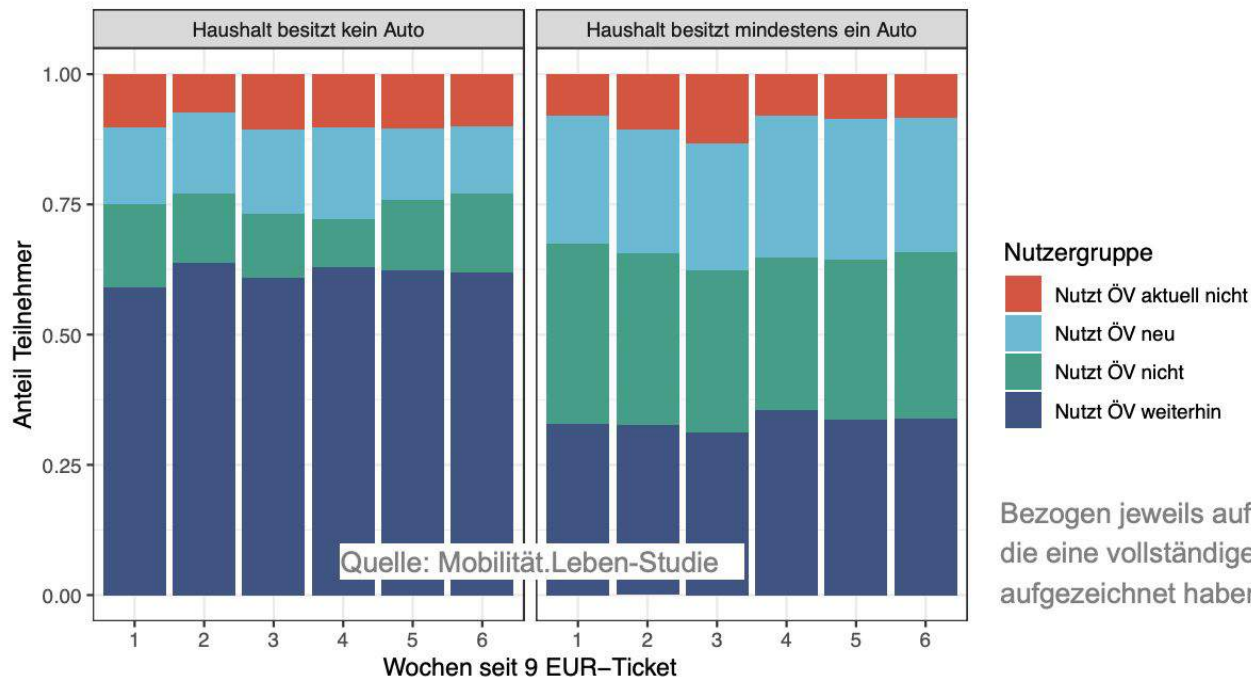
Bike usage data in the city of Winterthur

One single source of truth

Use the data together with counting devices and extrapolation of the sample to population data



The influence of 9-EUR Ticket in Germany



From project Mobilität.Leben

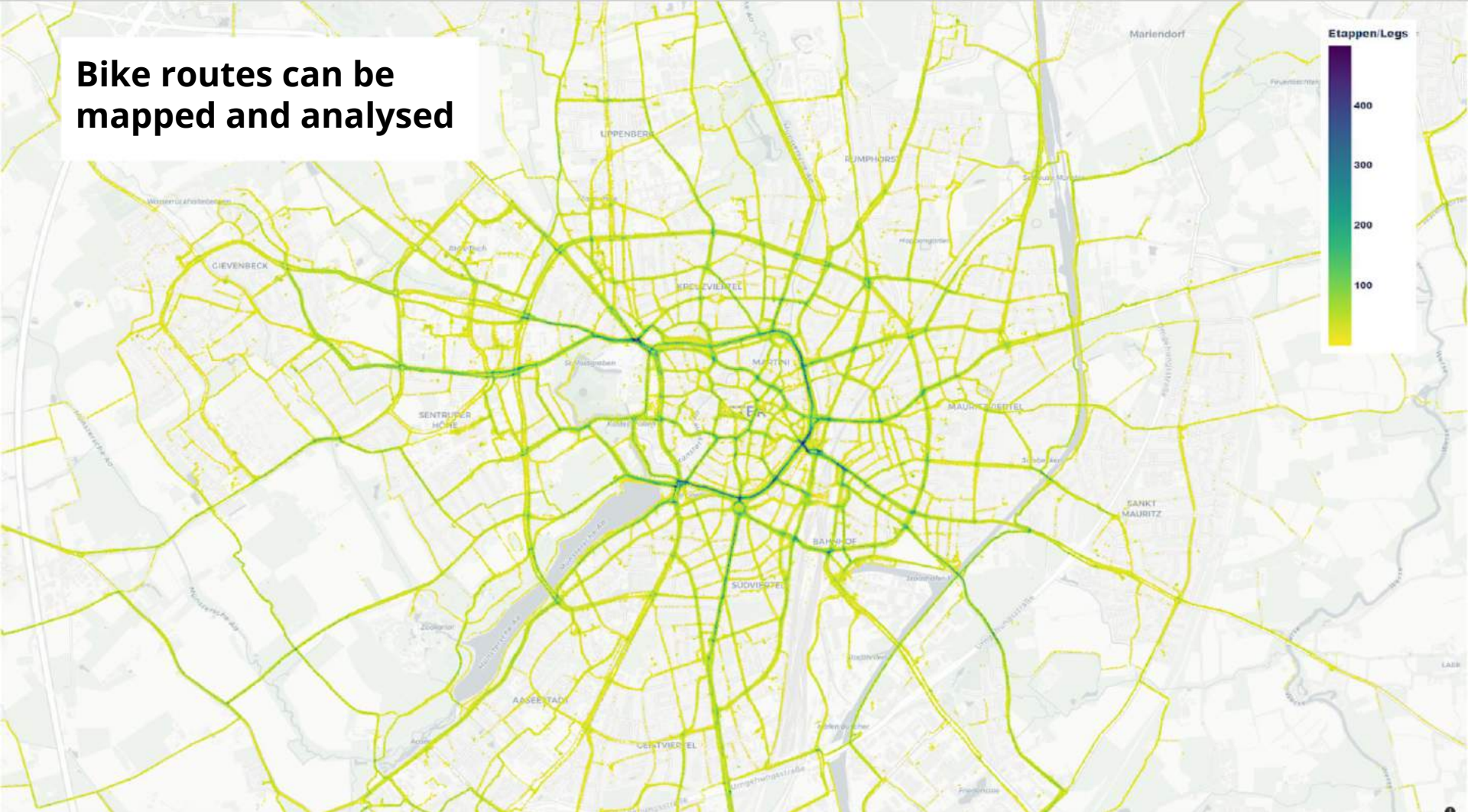
Project partner:

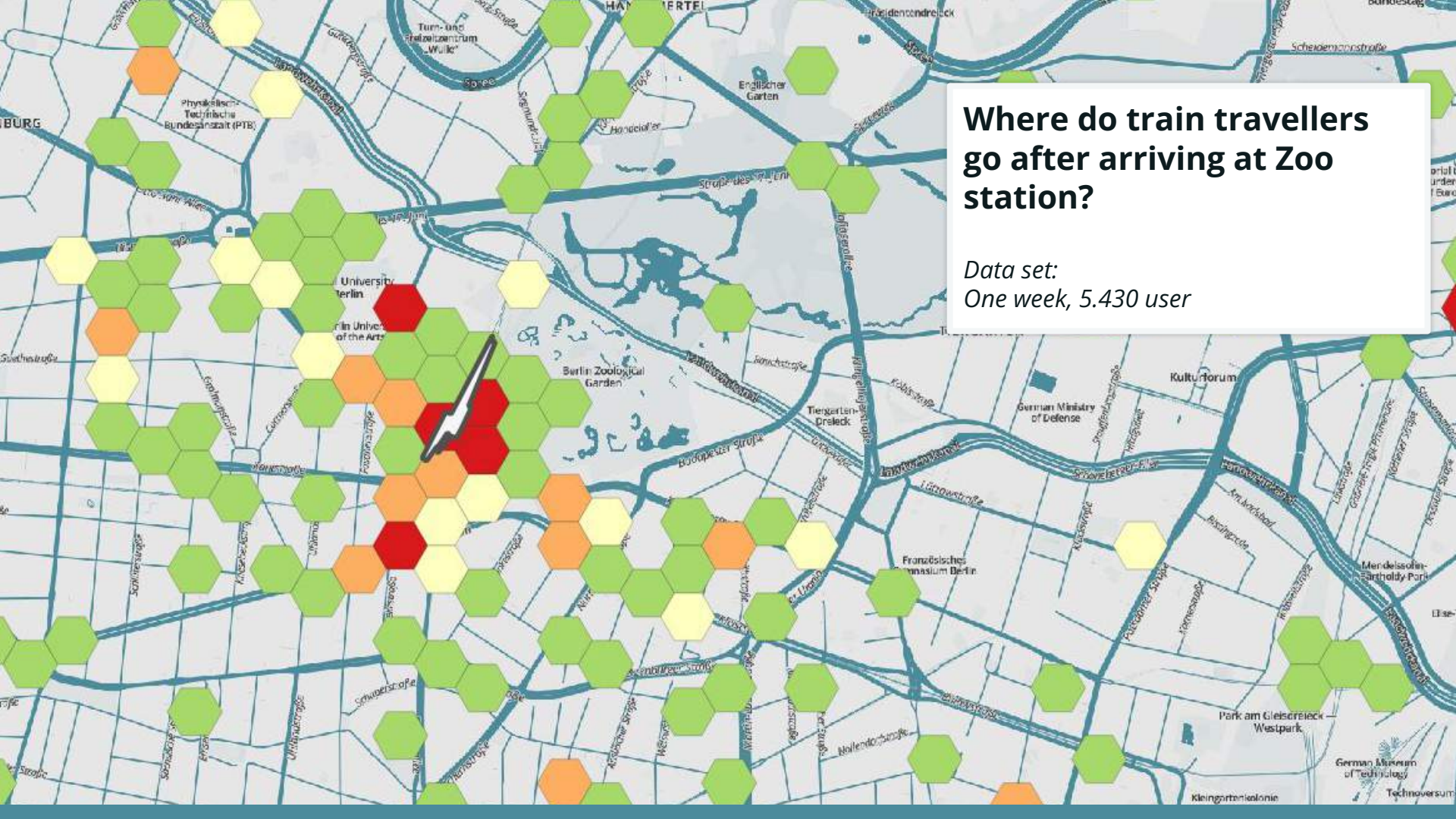


Gefördert vom:



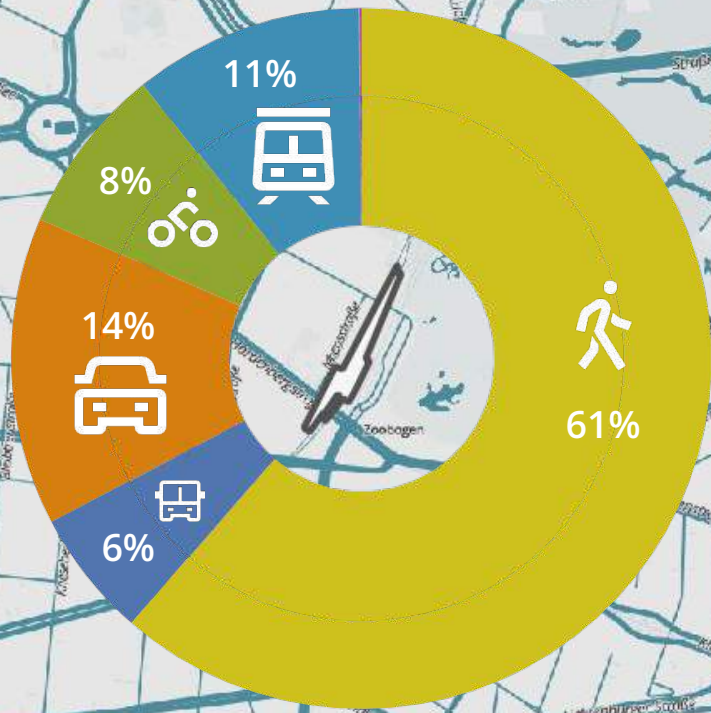
Bike routes can be mapped and analysed





Where do train travellers go after arriving at Zoo station?

*Data set:
One week, 5,430 user*

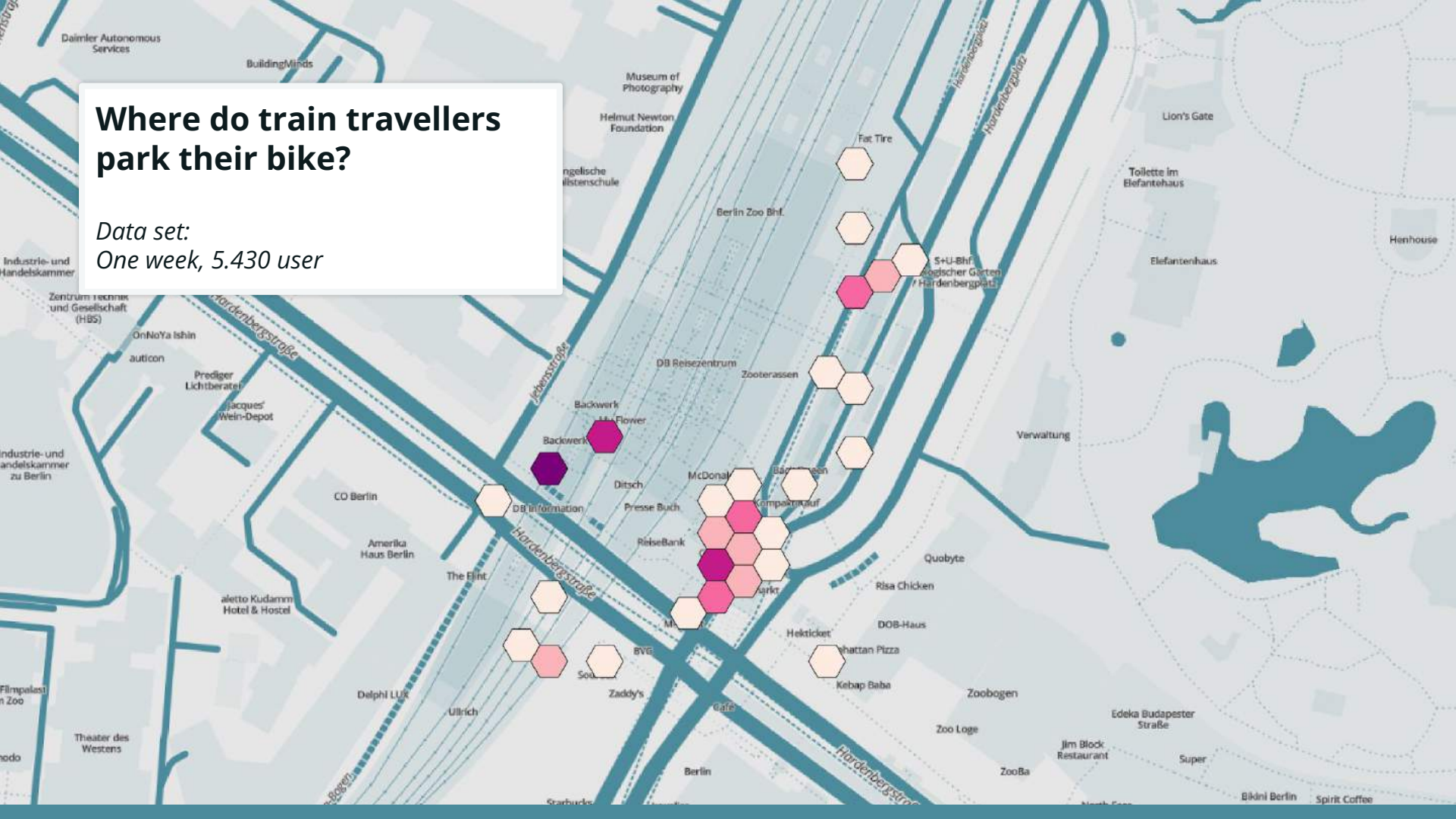


Which means of transport do train travellers use after arriving at Zoo station?

Data set:
One week, 5,430 user

Where do train travellers park their bike?

Data set:
One week, 5.430 user





At which stations are people combining bike and regional train?

Data set:
One week, 5.430 user



Contact us

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