



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



 SBB CFF FFS



Bundesministerium
für Bildung
und Forschung

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



How MOTIONTAG works



MOTIONTAG Technology

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

Motivation for green mobility

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

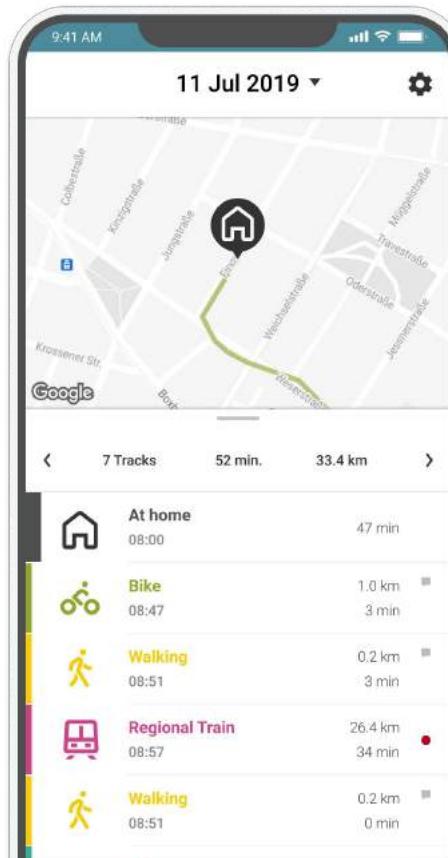
More efficient transport systems

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



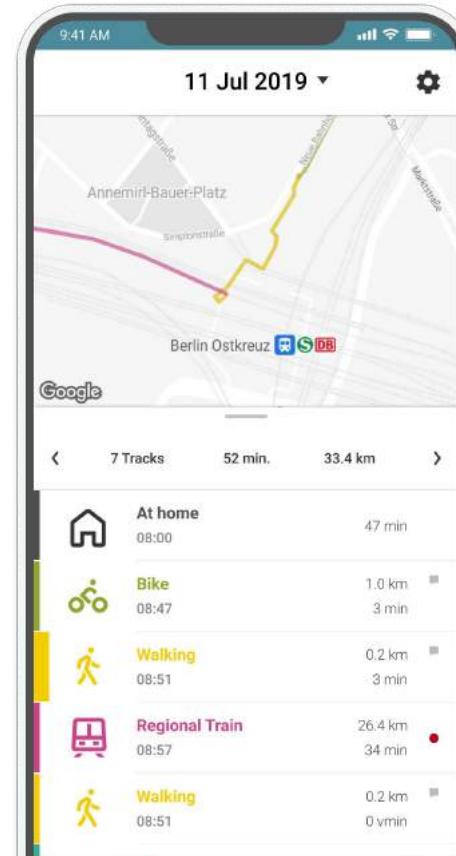
Home



0 kg CO₂



0 kg CO₂



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



Home



0 kg CO₂

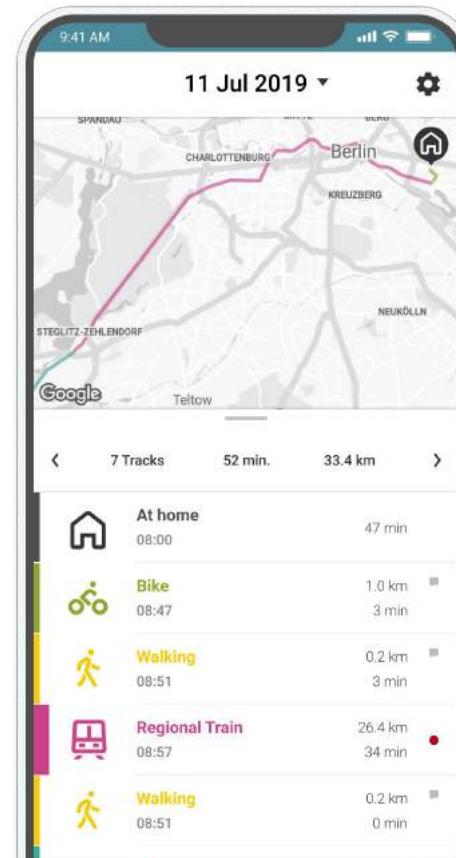


0 kg CO₂



RE1

1.9 kg CO₂



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



Home



0 kg CO₂



0 kg CO₂

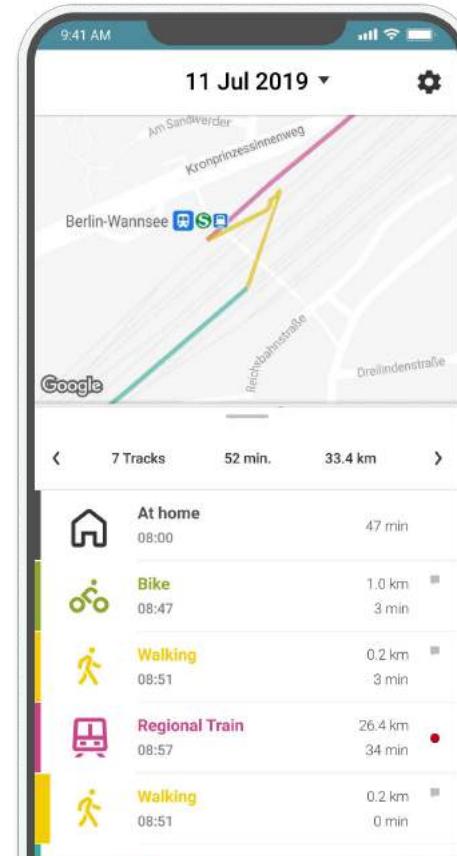


RE1

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

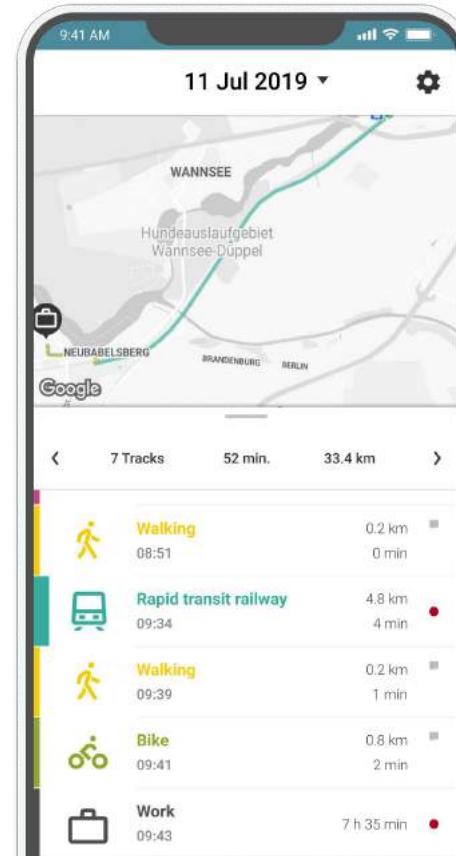


0 kg CO₂



S7

0.4 kg CO₂



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



Home



0 kg CO₂



0 kg CO₂



RE1

1.9 kg CO₂



0 kg CO₂



S7

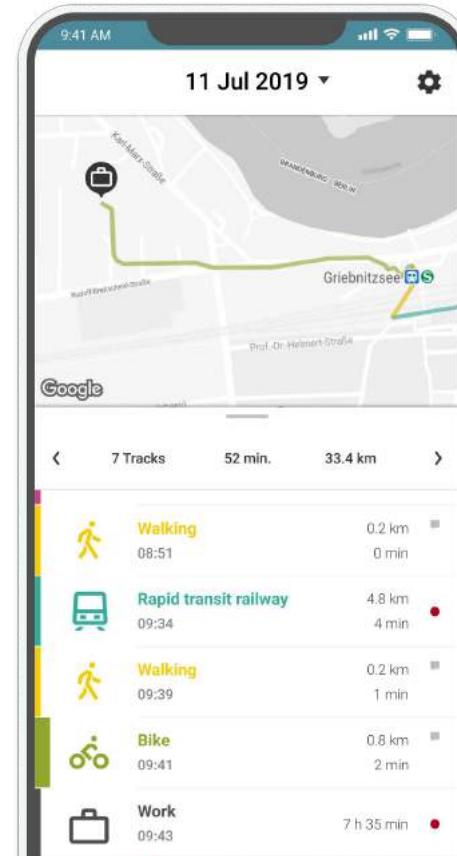
0.4 kg CO₂



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



0 kg CO₂



S7

0.4 kg CO₂



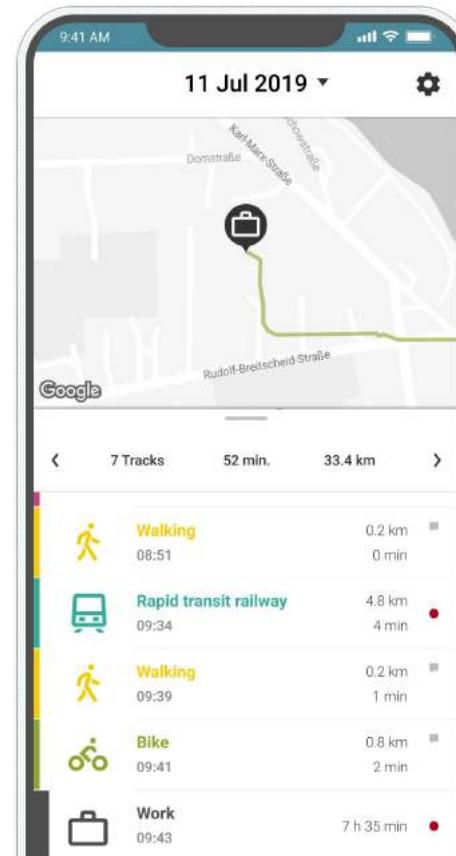
0 kg CO₂



0 kg CO₂



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



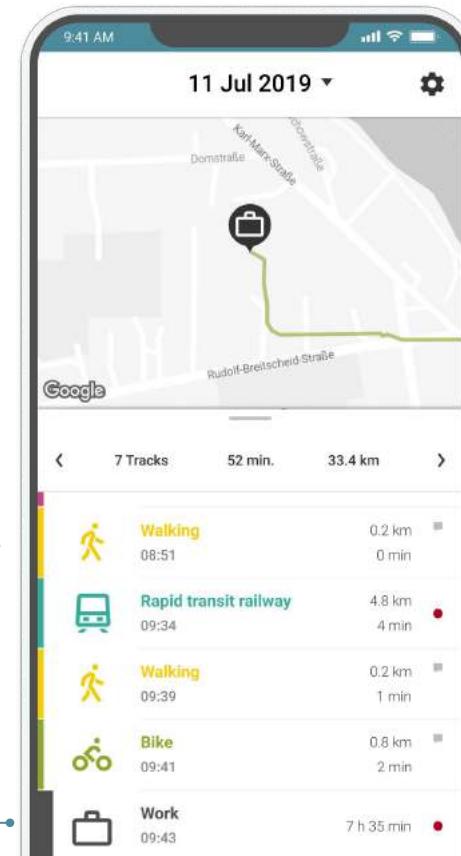
0 kg CO₂



Work

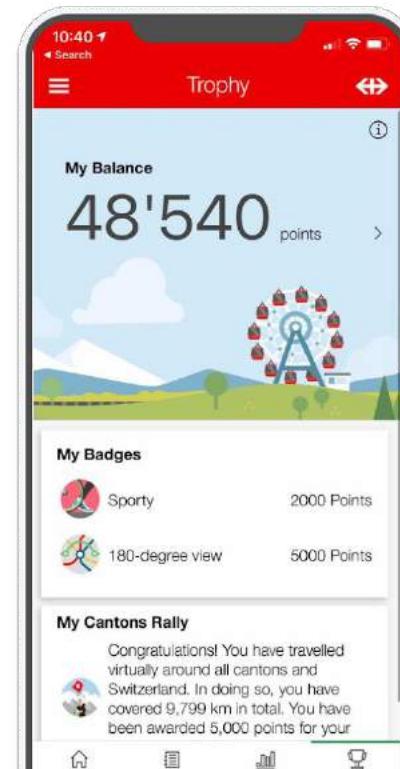
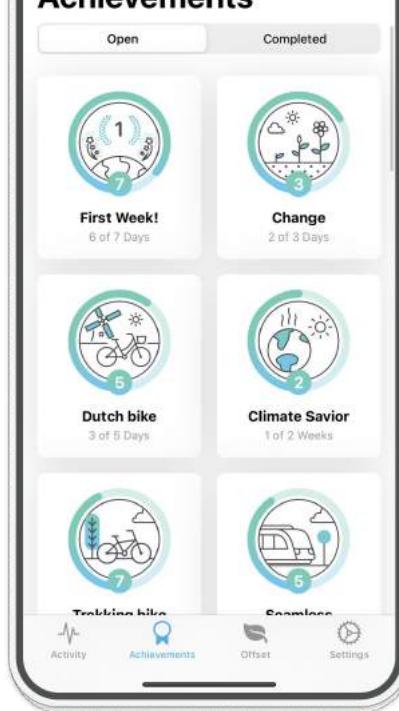
Automatic
transport mode
detection

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



Swisscom - Swiss Climate Challenge

Gamification and challenges increase green transportation

The image displays three screenshots of the Swiss Climate Challenge mobile application, showing different features of the app's interface.

- Screenshot 1: Fussabdruck (Footprint) - Today**

9:41 AM

Search

Fussabdruck

Tag Woche Monat Jahr

Heute

Heute hast du 3.9 km zurückgelegt und dabei 0 g CO₂ ausgestossen.

A green speech bubble contains the text: "Heute hast du 3.9 km zurückgelegt und dabei 0 g CO₂ ausgestossen." Below is a cartoon Earth with a smiling face and a blue "Überprüfen" button.

Du verpasst gerade was! Überprüfen
- Screenshot 2: Fussabdruck (Footprint) - Last Saturday**

9:41 AM

Search

Fussabdruck

Tag Woche Monat Jahr

Letzten Samstag

An diesem Tag hast du 28.7 km zurückgelegt und dabei 5.4 kg CO₂ ausgestossen.

A red speech bubble contains the text: "An diesem Tag hast du 28.7 km zurückgelegt und dabei 5.4 kg CO₂ ausgestossen." Below is a cartoon Earth with a sad face and a blue "Überprüfen" button.

Du verpasst gerade was! Überprüfen
- Screenshot 3: Bestenlisten (Leaderboard)**

9:41 AM

Bestenlisten

A gold trophy icon with a blue ribbon.

Freunde-Bestenliste Überprüfen

Schau, wie es deinen Freunden bei der Swiss Climate Challenge geht!

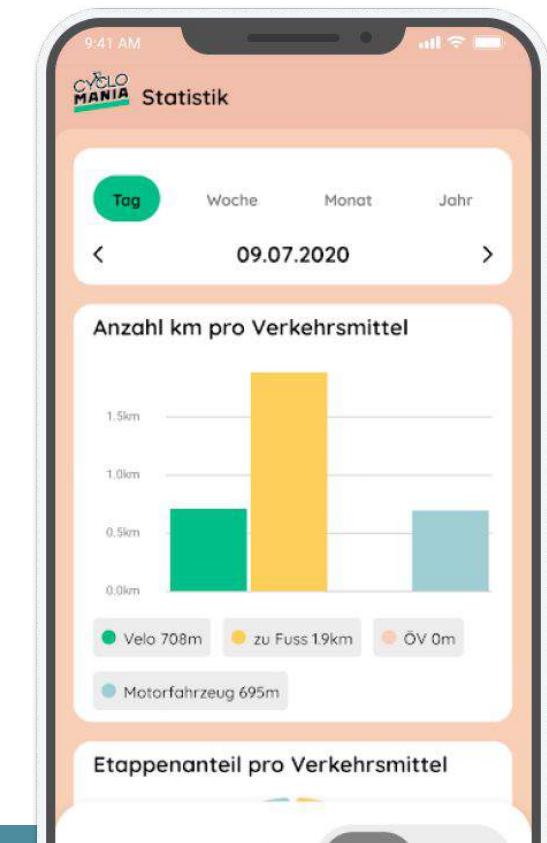
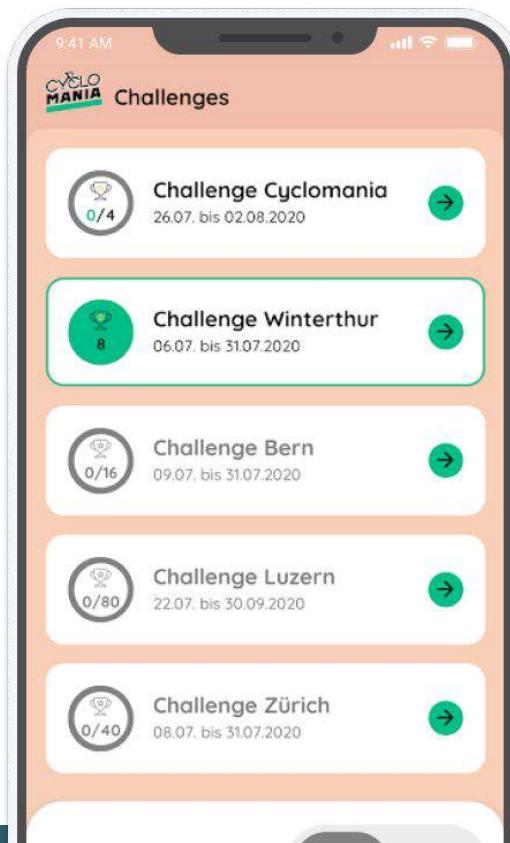
Gruppen-Bestenliste

Messt euch als Gruppe gegen andere Gruppen und kämpft für ein besseres Klima!

Gründe eine Gruppe Erstellen

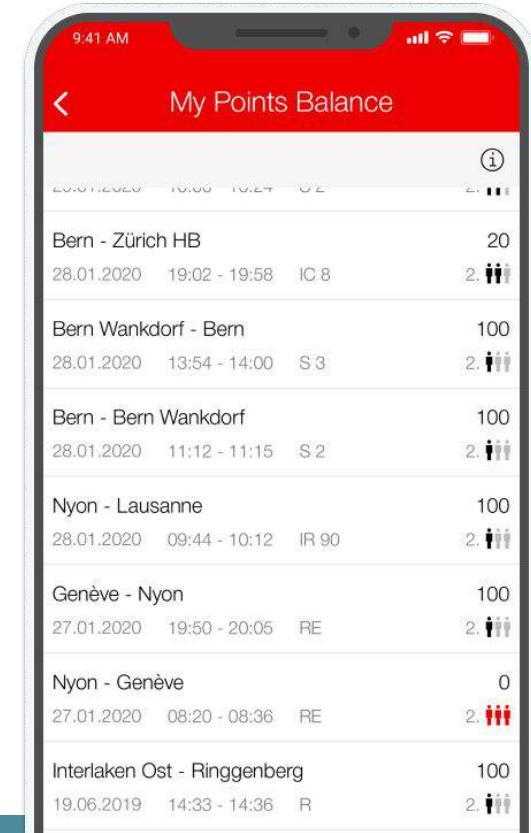
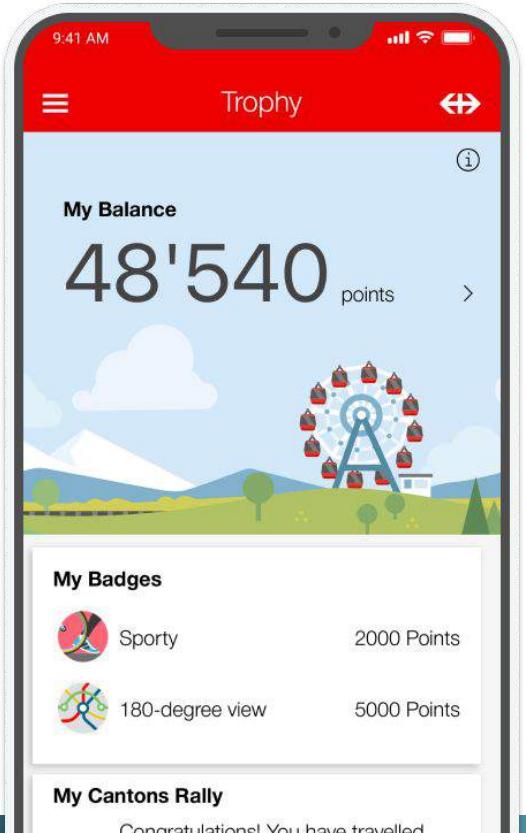
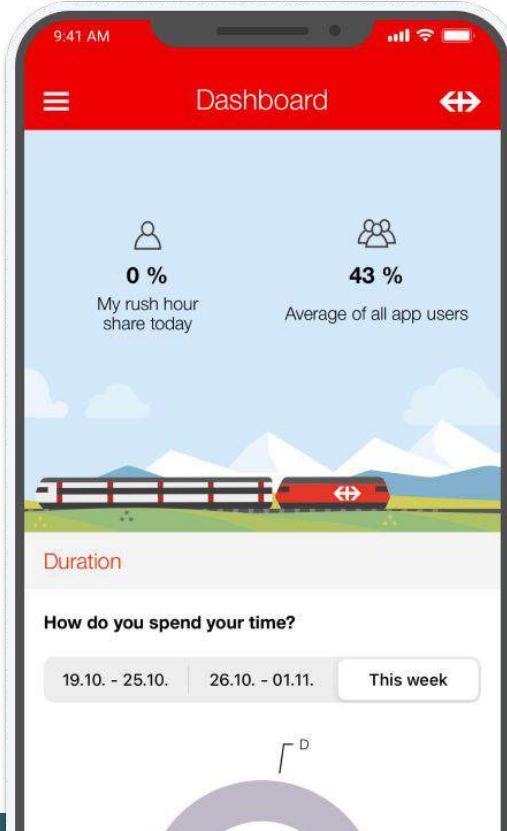
ProVelo Swiss Bike Association - Cyclomania

Gamification and challenges increase bike usage in Switzerland



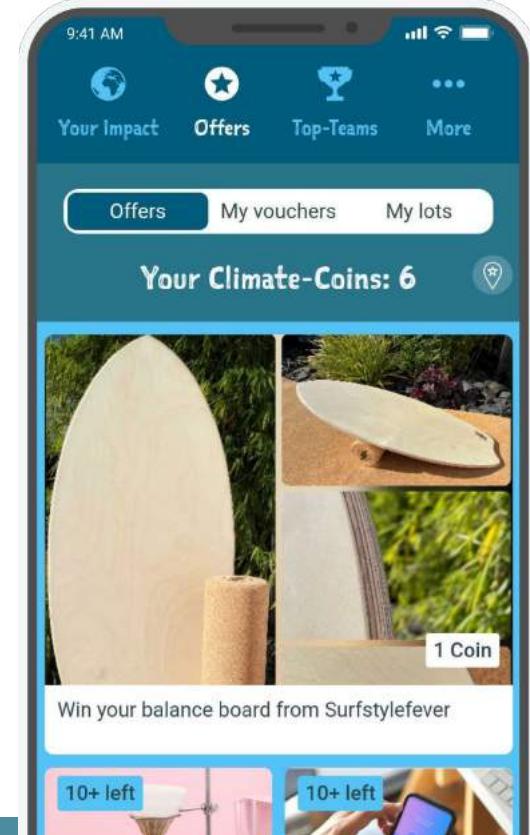
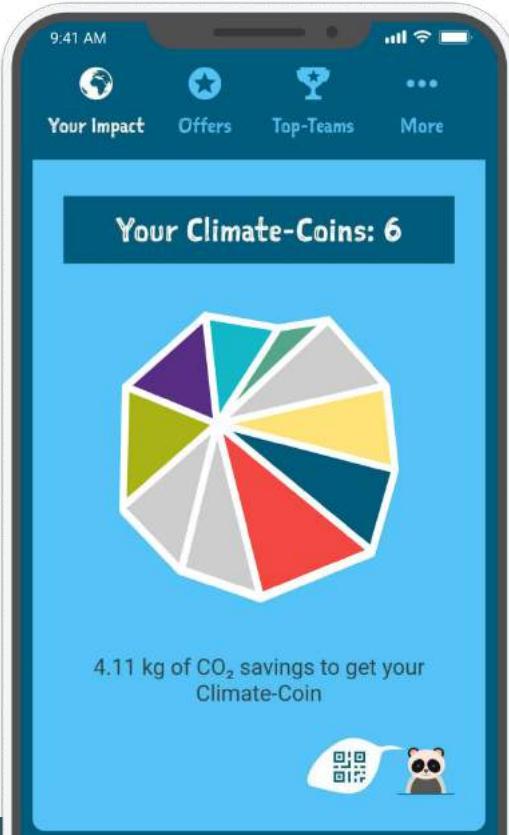
SBB - MyWay

Incentivising for off-peak usage



Deutsche Bahn - Münster bewegt

Rewards for green mobility



Deutsche Bahn - Münster bewegt

Rewards for green mobility

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

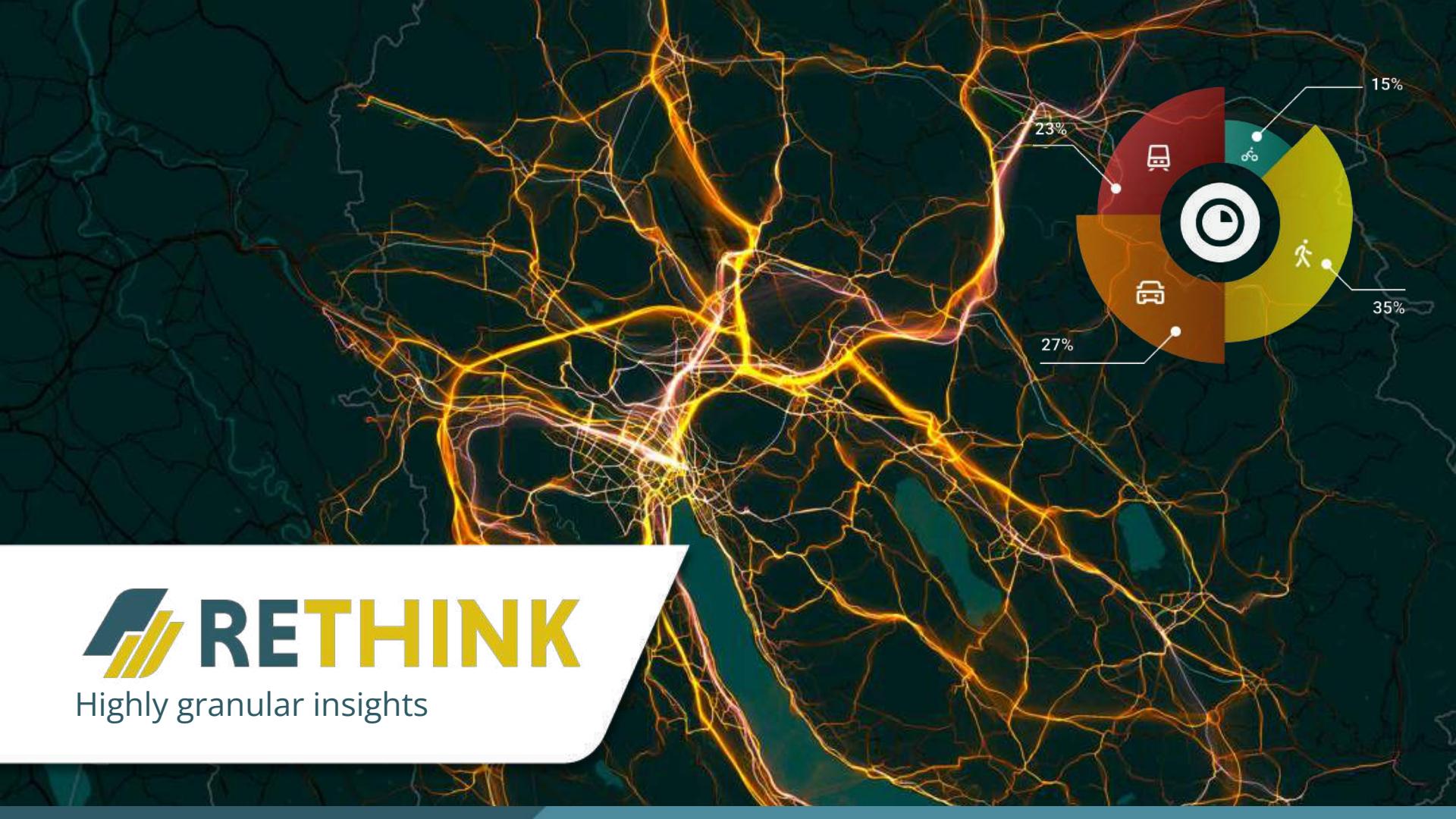


Stadt Aachen - aachen.move

Replicating rewards for green mobility with even bigger results

- | Positive user feedback: **4,7 Stars in App Store (>350 ratings)** and **>70% D30 retention**
- | **4% of the Aachen population** are daily active users of the app 4 months after launch
- | **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



BVG - BVG NuVe

Determine transport KPIs and fare allocation calculations

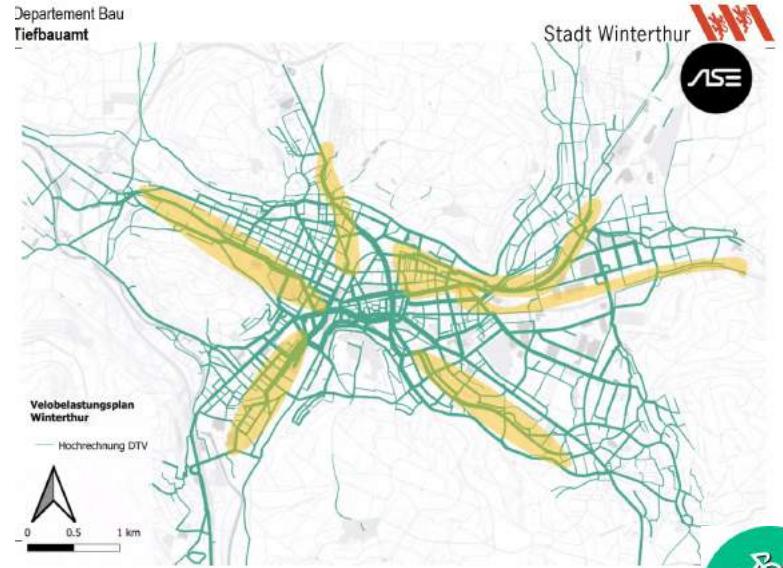
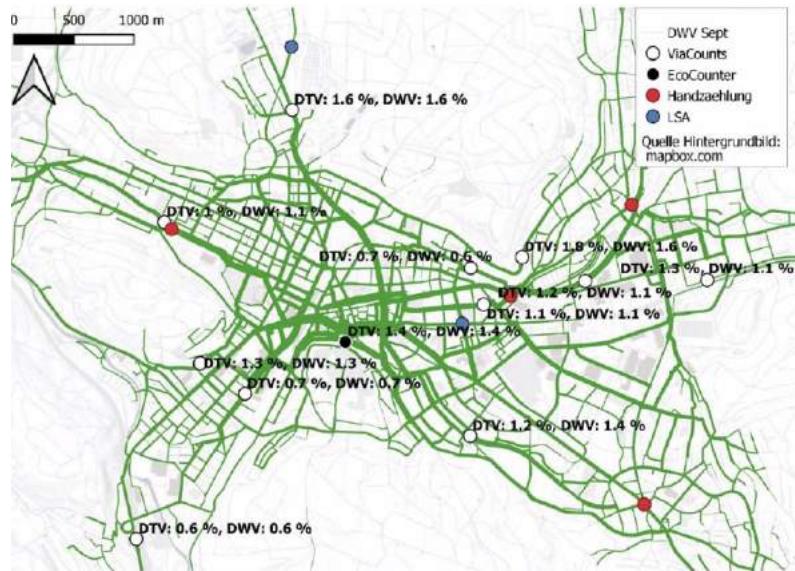


Cyclomania - Swiss Climate Challenge

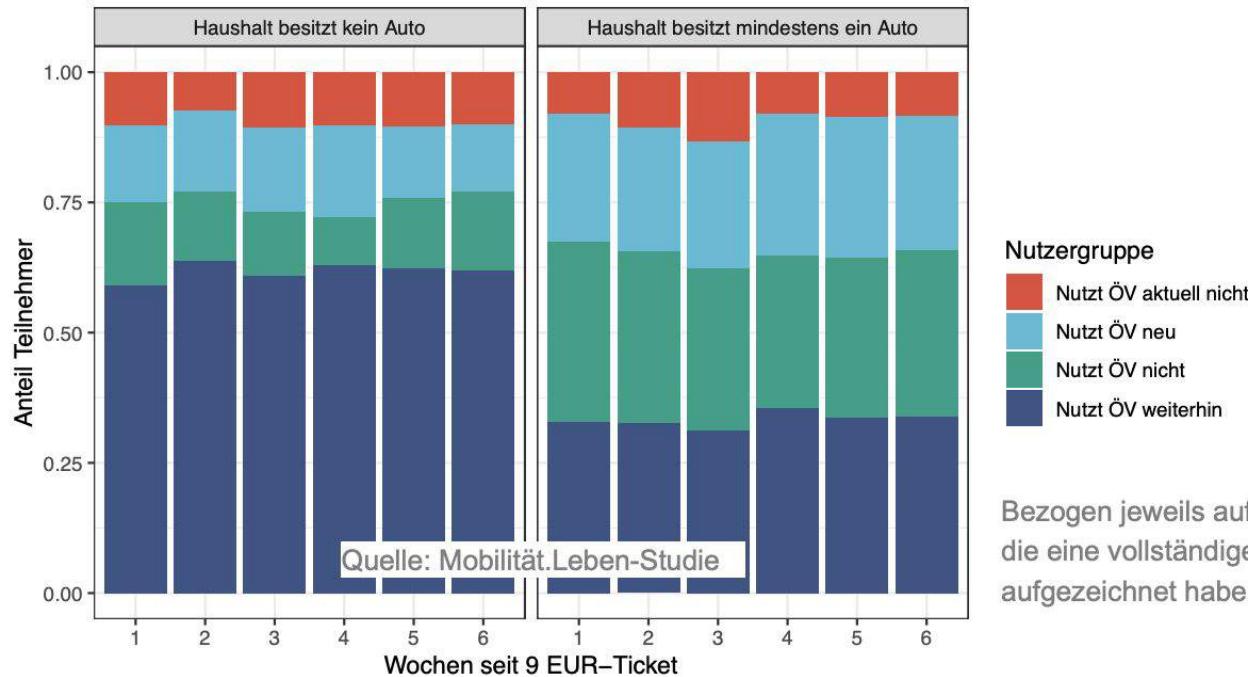
Bike usage data in the city of Winterthur

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

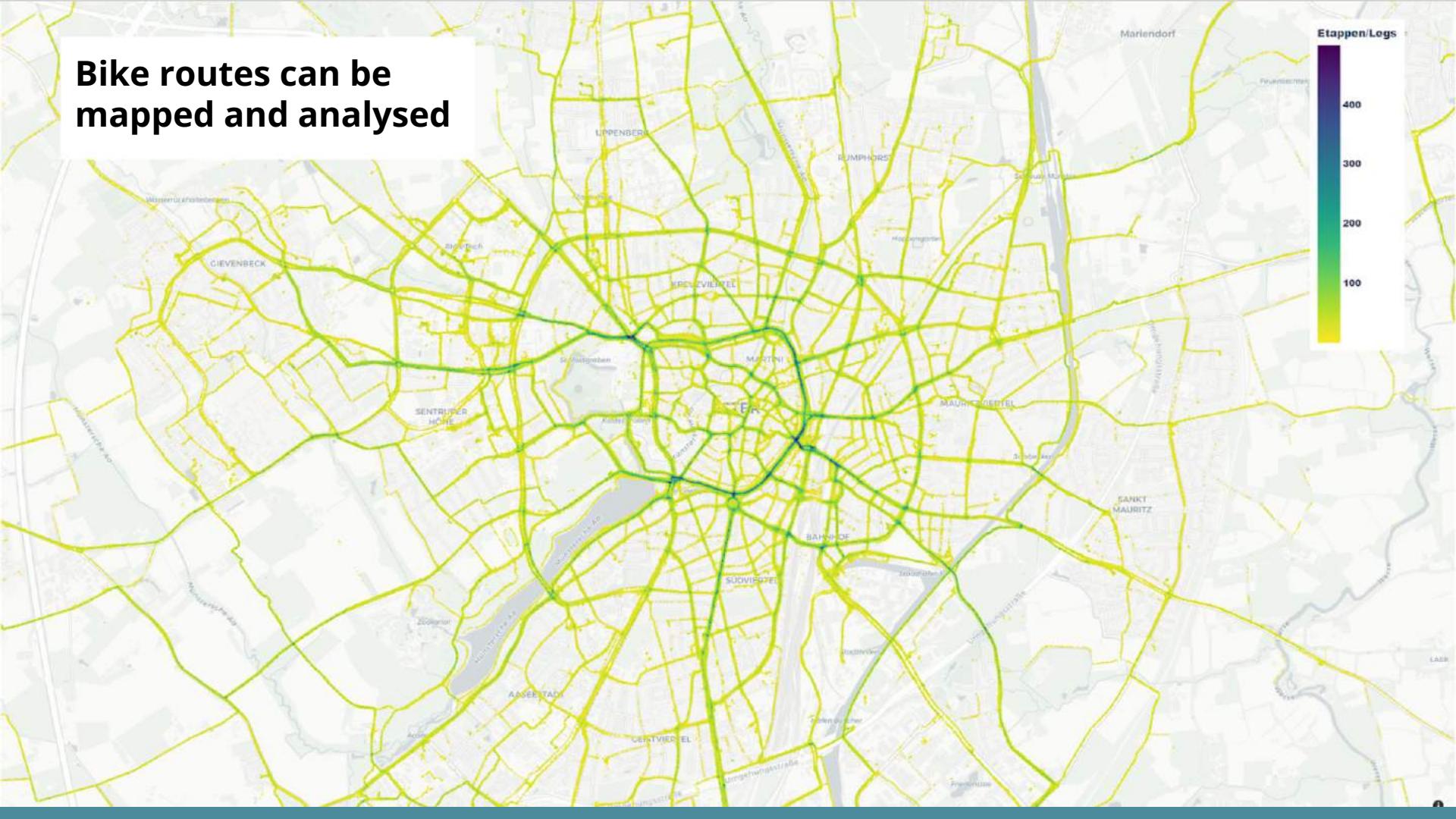
Project partner:

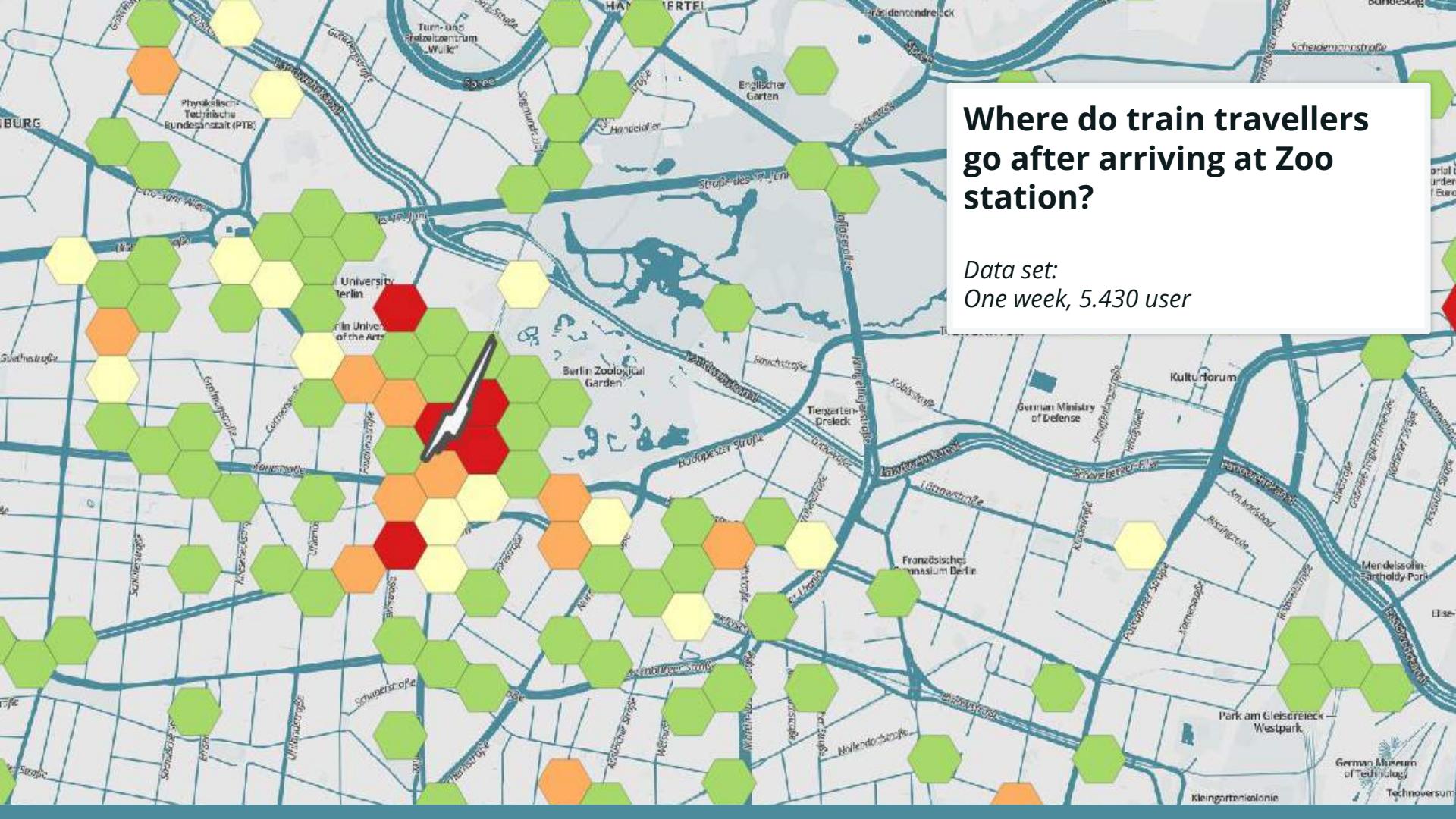


Gefördert vom:



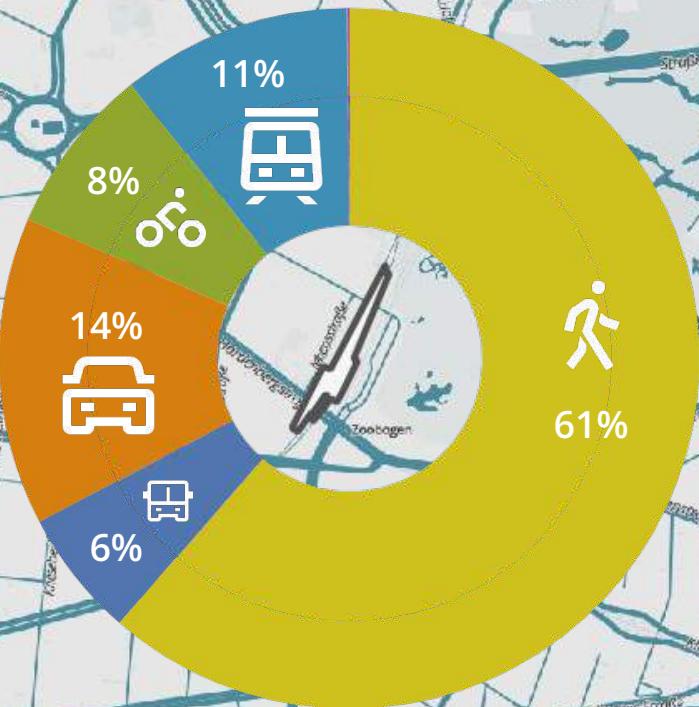
Bike routes can be mapped and analysed





Where do train travellers go after arriving at Zoo station?

Data set:
One week, 5.430 user

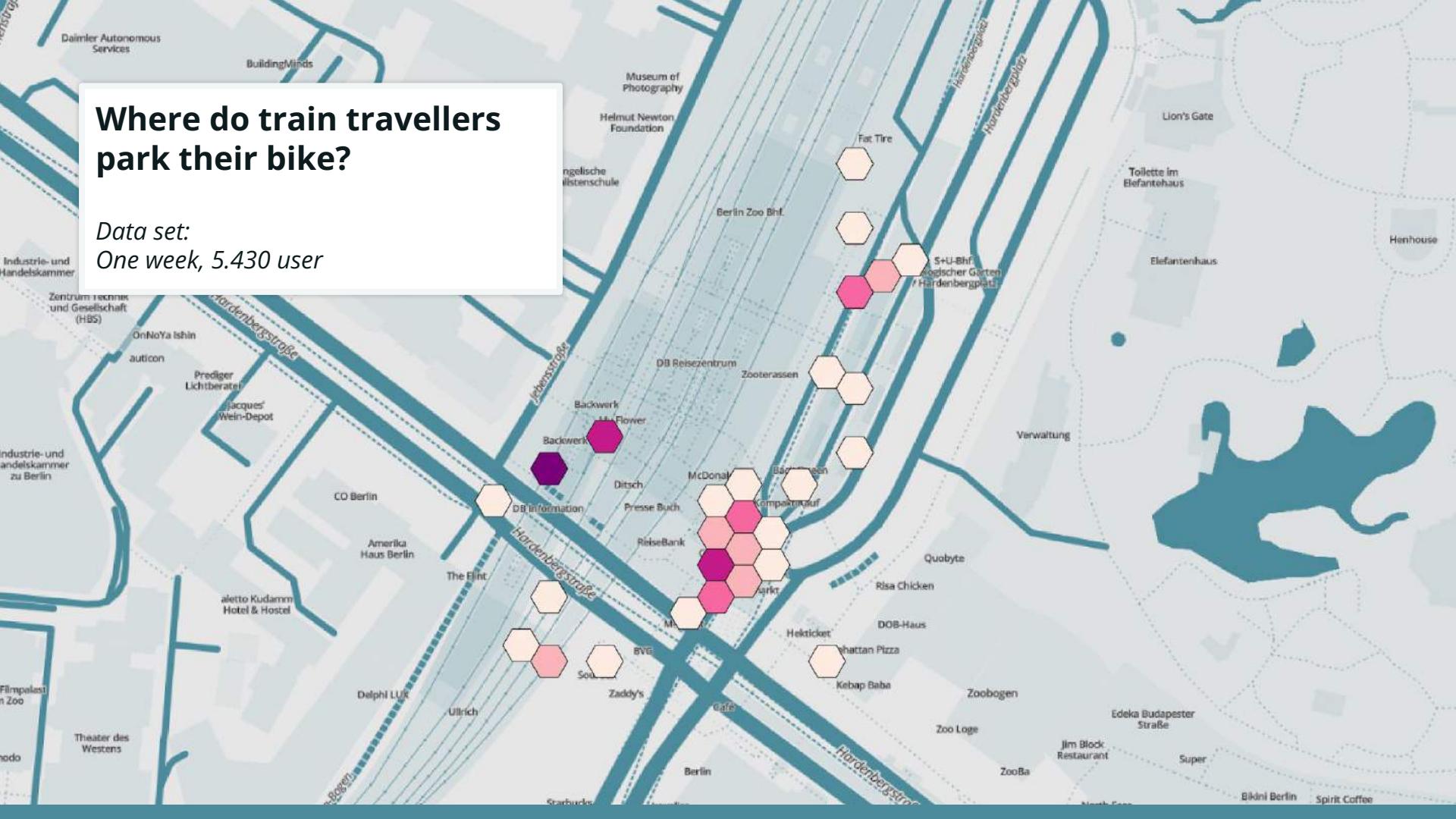


Which means of transport do train travellers use after arriving at Zoo station?

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

Stephan Leppler

CEO & co-founder

stephan.leppler@motion-tag.com

+49 159 04348413

Our office

Germany

Potsdam

Rudolf-Breitscheid-Straße 162,
14482 Potsdam

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