

Maas
GLOBAL

Kestävä liikkuminen elävissä kaupungeissa

People Flow 26.9.2023
Sampo Hietanen

whim

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SCIENCE ENVIRONMENT

Finland's Capital Plans on Making Private-Car Ownership Obsolete in 10 Years

Melissa Hellmann July 11, 2014

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Are you paying attention, rest of world?

Finland's capital, Helsinki, plans on **revamping** its entire transportation system by linking together several modes of shared transportation to potentially render private cars obsolete by 2025.

It might sound like a far-fetched project, but Sonja Heikkilä, a transportation engineer whose master thesis inspired the new model, says that young adults nowadays are more concerned about



HKL company's trams from line 9, 10 and 6 pass on the main street Mannerheimintie on Jan. 20, 2010, in Helsinki's city center.

Olivier Morin—ATP/Getty Images

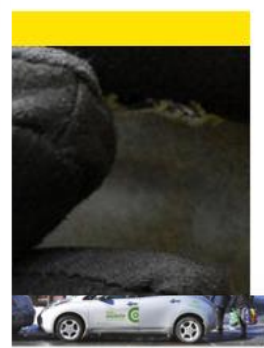
ci well-coordinated that it becomes competitive with private car ownership not merely on cost, but on convenience and ease of use.

another world,

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Economic growth

20%

of a household's budget is transportation

76%

of that is the cost of owning and using a car

96%

of time the car sits unused



Sustainability

40%

of carbon emissions are from traffic by 2030

38%

would give up their car if they only could

70 million

cars off European roads

A close-up photograph of a person's hand holding a car key. The person is wearing a grey work shirt with a dark strap over their shoulder. The background is blurred, showing an outdoor setting with greenery and a light-colored wall. The text "The car sets the bar." is overlaid in white, bold, sans-serif font across the center of the image.

The car sets the bar.

Freedom of mobility: Anywhere, anytime on a whim



Business world package for 800 € / month:

- 5 minutes pickup in all EU
- Black car status everywhere
- Working conditions guaranteed



15 minutes package for 135 € / month:

- 15 minutes from call to pick up with no more than 15 minutes delay compared to driving.
- No parking hassle



Cup of tea guarantee

- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- Movember special rides



Pay as you're moved:

- Bike and seaway service included
- 20 cents per minute in vehicles with others in
- 30 cents per minute for a nice car
- 50 cents per minute for a personal driver
- Only vehicles that use renewable energy



Family package for 1 200 € / month:

- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included



Who are the most engaged users? (post-Covid)

Live in 10
central
zip codes

Gross
margin
profitable

Multi-
modal

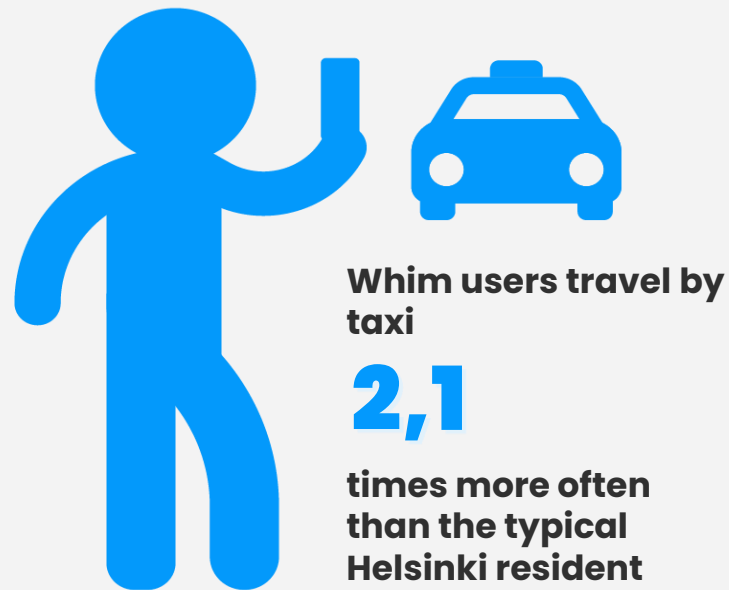
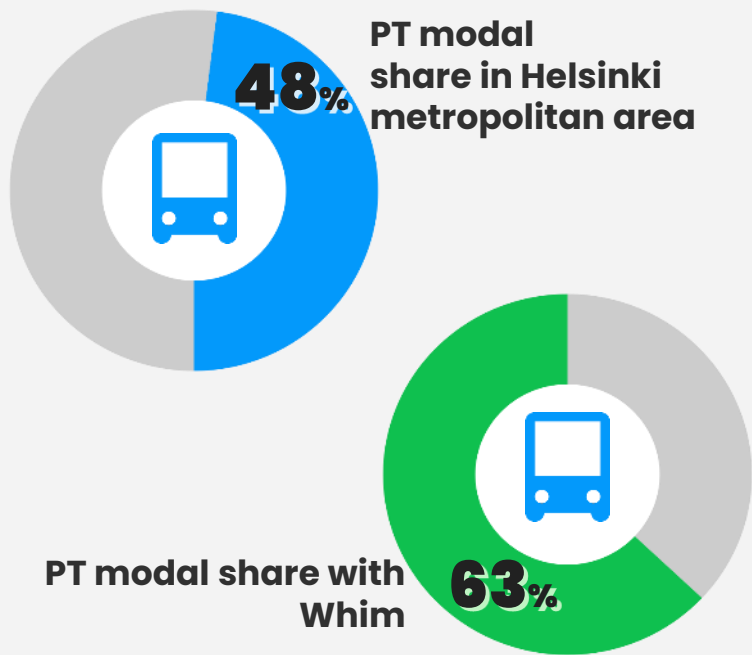
ARPU >
100€

Sub-
scribers

Espoo

Helsinki

MaaS users travel more with public transport, but also utilize taxis more than the average resident



MaaS users combine modes to fit their needs – multimodality is the key to car replacement

42%

Of Whim users combined city bike with public transport

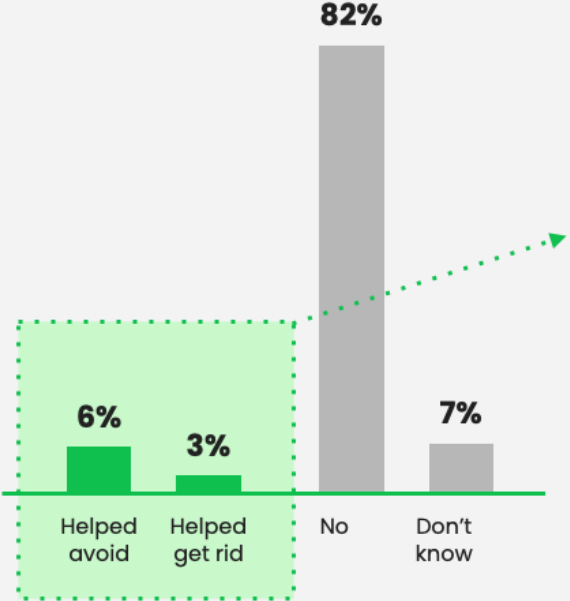


3X

Whim users combine taxis more often with public transport compared to typical Helsinki resident

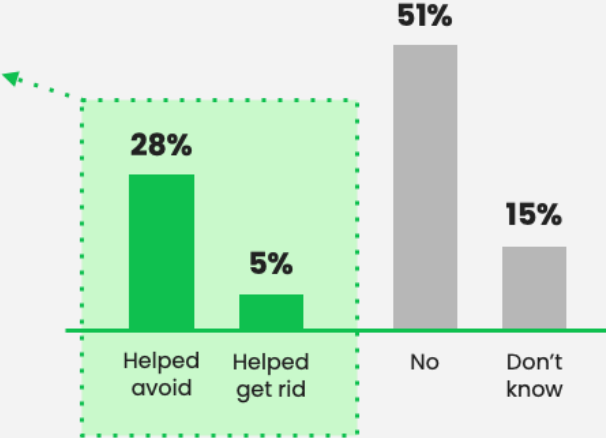
Whim replacing cars?

Car owner, Whim user

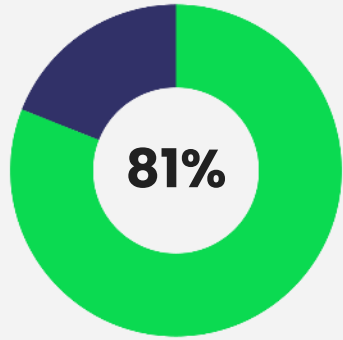


24%
of all responses said Whim helped avoiding or getting rid of own car

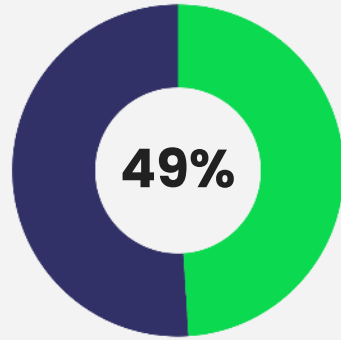
No own car, Whim user



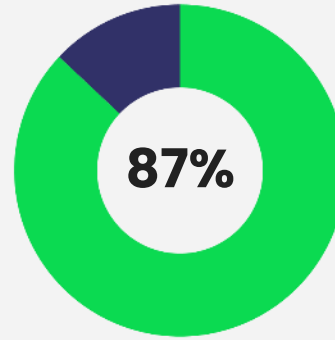
People are ready and adjusting to the mobility evolution – but they need tools



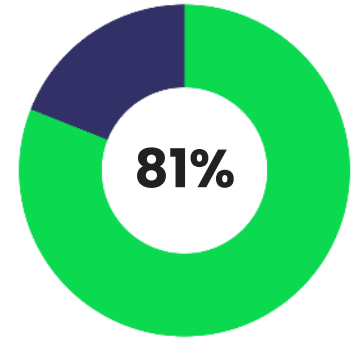
By 2030, I will take **significantly fewer business trips** compared to 2019



By 2030, I will **sacrifice vehicle ownership** to reduce my environmental footprint



By 2030, I will commute less frequently (e.g. to work) compared to 2019



By 2030, I will prefer to **use one single app/platform** for ordering and billing ALL my mobility-related services (e.g. car, bus, train, plane)

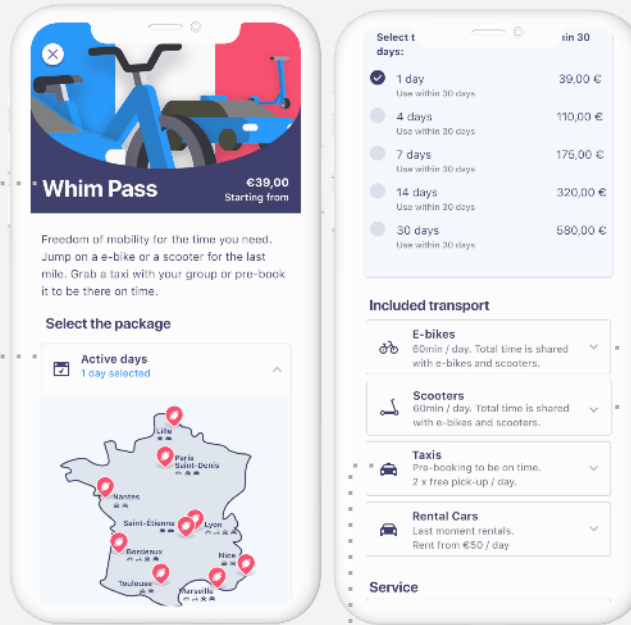
Finding customer value beyond the wallet

The main objective regarding mobility for the Event visitor is to remove uncertainty, unclarity, stress and doubt. When you can take away the concerns around getting to the game in time, managing money and paper tickets, access to options on the fly and who you can trust – the willingness to pay shoots up.

A. Challenge: It's not about the cost as much the complexity of too many apps which require payment methods etc. just for the mobility in different places.

A. Solution: Simplicity of having one app and one mobility service package for various modes of transport around the country, with different duration options.

B. Challenge: Unpredictable to get to the match on time with the group when masses of people are getting to the same place at the same time.



C. Challenge: Unreliable public transport with masses of people & possible strikes.

C. Solution: Flexible rides with e-bikes and scooters with enough daily riding time included.

B. Solution: Pre-booking of taxis ensures that users get there with their group in their own schedule, without unpredictable pick-up fee.



Sustainability is
a strong influencing factor
that inspires users

Creating Modal Shift

Whim Mobility Challenge

Mobility challenge for sustainability

A playful way of gaining points by walking, cycling, having car free days and keeping in the carbon budget. The more points you gather the more chances you have winning travel credits.

Weekly Carbon budget, 12.4 kg CO2	1 000 pts
Car free day	50 pts
Cycle 10km	50 pts
Walk 10km	50 pts

Value for business



User insight

New level of user insight of the actual mobility behaviour (also outside of Whim usage) for planning.



Modal shift for sustainability

By motivating users to take more sustainable modes of transport we make an impact on sustainability and improve unit economics as well.



Data for urban planning

The GDPR compliant data exports and insight can be shared to cities for improving the sustainable travel chains.

Value for user



Contributing to common good

Being able to act now and contribute for the local planning is motivating for the users, especially when it has a positive impact on sustainability.



Understanding the impact

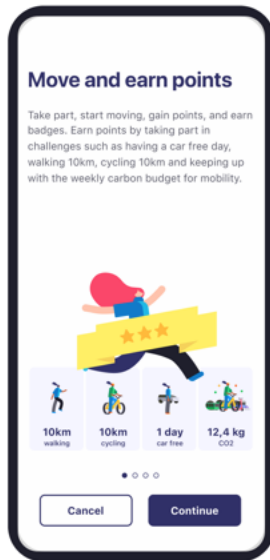
User is able learn the carbon footprint in practice and see that what it takes to reach the future goals today.



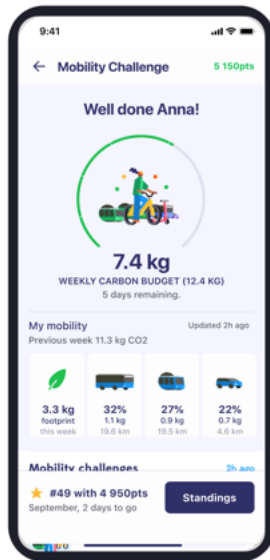
Earning rewards

Rewarding top users on monthly basis can keep the users engaged in contributing to the challenge.

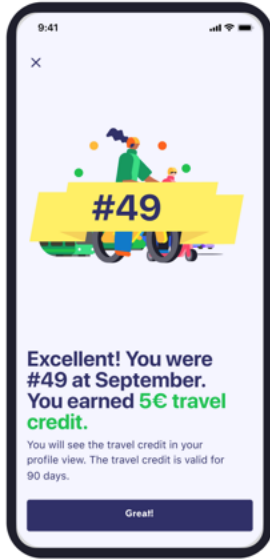
Join



Move



Earn



Alignment Between Profitability and Sustainability

Gross margin can be increased by encouraging physical activity as well as use of modes that are both greener and cheaper

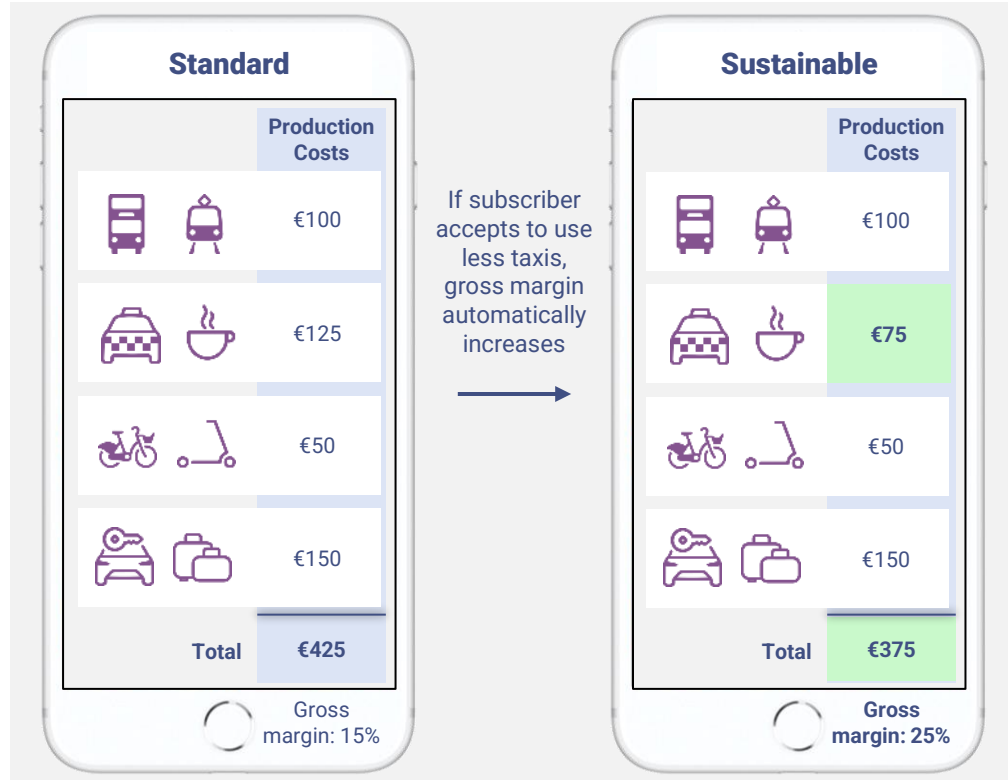


Case Study :
Londoner



**All-inclusive
subscription
package**

Whim price: €500
vs. own car: €600



Full Pricing Power

- By controlling all production costs, MaaS Global can decide how best to price subscription packages
- Thanks to both bulk purchase of capacity and usage-based pricing, costs can be reduced at scale

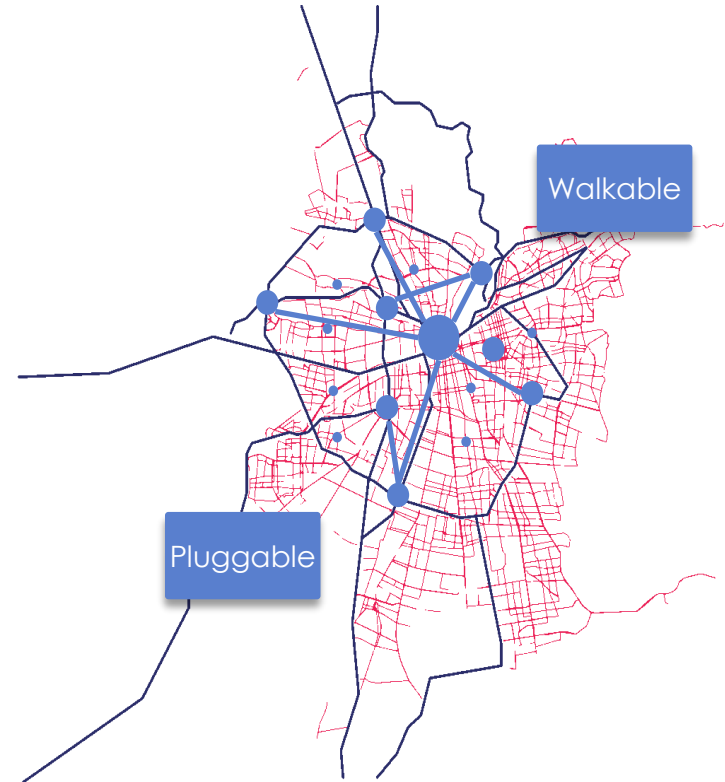
Rewarding Green Choices

- By favouring more climate-friendly transport modes, subscribers receive attractive benefits
- While incentivising sustainable choices, MaaS Global reduces its underlying production costs, hence improves its margins

From Futurama to a better vision - *Corridors to hubs*



Maas GLOBAL



whim

The dream of tomorrow is not just open highways, it **is open world**