



Future Mobility

Tom Friderich
moovel GmbH

Vienna, Oct 2015



Urbanization



**Always on &
Connected**



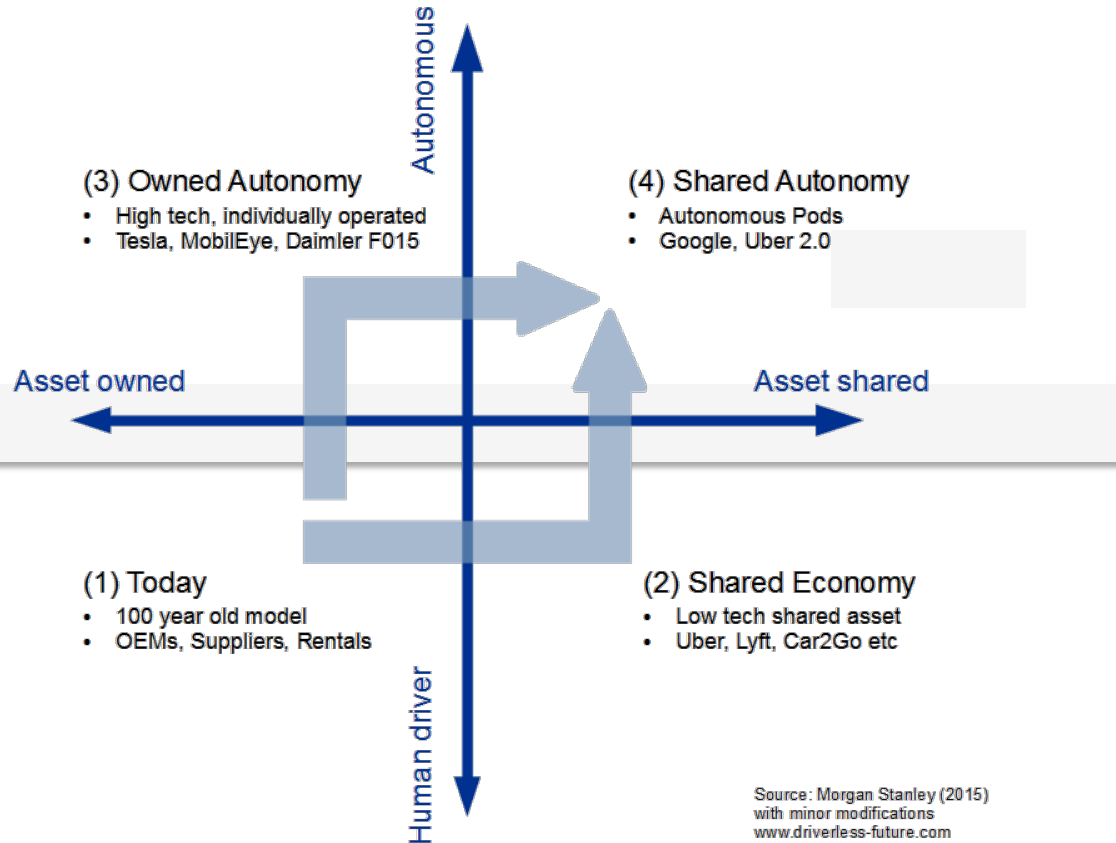
**Access trumps
Ownership**



**Autonomous
vehicles**



Smartphones become
“real-time mobility companions”



Source: Morgan Stanley (2015)
with minor modifications
www.driverless-future.com





What we build so far

Self Driving



BLACK

Mobility Platform



Ride for Hire





**All-inclusive:
insurance,
parking,
fuel**

**Flexible
rental
stations**

**Spontaneous
trips
in urban
areas**

**One-way
rentals
(A to B)**

**Billing
by the minute
or minute
packages for
business
customers**



8 COUNTRIES

30 LOCATIONS

13,500



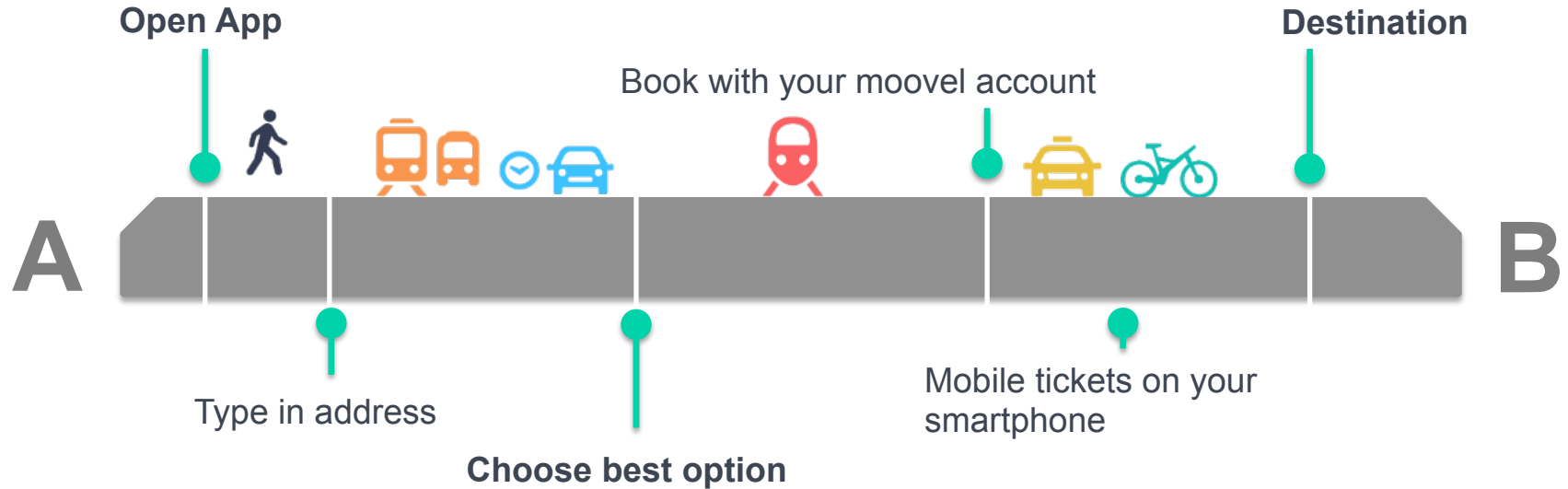
>1,000,000



500 MA



Search, book & pay for any type of transportation with just one App

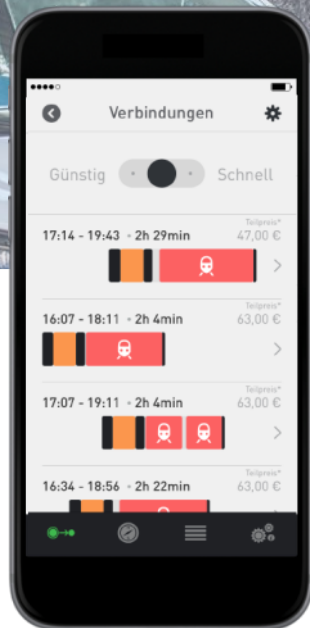




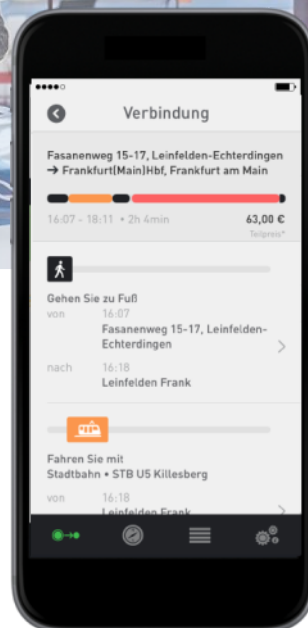
Book & pay your Deutsche Bahn trip in the moovel App



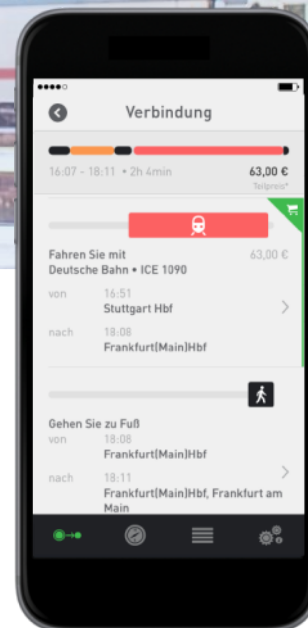
Type in address



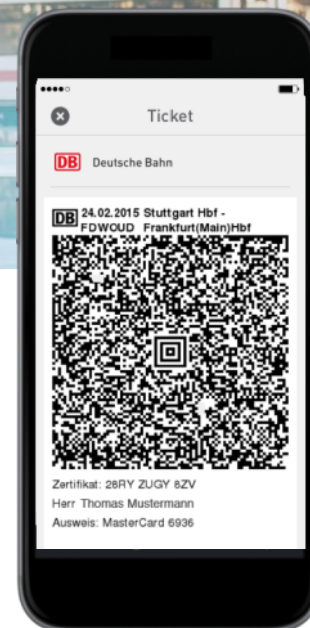
Choose best option



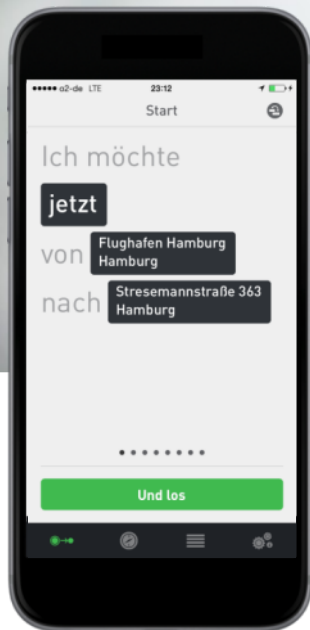
Get more details



Book



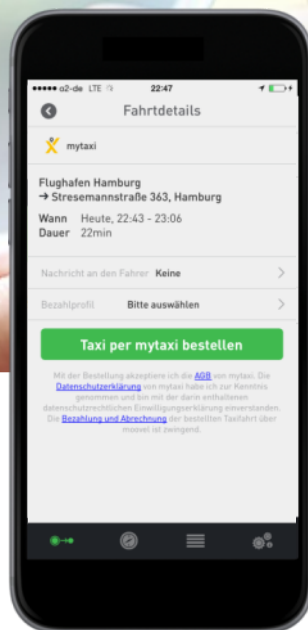
Mobile ticket



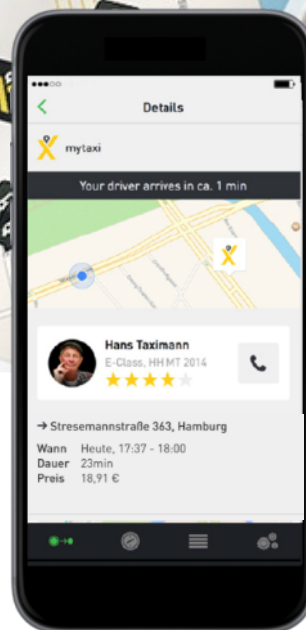
Type in address



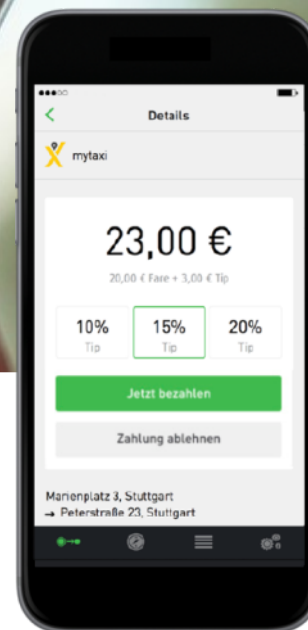
Choose taxi



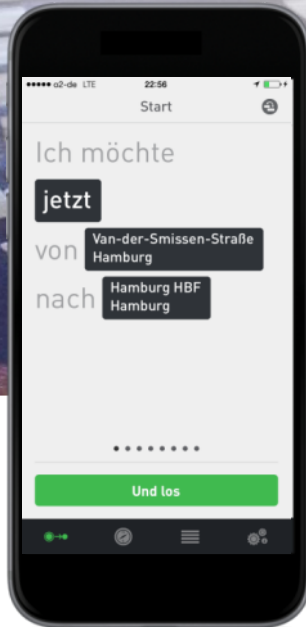
Book



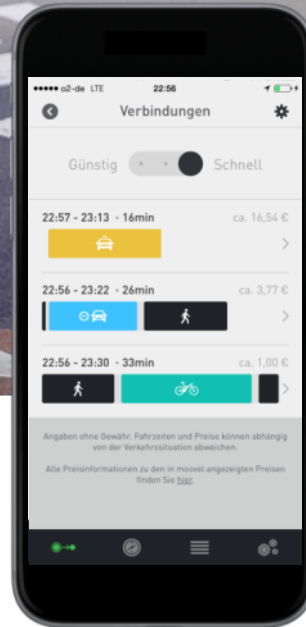
See taxi getting closer



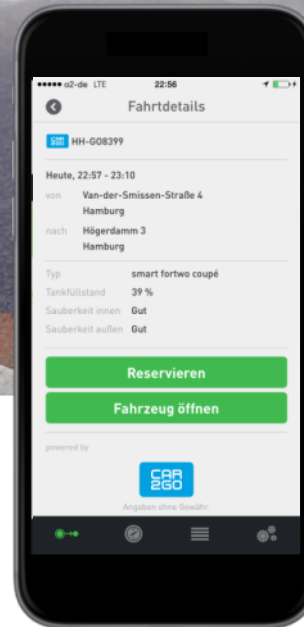
Pay



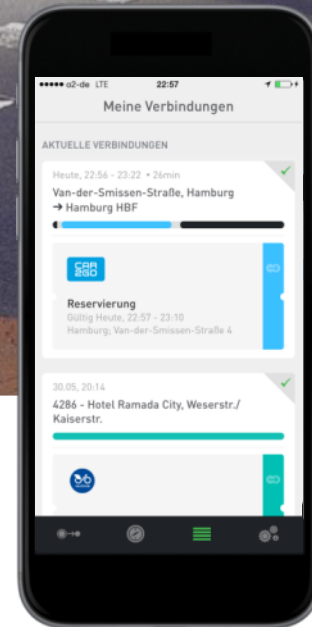
Type in address



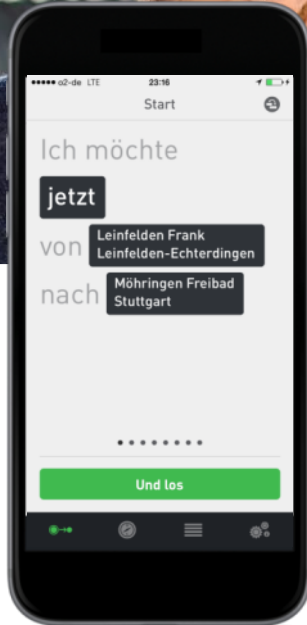
Choose car2go



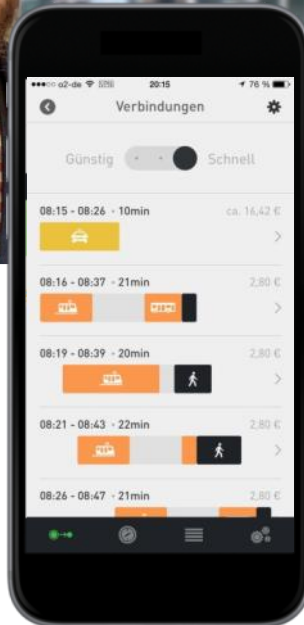
Book



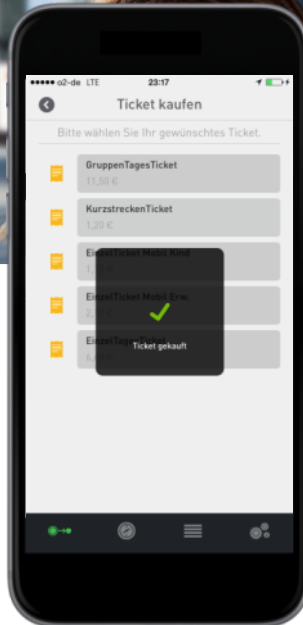
Pay



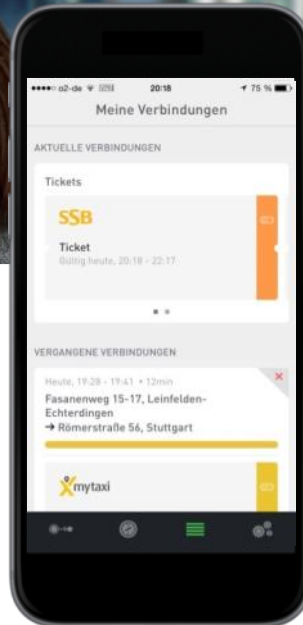
Type in address



Choose best option



Choose respective ticket



Show ticket



Mobile ticket

Winning new customers



- ✓ Open new target groups
- ✓ Access to over 1 Mio. customers
- ✓ Co-marketing activities
- ✓ Sharing of user data with public transport agency, as fare privacy protection allows it.

Strong partnership



- ✓ moovel fully finances the development and deployment of the system
- ✓ Secured payments through moovel factoring
- ✓ Building trust through long-term conditions
- ✓ Scientifically evaluated pilot phases



Single Sign One



- ✓ Register once and get access to car and bike sharing, public transport & taxi services
- ✓ Move from city to city with only one app
- ✓ Pay everything cash-less with your mobile account
- ✓ Use different payment profile for business and private trips
- ✓ Have all your mobility cost in one single invoice



Innovative. Efficient. Transparent.



Thank you.

Any questions?



Tom Friderich

Head of Partner Management

phone +49 176 30924925

thomas.friderich@moovel.com