

Liikuvus kui teenus

ehk MaaS  
*(Mobility as a Service)*  
mis ja milleks?

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**Go**Swift



Transpordisektorit tabab lähiajal  
**DIGITAALNE TSUNAMI**

# MAAILMA TRANSPORDITURG

**Maailma transpordituru\*:**

– kogumaht **\$7-10 triljonit.**

**Turg jagatakse suures osas ümber.**

**Võidavad infotehnoloogia võimalusi  
kasutavad ärimudelid!**

*\*Frost & Sullivan andmetel*



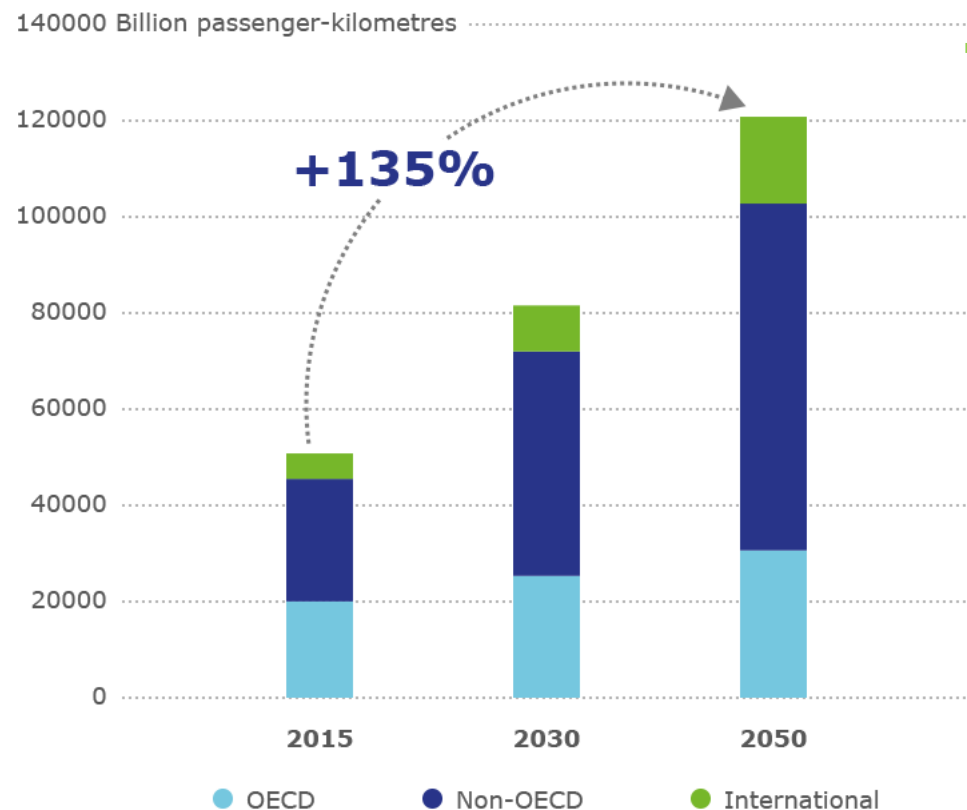




# LINNAD HAKKAVAD MUUTUMA



Passenger transport volumes

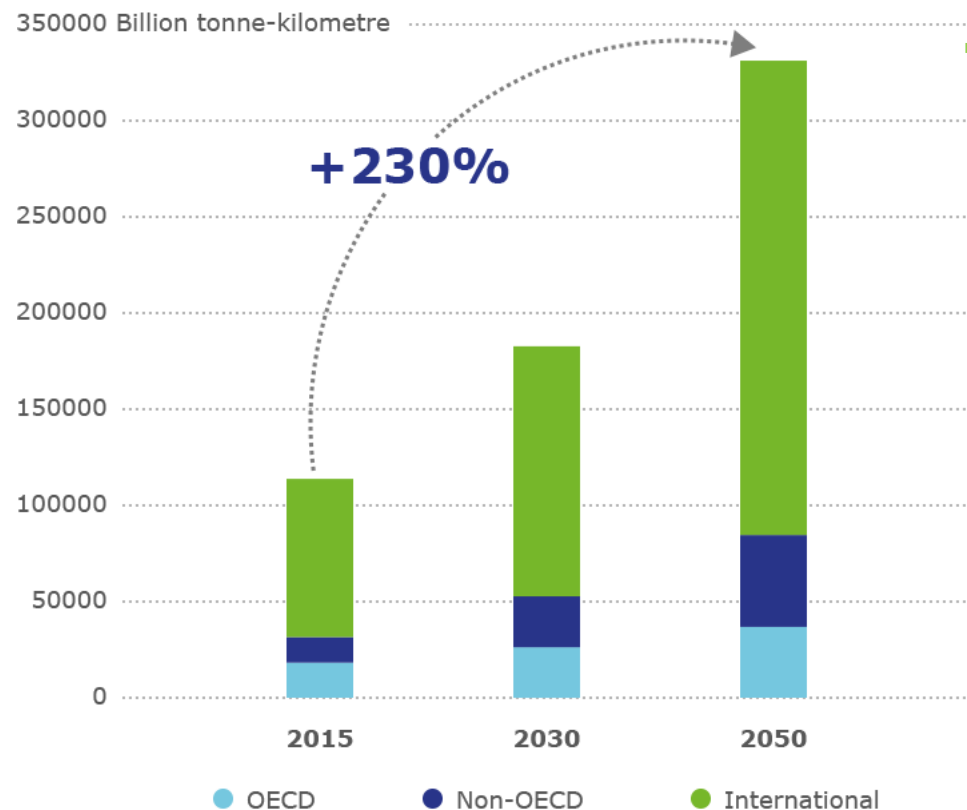


## Transpordimahud jätkavad kasvamist üle maailma

- Sõitjatevedu rohkem kui kahekordistub aastaks 2050
- Sõidukite arv kasvab: 1 miljardilt 2015.aastal 2.4 miljardini 2050. aastal
- Kaubaveo kasvuks on ennustatud kolm korda



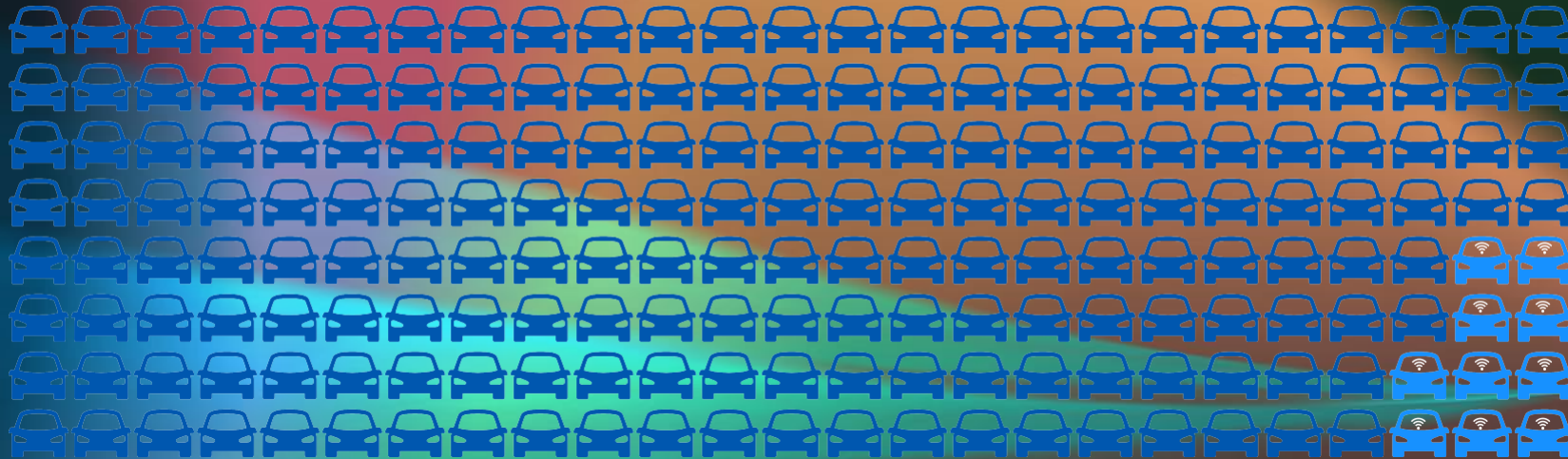
Freight transport volumes



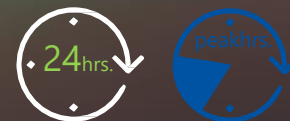
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Scenario: 24 hours



Samade sõitude tegemiseks vajame sõidukeid praegusest:

5%



Sources: Kauppalehti, World Bank, World Health Organisation, Inrix, European Commission, Eurostat, Frost & Sullivan, ABI Research





# From car ownership to Freedom of Mobility

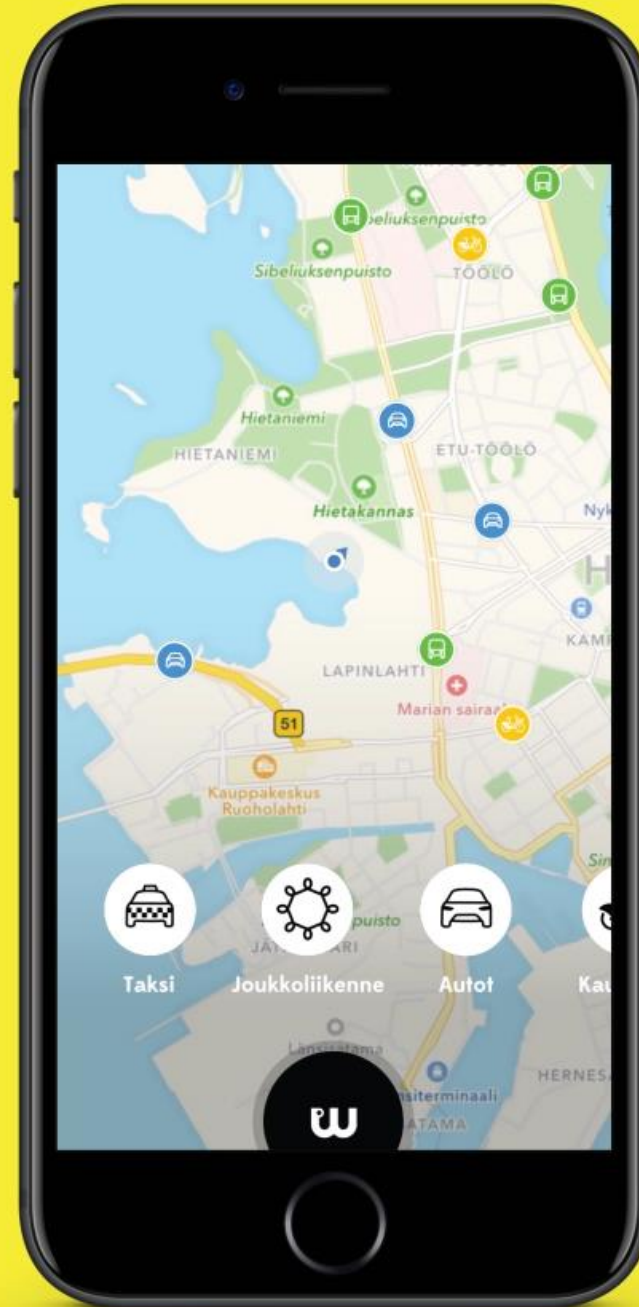
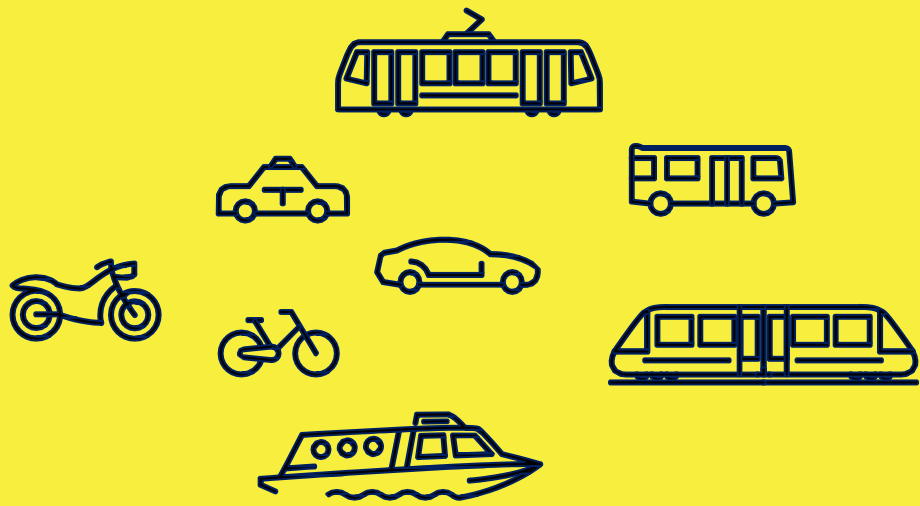


**Today:  
car ownership with all related  
inconvenience**





**Tomorrow:  
Ultimate Freedom with variety of  
services worldwide**


# The Netflix of transportation



whim.


# World's first unlimited all-inclusive monthly plan

[Monthly Plans](#) [About us](#) [News](#) [Help](#) 



**Whim to Go**  
0€  
per month


For those who want to try Whim first or simply don't travel that much. Pay per ride, no commitment, no surcharges.



**Whim Urban**  
49€  
per month (cancel any time)

**INTRODUCTORY OFFER**

For regular travellers who could use the flexibility of a taxi or car occasionally.




**Whim Unlimited**  
499€  
per month (cancel any time)

**INTRODUCTORY OFFER**

Modern alternative for owning a car. At the price of owning a car you get unlimited access to public transport, taxi or a car according to your daily need.

	Whim To Go	Whim Urban	Whim Unlimited
Monthly payment	Free	49€	499€
Local public transport	Pay per ride	Unlimited Single Tickets	Unlimited Single Tickets
Taxi (5km radius)	Pay per ride	10€ per ride	Unlimited
Car	Pay per ride	49€ per day	Unlimited



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# Expanding to global ecosystem

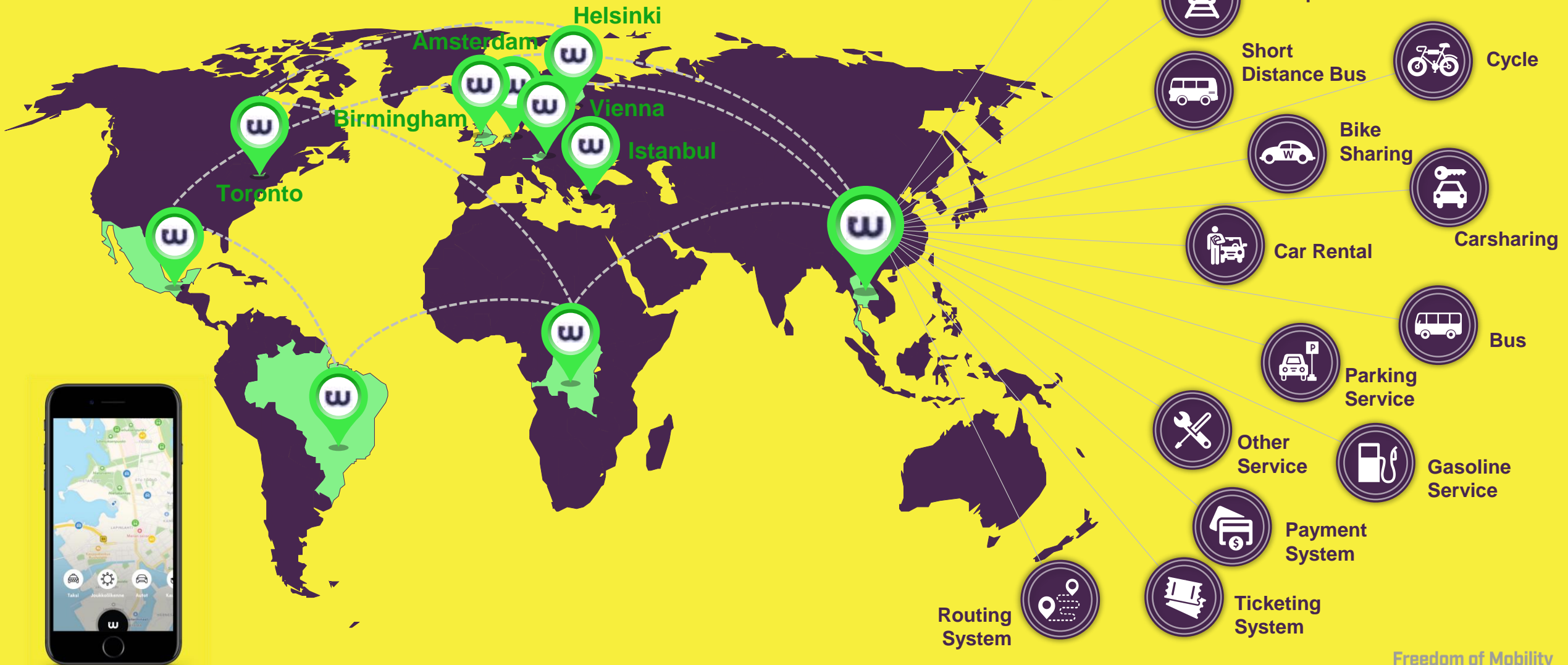
**Global Mobility as a Service revenues to exceed \$2-4 trillion by 2025**

Source: Frost & Sullivan





# MaaS scales because the pieces exist already





MaaS in action worldwide

# Just-in-time Access to Transport Gateways

- ☑ keep it secure
- ☑ keep it moving

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