

Commission on Travel Demand – MaaS impacts



JAMES DATSON

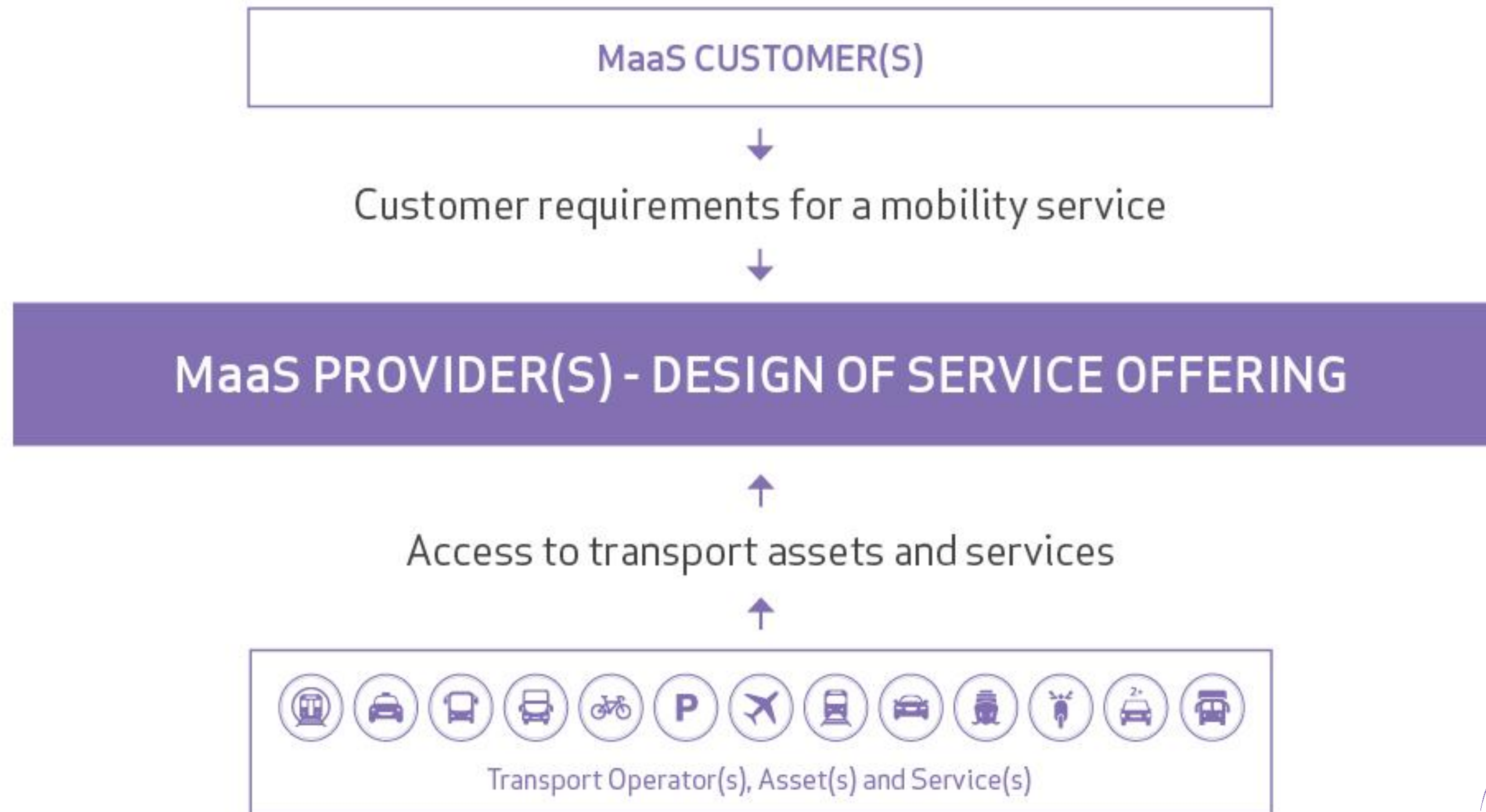
Transport Systems Catapult, MaaS Lead

CATAPULT
Transport Systems

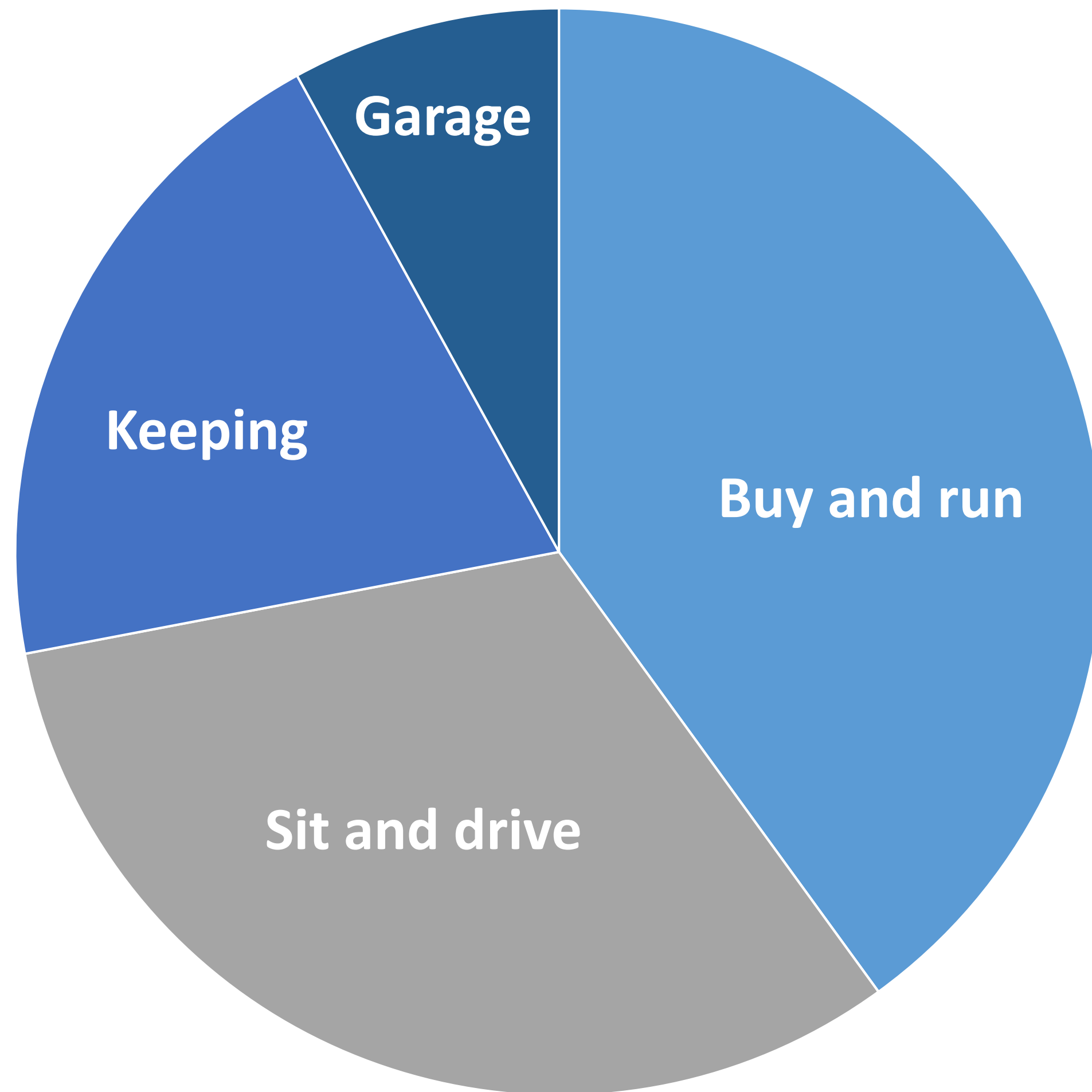
TRAVELLERS WANT BETTER



WHERE IS THE 2017 INNOVATION HAPPENING?

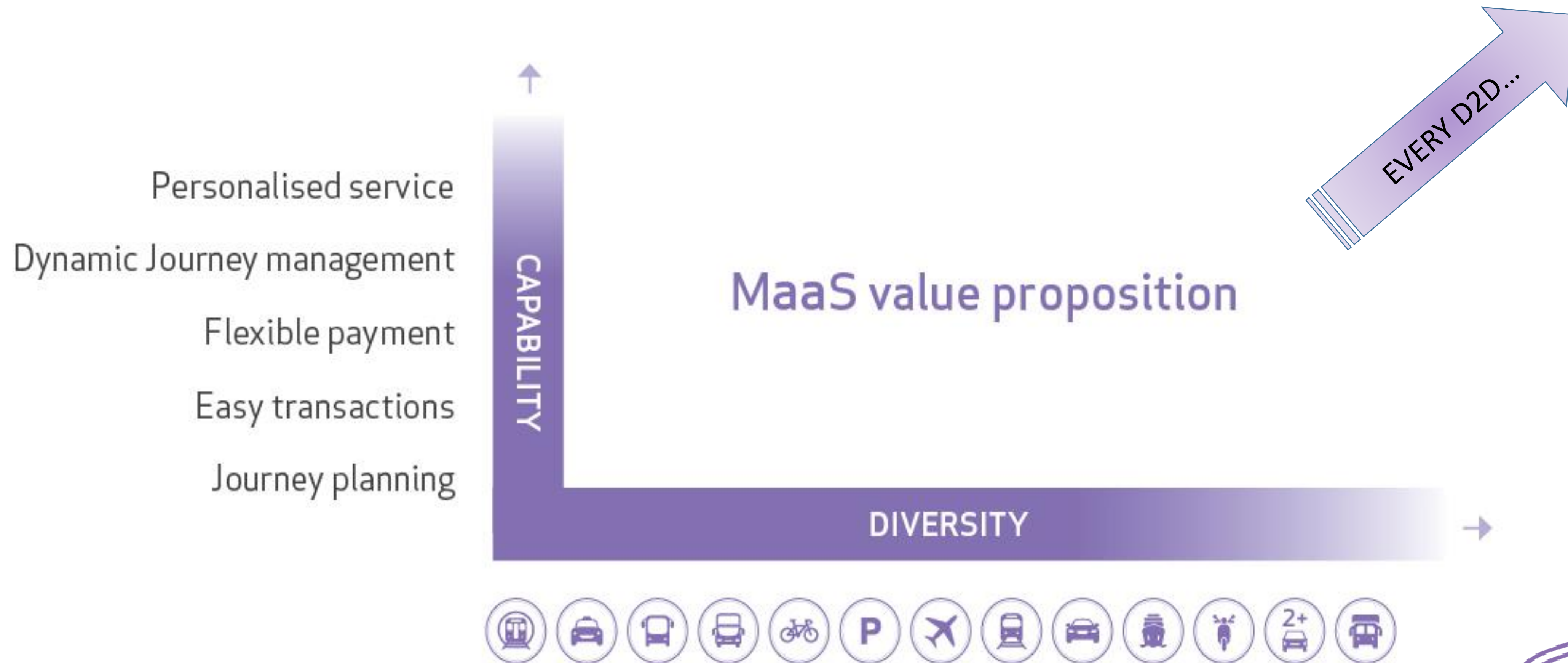


OUR CAR RELATIONSHIP UNCOVERED



We invest 3 months/year

DEVELOPING A 'BETTER WAY' - MaaS 1.0



MaaS 1.0 - DO YOU NEED A CAR ON THE DRIVE?



[The App](#) [Why Whim?](#) [How do I Whim?](#)  [Pre-Order](#) [Payment](#) [About](#) [FAQ](#) [Suomi](#)

Why Whim?



Pay monthly to move daily

A Whim subscription means paying just once a month for all your daily moves, on loads of different transport options. Now how much easier is that?



Better than your own car

With Whim, you can cruise in a brand new car without the cost and hassle of owning one. On a whim, for the weekend or to whisk home the weekly shop.



The best way to everywhere

Whim combines different modes of transport to get you the best way to everywhere. Door to door, whether by car, bus, bike or all three.



Follow Plan A

Whim syncs with your calendar and takes travel planning off your hands. Say yes to its suggestions and just hop on when needed.



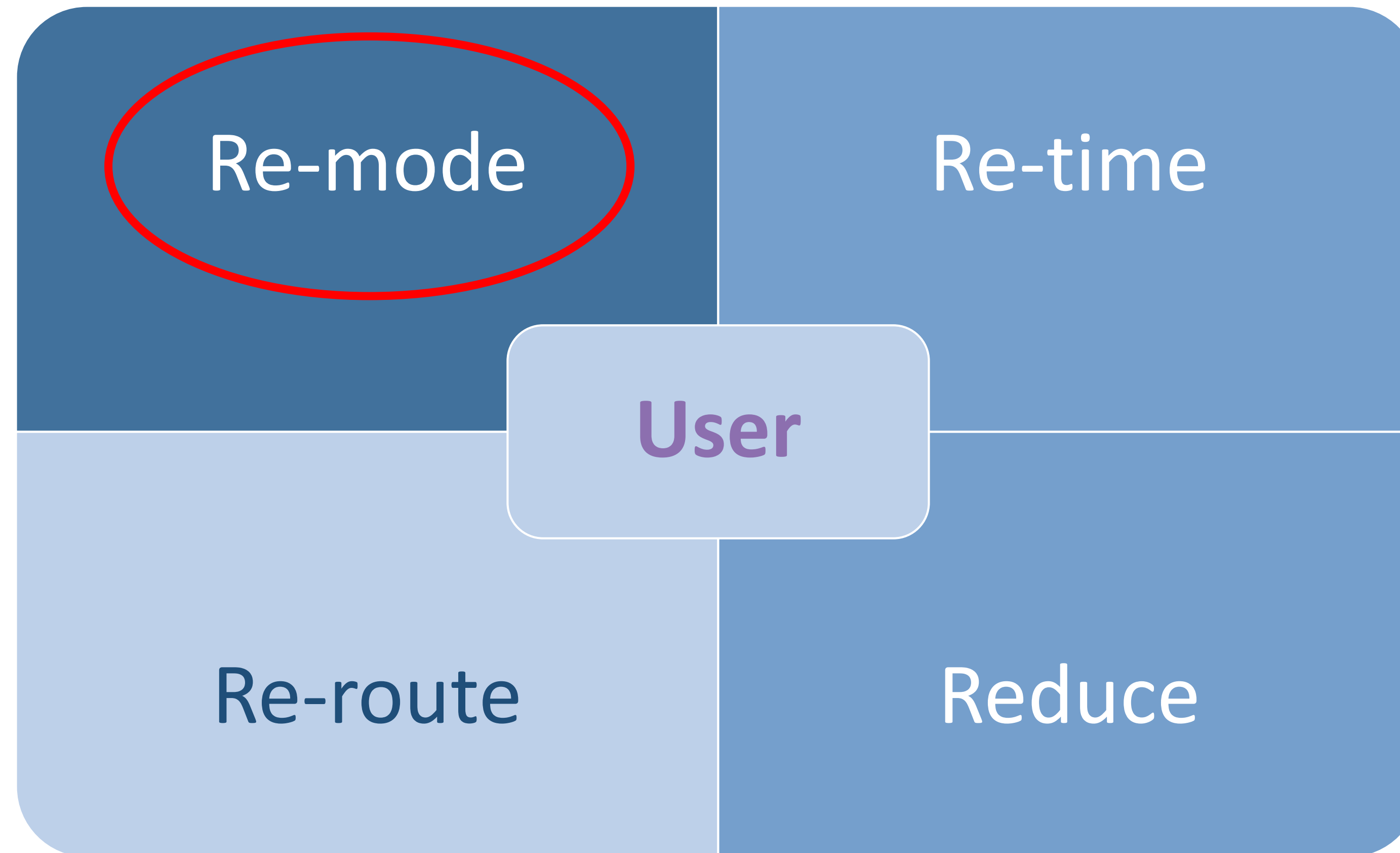
'MARKETPLACE' FORCES



MaaS 2.0 - THE 'HOLY GRAIL' APPEARS



MaaS 2.0 - BEHAVIOUR CHANGE



THANK YOU

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