

# whim

Whim by MaaS Global

## MaaS – Development and business models

Its-ch – 09.09.2020

Jean-Michel Henchoz



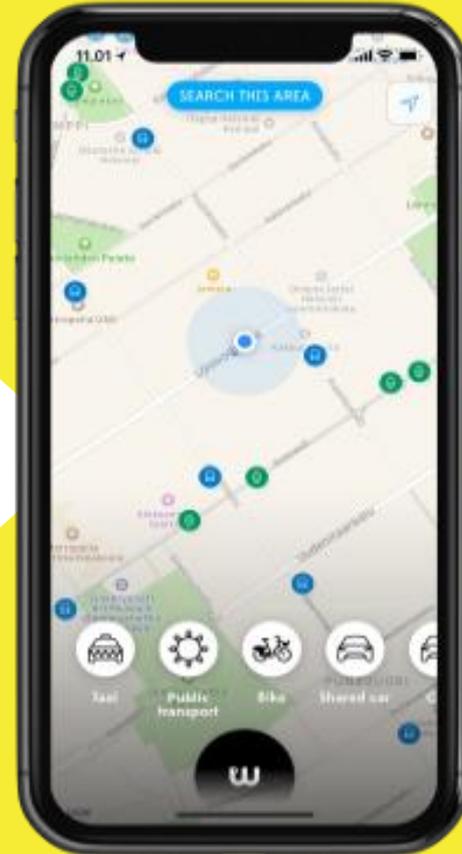
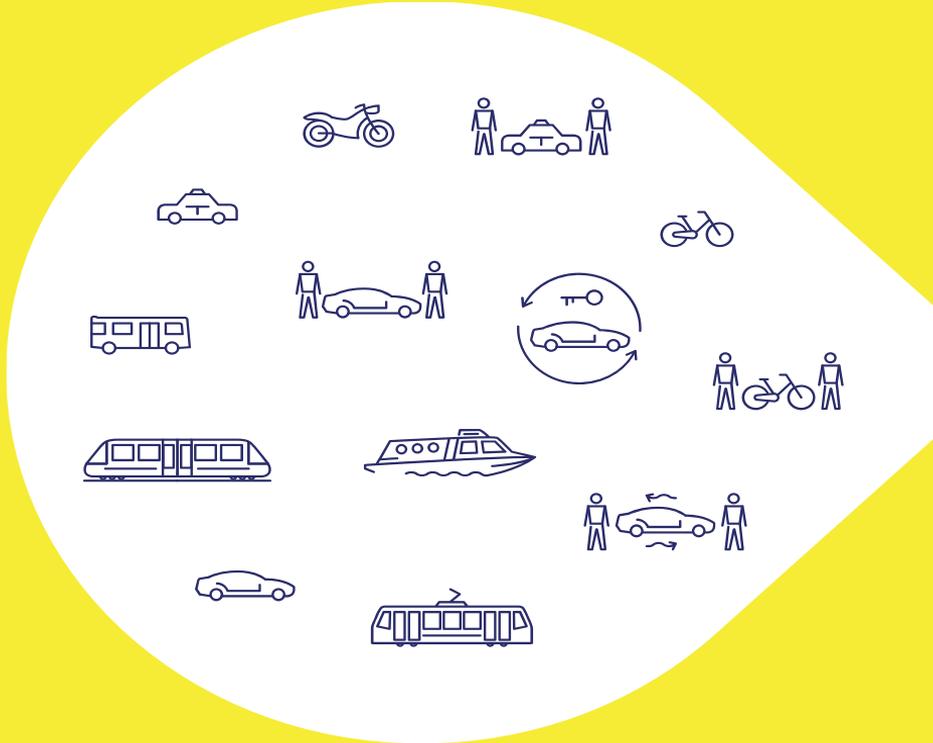
A person wearing a grey jacket is holding a set of car keys in their right hand, pointing them towards the camera. The background is blurred, showing an outdoor setting with greenery and a building. The text "What should we do to leave your car?" is overlaid in white, bold, sans-serif font across the center of the image.

**What should we do to leave  
your car?**

**whim.**

# Whim.

"Tous vos mouvements sur Whim"



# Your global roaming subscription: better than owning a car



**Today:**  
Ownership model with all  
related inconvenience



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

# The world's first multimodal subscription packages including payments



**whim**  
to go

Pay-as-you-go.

Download for free from  
App Store and Google Play.



**whim**  
urban

Unlimited Public Transportation  
and Bikes.

Taxis max 10€ per ride  
(within 5 km radius).

Preferential rental cars rates



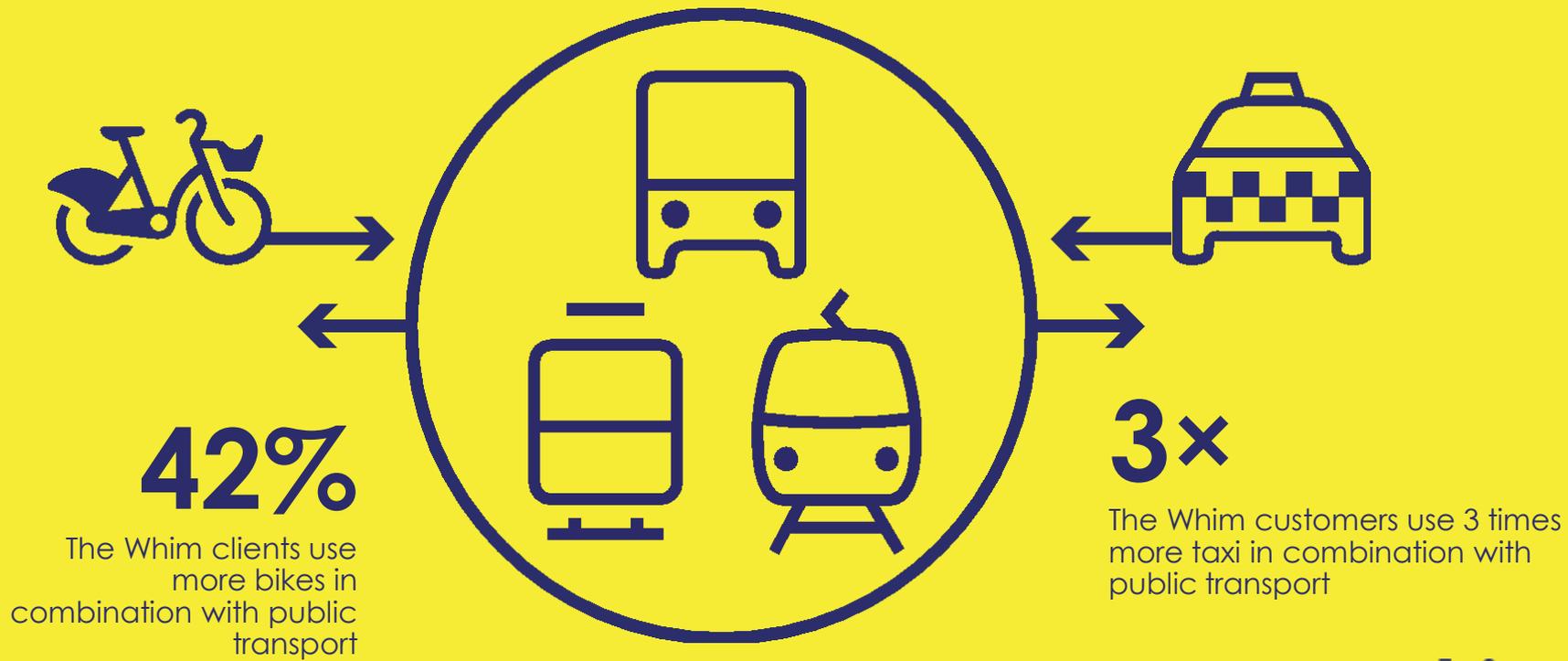
**whim**  
unlimited

All modes of transportation,  
for all your needs,  
with unlimited usage,  
all month long.

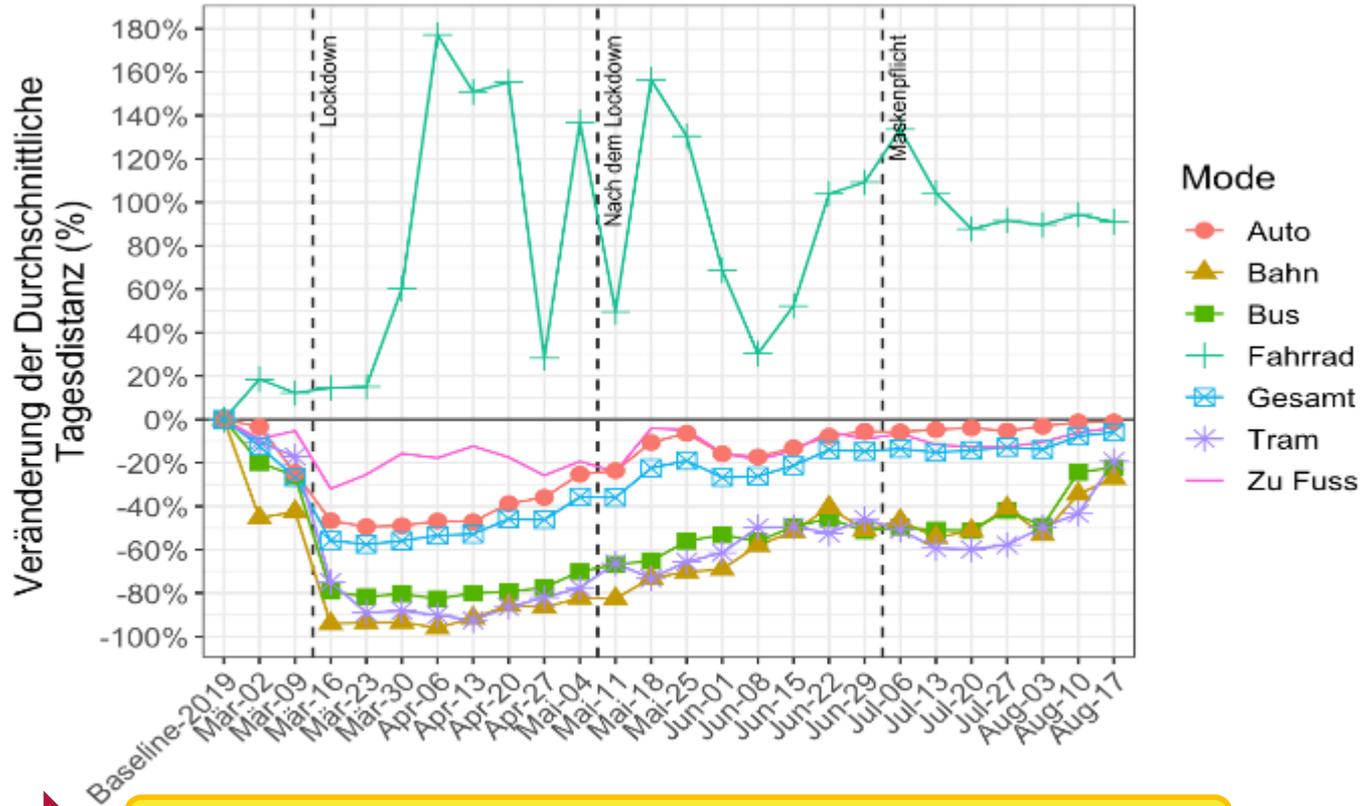
Price less than owning a car.

# Comparison fo user's behavior

Ramboll 2019 - Helsinki



# COVID - ETH & Uni Basel - Mobis Study



An Evolution not a Revolution yet!!!

# Prerequisite to set MaaS services

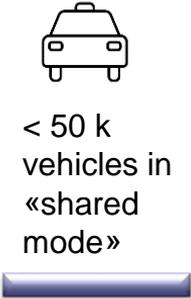
1. Legal Framework
  - Access to public transport tickets
  - A certain flexibility in pricing
  - Right to bundle offers
2. Digital tickets for PT / Digital services for shared modes
3. Standards and/or unified platform with clearing solution (NOVA)



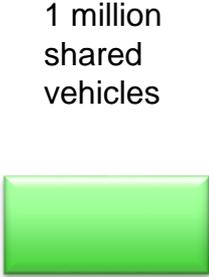
**Switzerland offers almost ideal conditions**

# Which segment must grow to support Maas development?...shared cars

NOW



FUTURE



**Shared vehicles limited availability constrains MaaS growth**



# Authorities should support shared mobility... ...and more from the private business side

1. Mobility is one of the few car sharing companies that is profitable worldwide...
2. How to support Mobility to go from 3'000 to 250'000 vehicles?...Which incentive can be given?
3. Car rental offices are closed at 6 pm...is it realistic to use them?
4. Adjusting legal framework to allow supply for shared vehicle

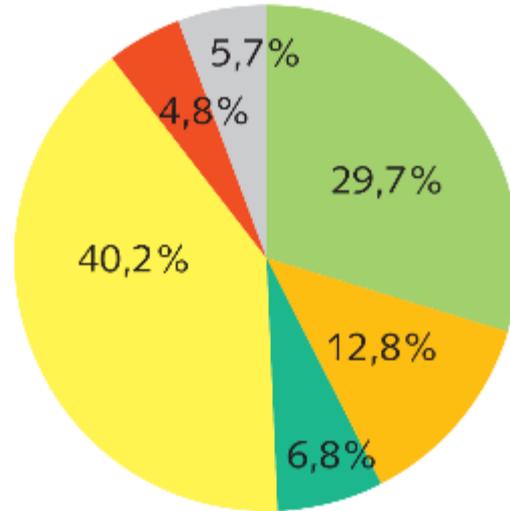


**Wise support from authorities is necessary to help  
a) each segment to grow and b) MaaS to grow**



# MaaS growth ... what next ...

Partnering  
with  
tourism  
industry



Partnering  
with  
enterprises

Partnering  
with food  
chains

CH, 2010, km made



**Maas is low marging business...external sources of revenues are needed**

# Thank you for your attention

Questions?