



Touring MAAS Project –
Leuven Cleantech Forum
21/03/2019

Philippe Leeman – Director Strategy

Our core activities ...



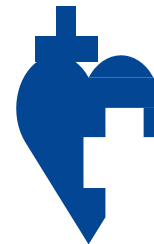
**breakdown
assistance**

**Travel
assistance**



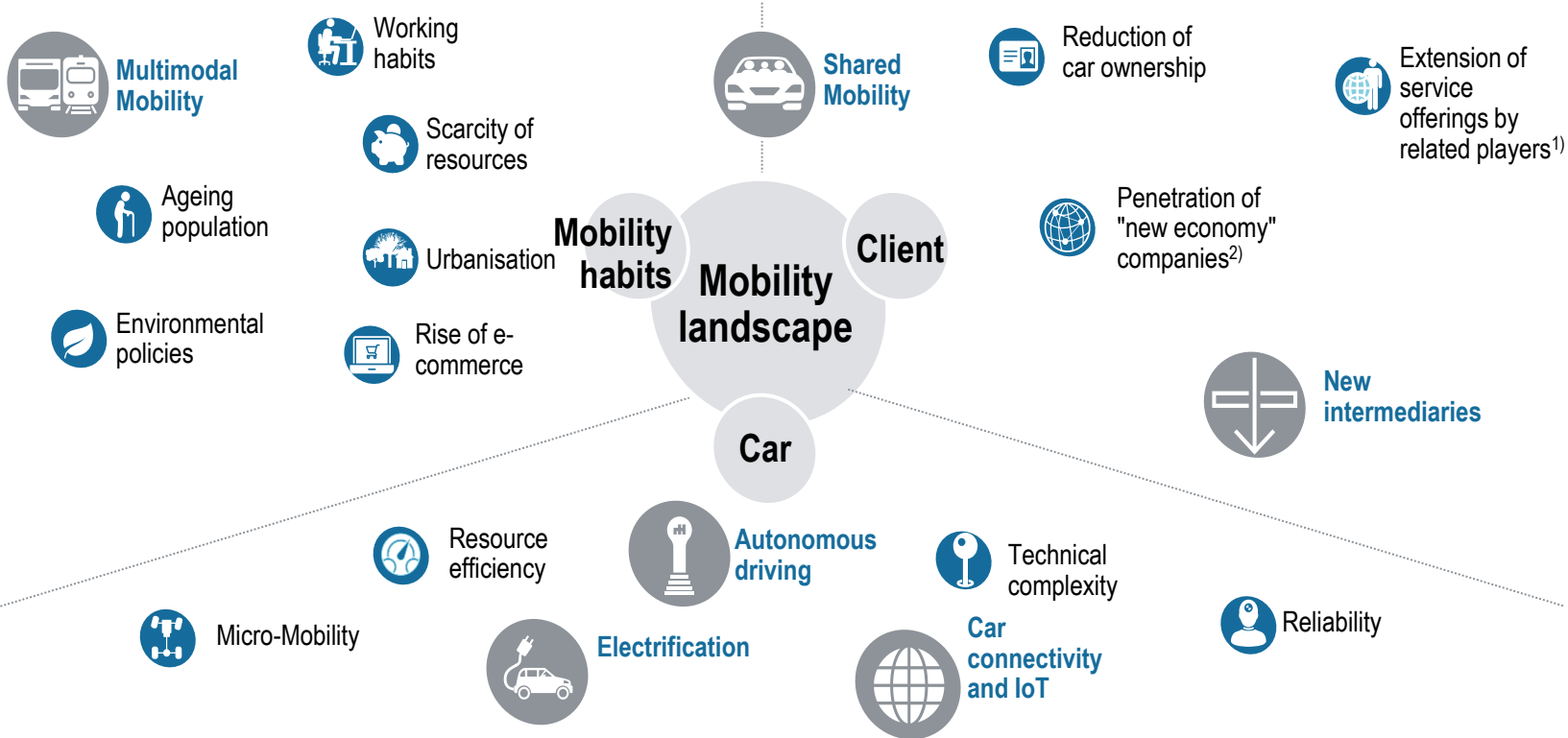
Mobility

**Medical
assistance**



The world of mobility is being shaken up - disruptive trends are expected to have high impact on the mobility landscape

Mobility trends



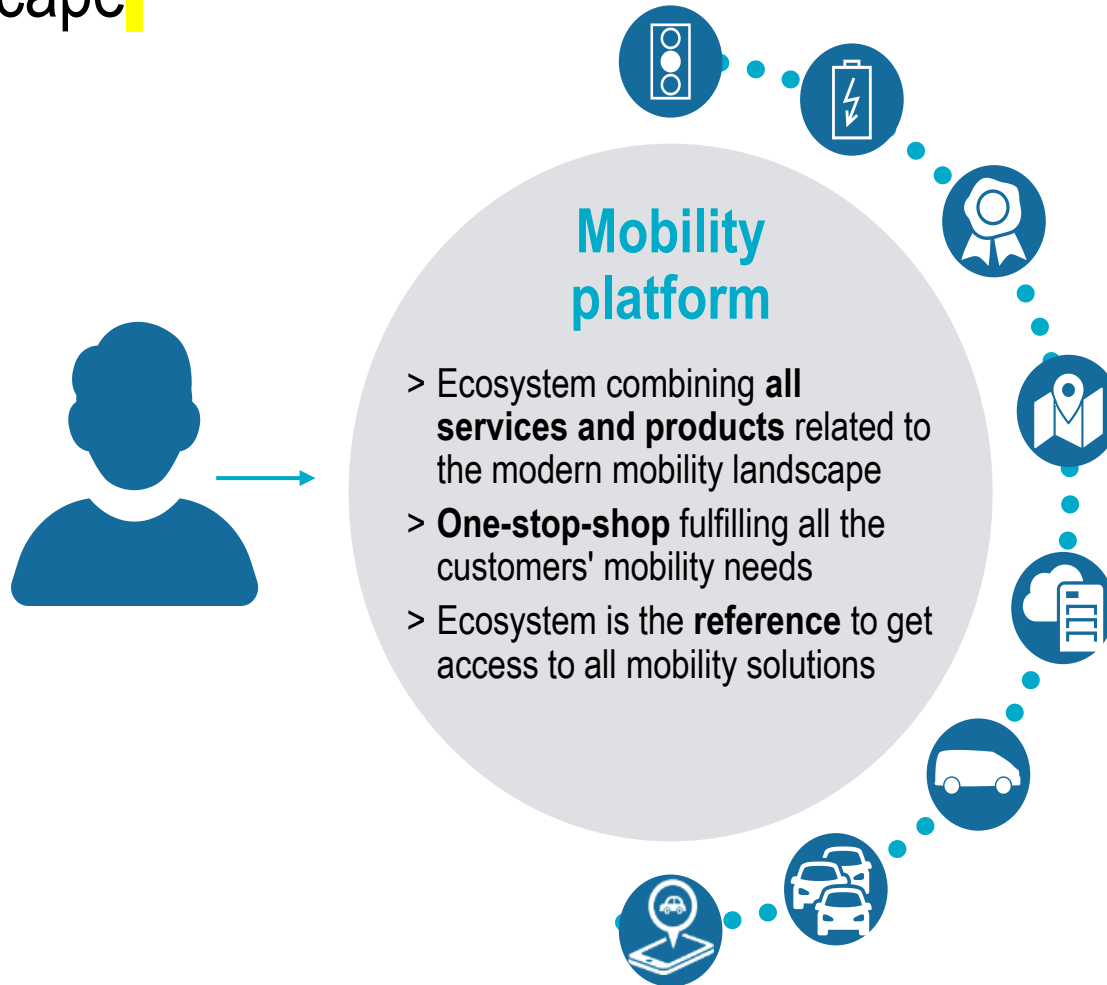
● Disruptive trends

1) E.g. OEM, Insurance, Banks; 2) E.g. Google, Facebook

Our vision

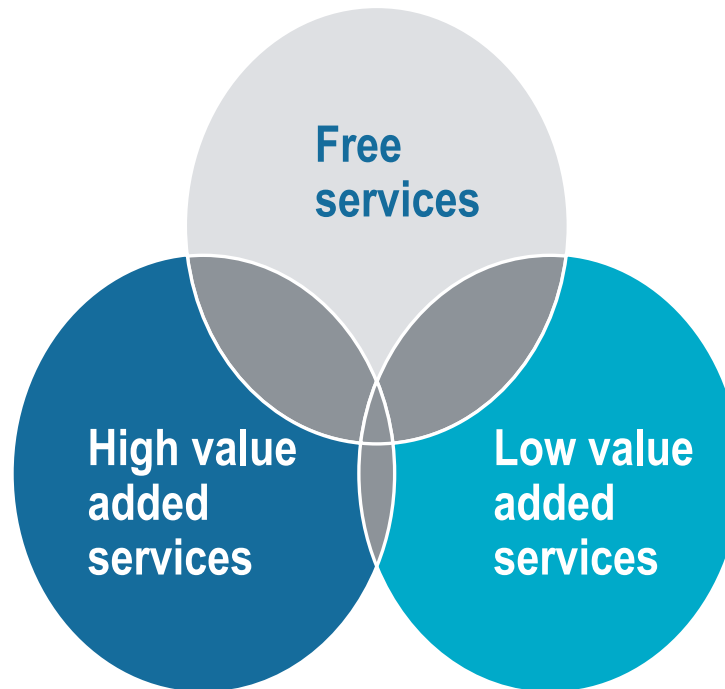
"We want to develop a mobility ecosystem that combines all products and services required to fulfill mobility needs of B2B and B2C customers"

There is an opportunity to create a brokering platform bringing together mobility services from the entire mobility landscape











Monetization of the services should follow three models, depending on the added value of the brokering service provided by the platform

- > Services and products that rely on workforce with **specific knowledge and/or equipment** (e.g. Smart Repair, E-bikes maintenance, Roadside assistance, etc.)
- > **High added value** for the customers to find the services on the platform
- > **5-10% margin**



- > **Standardized and commonly used** services and products that are usually **free** (e.g. Google maps, Waze, charging infrastructure mapping, etc.)
- > **Low added value** for the customers to find the services on the platform
- > **0% margin**
- > **Standardized** services and products that usually imply a **payment** (e.g. De Lijn, SNCB, Uber, Interparking, etc.)
- > **Medium added value** for the customers to find the services on the platform
- > **1-3% margin**

Four groups of competitors are already contending to create this mobility ecosystem, all leveraging their own specific strengths

	Objective	Strengths	
 Government and public transport	Change behavior in line with policy objectives	Impact on overall framework for mobility	
 Historical mobility players	Escape increased competitive pressure in mobility	Credibility and technical expertise in mobility	
 New mobility tech players	Disintermediate the incumbants-clients relationship	Capacity to build convenient solutions and build adoption	
 Leaders from other industries	Use client relationships to expand to cross-sell to other industries	Critical mass and capacity to convince customers	

MAAS in Belgium – Current situation

- Red ocean: many competitors already present in the market or preparing an entry
 - Not many customers in the B2B market because the mobility budget (fiscal & legal framework) phase 1 started only on 1/03/19 and B2C solutions are still in a pilot phase (no revenue model)
 - Public transport imposing short term contracts that are also limited in product offering (no dynamic pricing possible, not all products are made available)
 - Reseller commission offered by public transport is very limited (0 % to 3 %)
 - APIs are often not available even with larger companies
 - Aggregators are often seen as competitors by mobility providers (who owns the customer ?)
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MAAS in Belgium – Current situation

- **How are the stakeholders reacting to the introduction of MAAS in the market:**
 - ITS Belgium created the Belgian MAAS Alliance
 - Public transport operators are rethinking their role in the MAAS market (> MAAS provider)
 - Many new mobility initiatives are created by start ups
 - Big data exchange (including data from the private mobility players) is demanded by the public authorities. The market has to regulate itself or data rules will be imposed.
 - Cities (like Antwerp) are creating a marketplace for MAAS giving support to allow business development
 - Car usage becomes more limited: LEZ and car free areas are created in the cities
 - MAAS providers are working on an excellent seamless customer experience and multimodal routeplanner
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Touring MaaS Value Proposition

- **Our business proposition:**

Touring MaaS guides companies in the path to execute a sustainable mobility solution strategy by offering them a state-of-the-art mobility platform and journey planner which helps them and their staff to reduce and control their Total Cost of Mobility, and recommends various Mobility Solutions which enable them to become an employer of choice

- **Our strategy:**

1. Offer the best solution available in each of the mobility management service domains
2. Develop an industry leading mobility orchestrator platform, journey planner and app that is part of a Mobility Ecosystem
3. Use a transparent remuneration model aiming for measurable client value creation

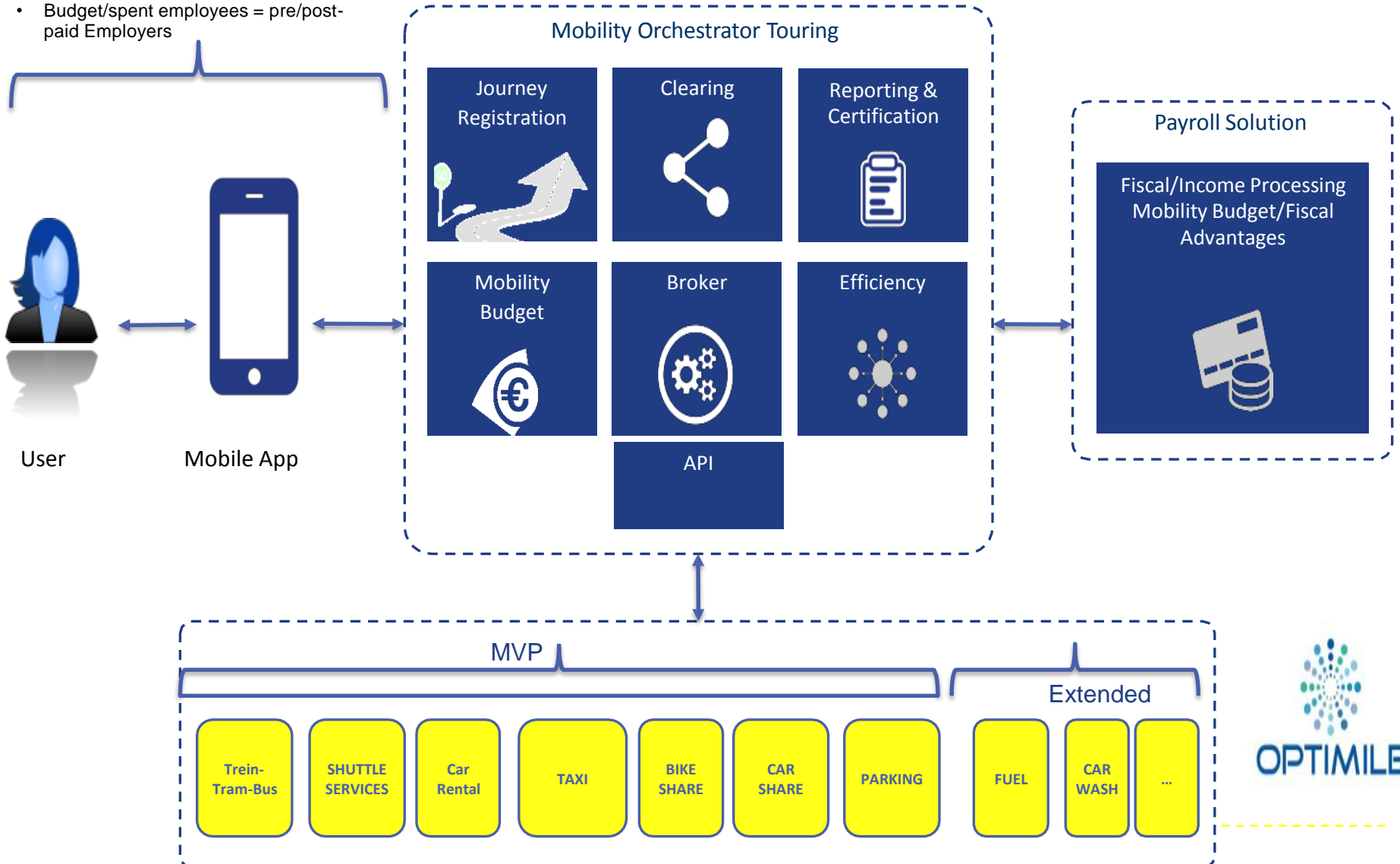
- **Our mission:**

Be recognised as the leading mobility orchestrator in Belgium across the client segments that we serve.

Touring MAAS model

Employees via budget Employers

- Monthly usage fee paid by Employers
- Budget/spent employees = pre/post-paid Employers



Touring MaaS Platform – Pilot project Gent / Project Slim naar Antwerpen



Can you replace your car with an app?

The Network for Sustainable Mobility Research (IDM) and Touring are looking for 100 enthusiastic employees from Ghent University who are willing to substitute their car for 3 months with the help of an app and a mobility budget of up to €350/month.

At the end of the project, the remaining budget is yours, and the smartest mobility users are awarded a special mobile gift.

Complete the questionnaire on: www.idm.ugent.be/maas and participate in this unique pilot project!

[More info](http://www.idm.ugent.be/maas)
www.idm.ugent.be/maas

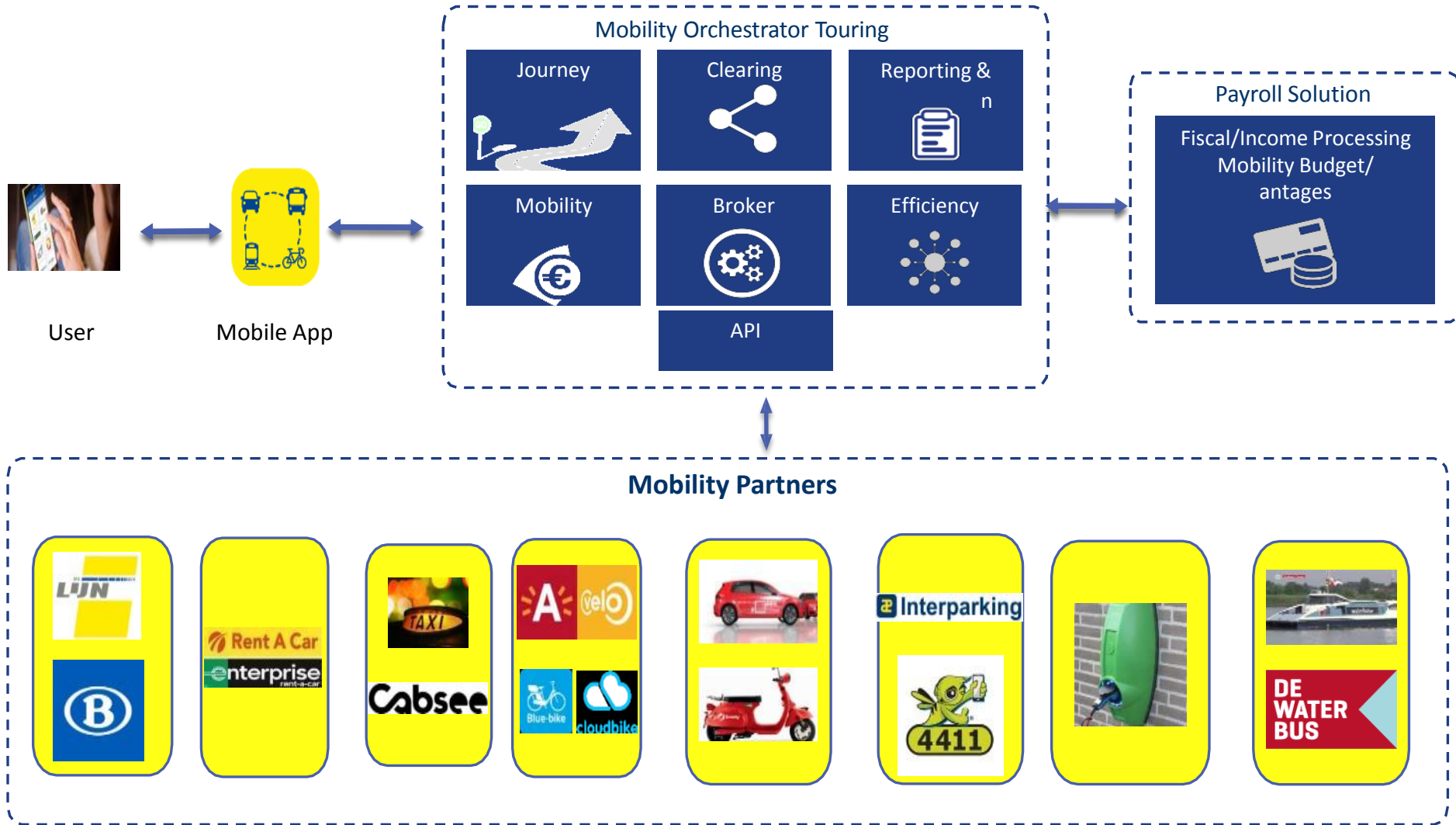
Please, do not litter.
R.P.: Ghent University, Dep. Geography - Krijgslaan 281, 9000 Gent



Touring MaaS

Touring MaaS wil het bedrijven gemakkelijker maken om hun medewerkers andere vormen van mobiliteit te laten gebruiken dan enkel de privé- of bedrijfswagen. Bedrijven kunnen via een overzichtelijke applicatie het ganse palet van mobiliteitsdiensten aanbieden aan hun werknemers en worden ontzorgd van de complexe administratieve facturatieprocessen en commerciële onderhandelingen. Touring MaaS bevat een platform voor loonadministratie, waardoor werkgevers op het einde van de maand één globale factuur, rapportering en fiscale fiche per gebruiker ontvangen. Touring is de hoofdaanbieder en [Optimile is](#) de partner voor dit project. Optimile is de technologiepartner voor de ontwikkeling en de integratie van mobiliteitsproviders.

Ecosysteem partners regio Antwerpen (voorzien Q2 2019)





Move Forward together !