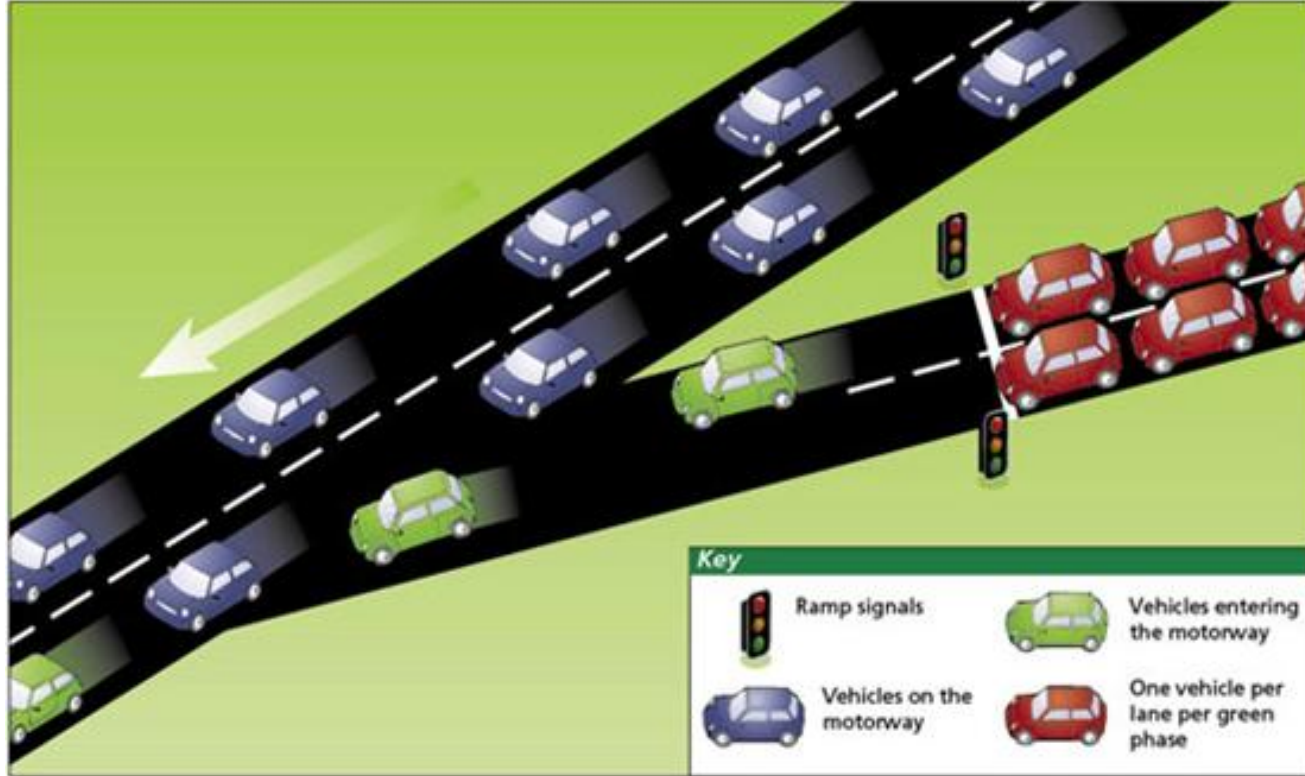


# The Evolving Global Mobility as a Service Market

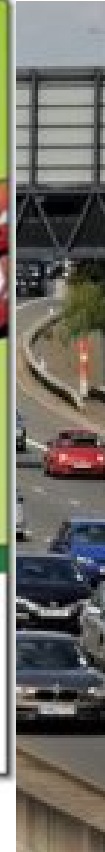
ALEX MOORE  
MaaS CONSULTANT – INTELLIGENT MOBILITY

2017

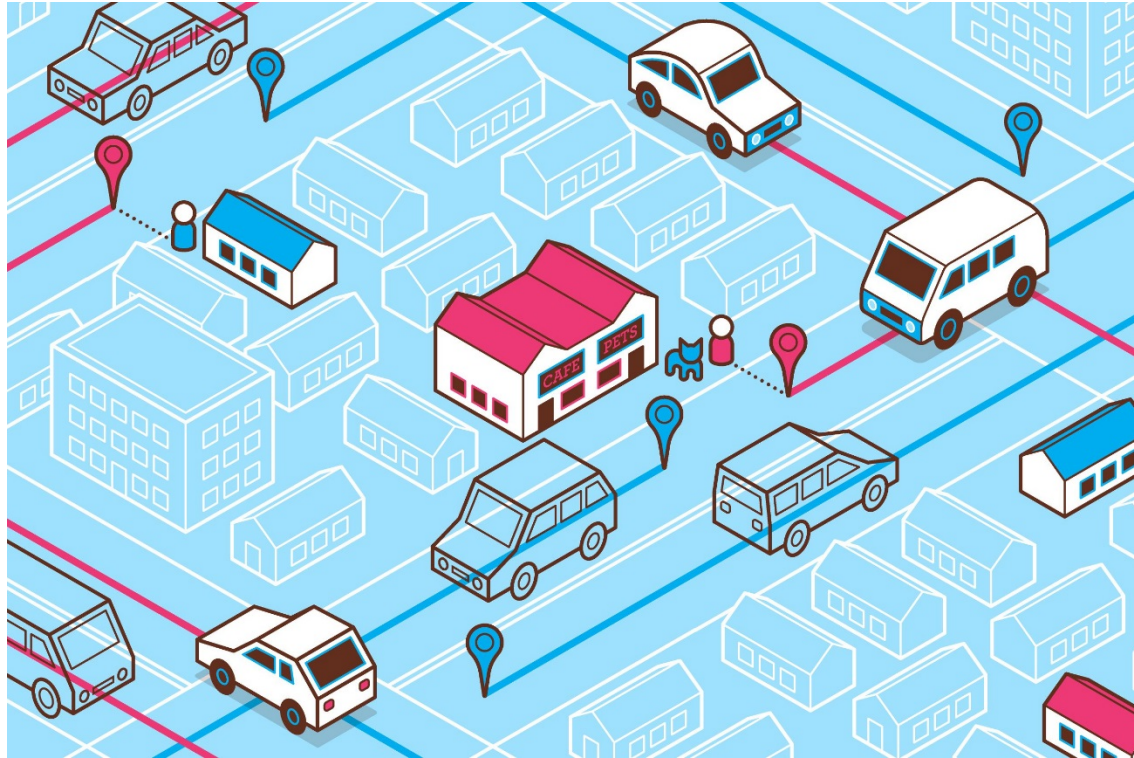
# Why?



*How Ramp Signals Work (New Zealand Transport Agency)*



# People and Transport



*Image courtesy of The Verge*

# Uber



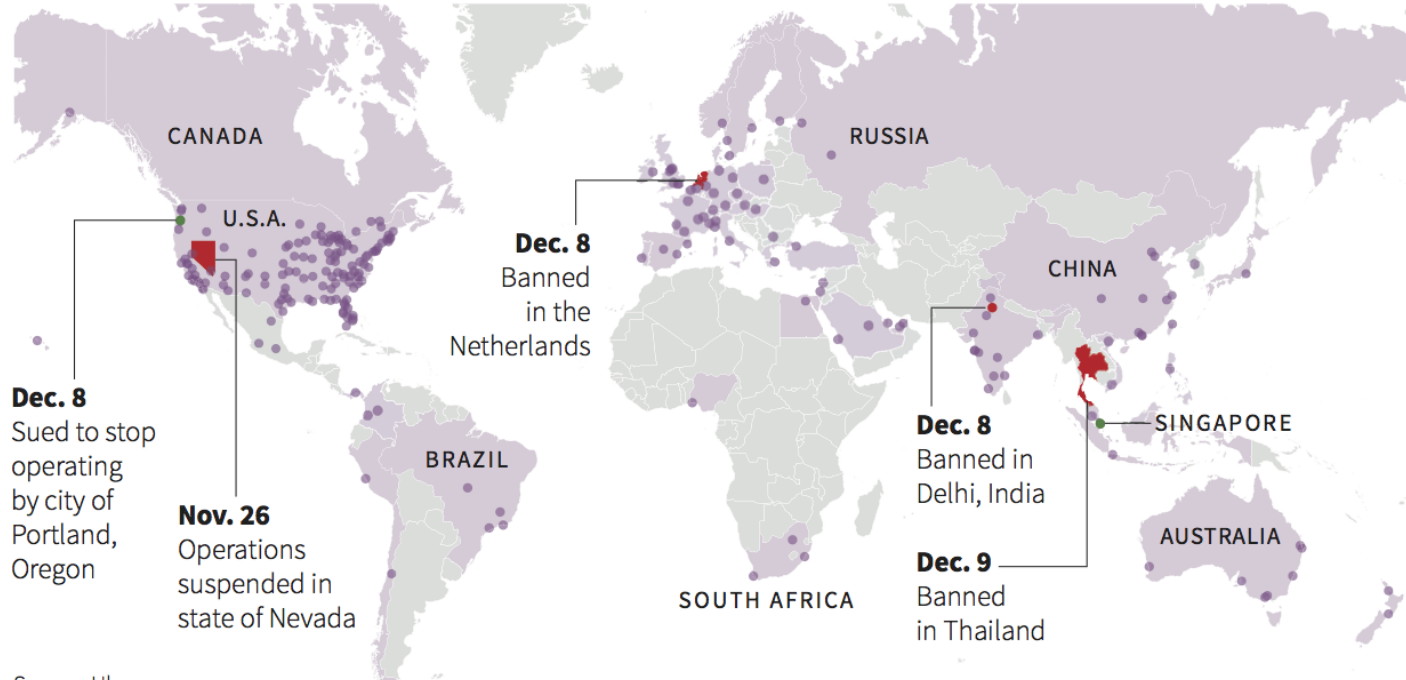
£70bn

-£2bn

£500m

## Uber cities

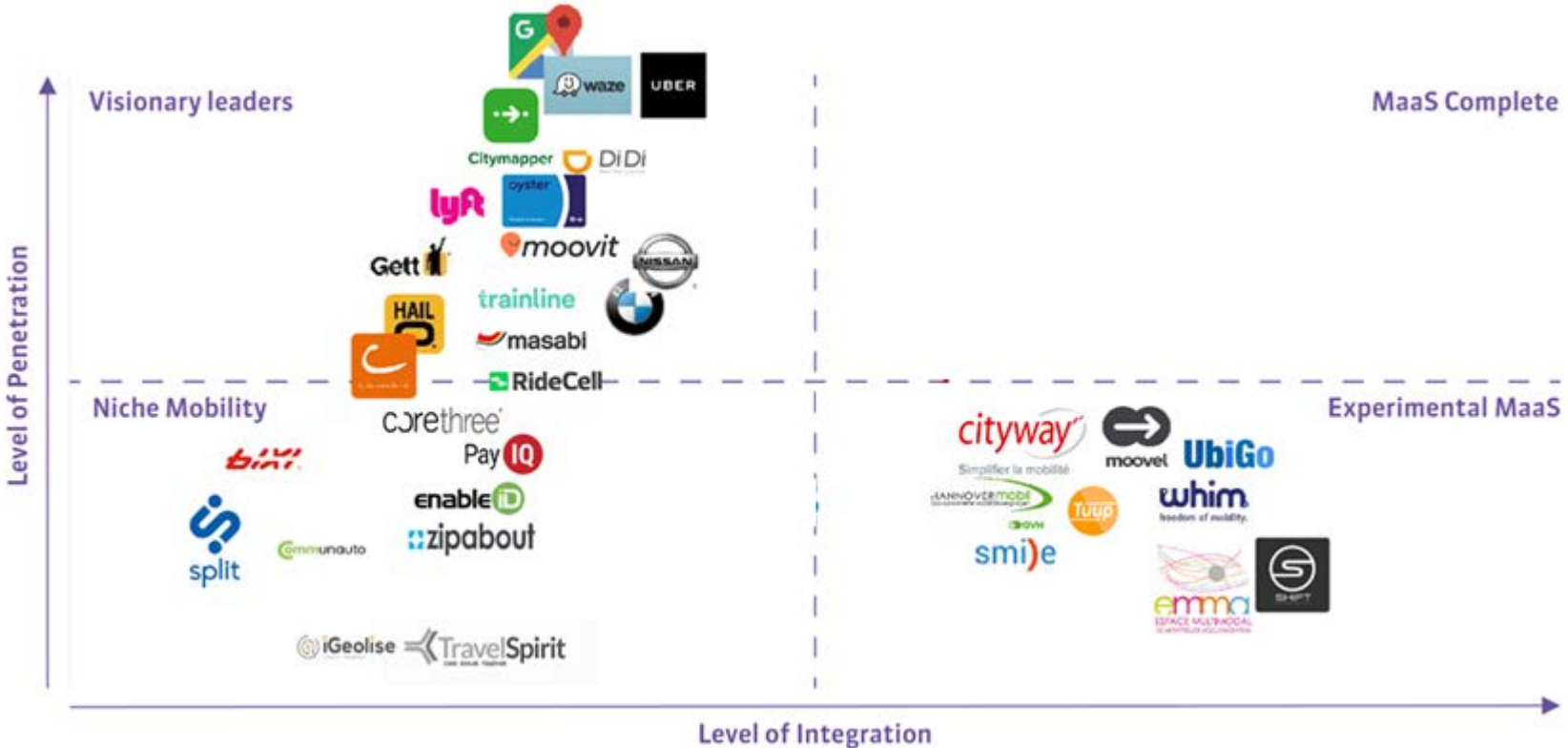
● Where ridesharing company Uber operates ● Where operations have been banned or suspended ● Operations regulated/under review



Source: Uber

F. Chan, 09/12/2014

# MaaS Market



## EARLY MOVERS (PIONEERS?)

The logo for Cityway, featuring the word "cityway" in a red, lowercase, sans-serif font. A grey, curved line arches over the letters "y" and "a", resembling a road or a path.

Simplifier la mobilité

- Experimenting

The logo for Slide, featuring the word "Slide" in a white, italicized, serif font, set against a solid grey rectangular background.

- Technology

The logo for Maas, featuring the word "Maas" in a large, bold, dark purple, sans-serif font.

GLOBAL

- MVP

The logo for ZUMΣ, featuring the word "ZUMΣ" in a white, bold, sans-serif font. The Greek letter sigma (Σ) is used as the final character. Below it, the website "getzume.com" is written in a smaller, white, sans-serif font. The entire logo is set against a solid pink rectangular background.

- User

# Mobility as a Service – Designing with Users at the Centre of the Proposition

## The Evolving Global Mobility as a Service Market

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### Discussion and Questions

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