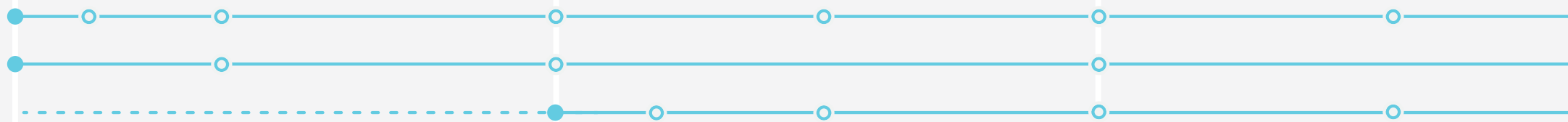


TARGET GROUP

MUPs
tourists
UEs



PSS

FLEXIBLE, FAST

FLEXIBLE, FAST, SEAMLESS

FLEXIBLE, FAST, SEAMLESS

user activities



plan - pay - travel irregular journeys



plan irregular journeys - travel

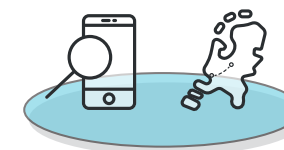


travel

platform activities



pay - plan routine



pay - plan

integration

PT & ABM; information, payment, booking, travel

service officer; B2B calendar, weather

ABT

multimodal planning

societal goal integration
Be In Be Out ticketing

RESOURCES

mobility

PT

urban BTM, train, watertaxi

DRT

e-bus

ADRT?

ABM

bike, e-bike
e-scooter

new flexible ABM providers

other MaaS systems
AV, ADRT?

partners

business

platform launching partner; tourism offices

B2B partners

MaaS systems

society

MRDH, ministry I&W

municipality, ministry

technology

platform developer

ABT provider

data analytics

BIBO provider

technology

IoT

vehicles

DRT

gates

MaaS systems

APIs

mobility integration in platform

payment

MaaS systems

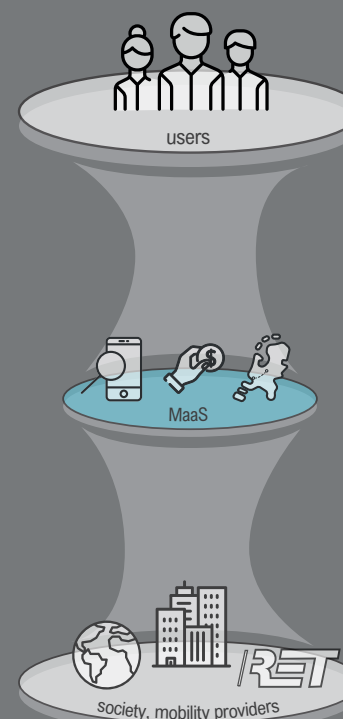
data

collect

use

use

FLEXIBLE, FAST, SEAMLESS, RELIABLE
ACCESS BASED MOBILITY
FOR A SUSTAINABLE
URBAN ENVIRONMENT



H1: SPARK INTEREST IN MAAS (2020)

H2: PROVIDE FOR ROUTINE JOURNEYS (2022)

H3: COVER DAILY URBAN MOBILITY (2025)