



Can Artificial Intelligence unlock our cities?



The Problem Space (Today)

- Increasing population and urbanisation
- Traffic causes an average of 25% more time commuting (much higher in some cities)
- Prohibitively expensive to build mass transit networks that cover “First and Last Mile”
- Public and Private work in competition
- Average vehicle occupancy



Ride Hailing – Solution or Problem?

MOBILITY-AS-A-SERVICE

- END TO END JOURNEYS

- *From door to door*

- INTEGRATED PUBLIC/PRIVATE TRANSPORTATION NETWORKS

- *Public (Rail, bus, metro, etc.)*
- *Private (Lyft, Uber, Zipcar, Bikeshare, etc.)*

- INTEGRATED JOURNEY PLANNING

- *First and last mile services through deep linking with 3rd party apps and APIs*
- *Enhancing the overall experience for able and less able users*

- HOLISTIC, PREFERRED AND PEOPLE CENTRIC

- *Multiple modes offered for travel*
- *Fastest/cheapest/environmental*
- *Optimal based on user preferences and service availability*

- REAL-TIME PASSENGER INFORMATION

- *Real-time data for planning and execution*

- ONE ACCOUNT SOLUTION

- *From an end user perspective having a single account that delivers benefits and simplifies the journey*

OVERVIEW OF USER PROCESS FOR MAAS

- Buy/upgrade/cancel a subscription model
- Pay As You Go Models (PAYG)
- Provide feedback on your trips
- Manage your account and preferences

Manage



Plan

- Real-Time Journey Planner for all services (Public Transport, Road Traffic, Bike/walk)
- Integrated Connect Journey
- Private and Shared Transport Services
- Optimised journeys based on user preferences



Reserve & Pay

- Book and Reserve tickets/services for entire journey
- Single Interface for Payment
- Ability to update and cancel bookings before travel



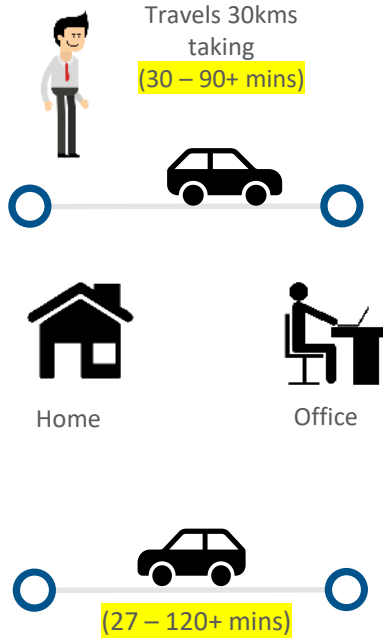
Travel

- Review your trip progress against plan
- Receive in-journey alerts
- Re-plan your journey while enroute

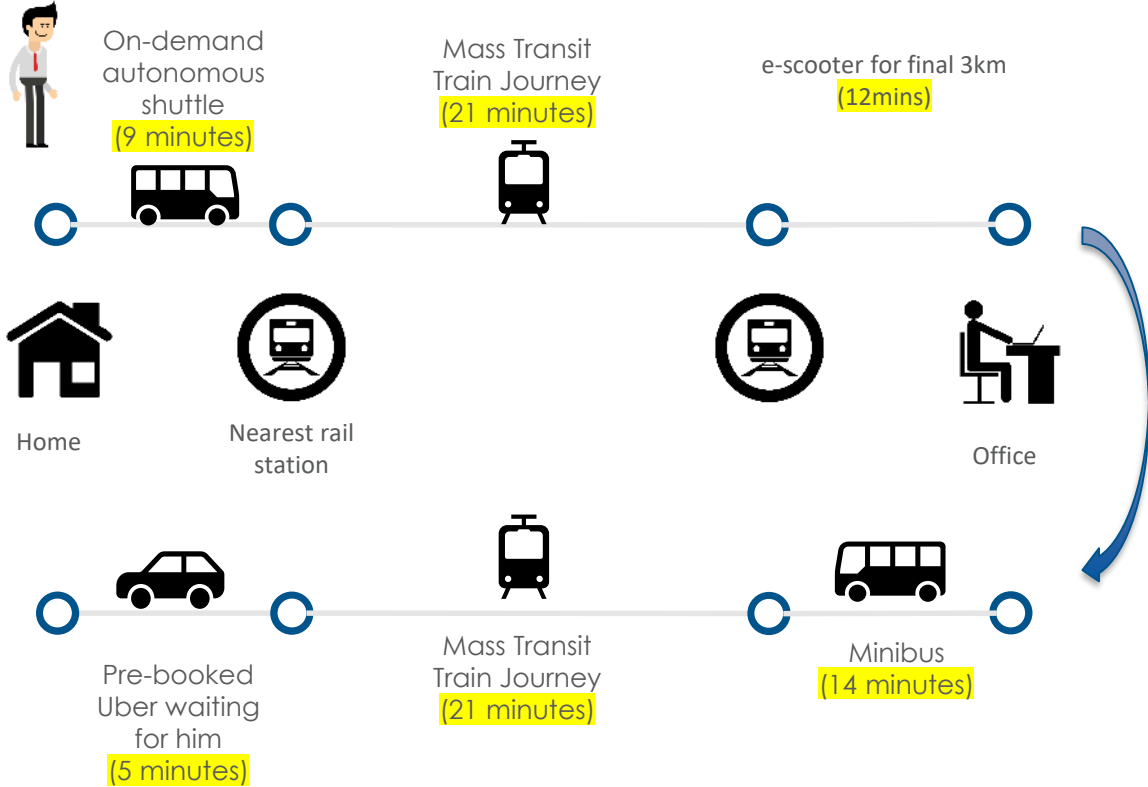
User Benefits

His current commute

George



With MaaS



Convenience

Stress-Free Travel time certainty

1 less car on the road

The Role of Artificial Intelligence?

- Make sense of Big Data
- Put mobility options to their best use:
 - *Micromobility and ride hailing for first and last mile*
 - *Mass transit as the heavy lifter*
- Develop optimised integrated connected journeys
- Based on the user's preferences and travel patterns
- Pre-emptive guidance to the user
- Demand responsive network
- Network AI to create a Predictive Mobility Network
- Points of supply in place prior to demand is realised
- Connecting people to journeys not cars

