

Future of MaaS and possibilities

Trafikstyrelsen

Copenhagen

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Donkey Republic

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Donkey Republic in figures

(end of 2022 expected)

+20k bikes & ebikes

+1.5m unique riders

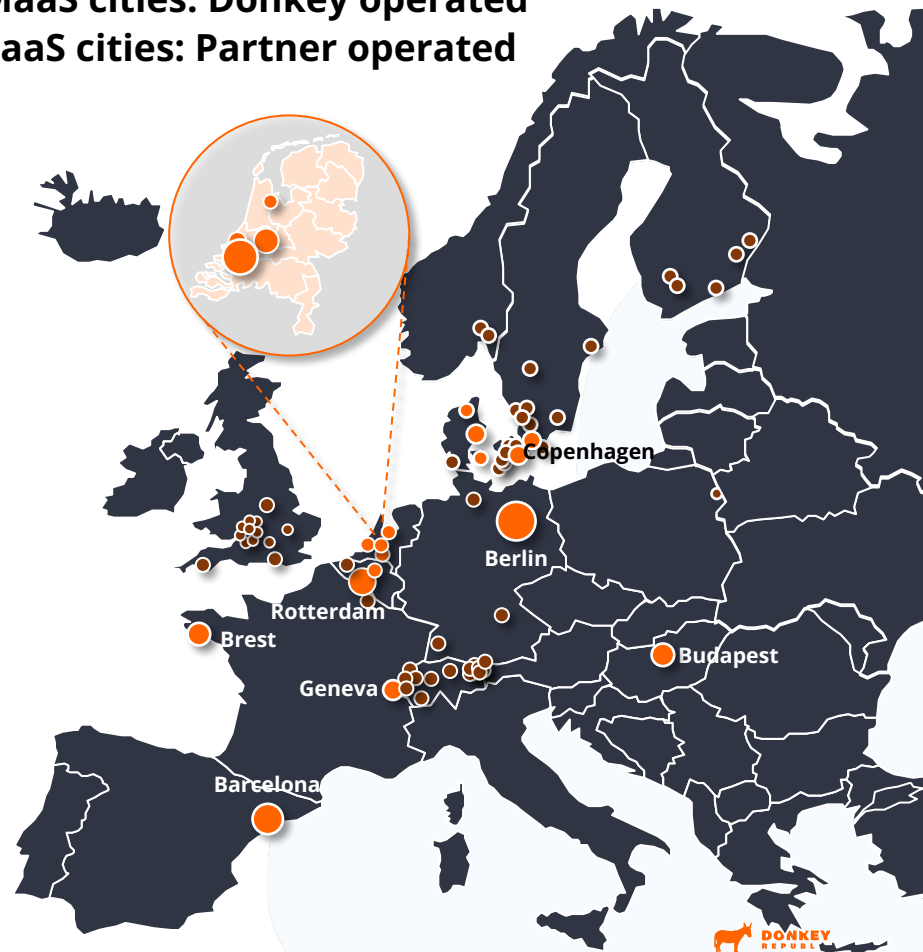
+20m trips taken

14 countries

+60 cities



- MaaS cities: Donkey operated
- SaaS cities: Partner operated



Reasons to consider working with us

Responsible

- Virtual stations
- Listed company
- No gig economy
- Long vehicle lifetime
- Rider and city support

Flexible

- Different business & operating models
- Flexible pricing schemes
- Payment options
- Physical or virtual stations

Open

- Data sharing
- Full integration
- Partial integration
- Transparent city pricing

Experience with aggregators

Full Integration

- No need to download Donkey App
- Book, pay, unlock through aggregator

Live with 4 aggregators.

Another ~5 expected in 2022.

Partial Integration

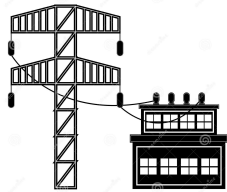
- See price, availability
- Refer to Donkey app with deeplink to selected bike

Live with 15 aggregators.

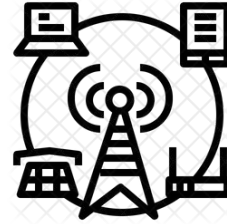
GoogleMaps is the only one doing anything.

Rejseplanen performance: 1% of GoogleMaps.

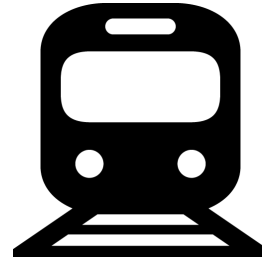
Historic moment for transport industry



Liberalisation of the energy and telecom industries: 1990s til today



Liberalising public transport
with opening ticket sales in
2023



Meaning of MaaS for bike sharing

How to get more users to try bike share:

- Nudging in physical world
- Nudging in UX
- Removing friction in signup
- Transparency of pricing, and rules
- Peers or references

Keeping riders maintain the behaviour:

- Availability of bikes
- Quality of the ride
- Affordability

Reducing friction with riders means more multi-modality, and bike share.

Expectation: Full integration can create **3-10x users** combining rail with shared bike

OVFiets

Kormit pilot

Whim app

Scenarios

Bolt and Uber become transport superapps

Super apps dominate market with aggressive marketing

Optimise for more ride-hail and food delivery

Public transport companies maintain status quo

PT companies maintain control of MaaS apps

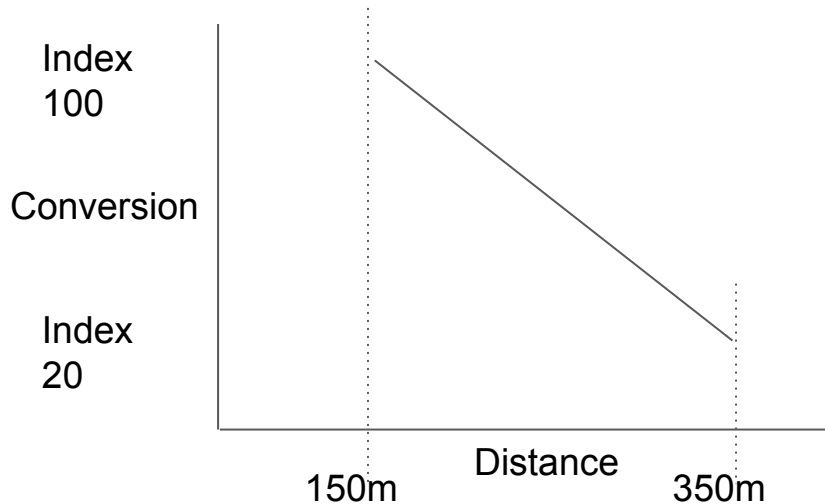
New mobility only an option when it would increase PT usage

Public interest defended by cities and ministries

Operator vs aggregator chinese wall.
Economic incentives for modes introduced

Bike usage increase whilst cars decrease

Situation in the Netherlands



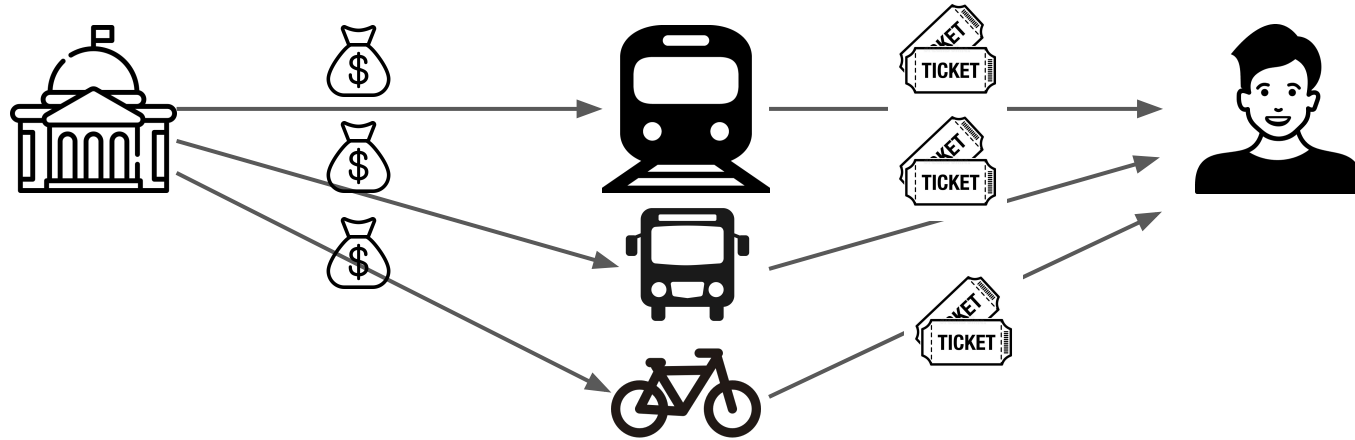
If the bikes are not within 150m from the train station, there is large drop in multi-modal users

Position of NS (Dutch Railways)

- Owner of OVfiets
- No permission for other bike share near train stations
- 15k daily OVfiets users
- Use train card for bike scan
- Back-to-one system
- 96% of stations have OVfiets
- 3% have Donkey as 2nd place









=> A MaaS optimised for train operator

How could public funding look in future?



We pay subsidies to public transport in order to make them more affordable for everyone. We do this for the modes we would like to promote.

What do we know about impact of modes?









	 Congestion €/km Time delay costs to society	 Public health €/km Effects of activity, accidents and air pollution	 CO2 emissions Gr/km	 Space m2/passenger When parking
 Bike	0 €	1.3 €	17 Gr/km	2
 Train	0 €	0 €	66 Gr/km	50
 Scooter	0 €	-1.4 €	107 Gr/km	1
 Car	-0.35 €	-0.12 €	162 Gr/km	20

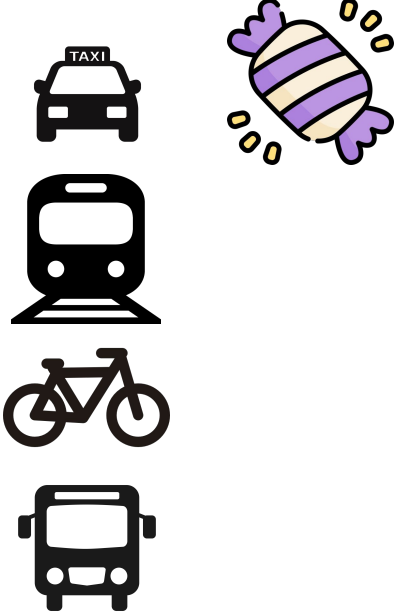
eurostat 

COWI
 DTU Danmarks
 Tekniske
 Universitet









 OECD

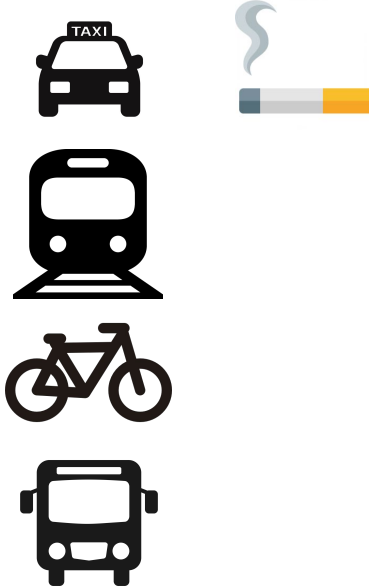
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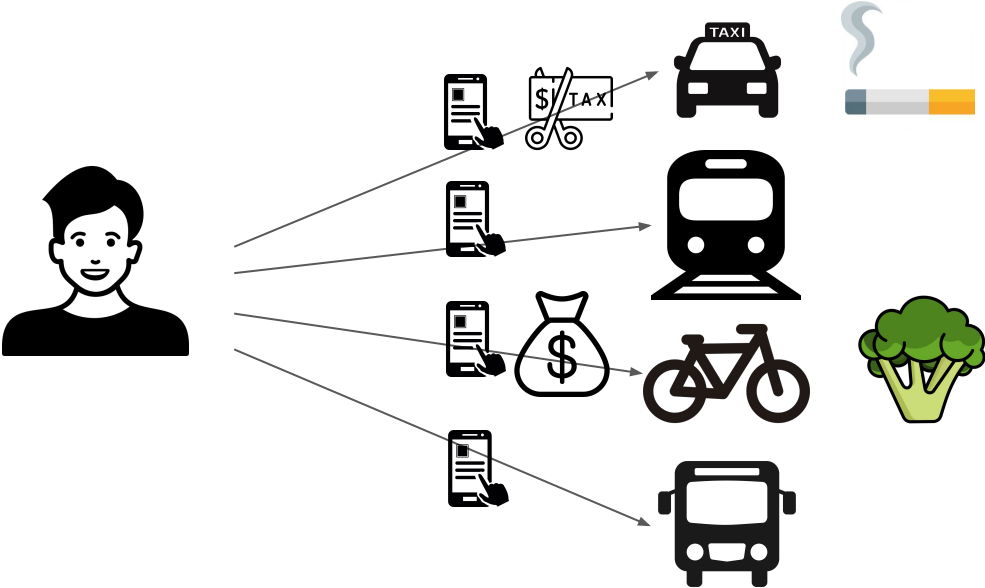
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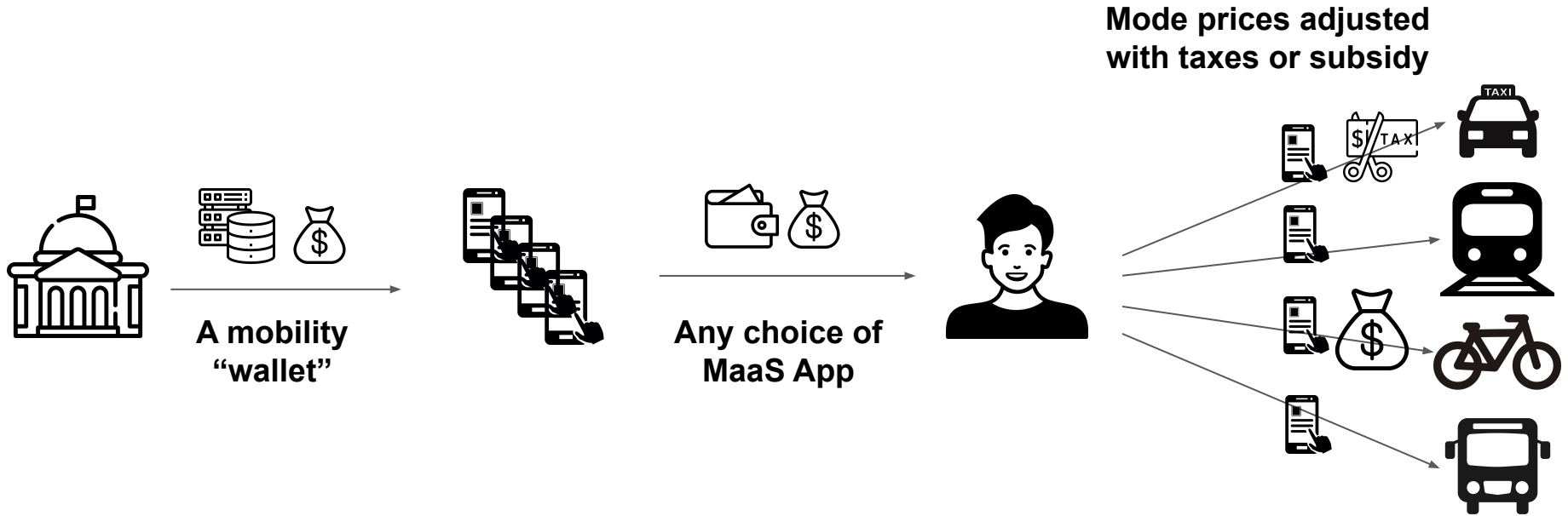


How could public funding look in future?

Mode prices adjusted with taxes or subsidy



How could public funding look in future?



Smart platform, where the rider can spend his/her wallet on the different modes.

The “micro” subsidy amount could depend on the mode, time, place of each trip.

Thank you!

Erdem Ovacik

**Get in touch:
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