MaaS
The Revenue Allocation Challenge

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MaaS Concept

**What:** flexible, personalized and on-demand mobility

**What with all:** bundling services offered by public and private transport providers (bus, train, tram, metro, sharing schemes, car, taxi, airplane, ship, etc.) and infrastructure providers (parking places, ports, airports, etc.)

**Whichway:** single platform for booking, ticketing, payment and planning to cover all trip types (urban, suburban, interurban, cross-border, etc)

**Result:** *An integrated mobility system.*

*The Revenue Allocation Challenge: Introduction*
The before steps.

Bundled services
Which services to bundle?
Which services can be bundled?

Economic Sustainability of Bundle
Will users abandon their cars?
Will PT users not abandon the PT system?

Who Governs
Broker?
Alliance?
Partnership?

Willingness to pay
Regulation
Culture

Level of Revenues

The Revenue Allocation Challenge: Introduction
### Potential governance models & MaaS initiatives

#### The Revenue Allocation Challenge: Introduction

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<tr>
<th>Fully deregulated</th>
<th>Urban Transit System</th>
<th>Fully Regulated</th>
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<tr>
<td>On-demand Mobility Broker</td>
<td>Travel Broker</td>
<td>Alliance of UTS operators &amp; On-demand mobility operators</td>
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<tr>
<td>“Partnership” UTS &amp; On-demand mobility</td>
<td>Alliance of On-demand Mobility providers</td>
<td>On-demand Mobility Broker</td>
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#### Potential Business Model

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<th>Return on Investment</th>
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<th>Economic Viability</th>
<th>Social Welfare</th>
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<th>Scope</th>
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<td>Disruptive Commercial Innovation</td>
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*The Revenue Allocation Challenge: Introduction*
## Current Applications

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### SHIFT (Uber + AV)
- UbiGo
- EMMA (Public funding)
- Hannovermobil (Public funding)
- Qixxit,
- Moovel,
- Switchh,
- Mobility Mixx,
- NS-Business Card,
- Radiuz Total Mobility,
- Tuup (pay-as-you-go)
- Whim

STIB+Cambio

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No current MaaS application has addressed the Revenue Allocation Problem.
But other sectors have...

The Revenue Allocation Challenge: Reflection on other Sectors (Literature Review)
Some Rules

- The revenue allocation scheme should promote "Sustainability"
  - Only efficient operators may be included
  - Only operators with excess capacity

1. While users are attracted by the number of available mobility options, not all services will be used. Would these partners be compensated? If so, at which level?

2. Public transport is often subsidized. Should subsidization be extended to the MaaS service?

3. Should the MaaS service, given its potential contribution to "sustainability" be subsidized?
Potential Approaches

**Budapest**
- PT regulated under one authority
- High PT use
- Low private car usage
- Private car – lifestyle choice/ambition

**Manchester**
- PT deregulated
- Low PT use
- High private car usage
- Private car – lifestyle in transition

**The Revenue Allocation Challenge: Applications**

*Different Business Models*  
*Different Governance Models*
Your Conclusions & Recommendations?

Thank you!
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