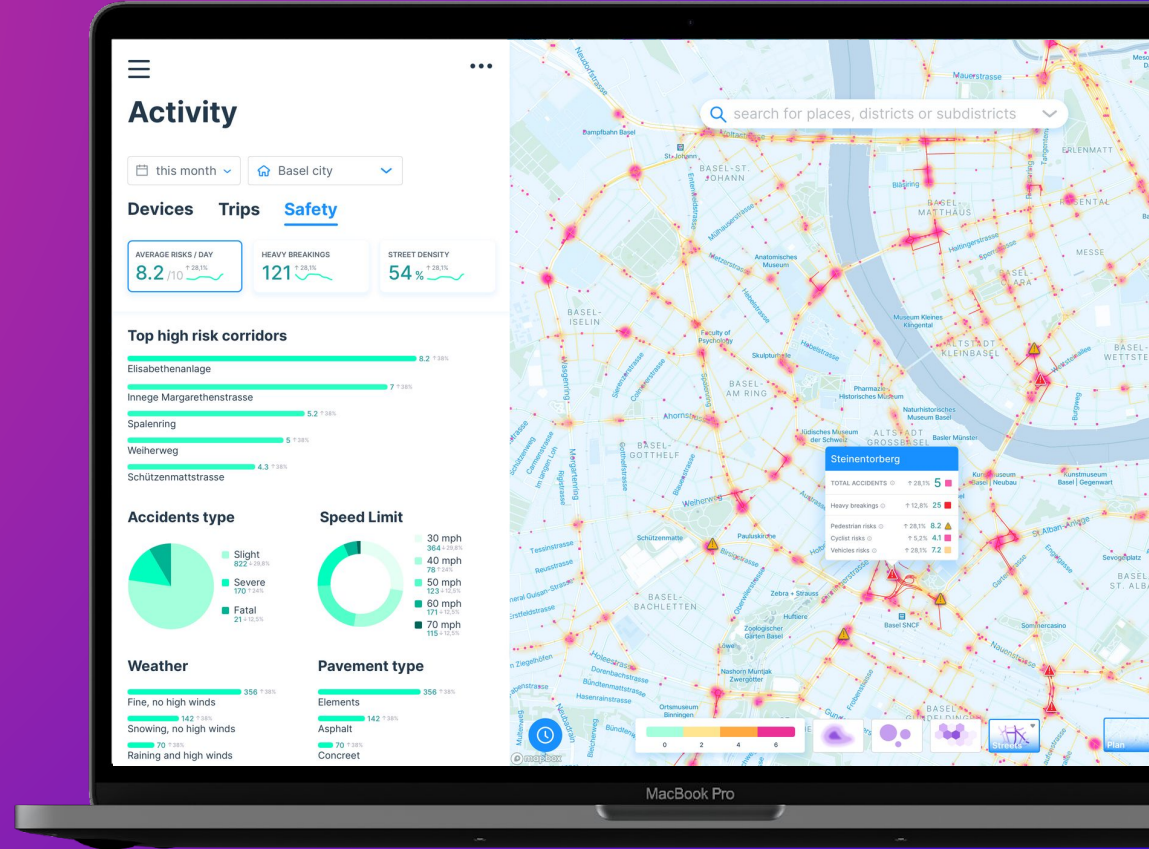


# Regulation is good, insights is gold

Using Data to Manage and Optimise New Transport Modes

## OUR MISSION

Empowering cities,  
operators and  
businesses with  
data & insights to  
make transport  
faster, greener &  
safer



## THE PROBLEM

# Mayhem in cities with new mobility adding to the already chaotic transport system

Prohibitive  
Societal Costs

**\$88 Billion**

Annual cost of traffic in  
the US

Congested  
Curb Space

**500,000**

shared-mobility devices  
parked on the curbside

Delivery Mayhem

**\$50 million**

NYC parking fines paid by  
UPS and FedEx in 2019



# The distribution of space in cities is changing dramatically

## Intro

Vianova

Case Studies





# Three powerful trends in the mobility industry

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Supply of mobility data  
is exploding

Cities are the enablers of  
widespread data sharing

Demand for mobility insights  
will only grow



### The rise of IoT & big data

In 2024 all new cars sold are connected



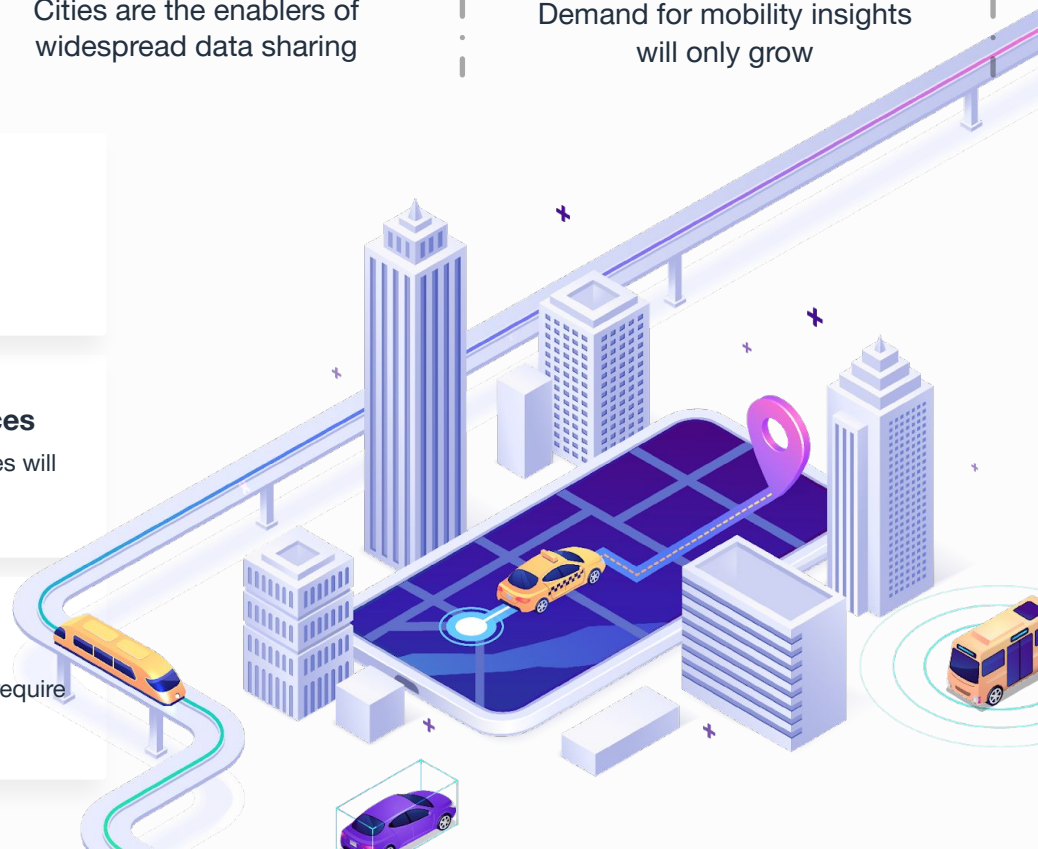
### Explosion of new Vehicles & Services

By 2025, free floating and on-demand vehicles will  
be multiplied by 5 (20M vehicles)



### Sustainable cities as gatekeepers

Paris to be car-free by 2024, Los Angeles to require  
Taxis and TNCs to share data

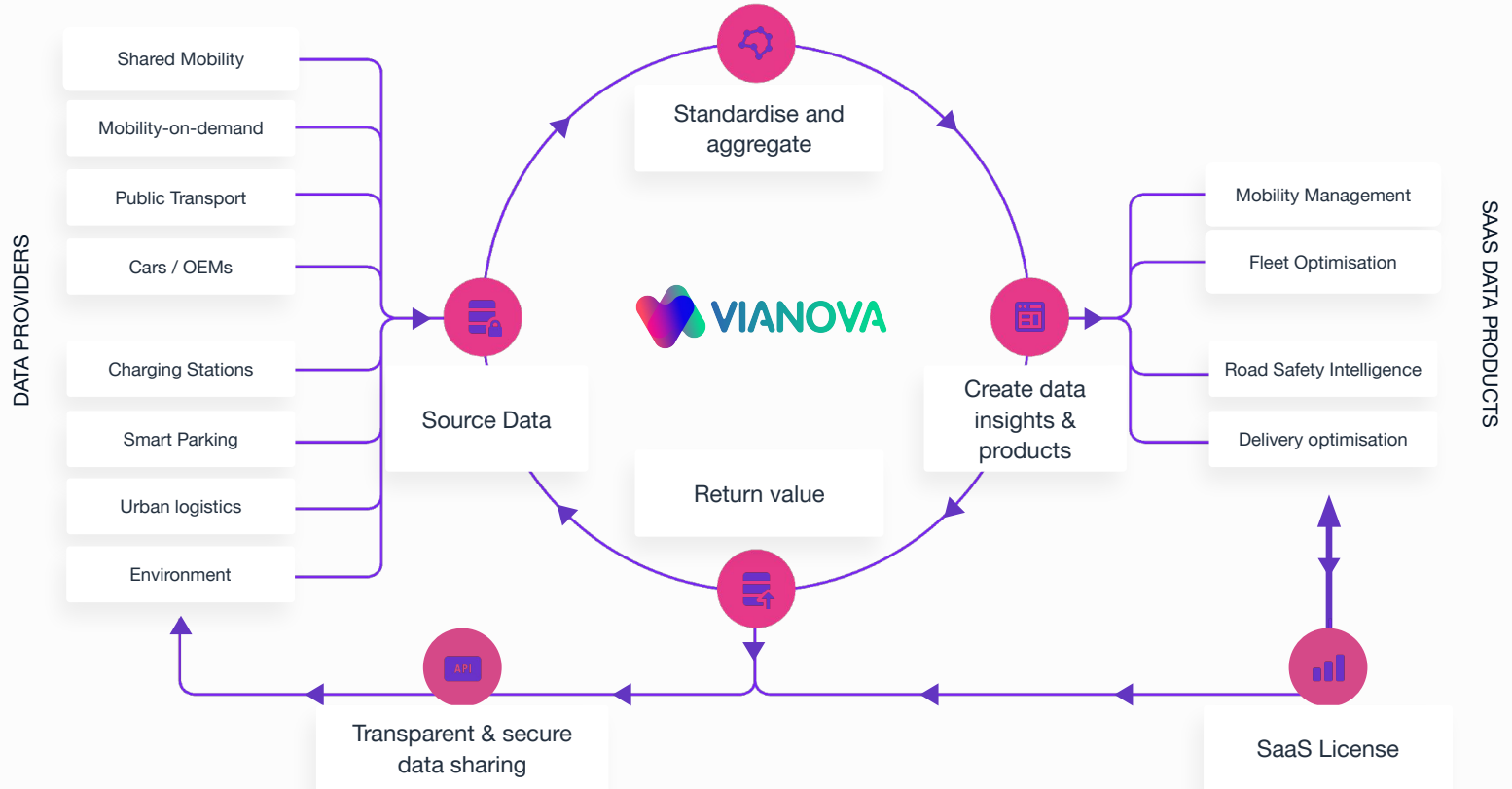


# Aggregating mobility data and building unique insights

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# 60 city clients and 50+ mobility shared mobility providers

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## CONSULTANCIES, PTOs & OTHERS (B2B)

RATP  
GROUP

pwc

steer

PTV GROUP  
the mind of movement

VBZ Zürcher Linie

SYSTRA

Ruter#

BVG Berliner  
Verkehrsbetriebe

## MOBILITY DATA PARTNERS &/OR CLIENTS

RENAULT

voi.

TIER

PORSCHE

(beam)

Lime

dott

SPIN

orange™

## CITIES & GOVERNMENTS (B2G)

GOBIERNO DE LA  
CIUDAD DE MÉXICO

PARIS

City of  
Amsterdam

Stockholms  
stad

Solent  
Transport

Köln

City of Malmö

BRUXELLES MOBILITÉ  
SERVICE PUBLIC RÉGIONAL DE BRUXELLES

BRISBANE CITY COUNCIL

Brisbane  
City Council

Stadt Zürich

BORDEAUX  
MÉTROPOLE

Zarząd Transportu  
Publicznego  
w Krakowie

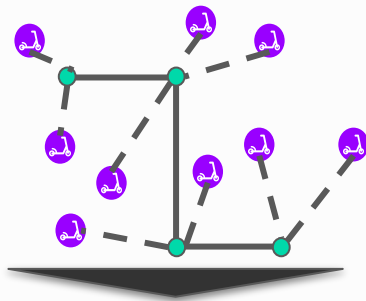


## How can we best manage micromobility in my city

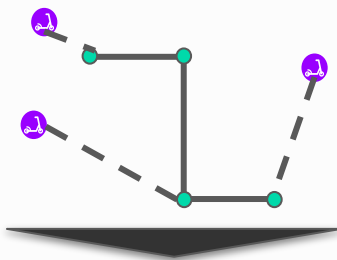
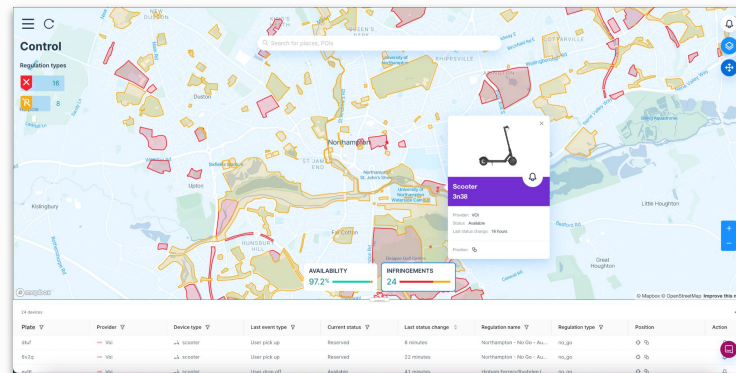
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## Vianova

## Case Studies



Messy sidewalks etc. 

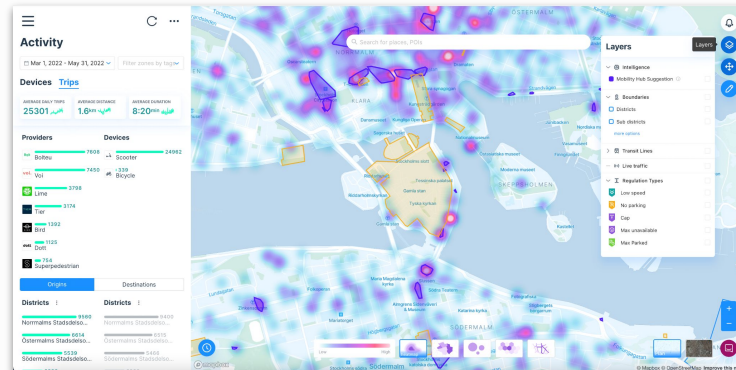


To far to the next vehicle

## Use different mode



Don't make the trip 🐻



# How can we best manage micromobility in my city

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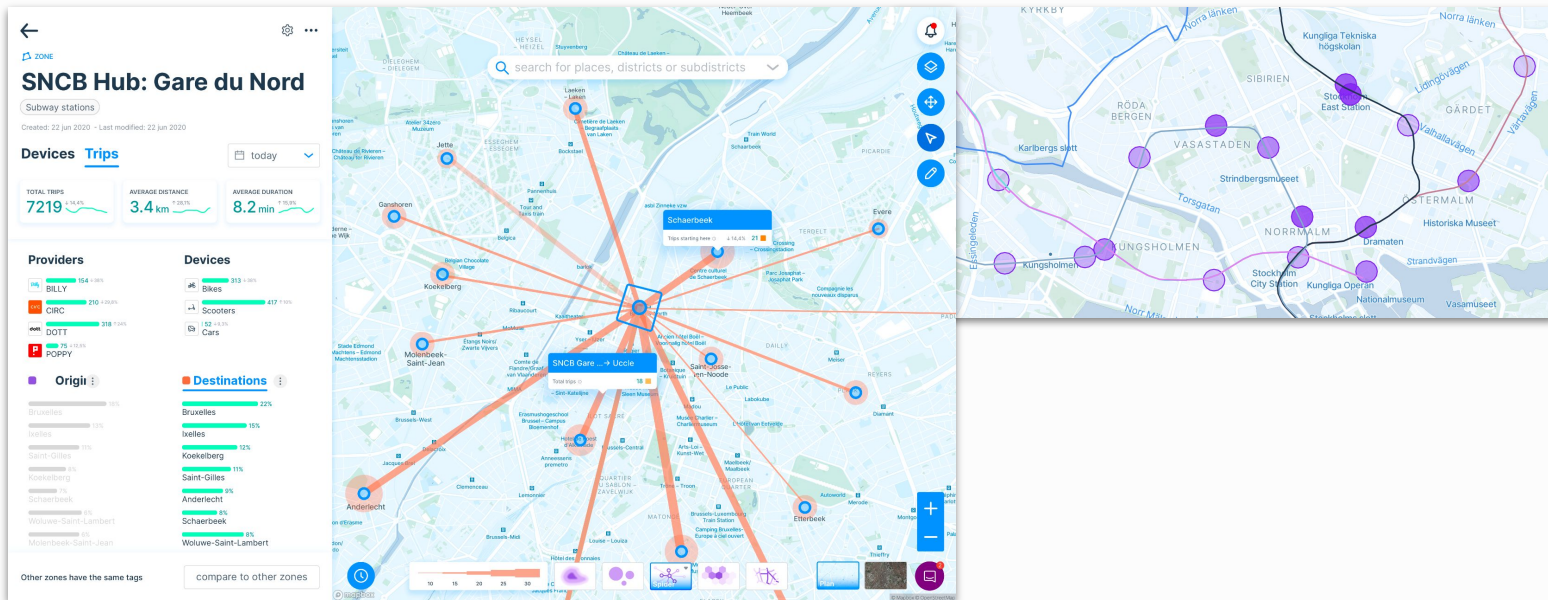


# As a PTA, how can we maximise the value from micromobility

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# Where should we invest in better infrastructure

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## Mobility flows

All mobility flows available in your city to analyse usage



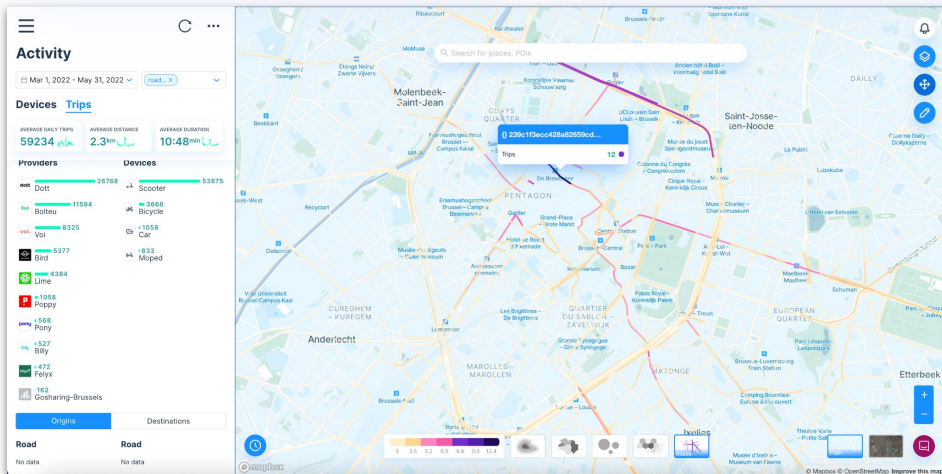
## Street segment

OSM for road segment and speed limits



## Cyclist & pedestrian

Shared micro-mobility and mobile phone data



BRUXELLES MOBILITÉ

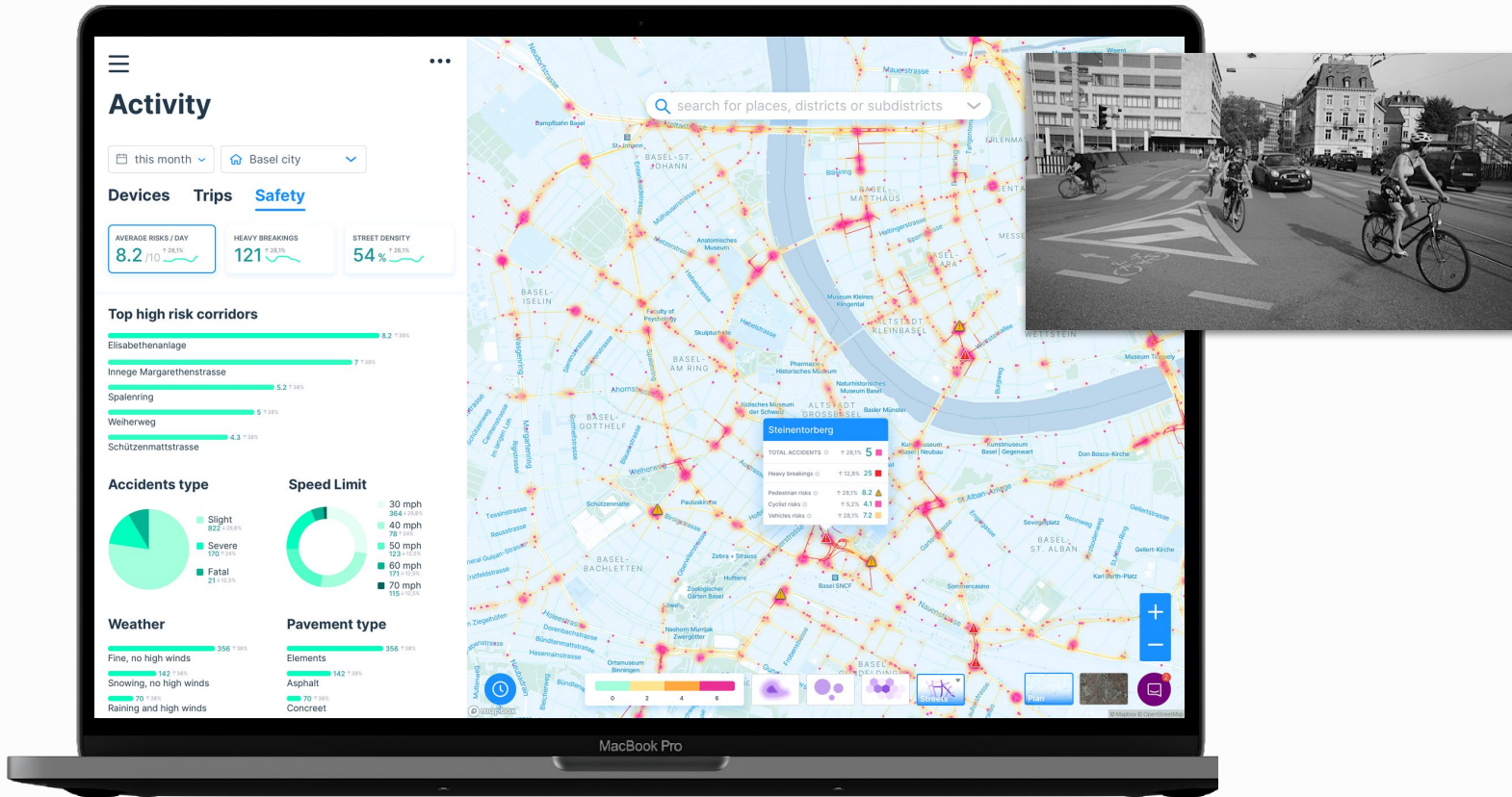
SERVICE PUBLIC RÉGIONAL DE BRUXELLES

# Which roads are the most dangerous ones in my city

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# Which roads are the most dangerous ones in my city

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## Car flows

Floating Car Data  
(EU OEMs & Telematics)  
Speed, Position, Braking,  
Steering, Accelerating



## Crashes

Open data or data  
provided by the city  
Crash position, timestamp  
& vehicles involved



## Street segment

OSM for road segment  
and speed limits



## Cyclist & pedestrian

Shared micro-mobility and  
mobile phone data

## City data or other partner data

Integrate your own data  
Waze incidents data, other  
accidents data  
Construction work data,  
city events



## Risk score Algorithm



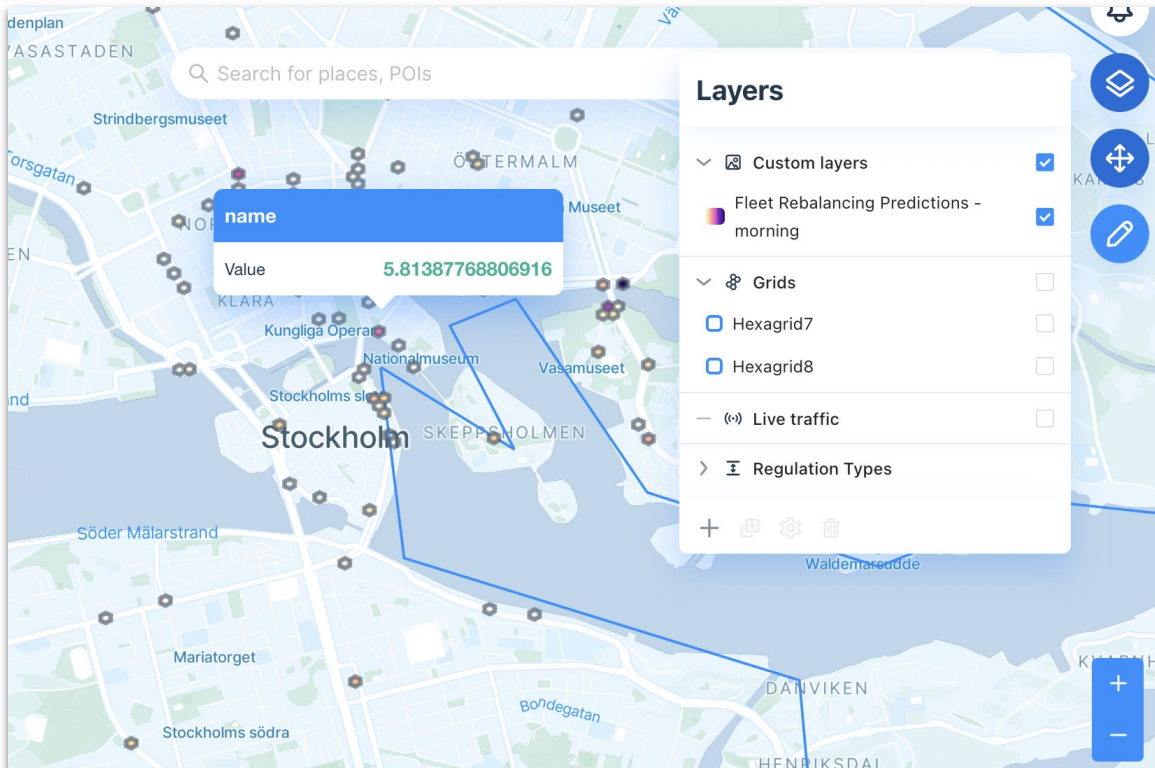


# Where should I rebalance my fleet to maximise rev tomorrow

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# Where should I rebalance my fleet to maximise rev tomorrow

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## Mobility flows

All mobility flows available in your city to analyse usage



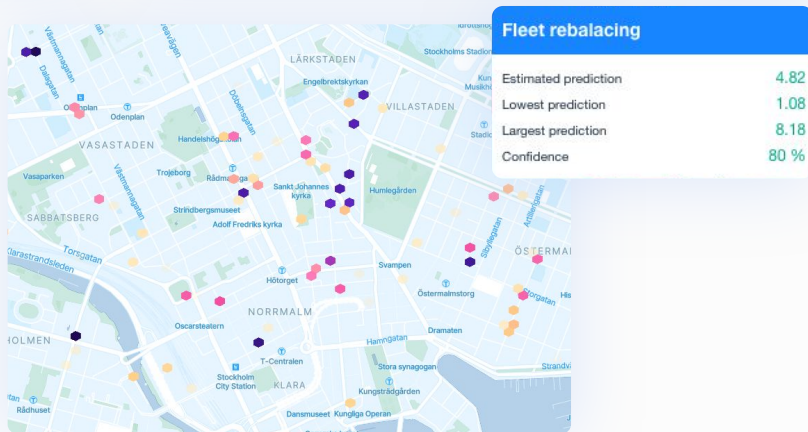
## Weather forecast

Weather is having a big impact on mobility, we included them in our model



## Seasonality

Time of the year will affect demand then supply



# Thank you 🙏

The Vianova Team