



Mobility Impact Market

Data Driven Platform To Scale
Mobility Services That Create
Desired Public Outcomes

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Personal Cars In Cities Has A High Cost To Public!



Congestion

80hrs per driver /yr

Lost hours in European cities
~€2k per driver per yr in
economic value

Physical inactivity
125k deaths in EU /yr

Physical inactivity also costs
EU around €80bn/yr in
healthcare and job market











Public Space

50% of city space to cars

15 m2 urban public space per
person represents ~€6k per citizen
per yr economic value

Transport Modes' Public Impacts Are Well Studied

	 Congestion €/km Time delay costs to society	 Public health €/km Effects of activity, accidents and air pollution	 CO2 emissions Gr/km	 Space m2/passenger For avg daily commute
 Bike	0 €	1.3 €	17 Gr/km	2 m2
 Train	0 €	0 €	66 Gr/km	0.7 m2
 Scooter	0 €	-0.3 €	107 Gr/km	1.5 m2
 Car	-0.35 €	-0.12 €	162 Gr/km	50 m2



Based on studies by DTU ([1](#)), EuroStat ([1](#)), ([2](#)), OECD ([1](#)), ([2](#)), Min of Transport Denmark ([1](#))

New Mobility: Everything Outside Personal Cars & Public Transport



High Return on Investment With New Mobility Services

Public Policy Options

Infrastructure

More traditional public transport

New mobility services

Opportunities

* Proven (limited) lower hanging fruits such as bike-lanes

* Better integration of services

* Innovative, convenient services

Highest return on public investment

Challenges

- * Long time to market: 5-15 yrs
- * Inability to adjust
- * Low return past low hanging fruits

* Lower returns on the marginal increase in public spend

* Traditional procurement

Many Cities Used Available Tools Successfully, but...

...current public procurement tools do not support new mobility opportunities appropriately



<p>Black: City or Region Mandate Orange: National or EU mandate</p> <p>Pricing and Regulations</p>	<ul style="list-style-type: none">● Parking fees● Low-emission zones● Speed limits● Congestion pricing● Fuel price (taxes)● Vehicle price (taxes)● Helmet requirements	<ul style="list-style-type: none">● Tenders for public transport, and services● Permits● Tax advantages to EVs or bikes● Parking advantages to EVs
<p>Infrastructure</p>	<ul style="list-style-type: none">● Parking availability● One -way streets to cars	<ul style="list-style-type: none">● Dedicated bike lanes● Priority signals

Traditional Tenders Are Slow And Don't Deliver Results



2+ years to
market
timeline



Most
projects
won't go as
intended



Difficult to
adjust



+10%
internal
spend

62% of New Zealand government procurement projects are not successful

New Zealand Government

INTENT

Traditional procurement:

- Centralized decision on inputs
- 1-1 transaction
- Assumptions drive payment

**Public
vision, plan**



**Models,
Dialogue**



**Buying
inputs**



**Output
(behaviour)**



Outcome



REALITY

Traditional procurement:

- Centralized decision on inputs
- 1-1 transaction
- Assumptions drive payment

**Public
vision, plan**



**Models,
Dialogue**



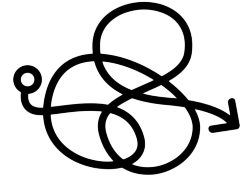
**Buying
inputs**



**Output
(behaviour)**

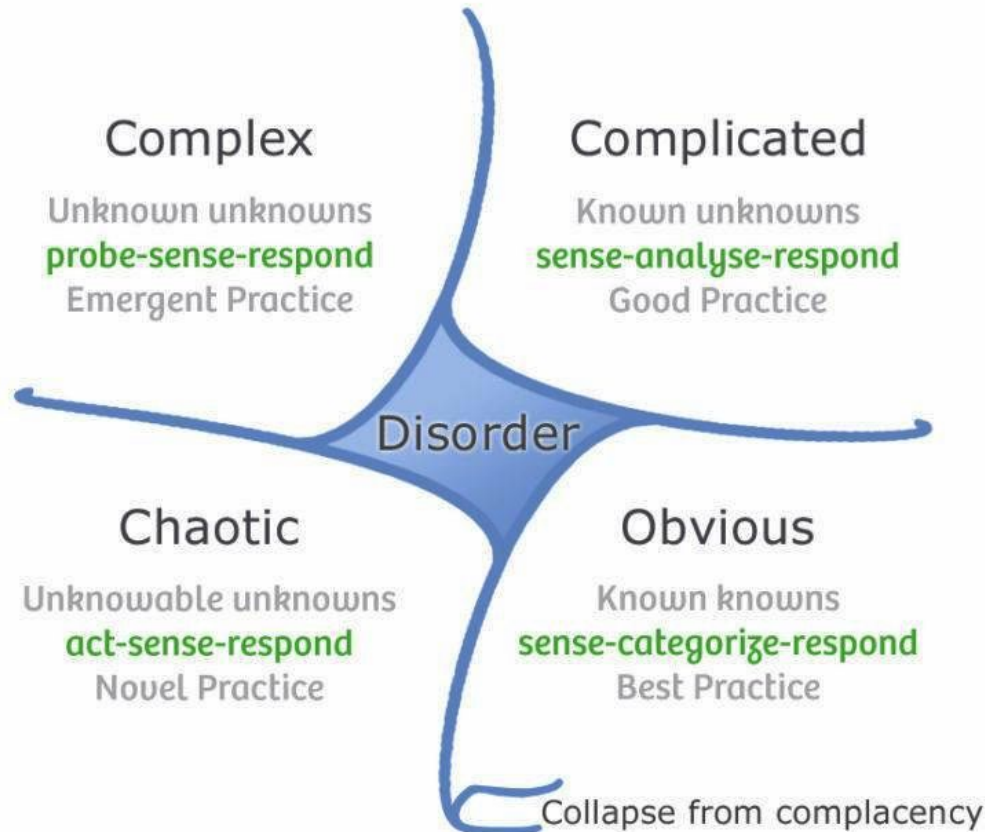


Outcome



Behaviour is complex, and unpredictable.

Cynefin Decision Framework



ALTERNATIVE

Traditional procurement:

- Centralized decision on inputs.
- 1-1 transaction.
- Assumptions drive payments

Procurement through impact marketplace

- Decentralized decision on inputs
- 1-Many transactions
- Outputs drive payments

Public vision,
plan



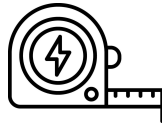
Buying
outputs



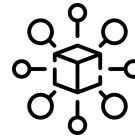
Outcome



Measurement,
Attribution



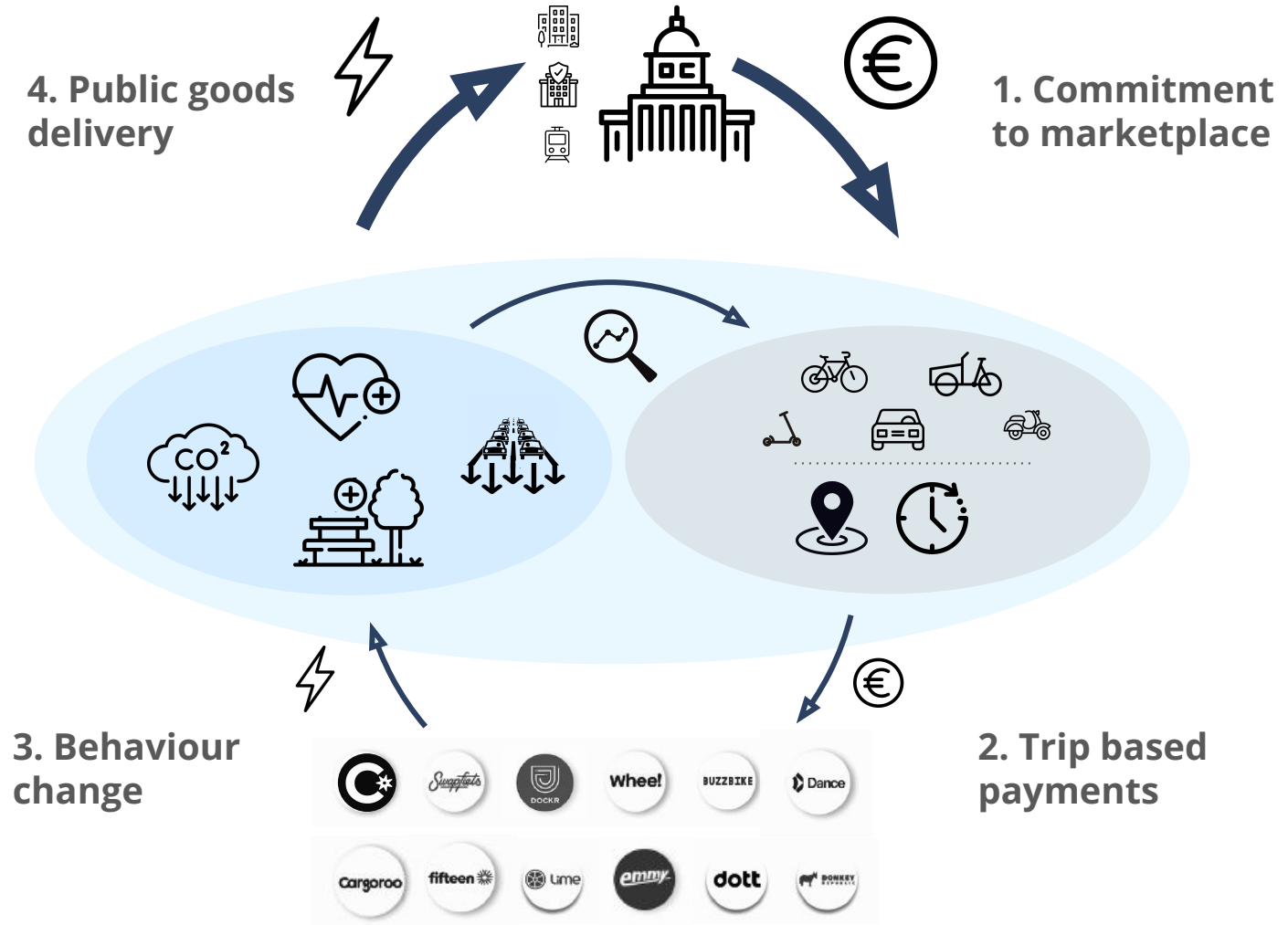
Market
execution



**Behaviour drivers complex, unpredictable.
Experiments and iterations in a market setting can deal with it**

Mobility Impact Market

A public fund that provides highly-targeted micro-subsidies for trips and availability



**Last mile for
commuters**



**Car-pooling for
commuters**



**Car-sharing in city
center**



**Parcel delivery on
cargo bikes**



Different public support for different needs & areas



Car-heavy middle-income suburb

- Car pools
- eBike lease offers

Rich, dense center

- Bike shares as last mile
- Car shares (B2O)

Low income, crime, transport poverty

- Bike shares
- eBike lease offers

All comes to life in a single act of creating mobility impact market

Iterations Of Incentives To Experiment And Scale

Analyse and Update

Example:

- 300k trips in last 90 days, at €500k cost
- Car replacement at 15%
- Congestion impact: 22k man-hrs saved
- Climate impact: 15k CO2 saved
- Health impact: 80k man-hrs of activity
- Approximate public value: €2.1m

Metrics and Prices in Place

Example:

- Trip per bike:
 - Rush hour €1.0
 - Near stations €1.5
 - Near stations €2.0
- Trip per cargo bike: €2.5
- Car-pool trip €3.0

**Quarterly
Development of
Desired Outcomes**

Delivery of Services and Data

Example:

- 2 bike operators provided 200k trips
- 1 cargo bike operator generated 20k trips
- 2 car pooling operators delivered 80k trips
- Data on trip time, length, origination, destination
- Riders surveyed for replaced modes





Can we learn from advertising industry and big tech?



TV ads

- One ad
- 5 yr binding contract
- Outcomes unknown

Traditional tender

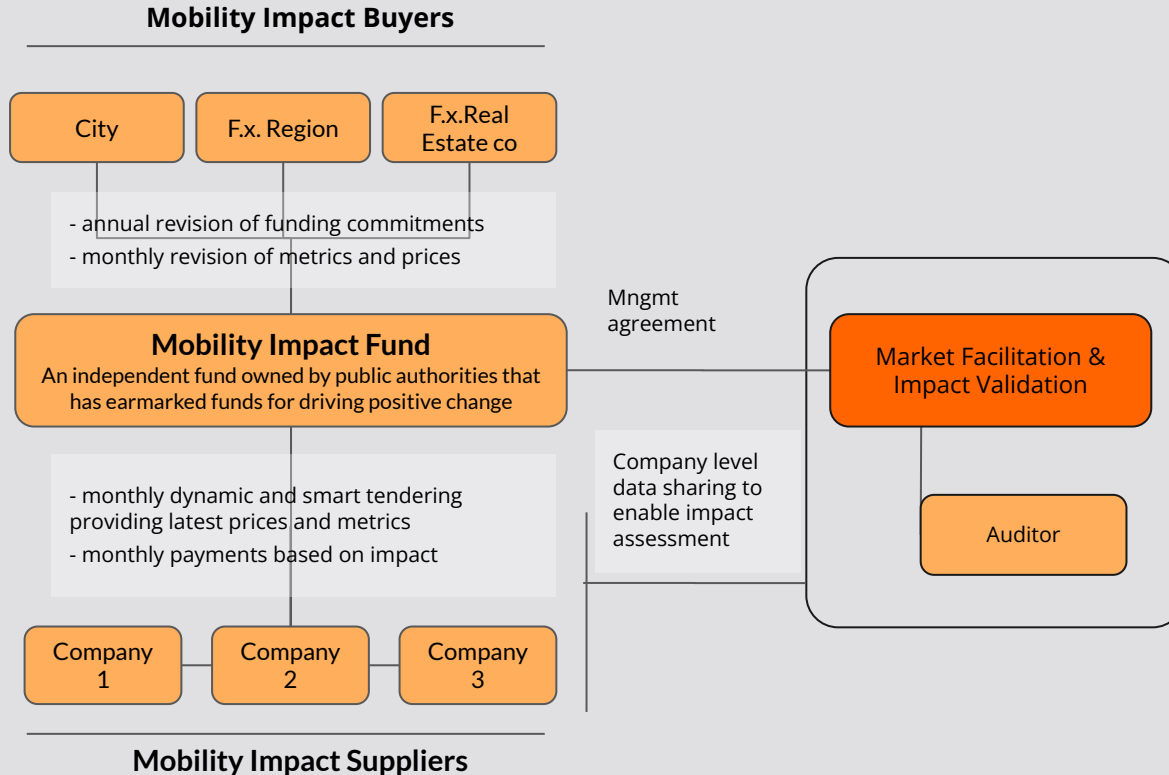
Control	Variation
 Entrepreneur Sponsored 12min creates micro books, summarized versions of entire books told in text and narrative form and meant to be consumed in, you guessed it, just 12 minutes.	 Entrepreneur Sponsored 12min creates micro books, summarized versions of entire books told in text and narrative form and meant to be consumed in, you guessed it, just 12 minutes.
	
A lifetime access pass to this popular book summary service is on sale today Now available in the Entrepreneur Store. ENTREPRENEUR.COM	This popular book summary service is offering lifetime access for \$29 today Now available in the Entrepreneur Store. ENTREPRENEUR.COM

PayPerClick (Google, Facebook)

- Test all ads & scale
- Pay per campaign
- Measure outcomes

Impact market

(Impact) Procurement As A Service




Key Platform Features



Marketplace facilitation

- Legal contracting
- Monthly invoicing
- Auditing



Prediction & calculation of behaviour change

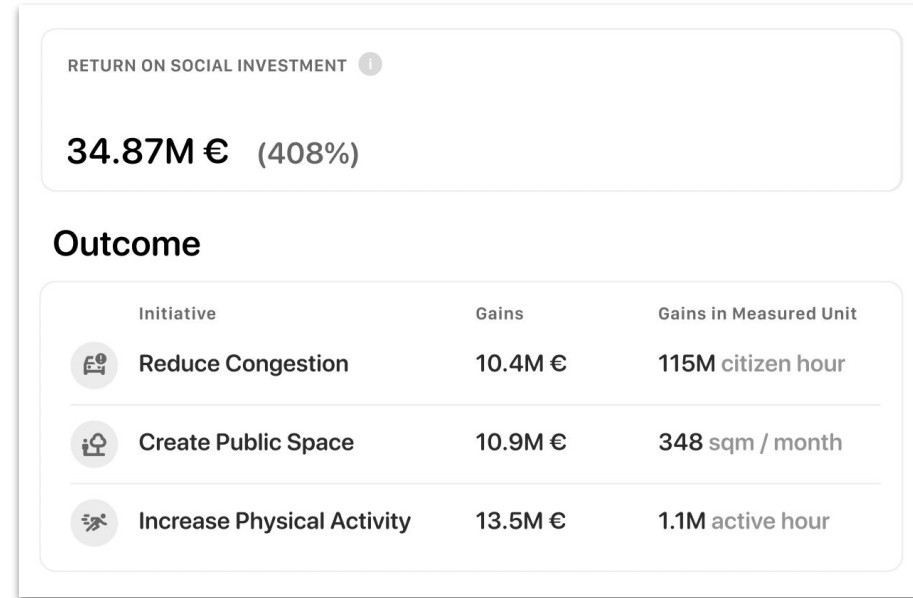
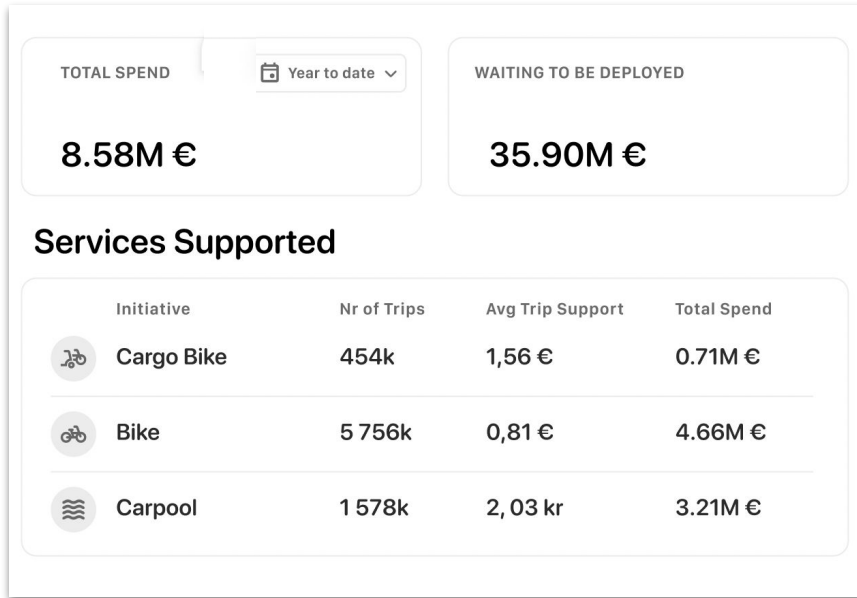
- Standardized rider surveys
- Location data driven prediction on incentives' impact on habits



Recommendation for where to invest further

- Guiding hypotheses and future spend
- Recommendation engine

Hypothetical Example



Payments for trips:

- Vehicle type
- Business model
- Place
- Time

Mode
shift

Impact on select metrics:

- Congestion reduction
- Increased activity
- Public space made available

=> **Return on investment!**

Fees and Competitiveness: Case for a €5mio investment scenario

Impact Market aims to operate at a cost level comparable or under that of traditional procurement

Market launch fee: €40k one time off

Administration fee: €200k over 5 yrs

Success fee: 5% of funds used

Total cost: < 10% of budget

While faster, and with guaranteed outcomes!

Traditional tender cost example for a €5m bike sharing tender for 5 yrs.

Procurement Process: ~€200k
feasibility, tendering, legal

Launch (Year 0): ~€100k
coordination and communications for rollout

Administration (Yrs 1-5) ~€200k
monitoring, contract management, audits

Total cost: €0.5m or 10% of budget

2yrs to market, and frequently falls short.

People Behind Mobility Impact Market

Erdem Ovacik

CoFounder

- *Founder and prev. CEO of Donkey Republic*
- *Raised +40m, built +200 team running profitable company*
- *Experience with impact venture building*



Sampo Hietanen

CoFounder

- *Founder and prev. CEO of Maas Global*
- *Raised +€80m from +10 investors, globally*
- *Broad experience in transport and public sector*



Advisors



Philippe Crist
Senior Government Advisor
@OECD Transport (ITF)



Pedro Homem de Gouveia
Senior Policy Advisor
@Polis City Network



Julianne Chen
Head of City Partnerships
@EIT Urban Mobility

2 - 5 co-founding cities with pilots

- Want to improve their modal mix
- Solving different types of mobility problems
- Min 0.5m EUR committed to service providers
- Opportunity to co-create Impact Market Admin

Next steps

- 3-month feasibility:
 - Enabling legal framework and licencing
 - Definition of challenges and success
 - Initial market incentive design
- Commitment to pilot

Reach out:

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