

### 1. WHO?



### 2. WHY?

- 01 High operation risks of e-hailing services
- 02 Deviation from sharing economy
- 03 Unfair competition dynamics
- 04 Lack of self-regulating mechanism
- 05 Disconnection from urban planning

### 3. HOW?

Mobile sensing + A.I. technology to evaluate and regulate



### 4. CONCLUSIONS

- Safest transportation – Taxi
- Best value for money – Taxi
- Best option under demand surge – Uber

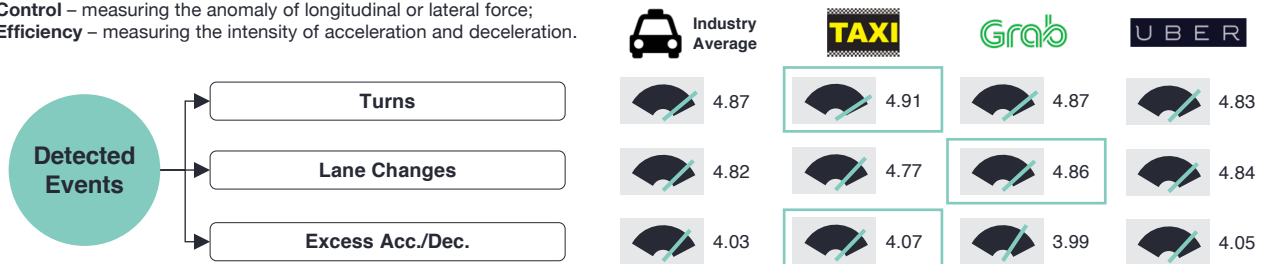
- In light of the competition in ride-hailing industry, the governments are always on the receptive end of disruptive technology. Why not using similar technology to regulate the industry?
- Data collection was conducted in February 2017, covering AM, Interpeak, and PM periods with 140 routes in Singapore, in order to objectively access the service providers in the market.

### 5. SAFETY (DRIVING BEHAVIOUR PROFILING)

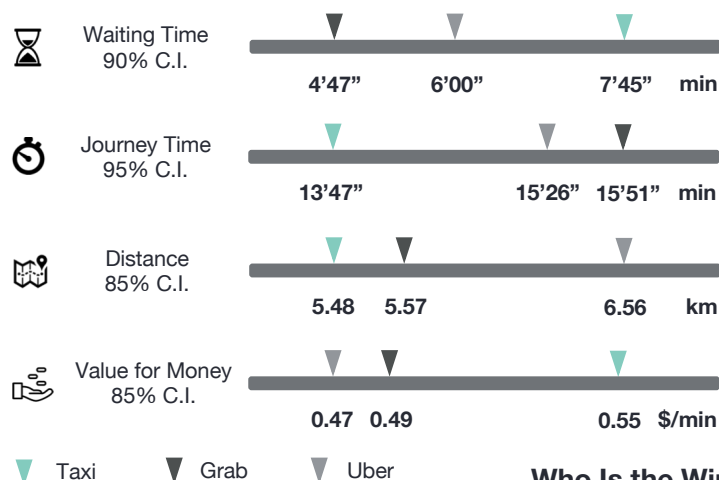


**Focus** – measuring the attention that drivers pay while driving;  
**Anticipation** – measuring the sequence of acceleration and deceleration;  
**Control** – measuring the anomaly of longitudinal or lateral force;  
**Efficiency** – measuring the intensity of acceleration and deceleration.

Through hypothesis testing, taxi drivers performs the best within 95% confidence interval.



### 6. ECONOMICS (AM PEAK)



- Taxi has the longest waiting time of all three during AM peak.
- On the contrary, it takes the least amount of time for taxi to finish the ride service.
- Taxi drivers are more familiar with the road networks and do not rely on GPS navigation apps. They often choose the shortest routes.
- Value for money measures the monetary value that consumers get for each minute spent on a journey. Taxi is the most economical option.
- Under demand surge, Grab tend to have higher price than Uber due to short supply of vehicles.

Who Is the Winner in China?



vs.

