Apply the Odyssey 3.14 approach to imagine a new, innovative business model

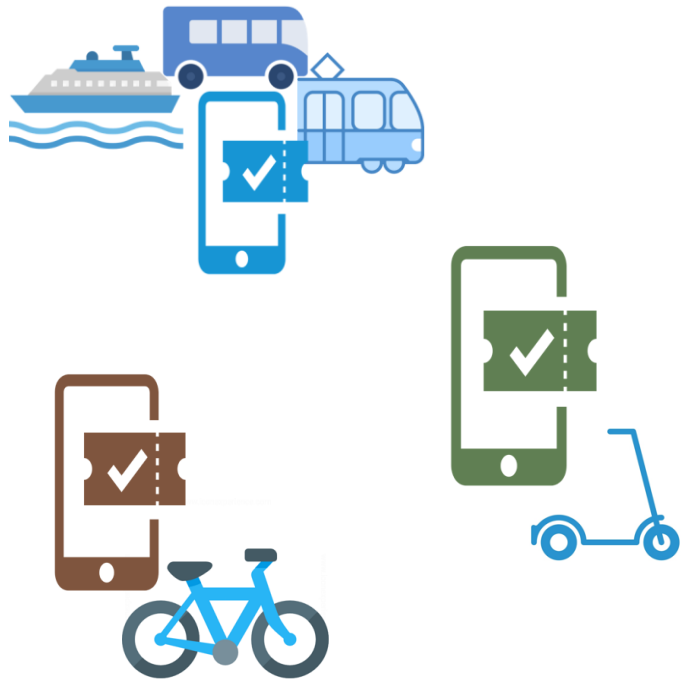
Urban Mobility Pass: Integrated Ticket System for Sustainable and Convenient Transportation

Current Situation

- AtB is the public transportation company in Norway. They offer various modes of transportation such as bus, tram, boat, and ferry. Users can purchase single-ride tickets, and periodic tickets separately for each mode through a mobile application, company's website, or ticket machines.
- Besides, some companies provide electric scooters and bicycle sharing such as Tire. Travelers use the mobile application of each company to locate and rent vehicles for a certain period.

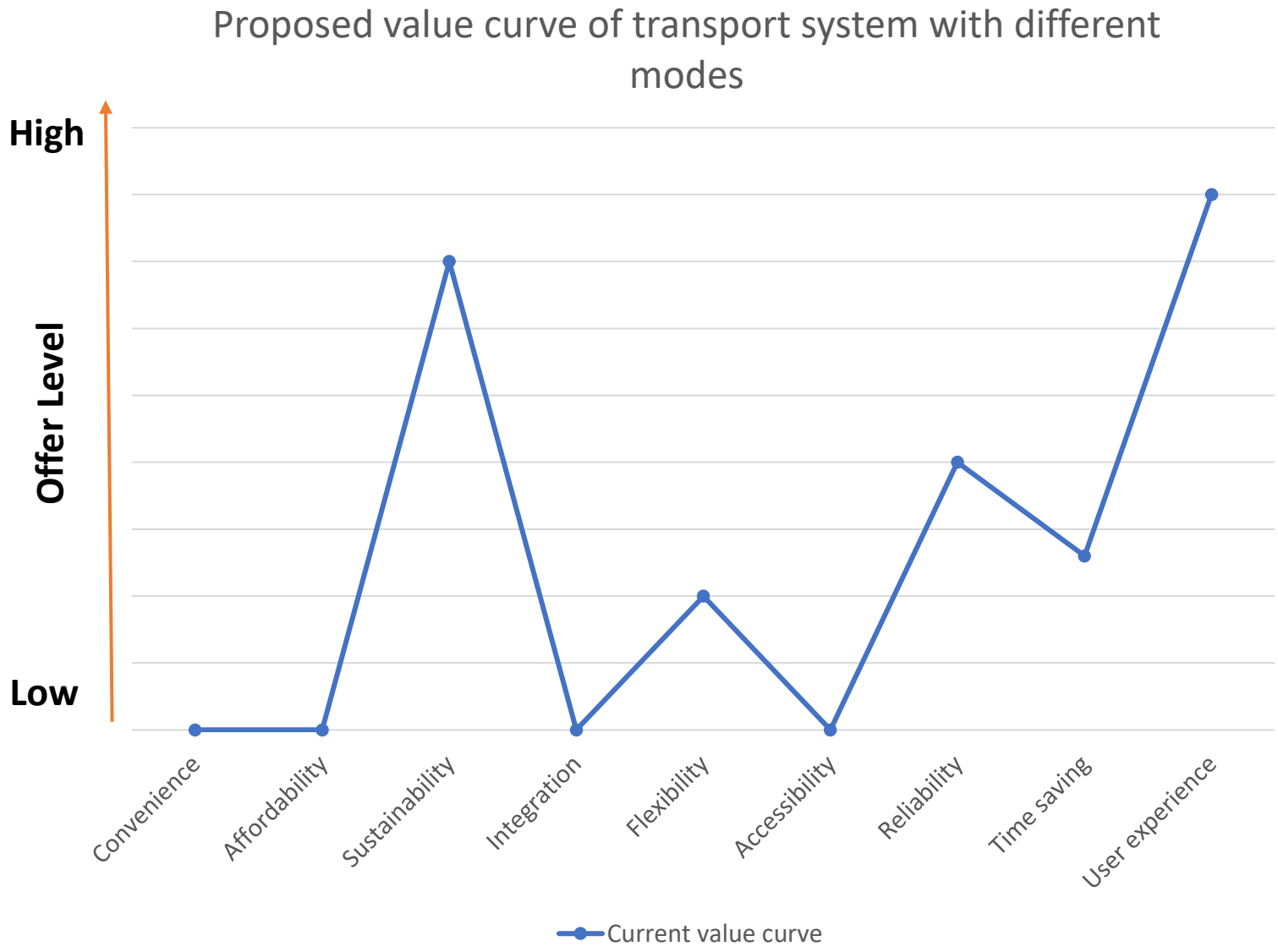
The issue is that there is no integrated ticketing system for such transportation with different modes. This causes users face difficulties in such system such as:

- Purchasing separate tickets for each mode of transportation (bus, scooter, bicycle) is an inconvenient and time-consuming experience.
- No cost efficient
- Deciding on the best mode of transportation to use for their specific needs.
- Availability and accessibility of the different modes of transportation, particularly during peak usage times



Current value curve

Target: Local and tourist passengers from 16 – 50 years old



Current value architecture

Ticket purchase

Various channels, including physical ticket machines, mobile apps, and online platforms.

Payment processing

Payment methods, including credit/debit cards, mobile payments, and other electronic payment methods.

Ticket validation

Electronic validation systems or manual validation methods.

Customer service and support

For ticket purchase, payment processing, ticket validation, or other issues

Reporting and analytics

Understand ticket sales, usage patterns, and other metrics to optimize their operations.

Continuous improvement

To ensure a high-quality customer experience and efficient operations.

Current Value proposition

Sustainability

Flexibility

Reliability

Time saving

User experience

Current Value equation

REVENUE

Selling tickets for each transport modes

Advertising

COST

Fuel

Maintenance

Labor

FIXED ASSETS

Vehicles

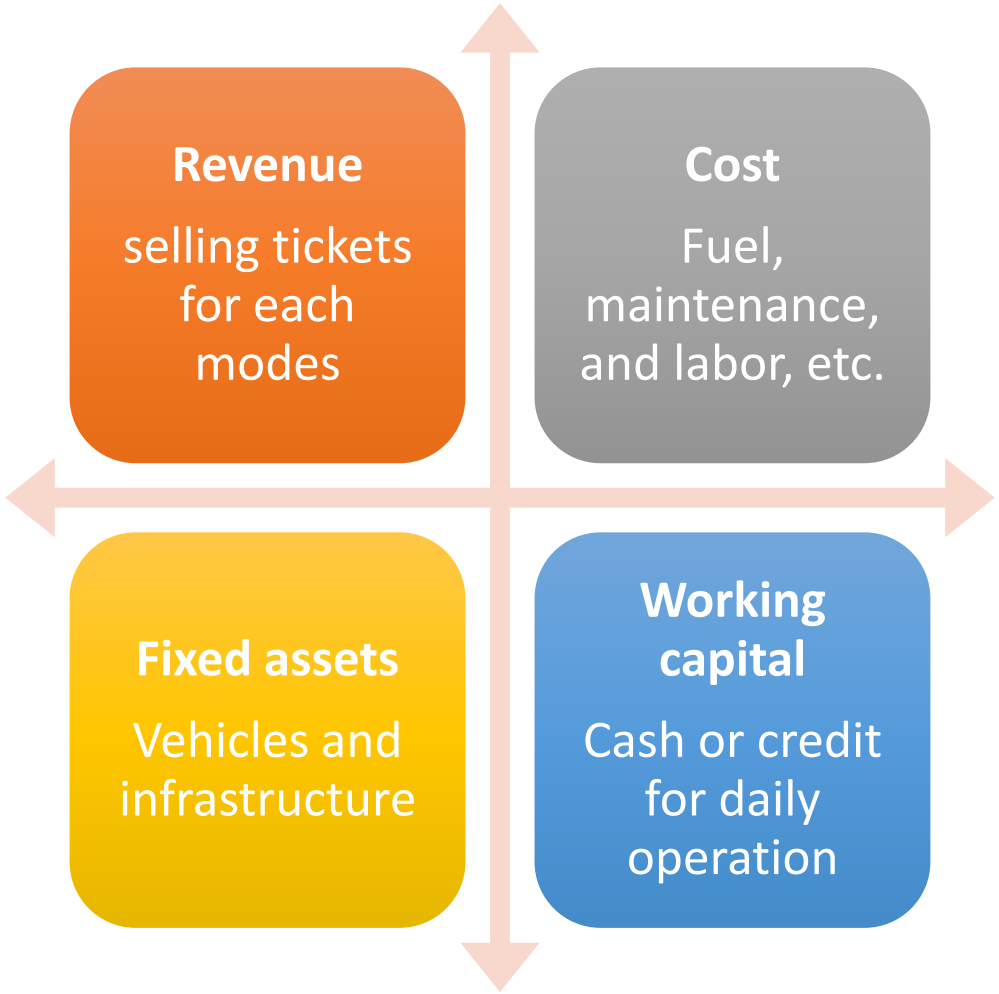
Infrastructure

Facilities

WORKING CAPITAL

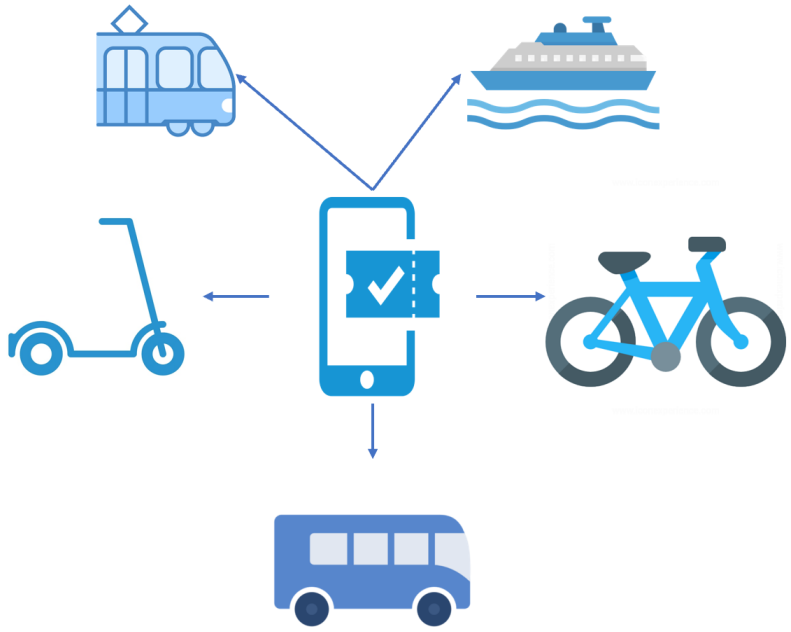
Cash or credit for daily operation

Current Value equation



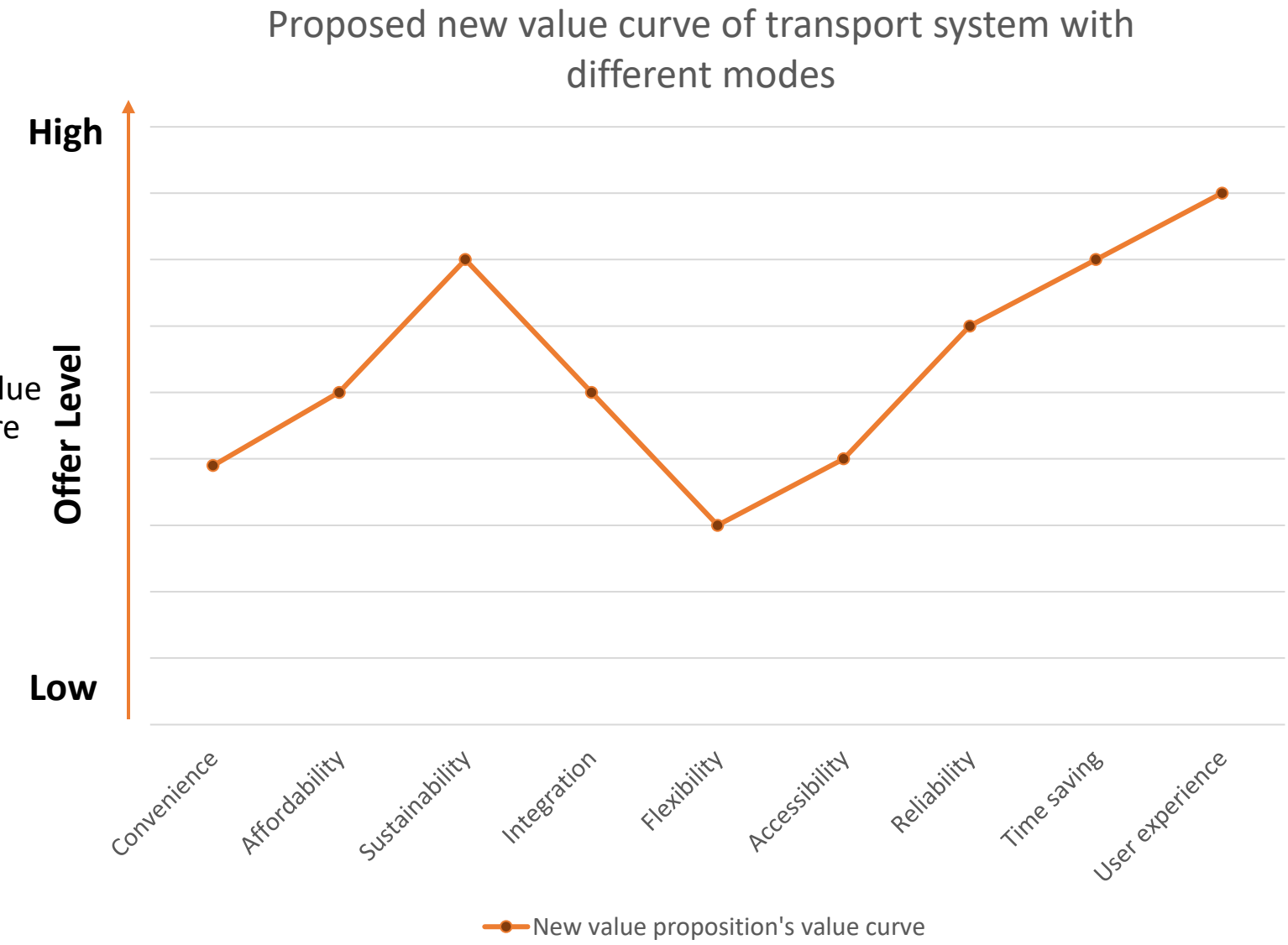
New business model

- A city's integrated ticket system offers a unified, chargeable ticket as part of the new business model. Through such model various modes of transportation are available to customers, including city buses, electric scooters, and bike sharing. Therefore, customers would have a more seamless and convenient experience buying tickets for different modes of transportation.
- Additionally, this model reduces user prices by discounts, promotions and other packages as well as declining traffic congestion, carbon emissions by attracting more people to the public transport.
- It would be necessary to establish partnerships between the transportation providers, as well as to implement a revenue-sharing system. Besides, resources would be allocated more efficiently, and operational costs would be reduced.
- Customer behavior and preferences can also be tracked via data analytics, allowing for better marketing campaigns.



New value curve

The new business model increases the value propositions noticeably and provides more value such as Convenience, Affordability, integration,…



New value architecture

Integrated Ticketing Platform

A central platform to connect all modes of transportation and enable travelers to purchase a single ticket for all vehicles

Seamless Connectivity

Providing seamless connectivity between different modes of transport,

Enabling passengers to switch between them easily

Real-Time Data Analytics

Optimize the transport network accordingly by collecting real-time data of all type of transport

Personalized Services

Based on user's travel history and preferences.

Improved Customer Experience

Providing a user-friendly interface, easy booking, and payment options, and efficient customer support.

Cost Optimization

Reducing inefficiencies and improving resource allocation across all modes of transport

Environmental Sustainability

Encouraging the use of eco-friendly modes of transport

Reducing the carbon footprint of the transport system.

New Value proposition

Integrated ticketing system improves key value propositions significantly as well as adding some other proposition including Convenience, affordability, accessibility to all kind of transport through an integrated system,

New Value equation

REVENUE

Price of the ticket based on factors such as distance traveled, mode of transport used, and time of day

COST

Main cost: the operating cost, including fuel, maintenance, salaries, and infrastructure costs.

Cost of integrating

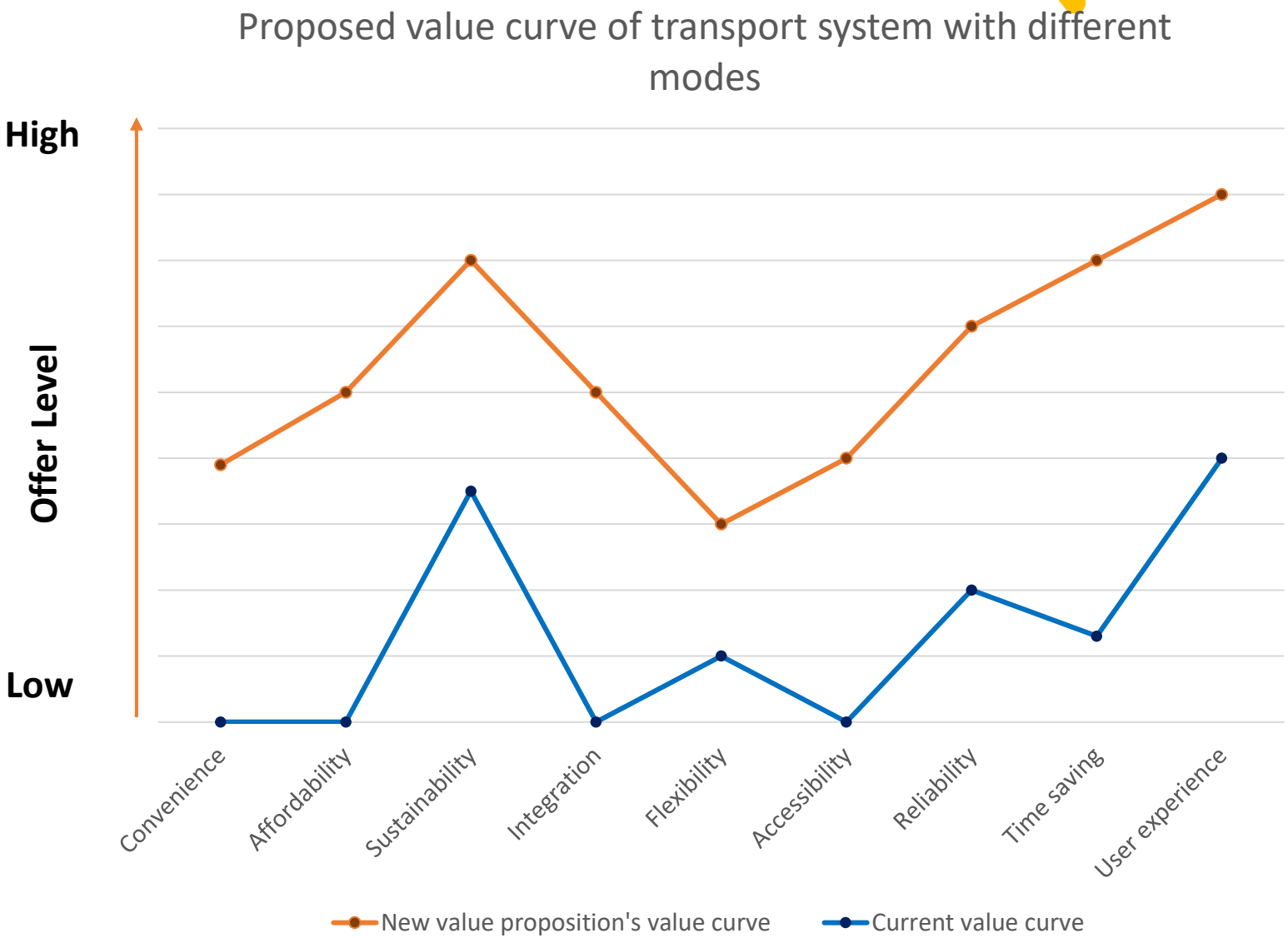
FIXED ASSETS

Vehicles, infrastructure, and equipment required for the operation of the transport system

WORKING CAPITAL

Expenses such as salaries, fuel, and maintenance costs, as well as funds required for ongoing investments and upgrades to the system.

Value proposition (value care)



Thank you!