



## Hello Lula, the new Renault MAAS (Mobility as a service)

Service

By 2025, assuming that the autonomous car will no longer be a myth. Mobility will be reinvented. We will live in a city where everything will be connected. So we chose to take advantage of the time users spend in the car offering a new experience. The cars will only be used to go from A to B, but for the service offered on board.

## How to provide the best business trip experience for high mobility professionals?

Ambition : **Business trip**

**Why ?** **+ 3,4%**  
increase of business travel expenses  
**\$ 1.6 trillion**  
market evaluation for 2020

### Pains



Premium



Security



Efficiency

**Lula is a business travel facilitator. This new service helps you centralize all the needs during your trip thanks to multiple partnerships.**

### Utility:

- Simplified transport use
- Diversification of services
- Community
- Centralization of services

### Profitability:

- Centralised experience around the autonomous vehicle
- Highlighting the technological object
- Entry in services business

### Newness:

- AV associated with a panoply of services
- Vehicle fitted to be comfortable to work as relax

### Concept:

- Setting up a "digital service platform" structure partnership support
- Booking systems/linking VA – Client (white label algorithm)
- AV already does a small path in Paris

# How LuLa Service works

## 2. Manage the booking

Check-in is a painful point for every traveller. Online check-in is currently developing but we think to build a strong partnership with the most important airport for example Aéroport de Paris could be very rewarding in the specific case of online preregistration. We strongly want to ease the UX

## 4. Expense report

During our investigation, we found out that the problematic of the expense refund is very important. An automatic centralization of the trip expense is now mattering to travel in a perfect tranquility

## 1. Request a trip

By providing a autonomous vehicule service, Lula by Renault is improving the business trip experience. On our plateforme, the businessmen will manage and organise their journey thanks to different option like pooling - atmosphere - networking - etc...

## 3. Enjoy the local life

We definitely believe that community is a really mattering point in our project. To improve the business trip experience, we bet on a strong ranking system by our user. You are looking for a restaurant, what is better than some good advice from around the world? Indian food? Our friend from Bangalore can support you! Just check or ask!

## 5. Rating

You can with the platform rank every daily experience. This data will advise our community to improve future journeys. We are the "Guide du routard" 2.0. You can access to many different reviews, and we will assure to not be faked by fake accounts. The reason? Because you should have a secure account creating by your company. We have the ambitious to become a large certified community.

## Partnership

