Tick-et-al

Ricardo talks

Hello everyone!

Does anyone in the audience travel often? Raise your hand.  
Who travels on business? Raise your hand.

Who travels to visit touristic points of interest? Raise your hand.

Actually it doesn’t matter. We all share the same problem.

Let’s do an exercise. Let’s go to London to visit the British Museum.  
We already booked our flight tickets in advance.

I walk to the bus station here in Leiria and I buy a bus ticket. Then I show this paper ticket to the bus driver.

I arrive at the Lisbon bus station and I need to travel to the airport. I’m going to use the subway, so I buy a Lisbon public transportation card, top-up some credit. Tap the card on the reader and get in the subway.

I arrive at the airport and go to the boarding gate. I need to scan my paper boarding pass to get in.

I arrive to London and I need to take the Tube to the city centre. I buy a Transport For London card also known as Oyster Card, top-up some credit and tap the card on the reader.

I arrive to the city centre. I buy a London city card to allow me to enter the British Museum.

I enjoy my visit to the museum and now I want to go back.

I will take the Tube back to the airport. I pick my Oyster Card again, tap the card on the reader and start my travel.

I arrive to the airport terminal and scan my paper boarding pass to get in.

At the Lisbon airport I use my Lisbon public transportation card again to get to the bus station.

I buy another bus ticket and show the paper ticket to the bus driver.

In the end I arrive to Leiria with a wallet full of topped up cards that I don’t use that often. :(

(Ricardo passes the mic to Bernardo)

Do you see where this is going?

Why do we have to buy one public transport card for Leiria, another for Lisbon, and another for Porto? What if we want to visit other countries, for example, the UK, as in Ricardo’s problem?

We are talking about three different cards for public transport in the same country. Don’t we speak the same language? Why not the same card then?

So now, we present you, the card that will rule’em all, the:

Tick-et-al card!

The tick-et-al card is the only public transport card you need, it integrates all public transport cards providers into one, making it very straightforward when you need to use public transport in another city, you’ll only need to deposit some cash into our app and you’re good to go.

Also, if you want to be more straightforward than that, you can connect the card’s NFC into your phone’s, enabling you to travel with no card at all.

We aim those travelers who at the end of the year had to use at least 5 transport cards, this is so not ECO friendly and no one wants to end up with the wallet full of cards.

In our business model, we don’t charge the user for getting our card, we simply charge a fee for every transaction made using our card, making money without the user feeling it.

In the long term, we want to expand our technology to work among major cities. Imagine us, from portugal, using the same transport card we use in Leiria, Lisbon and Porto, to use public transport in our neighbor’s big city, Barcelona or Madrid. We also want to scale up with new features, supporting museums tickets, zoos, fairs and tourist spots.

Impressive, isn’t it? Get ready for a ride with the Tick-et-al Card!

(Bernardo drops the mic)