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Innovative *business models* for inclusive mobility solutions

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HiReach
innovative mobility solutions
to cope with transport poverty
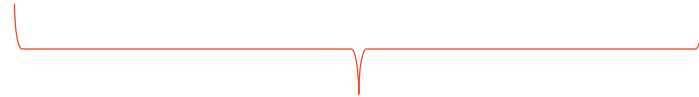
inclusion

HiReach Main Goal

explore and develop **new business models** for collective passenger transport

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explore and develop **new business models** for collective passenger transport

Market-driven services - user-oriented

Reducing the need for public subsidies

Promoting Entrepreneurship & Innovation

Business Model

A business model describes the rationale of how an organization

creates, delivers, and captures value, in an ***economic, social, cultural or other context***

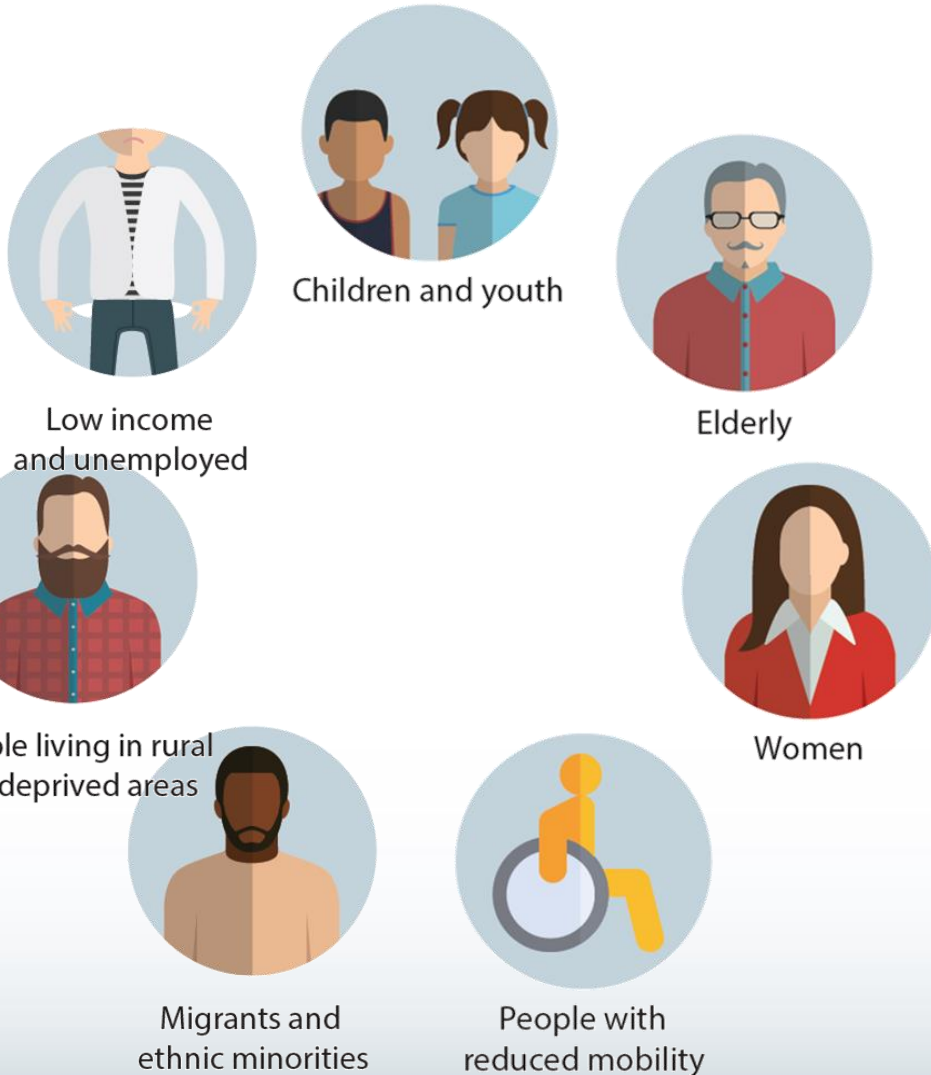# Business Model

A business model describes the rationale of how an organization

creates, delivers, and captures value, in an **economic, social, cultural or other context**

to the Customer

to tackle Transport Poverty

Customers – Vulnerable Social Groups

Low income and unemployed

Children and youth

Elderly

People living in rural and deprived areas

Women

Migrants and ethnic minorities

People with reduced mobility

+ Many Other Customer Segments

For profit Companies

Not-for profit Companies

NGOs

Public Institutions

Transport Poverty Dimensions
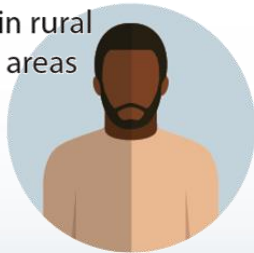

Children and youth

Low income and unemployed

Elderly

People living in rural and deprived areas

Women

Migrants and ethnic minorities

People with reduced mobility

Spatial Factors	Social Layers	Inner Traits
• Scarce Offer • Long routes • Low frequency	• Travel Time • Budget • Household chores	• Physical Limitations • Autonomy • Capability

HiReach Startup Lab

Pilot & Roll-out Phase
[5 EU start-ups]

Acceleration Phase
[10 EU start-ups]

Bootcamp
[~25 EU start-ups]

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Inspirational cases
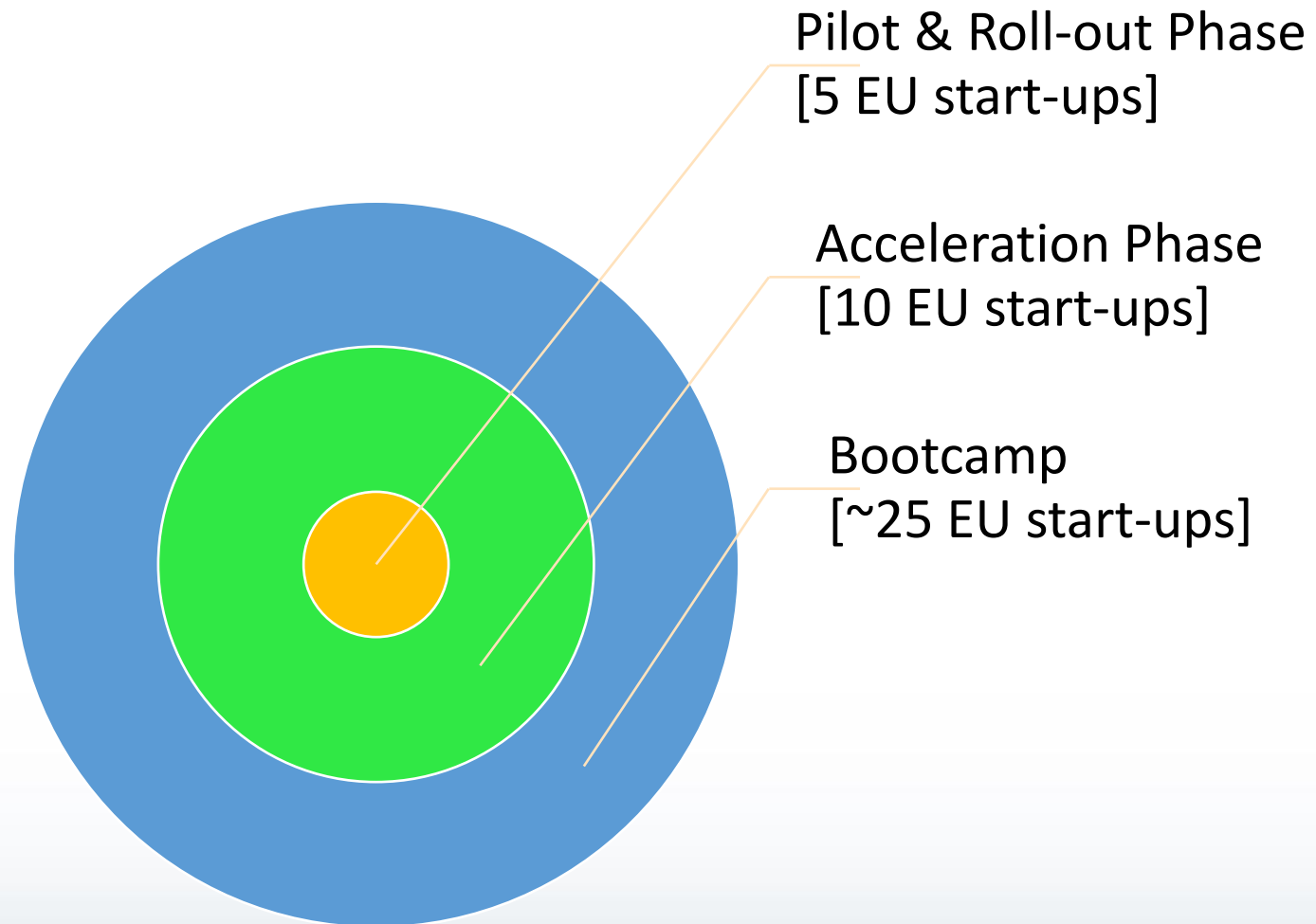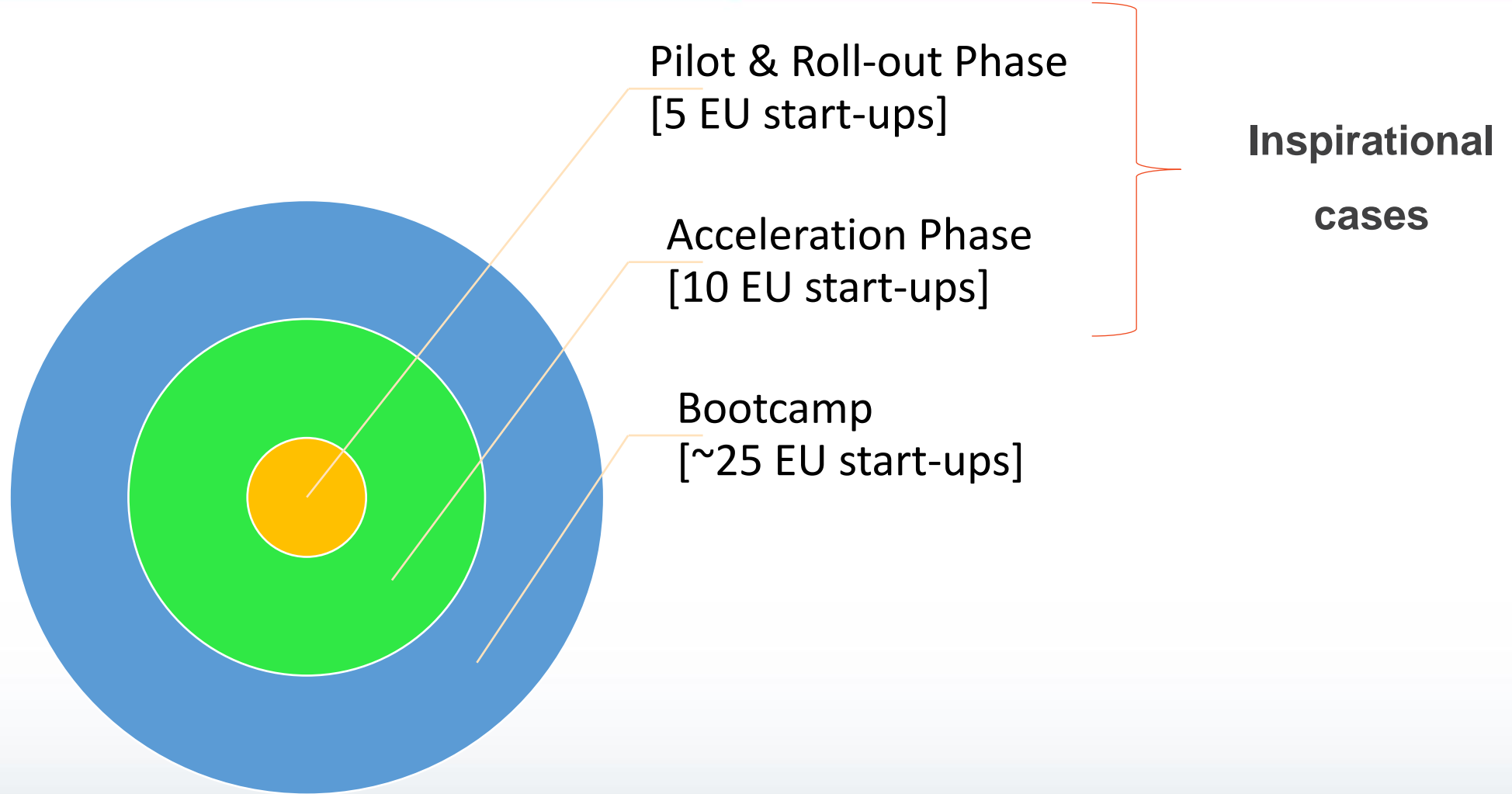
7 Prototypes of Business Models

Inclusive Journey Planner

Audio Mobility Assistant

Carpooling for commuting

Mobility & Transport Poverty Consulting & Services

Data Analytics Platform

Delivery of Goods

Multisided platform for shared services

Prototypes are like **blueprints** that help in the implementation of **business models** in specific markets.

They are agnostic to the market.

Inclusive Journey Planner

- **Business in a Nutshell**

  - Journey planner with flexible and customisable UI & UX to multiple customers' needs – size, font type, colour scheme, location on screen, contents.

- **Value Proposition**

  - Reduces digital exclusion by allowing people with specific needs to easily interact with the platform.

  - Make it easier for people fulfilling their daily mobility needs.

  - Helping customers' passengers avoiding time wasting/ have a better mobility experience.

  - Improve passenger communication.

- **Representative Startup**

Audio Mobility Assistant

- **Business in a Nutshell**

  - Audio navigation system to help people moving about – using your mobile phone and non-intrusive headphone, you can go anywhere, including using PT vehicles, just by earing direction sounds.

- **Value Proposition**

  - Promotes autonomy and independence of people with disabilities.

  - Increases the convenience, safety & security, and comfort of the journey.

  - Walk a route without the need to interpret complicated instructions or look at a map.

  - Easily find out which public transport to take, be directed at doors, and be warned when to get off.

- **Representative Startup**

Dreamwaves

Multisided Platform

- **Business in a Nutshell**

  - Shared transport services for (low income) people working/living in areas with poor public transport services.

- **Value Proposition**

  - Provision of reliable transport in the form of a demand-responsive transport service.

  - Passengers are offered shorter travel times and higher frequency.

  - Improving existing public transport lines with very little demand which are very difficult to sustain,

  and reach where regular public transport cannot by providing a viable solution for low-density areas.

- **Representative Startup**

Ne-mi

Serving the Vulnerable Groups

	Children & Youth	Elderly	Woman	PRM	Migrants & Ethnic Min.	Rural Areas	Low Income
Journey Planner	✔	✔		✔	✔		
Audio Assistant		✔		✔	✔		
Carpooling		✔	✔	✔		✔	
Consulting				✔		✔	
Data Plataform	✔	✔	✔	✔	✔	✔	✔
Delivery		✔				✔	
Multisided platform						✔	✔

+ Non-Vulnerable Groups

Conclusions

- **Market-driven and user centric approach** at the foundations of the HiReach Start-up Lab.

  - Some of the start-ups could test live their products.

- Design of **7 conceptual – i.e., prototypes – of business model**, tailored to the specific needs of Vulnerable Groups.

  - Non-vulnerable groups are customers as well – fundamental to maximise market success.

- **Promising business models**, ready to be transferred to many EU regions

  - Transferability and scalability analyses are undergoing.

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Thank you

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