

The logo for Whim, featuring the word "whim" in a dark blue, rounded, lowercase font. The letter 'i' has a red dot above it, and the letter 'm' has a light blue dot at the bottom right. The background is a bright yellow.

Mobility as a Service

The End of Car Ownership?

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MaaS Global & **whim.**





whim.



whim.



whim.



Comments



8 August at 20:41 · 🌐

Mijn gevoel.. rot op met die losgeslagen verkwisting op vier wielen. Kijk om je heen en huil om al die lelijke passieve stukken ruftend blik. Het kan mooier.



Auto neemt bijna helft van ruimte Amsterdam in beslag

nu.nl



Like



Comment



Share

whim.

SIMPLE AND EASY CUSTOMER EXPERIENCE

Everything's set at a press of a button

The core of everything is the easy and simple service experience. The goal is to make every day life easier for our customers: saving time, money and nerves.



Public transport



Taxi



Car rental



Citybike



Järnvägstorget 10:40

2 min	Mattby
4 min	Mellungsbacka
6 min	Hagalund
8 min	Nordsjö
10 min	Mattby
12 min	Mellungsbacka
14 min	Hagalund
15 min	Nordsjö
17 min	Mattby
19 min	Mellungsbacka



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JCDecaux

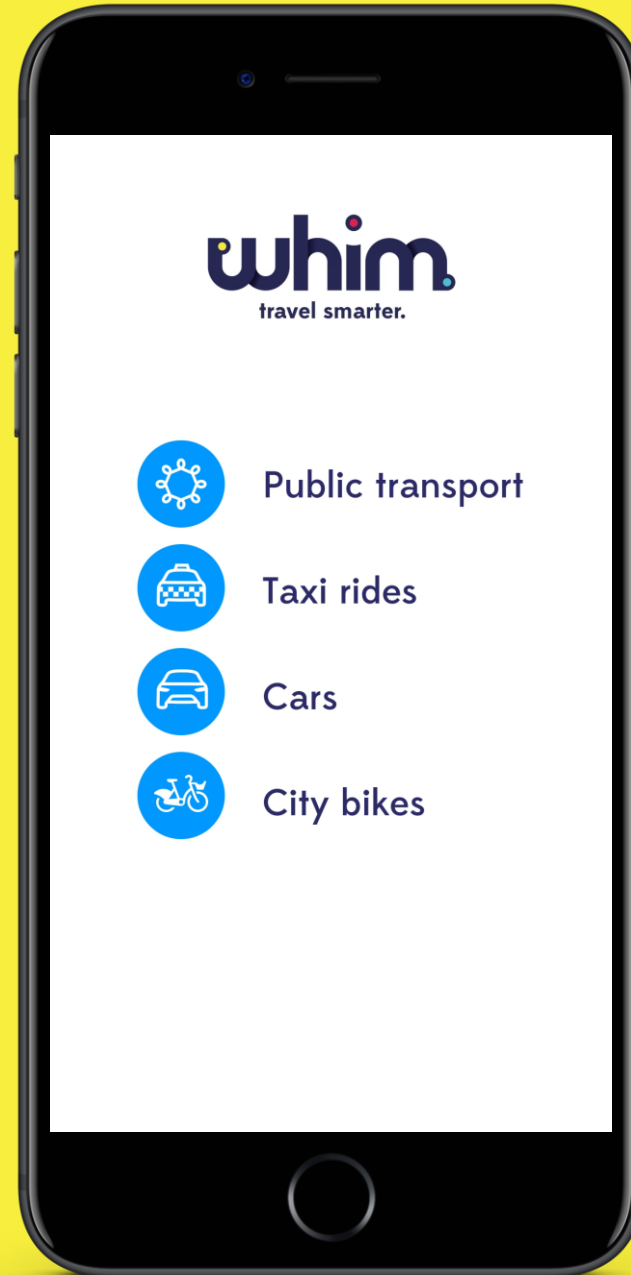
Järnvägstorget Railway Station

Rautatietori



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transportation
modes in one
mobile app

1. Pay as you go
2. Monthly
subscription
3. Unlimited



whim.

The world's first **unlimited** travel package **including payments**



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to go

Pay-as-you-go.

Download for free from
whimapp.com



whim.
urban

Unlimited Public Transportation
and Bikes.

Taxis max 10€ per ride
(within 5 km radius).

Fixed fees for rental cars with
unlimited mileage,
starting at 49€ per day.



whim.
unlimited

All modes of transportation,
for all your needs,
with unlimited usage,
all month long.

Price less than car ownership.

Our biggest value-add is in selling a service level promise



Pay as you're moved:

- Bike and segway service included
- 20 cents per minute in vehicles with others in
- 30 cents per minute for a nice car
- 50 cents per minute for a personal driver
- Only vehicles that use renewable energy

15 minutes package for 135 € / month:

- 15 minutes from call to pick up with no more than 15 minutes delay compared to driving.
- No parking hassle



Business world package for 800 € / month:

- 5 minutes pickup in all EU
- Black car status everywhere
- Working conditions guaranteed



Family package for 1 200 € / month:

- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included

Cup of tea guarantee

- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- Movember special rides



Birmingham

Helsinki

Design

Week



local ecosystems of existing services scale to global roaming network



Money flows directly from end users to the whole ecosystem

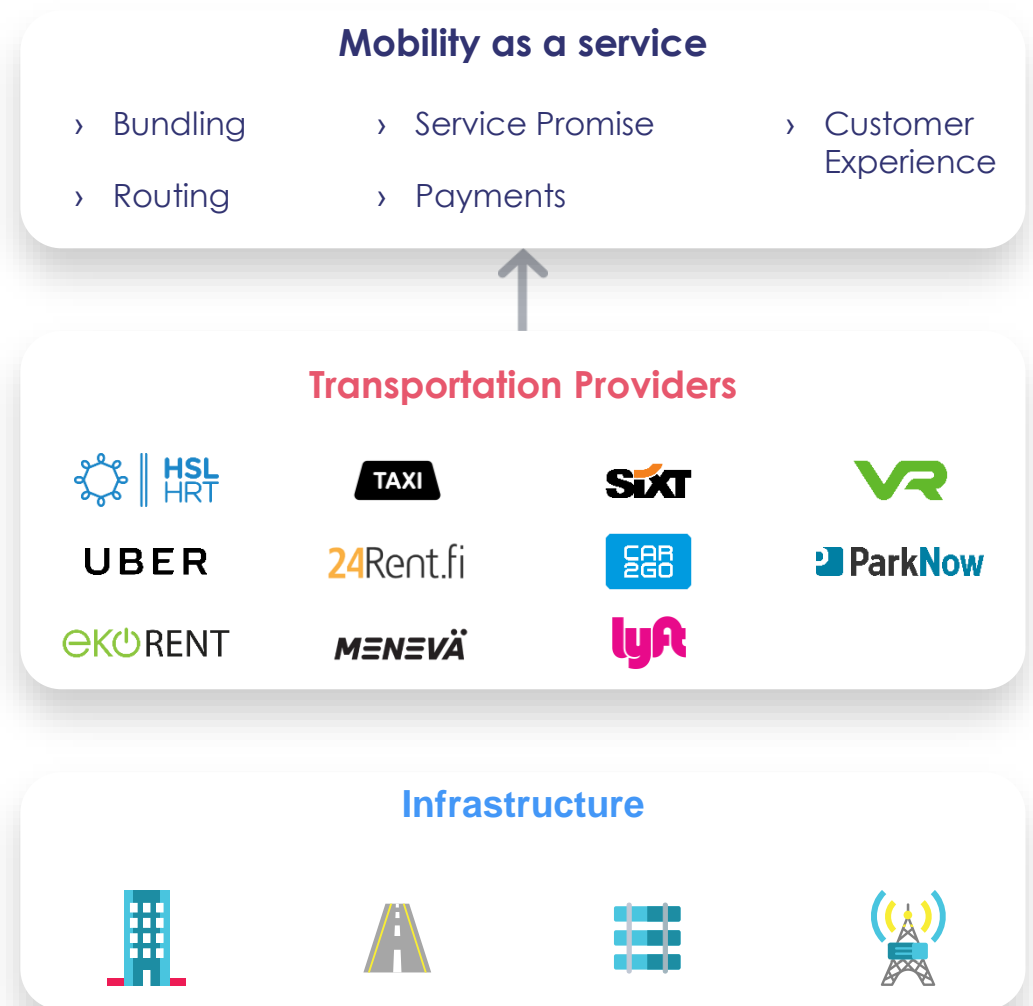
All stakeholders must win:

 Users

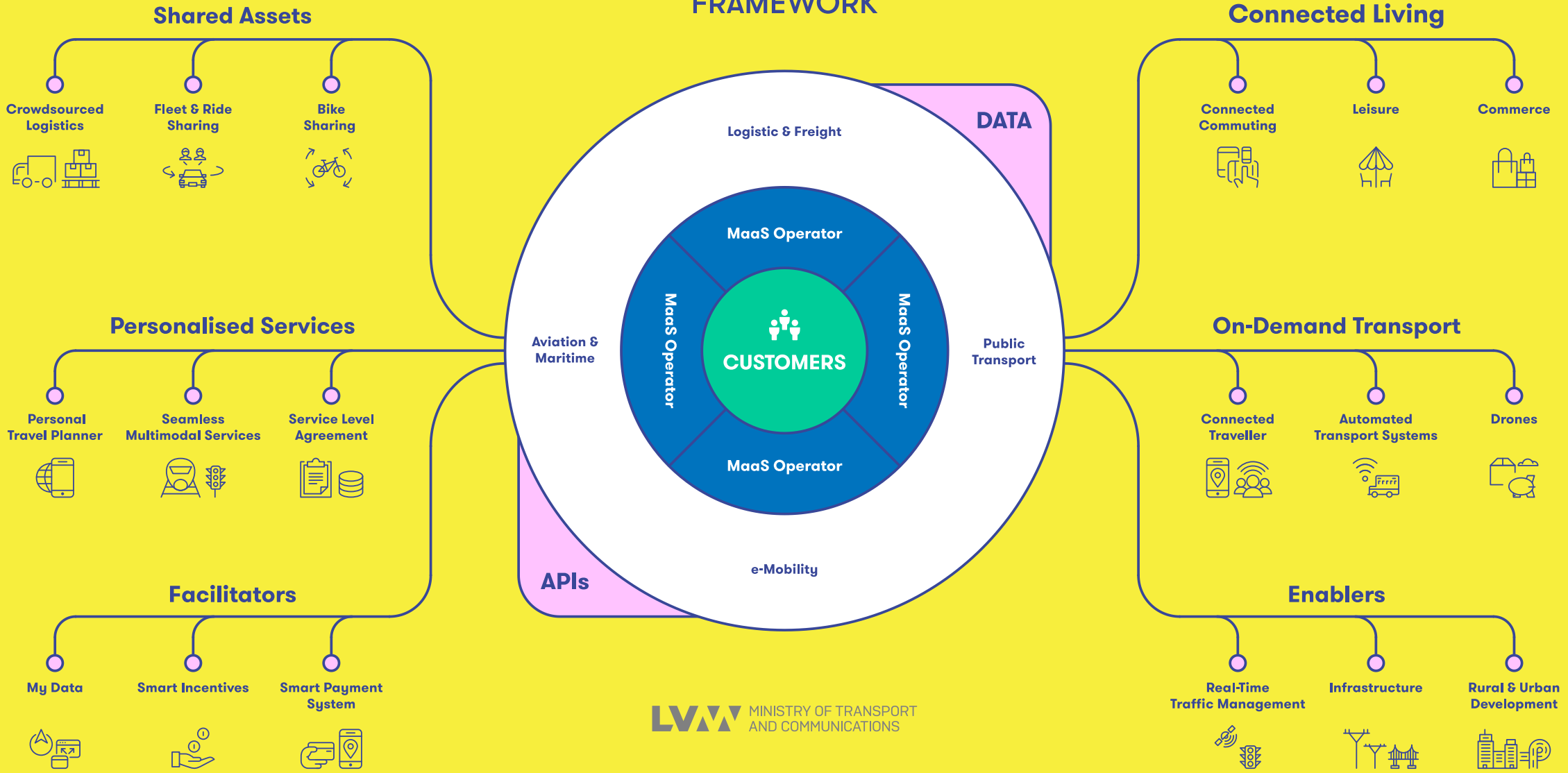
 Service Providers

 Cities

 Investors



MOBILITY AS A SERVICE FRAMEWORK



LVM MINISTRY OF TRANSPORT AND COMMUNICATIONS

Live in Antwerpen!

Pay as You Go

Co-creation with our partners and our customers.

Preparing for full public launch in September

Next: Flanders, Brussels?



whim.

How to make it happen

Goal is to compete against **private car ownership** and **grow the market with our partners**.

No exclusivity but openness.

If a city or government wants to speed up MaaS, **incentivize the end-user and enable the change.**



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Thank you!

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