



**11<sup>th</sup> ITS EUROPEAN CONGRESS**  
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# Business Models for a Pan-European e-Mobility Marketplace

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**TS29 – Mobility Services Schemes**

**Wednesday 8 June 2016**

**14:00 – 15:30**

**Ness Room of SECC Conference Center**

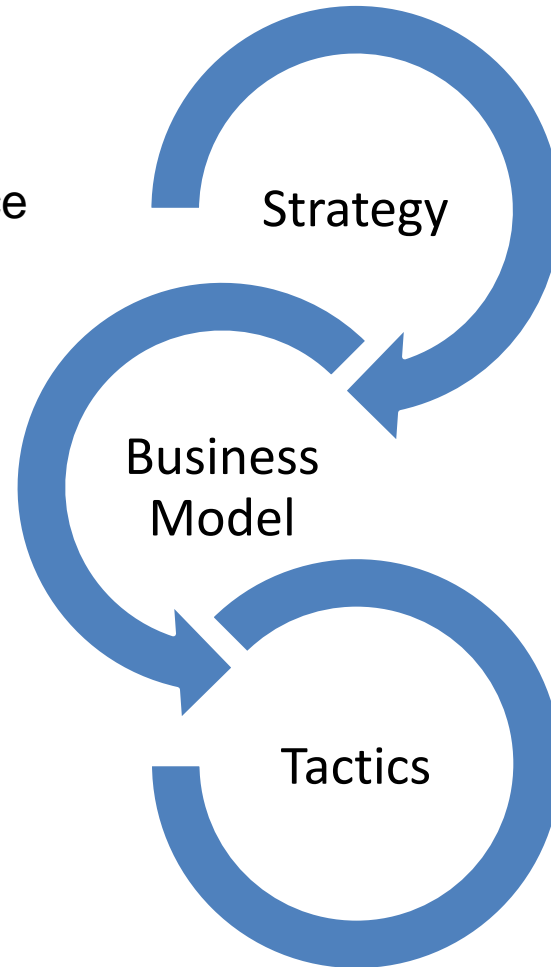
# Strategy, Business Model and Tactics

## Tesla

Sell a well-designed, expensive electric sports car with the longest travel distance on a single charge

Let customers order their car on line and pay for it directly.

Provide a network of fast charging stations and give away the charge for free, and use over-the-air software updates to minimize need for workshops



A **Strategy** is nothing more than a commitment to a set of coherent, mutually reinforcing policies or behaviours aimed at achieving a specific goal. It is the WHY.

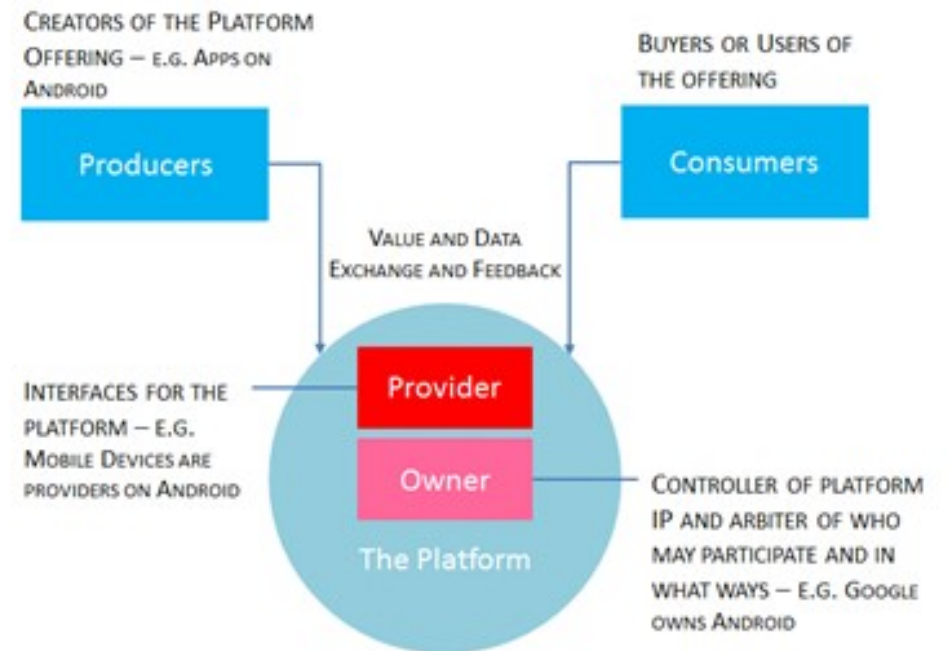
A **Business Model** is based on a selected Strategy. It is the logic of the company, how it operates and creates and captures value for stakeholders in a competitive marketplace. It is the WHAT

**Tactics** are the choices open to a company by virtue of the business model that it employs. It is the HOW

## Intermediary Platforms

- An intermediary platform between buyers and sellers of mobility-related products and services can take two forms: a reseller or a marketplace. A company that operates a platform must decide which form it will take.
- A **reseller**, such as a supermarket or iTunes, acquires and then resells products or services.
- A **marketplace**, also known as a multi-sided platform (like eBay, Apple's App Store or Google Play), connecting buyers and sellers without controlling or owning the products or services being sold.

### Platform Ecosystem

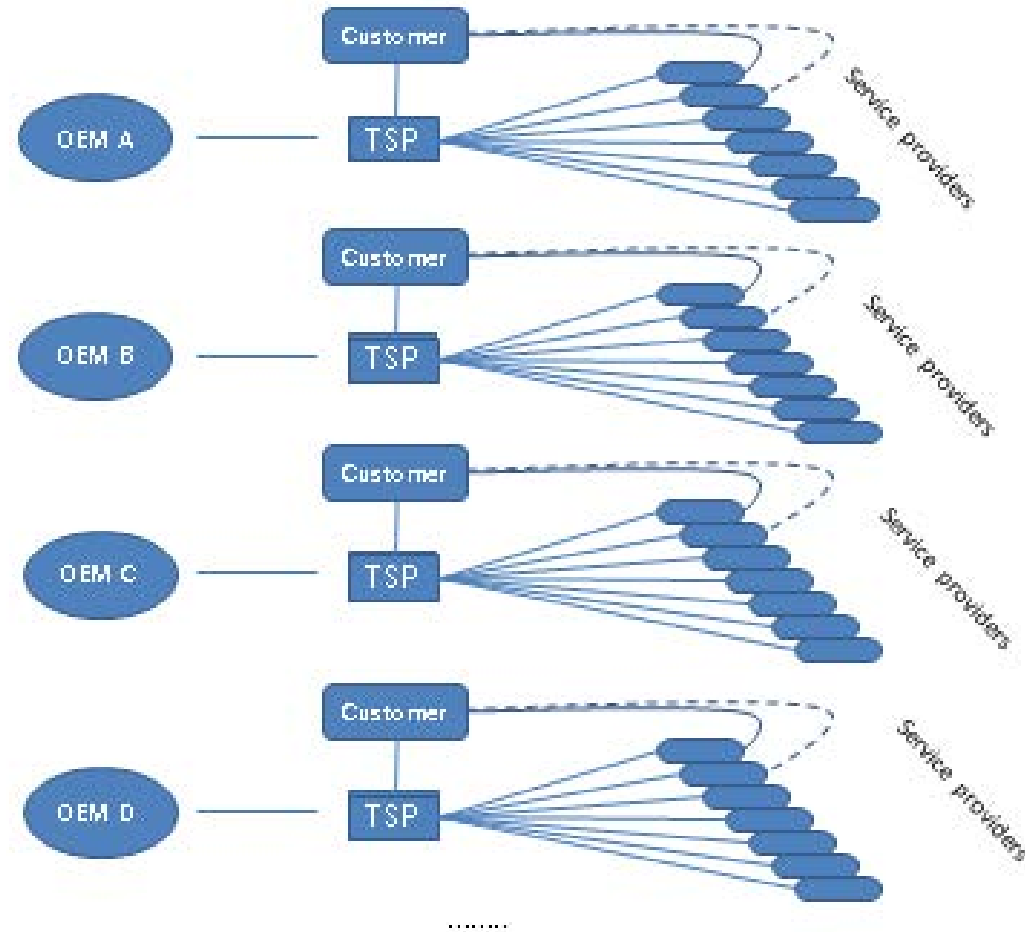


## eMobility Marketplace

- Purpose: provide users and providers of mobility-related services with an on-line place to meet and conduct the exchange of information, data and money.
- Today, there are mobility service platforms in cities offering a limited selection of services for public transit information, and there are multi-country platforms providing information on a single service, such as parking space availability.
- A pan-European e-mobility marketplace will serve both vehicle drivers and non-drivers and will attract a larger group of users and providers, compared to city or country platforms, to generate the networks effects essential for success.

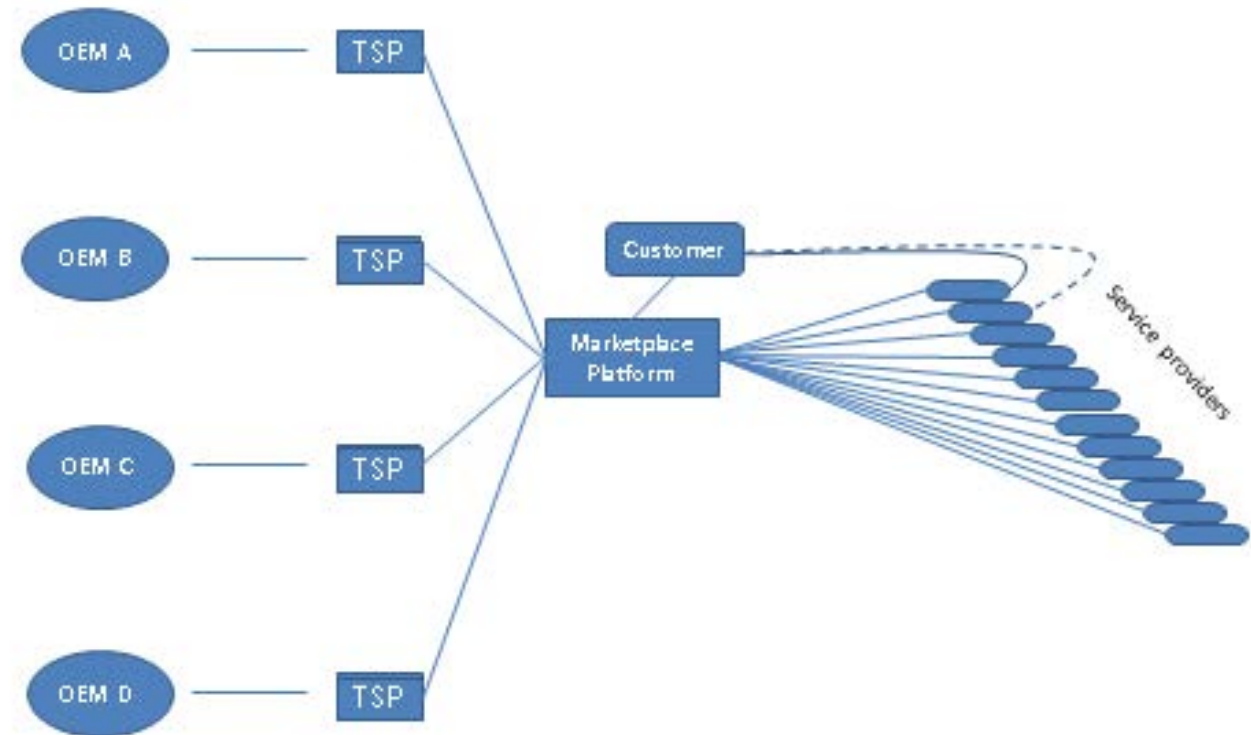
## Current ITS Service Deployments

- Require one-to-one negotiations between business parties
- Require compatible technologies or they must develop the means for interfacing incompatible technologies
- Incompatible systems create barriers for providing Europe-wide services



## Mobility Services with MOBiNET Marketplace Platform

- MOBiNET is a multi-vendor platform for Europe-wide mobility services.
- Localized platforms cannot attract a sufficient number of users or service providers to deliver a wide range of multi-model transport options that cross national borders.
- This is the function that MOBiNET will serve when it is deployed.



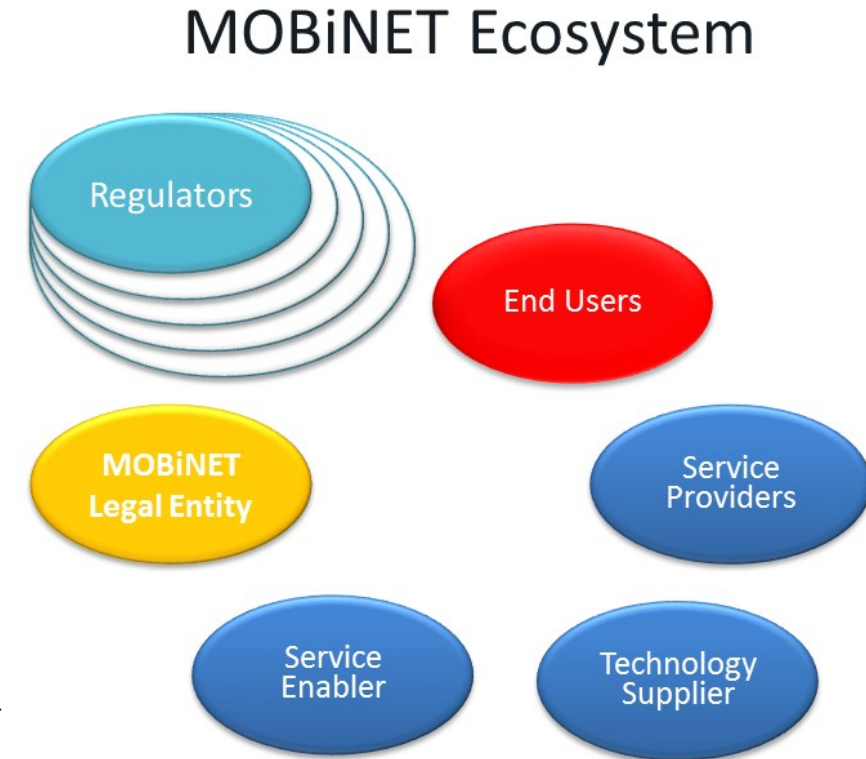
## eMobility Marketplace Value Proposition

- The organisation providing the platform where end users of services, service providers, technology suppliers and service enablers can meet creates value by enabling direct interactions among all parties.
- This organisation will require both a governance structure and business model that are transparent, ensure quality of service, reliability and equal access to all stakeholders, and are based on the open exchange of data.
- Identifying the business model prerequisites for a successful e-mobility marketplace that meets these objectives has been an essential component of the MOBiNET Project.



## eMobility Marketplace Ecosystem

- "MOBiNET Legal Entity" is the term for an organization that would be responsible for the operation of a multi-vendor, multi-user platform for Europe-wide mobility services.
- 'Ecosystems' describes various participants in an endeavour where they can co-evolve capabilities around new innovations by collaborating to support new offerings, satisfy customer needs and eventually discover innovations.

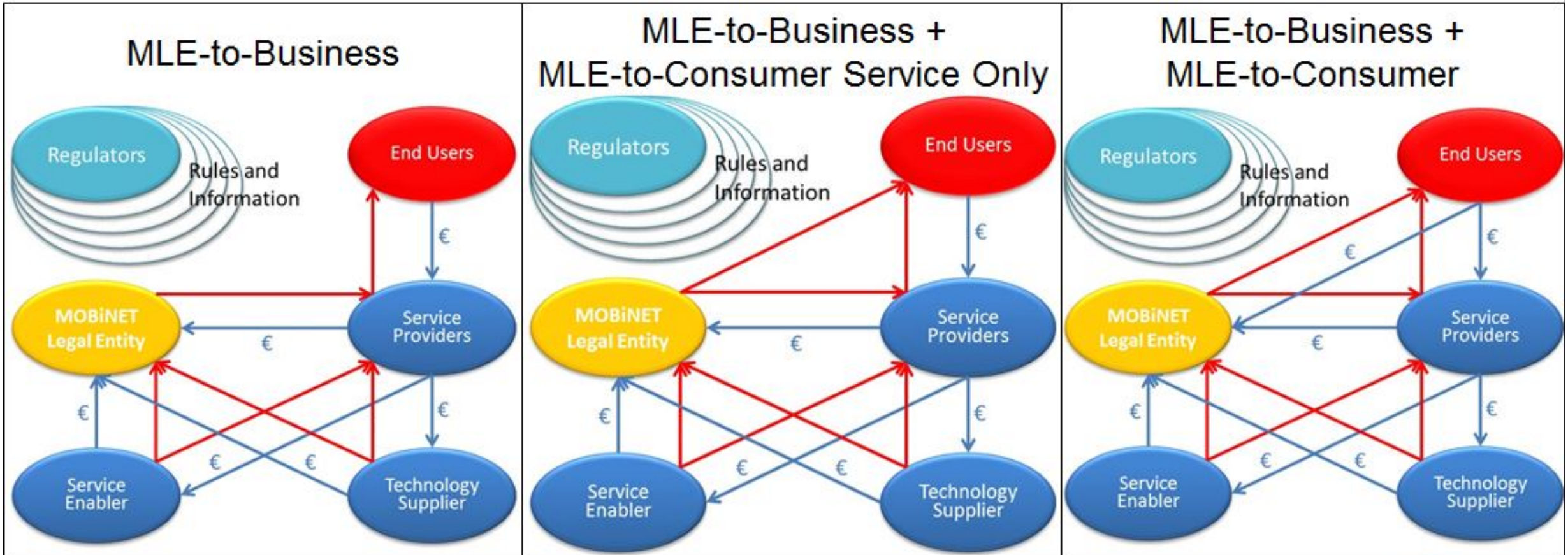


# Business Model Options

Option One

Option Two

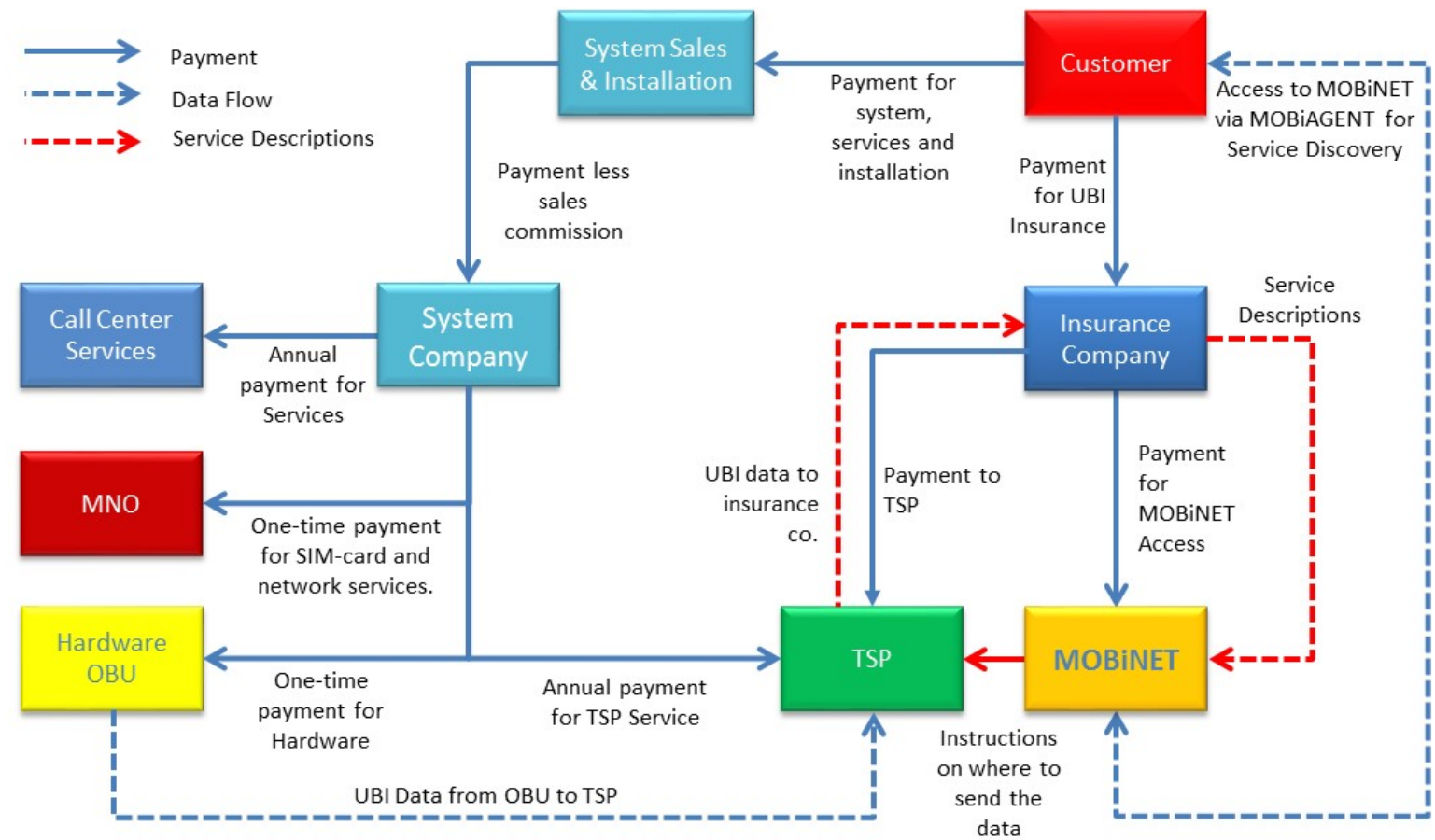
Option Three



 Payment  
 Service/Content

# Business Model Example

## MOBiNET UBI Payment Flow – After Market Fitted



Option Two: MLE-to-B and MLE-to-Customer Service

## Business and Organizational Models

- For-profit – High Service: A private company as the sole owner and operator of the MOBiNET Marketplace Platform.
- Not-for-profit – Low Service: A public agency that owns and either operates the Platform or contracts for its operation.
- Not-for-profit – Medium Service: A consortium of public and private organisations that own the Platform and contract with a third party for its operation. The consortium would be created with some members of the current MOBiNET project and their third-party suppliers as well as external parties. It is an option that would be considered if either of the first two options cannot be implemented.

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