FLEXIBLE, FAST, SEAMLESS

TARGET GROUP
- MUPs
- tourists
- UEs

PSS
- user activities
  - plan - pay - travel irregular journeys
- platform activities
  - plan irregular journeys - travel

RESOURCES
- mobility
  - PT: urban BTM, train, watertaxi
  - ABM: bike, e-bike, e-step, e-scooter
- partners
  - business: platform launching partner; tourism offices
  - society: MRDH, ministry I&W
- technology
  - platform developer
  - vehicles
  - IoT
  - APIs: mobility integration in platform
  - data: payment collect

INTEGRATION
- PT & ABM: information, payment, booking, travel
- service officer; B2B calendar, weather
- ABT multimodal planning
- societal goal integration

H1: SPARK INTEREST IN MAAS (2020)
H2: PROVIDE FOR ROUTINE JOURNEYS (2022)
H3: COVER DAILY URBAN MOBILITY (2025)