

Bocconi

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MAAS BUSINESS MODELS AND MARKETS

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GALILEO4MOBILITY

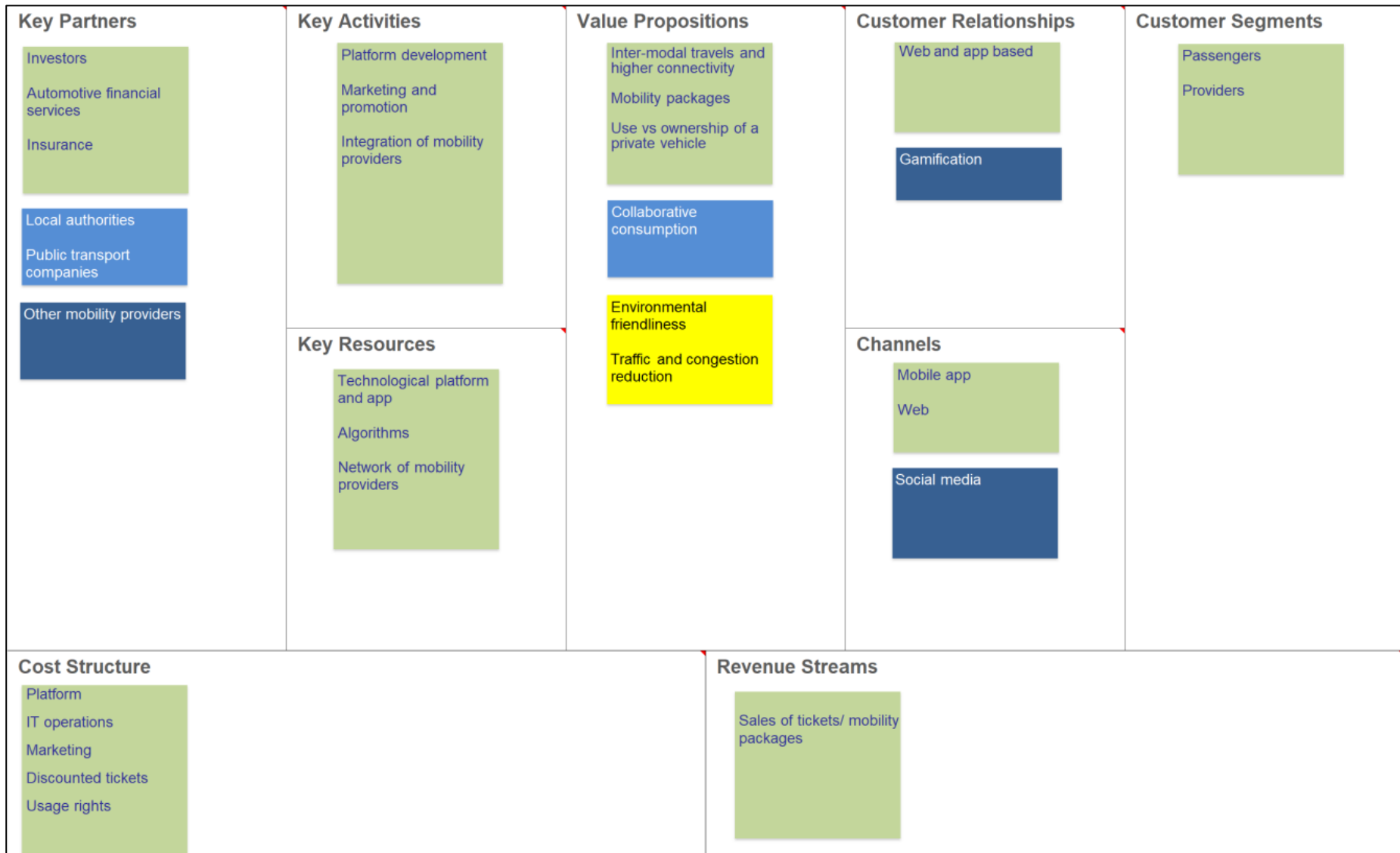
Some useful definitions for the mobility of today and tomorrow

- **Mobility ecosystem:** services, infrastructure, providers, technology as enabler
- **Mobility as a Service:** single interface, «integrated mobility» providers
- **«Roaming» principle:** networking mobility services, collaborative basis, open APIs (application program interfaces)

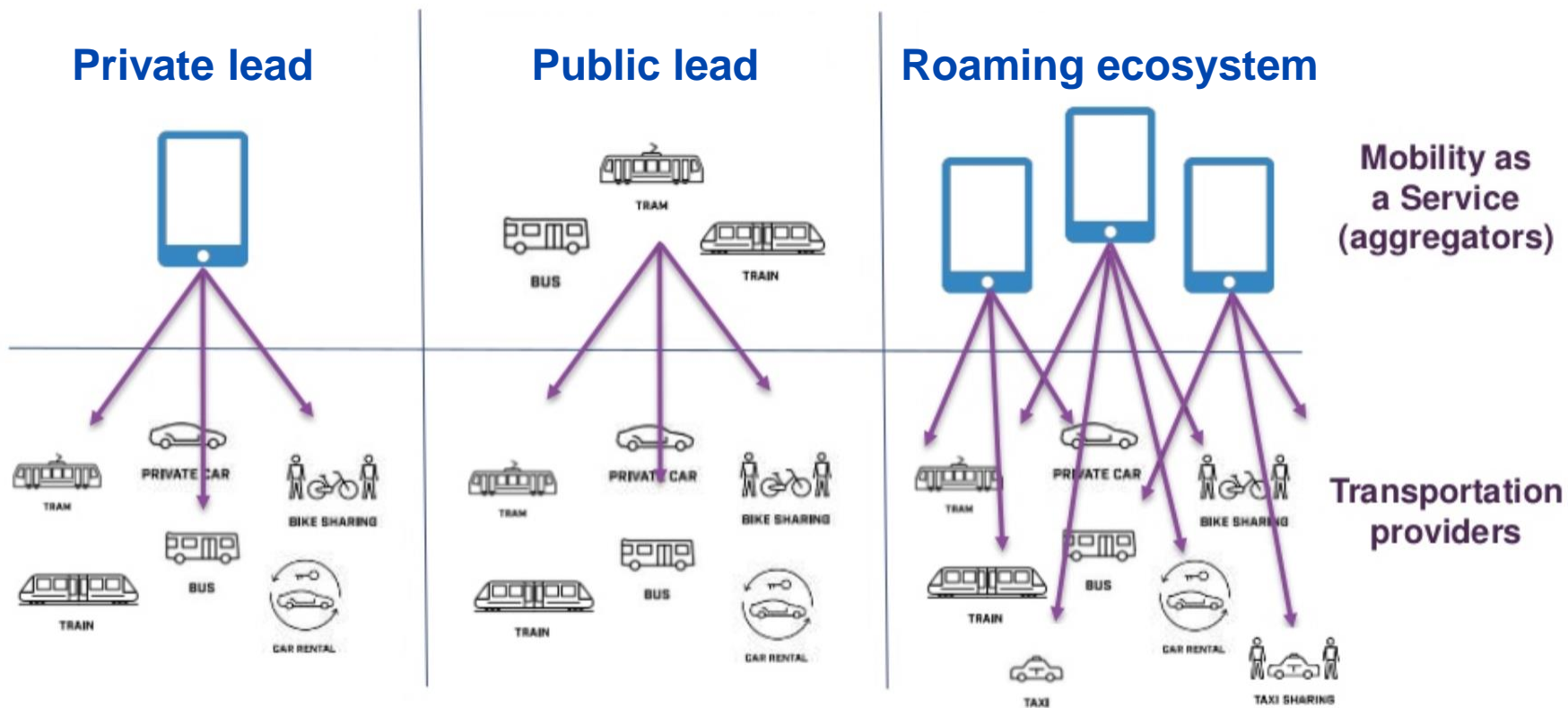
Main actors, and new actors

BigData TPL
Multiutilities
Automotive
CarSharing
Assicurazioni
Energia
Finanza
Ferrovie

MaaS Business Model Canvas



MaaS Business Model Canvas



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Source: author's adaptation from
MAAS GLOBAL

Market models and MaaS challenges

	Market Access and Integration Barriers	Public-Private-Partnership	Sales Channel Restrictions & Payment Integration	Scalability	Developing of Trust for Collaboration	Undefined Principles for Data Sharing & Access	Lack of Knowledge and Understanding
Public lead	Very relevant	Partially relevant	Partially relevant	Very relevant	Very relevant	Very relevant	Fairly relevant
Private lead	Very relevant	Very relevant	Fairly relevant	Partially relevant	Very relevant	Very relevant	Fairly relevant
Roaming ecosystem	Partially relevant	Very relevant	Fairly relevant	Partially relevant	Fairly relevant	Very relevant	Fairly relevant

	Very relevant
	Fairly relevant
	Partially relevant

PPPs and MaaS, key elements

Public lead market structure:

- **Transparency** in promoting other modes
- **Financials**

Private lead market structure:

- **Key** to market access
- Need for **governance** in order to pursue public interest
- **Negotiations** in sustainable mobility planning

Roaming ecosystem:

- Need for **strong governance and rules** for the ecosystem
- **Transparency and non-discrimination**