

Whimpact

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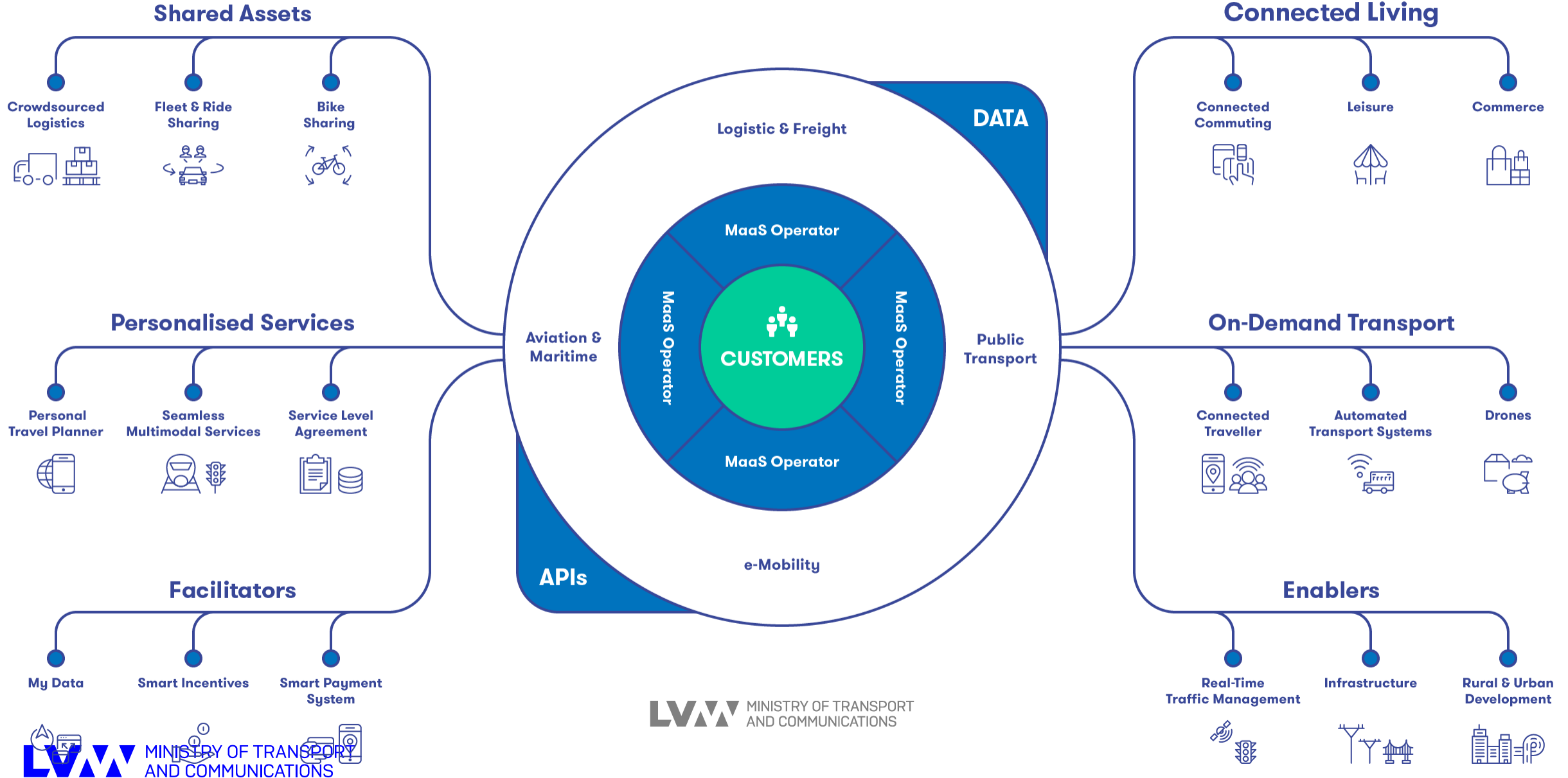
@KristaHJwork @maas_global @WhimappFI

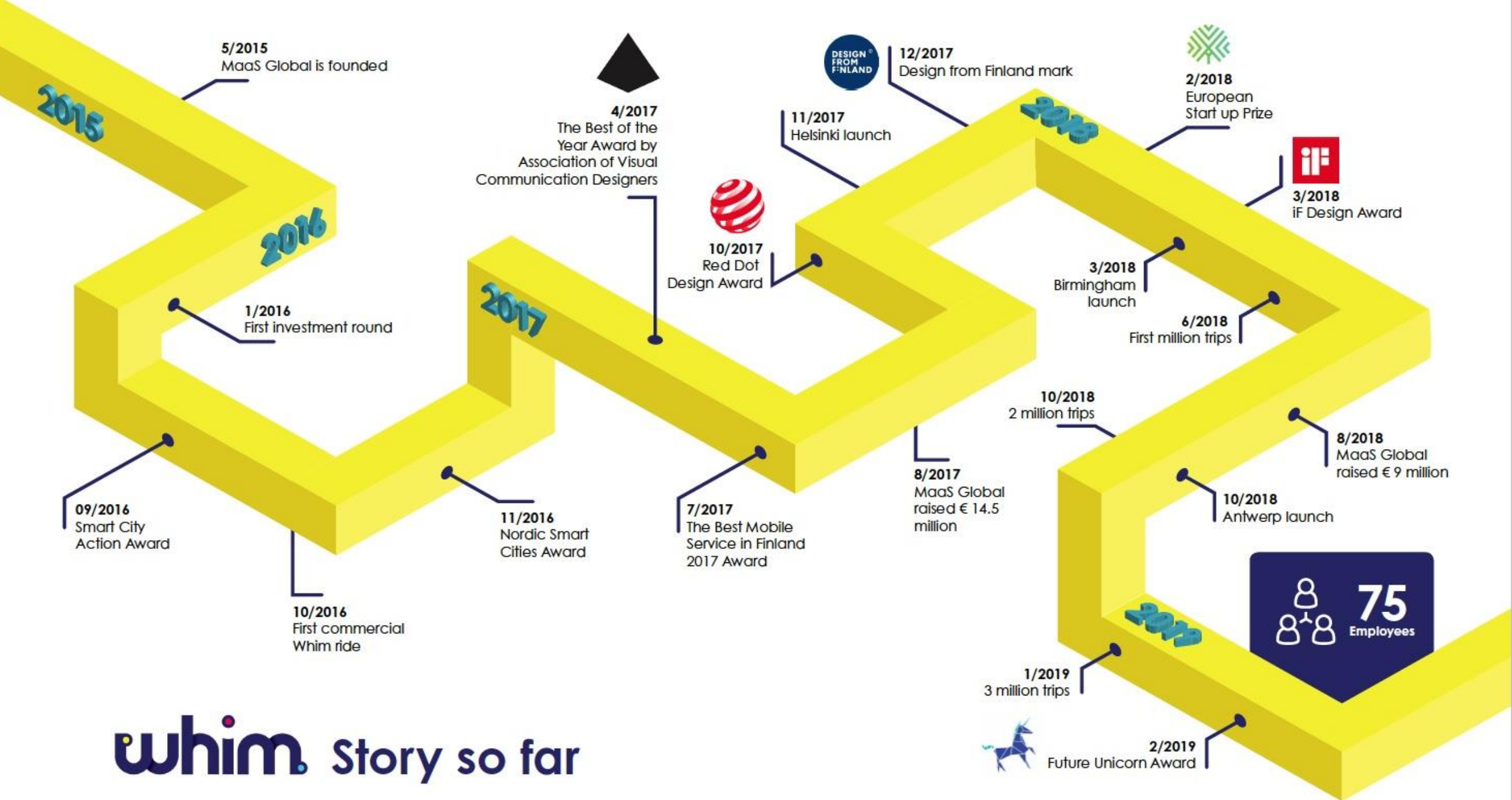




whim.

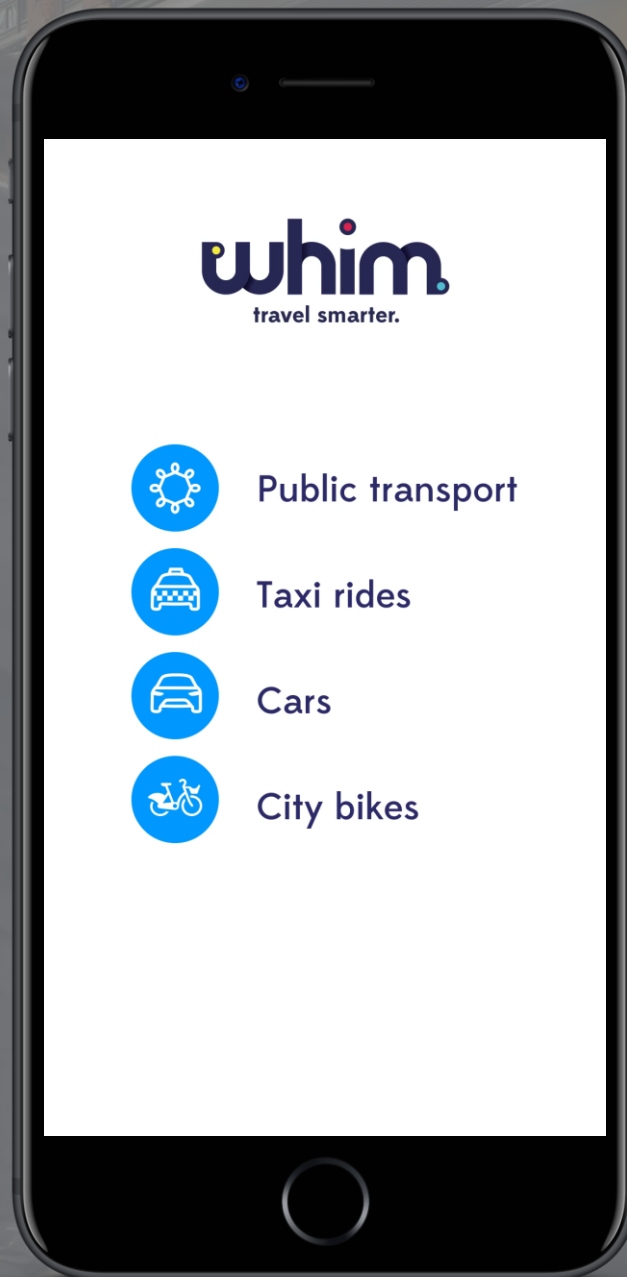
MOBILITY AS A SERVICE





whim Story so far

1 sovellus



Reittitiedot



Suunnittelu



Liput



Maksu



Matka kerrallaan
tai kk-paketit

whim.

A long-exposure photograph of a city street at night. The street is filled with light trails from cars, creating a sense of motion. The surrounding buildings are lit up, and the sky is dark with some clouds. The word "Whimpack" is overlaid in the center of the image.

Whimpack

Joukkoliikenne MaaSin selkärankana



2,15

joukkoliikennematkaa/pv **Whim-**
asiakkaat



1,6

joukkoliikennematkaa/pv Helsingin
verrokkiryhmä



42%
Whimin käyttäjästä yhdistävät
kaupunkipyörän
joukkoliikennematkkaan*

3x

Whim asiakkaat yhdistävät
taksin joukkoliikenteeseen
kolme kertaa useammin**

* 30min ennen ja 90 min sisällä joukkoliikennematkasta.

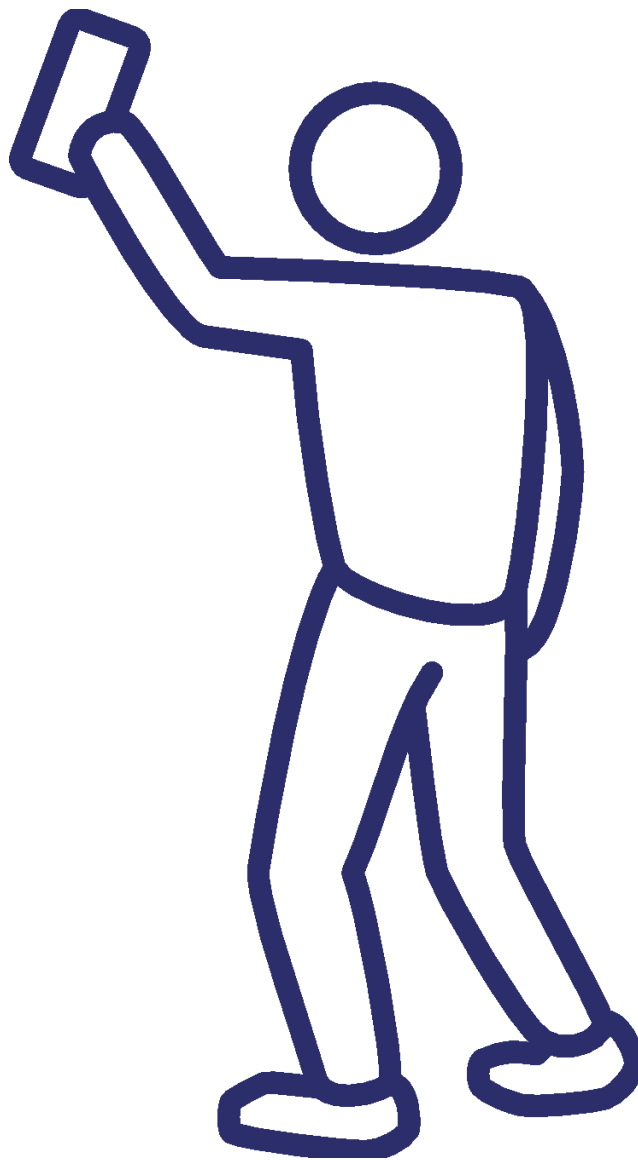
** 20 min ja 30 min sisällä joukkoliikennematkasta.



Whimin asiakkaat käyttävät
taksia

2,25x

useammin kuin
pääkaupunkiseutulaiset.



We'll get you there



Business world package for 800 € / month:

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



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



Cup of tea guarantee

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



Pay as you're moved:

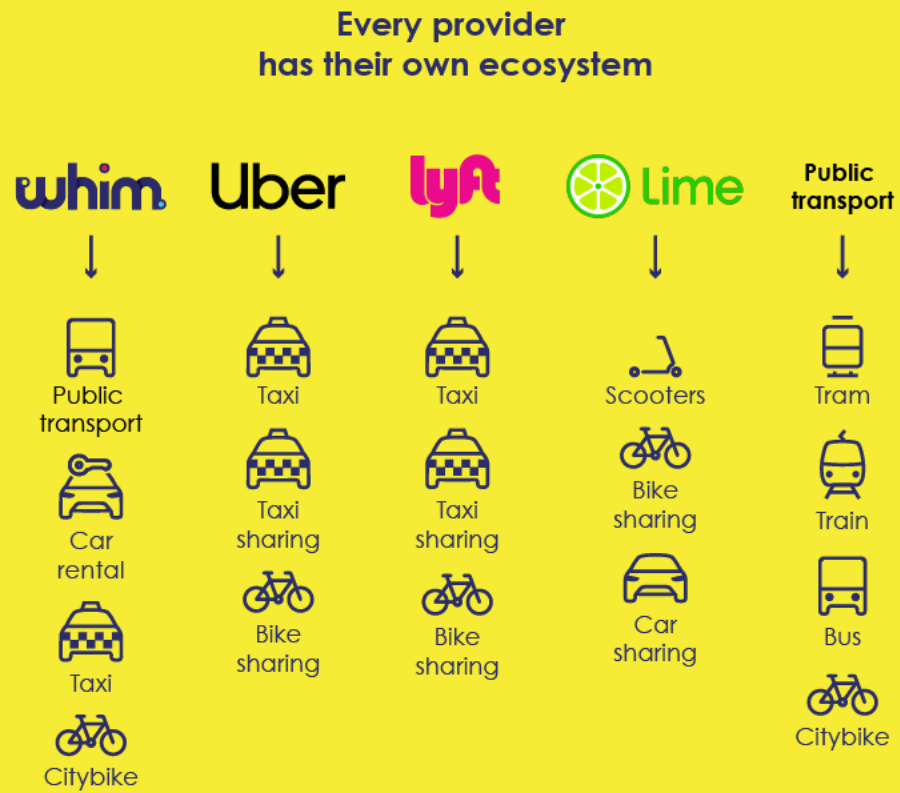
- Bike and segway service included
- 20 cents per minute in vehicles with others in
- 30 cents per minute for a nice car
- 50 cents per minute for a personal driver
- Only vehicles that use renewable energy



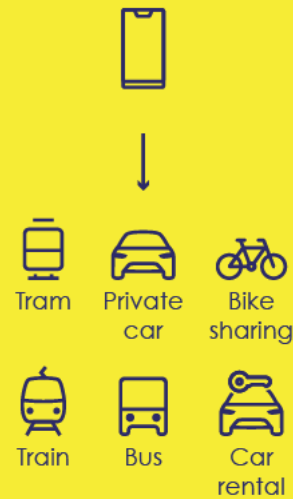
Family package for 1 200 € / month:

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

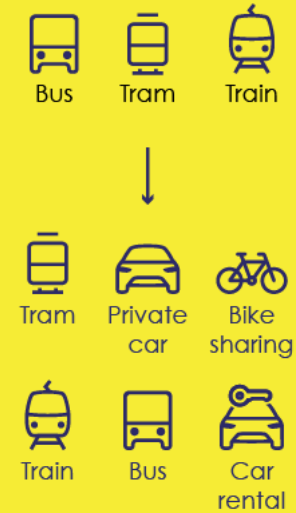
Ekosysteemi vs egosysteemi



Winner takes it all

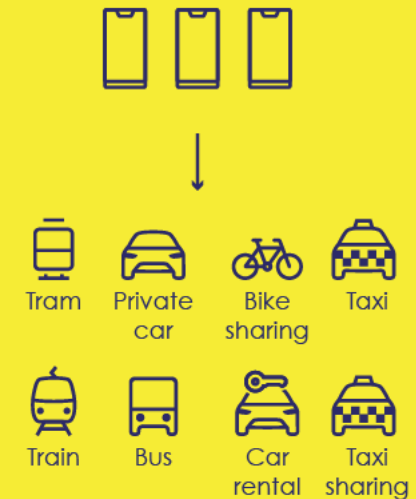


Public transportation takes it all



Open Ecosystem

Customer choice



Mobility as a service (Aggregators)

Transportation providers



Thank you!