

The world's first unlimited travel package including payments



Monthly Plans

About us

News

Help



Whim to Go

0€

per month

For those who want to try Whim first or simply don't travel that much. Pay per ride, no commitment, no surcharges.



Whim Urban

49€

per month (cancel any time)

INTRODUCTORY OFFER

For regular travellers who could use the flexibility of a taxi or car occasionally.



Whim Unlimited

499€

per month (cancel any time)

INTRODUCTORY OFFER

Modern alternative for owning a car. At the price of owning a car you get unlimited access to public transport, taxi or a car according to your daily need.

Helsinki results

- After launching new Whim packages (Urban and Unlimited) in December 2017 more than 20 000 Whim downloads (total iOS + Android) in the first three weeks – now 50,000
- Most of users who downloaded Whim also registered as pay-as-you-go users
- Urban Package (49 €/month) has been the most popular package (over 5000 subscribers) but also Unlimited Package (499 €/month) subscriptions were made immediately after the launch
- Overall new packages seem to be more attractive than the ones originally introduced

Bringing Whim into the UK

Whim in the West Midlands - Project Partners



Whim in the West Midlands, UK

- MVP launch 5 April 2018
- PAYG
- Whim Everyday – all public transport modes included, taxi & car hire as you need it - £99 per month
- Whim Unlimited - £349 per month



Building Whim in the West Midlands, UK

- Build the product beyond MVP – focus on taxi/PHV and National Rail
- Commence marketing activity at a micro-targeting level
- Build the product through co-creation with the Whim community
- Learn the lessons from our story to date...

Whim in UK – expansion plans

Timeline

- Announce at least 2 additional cities – Q2 2018
- Go live in at least 2 additional cities – Q3/4 2018
- Develop national Whim partner ecosystem – ongoing
- Continue to evaluate options for London - ongoing

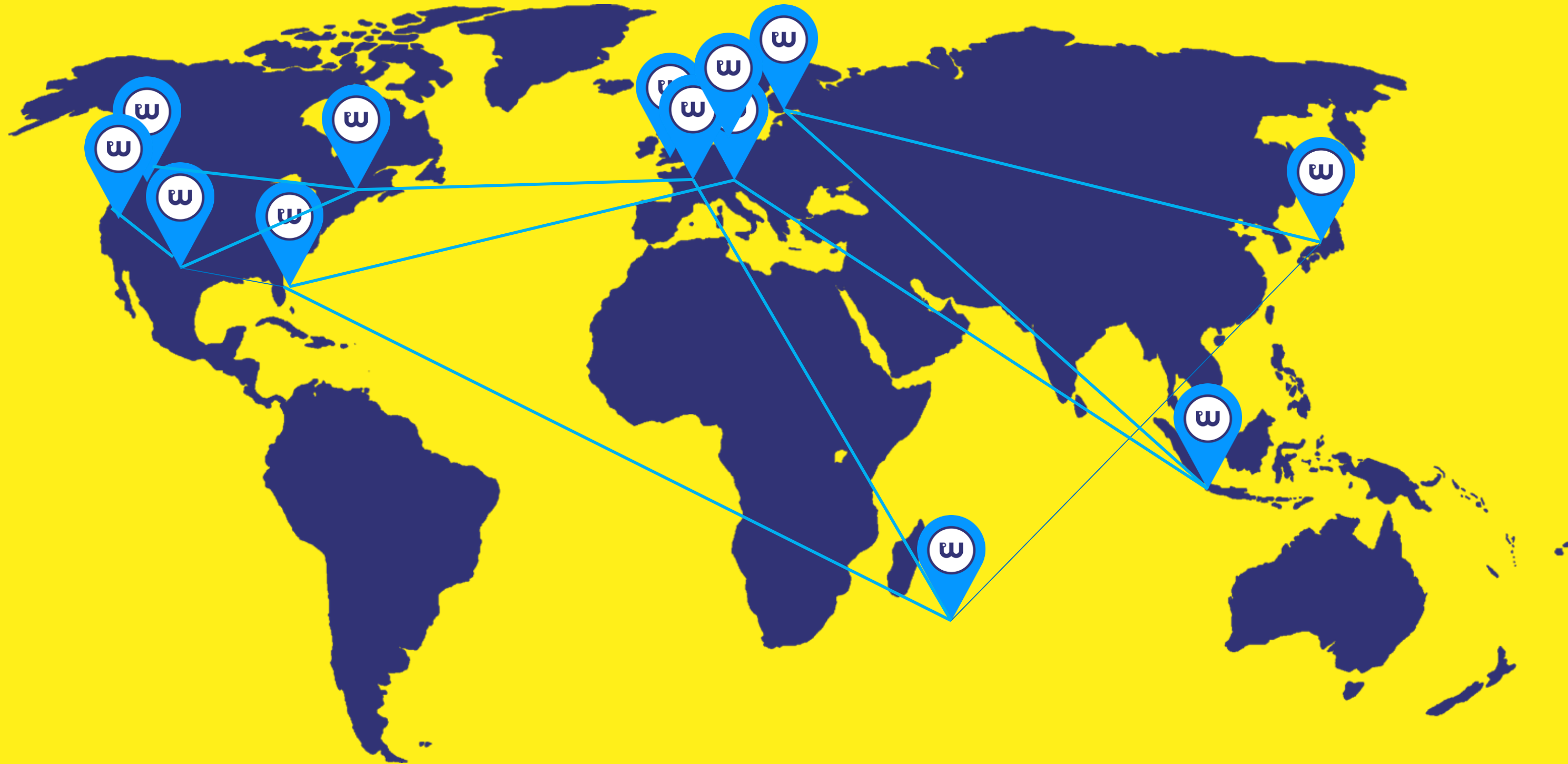
Whim 2018 – developing the global ecosystem



Birmingham
Antwerpen
Amsterdam
Rotterdam
Brussels
Wien
Munich
Berlin
Cambridge
London
Stockholm
Copenhagen
Oslo
Vancouver
Montreal
Seattle
Las Vegas
Miami
Singapore
Japan
and more....

whim.

Global roaming network



How will growth of MaaS change the game?

- Fewer “owned” cars
- Higher levels of utilization of vehicles – fewer vehicles sold
- Mobility to be sold at a service level
 - Fastest
 - Greenest
 - Cheapest
 - Individual vs shared
- Significant disruption to market
- Emergence of mobility service providers

What is happening in government policy re MaaS?

- Public sector enabling MaaS in UK
 - West Midlands project
 - Deregulation in UK supporting innovation
 - Evolution of willing partnerships
- MaaS supports existing policies re economic growth and shift towards lower Carbon/lower emissions
- Transport Select Committee investigation into MaaS

What will be the role of the car in the bigger mobility picture ?

- Car always going to be a key part of the mobility ecosystem for many journeys.
- Cars likely be be connected, shared and autonomous
- Car ownership models likely to be significantly disrupted

QUESTIONS?

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