

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

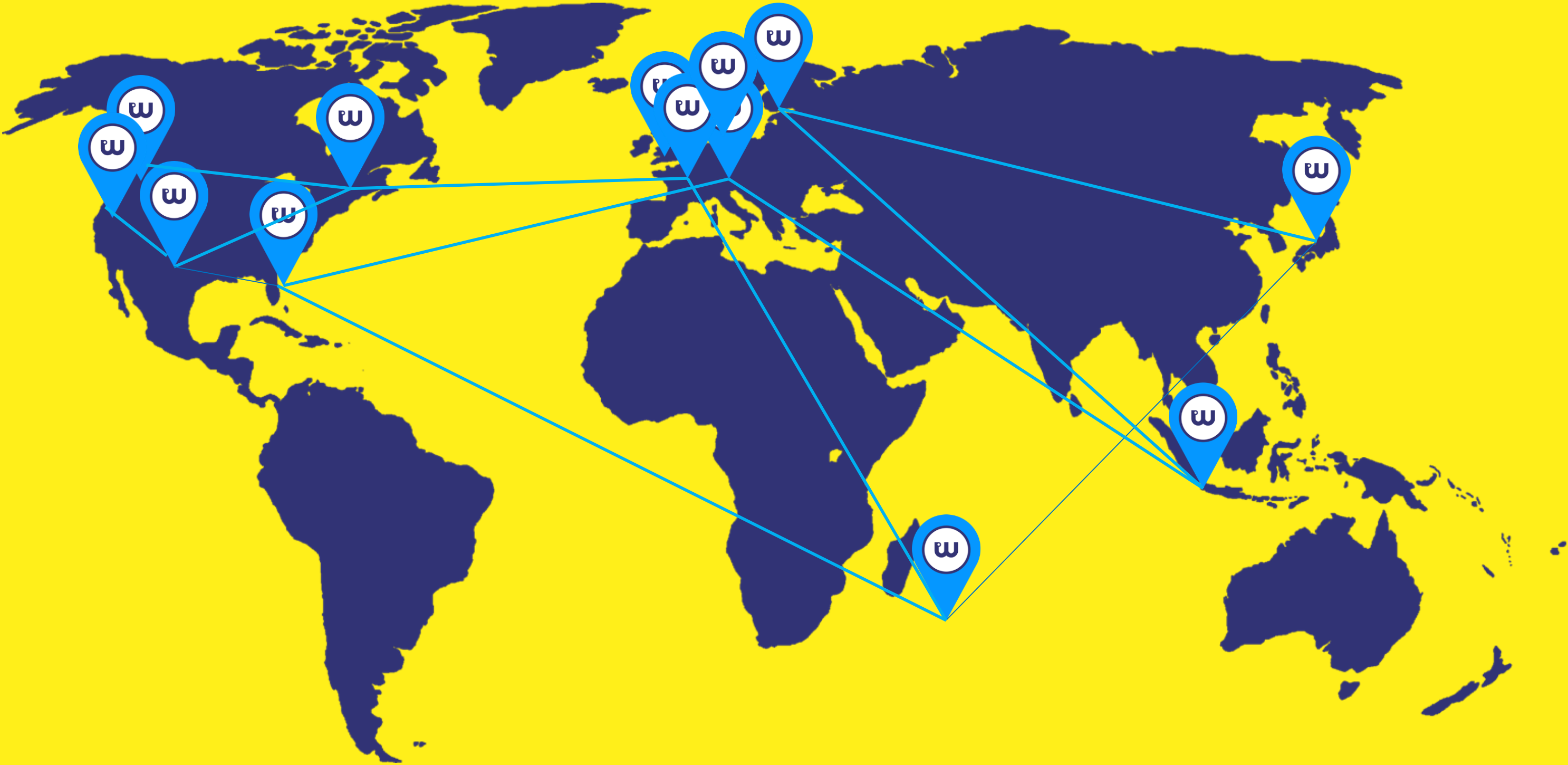
Whim 2018 – developing the global ecosystem



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



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?

chris.perry@maas.global

www.whimapp.com

www.maas.global

