SMART Sustainable Mobility & Accessibility Research & Transformation

RESEARCH EDUCATION COLLABORATION

advancing next generation sustainable transportation systems and the emerging global New Mobility industry

um-smart.org & um-smart.org/blog

SMART is a project of the University of Michigan Transportation Research Institute (UMTRI) and the University of Michigan Taubman College of Architecture and Urban Planning (TCAUP)
Crowdsources, Connects, Honors & Advances New Mobility Enterprises Worldwide
GOALS

• Identify NEW BUSINESS MODELS and NEW APPROACHES to sustainable, equitable urban transport.

• Research Emerging TRENDS and NEEDS of the New Mobility enterprise space

• Enable a multi-actor B to B eco-system

• Accelerate creation and growth of New Mobility Enterprises

• Identify global market opportunities and possibilities for reverse innovation

• Help advance a growing multi-trillion $ New Mobility industry
Hangzhou Omnipay, China
Ride Amigos Commute Optimization, USA
Jayride Spare Capacity, Australia

Where are you?

UK & I

AU

NZ
Cherry Flava Media Promotions,
South Africa
Global Electric Transportation, Ltd

**THE COMET HAS LANDED.**

“To build a great nation we must give the best to the least”

“A developed country is not a place where the poor have cars, it is where the rich ride public transportation”

Enrique Penalosa, former Mayor of Bogota, Colombia
Zambikes, Zambia

1 Zambulance = $1,000

1 Zambulance = 1 life saved every 2 weeks

$1,000 = 26 lives saved per year

5 Years = 130 Lives Saved
COMMUTER CARS, USA
Rising Pheasant Farms Urban Farming & Sustainable Delivery, USA
Getaround Car Share, USA

Rent a car from someone nearby.
Convenient hourly rentals. Full insurance included.

- **yeti**: MINI Cooper, San Francisco, CA - $8.50 / hour
- **ModelS**: Tesla Model S, San Francisco, CA - $25.00 / hour
- **pluto**: MINI Cooper, San Francisco, CA - $8.50 / hour
- **midnightmarina**: Porsche Cayenne, San Francisco, CA - $9.50 / hour
Caronettas, Brazil

How does it work?

Passenger

Buy Caronetas from the website
And choose the best option that
Suites its urban trip

Driver

In the car, provide to the
driver a ticket (or conf N#)
to confirm the payment.

Insert the ticket
on the smartphone
or website

Spend' the Caronetas to
schedule a ride and get
the confirmation N#

Redeem Caronetas
accumulated by products
and services

The commuters exchanged GHG production by products and services
GAuto, India
Relay Rides Peer to Peer, USA
Opportunities for New Mobility Entrepreneurs & Innovators:

• NETWORK AND COLLABORATE with other entrepreneurs

• Be on the RADAR of investors, accelerators, business leaders, and government leaders.

• Expand understanding of GLOBAL MARKETS

• Access to TOOLS AND APPROACHES to accelerate growth

• APPLY FOR MOBIPRIZE 2015 – www.mobiprize.com
Opportunities for Investors & Big Business:

- Mobi sources great IDEAS AND INVESTMENTS at the vanguard of the global New Mobility market.

- Mobi encourages global New Mobility understanding and interchange while sourcing locally.

- SPONSOR MOBIPRIZE: Crowd source ventures that are specific to their interests.
Opportunities for City, State, National Leaders:

• Advance New Mobility INDUSTRY CLUSTER Development

• Create a culture of NEW MOBILITY INNOVATION AND ENTERPRISE

• Develop enabling POLICY and LEGISLATION

• MobiPrize for Cities and States Award encourages cities, states, and national governments to proactively create a culture of New Mobility innovation and enterprise – APPLY MOBIPRIZE
Opportunities for Academic Research:

- DATA-DRIVEN KNOWLEDGE about trends, needs, and opportunities
- Encourage COLLABORATIVE RESEARCH to benefit various sectors.
- Develop and share TOOLS AND METHODOLOGIES to advance the New Mobility industry
- INTERVIEWS AND SURVEYS- What are the drivers? What are the gaps? What are the barriers?
- What are the opportunities?
Eye on the Prize – Mobi Trophy in the making

Back in 2012 we approached our partners at RVTR to design and produce the official MobiPrize Trophy. We loved what they came up with to marry elegance with the infinite possibilities and movement of the mobius loop (pun intended). Three of them were presented at the inaugural MobiPrize award ceremony at Rio + 20 in [...]

Read More...
NEW MOBILITY INDUSTRY ANALYSIS
Our Approach to Analyze the Emergent Industry

From Industry Codes to Value Systems

- Construct key company clusters based on industry codes
- Integrate traditional supply chains with new corporate partnerships (license, product development, JV)
- Map public and private companies against value system industry segments

From Value Systems to Emergent Industries

- Index value capture potential using KeyStone Scoring system™
- Scenario and gap testing in the emerging industry using megatrend analysis
- Query positioning for legacy players
 Emerging Industry Value Systems: US Shopping Mall Analogy

**Anchor stores:**
- Necessary for the financial stability of the mall,
- Draw retail traffic that would result in visits to the smaller stores in the mall.

Anchors have their rents heavily discounted, and may receive subsidies to remain open.

**Ancillary tenant:**
- Niche stores
- Bring diversity and redundancy to mall
- Pay rent as a function of distance to anchor and position in the mall ecosystem
ECONOMIC MAPPING
ECONOMIC MAPPING (Thun, Velikov, McTavish)

NEW MOBILITY ECONOMY

- 481 Air transport
- 482 Rail transport
- 483 Water transport
- 484 Truck transport
- 485 Transit and Ground transportation
- 532292 Recreational goods rental
- 331313 Alumina refining and primary aluminum production
- 511210 Software publishers
- 334 Computer and electronic product manufacturing
- 334419 RFID Manufacturing
- 423690 RFID equipment merchant wholesalers
- 700 Computer systems design and related services
ECONOMIC MAPPING
ECONOMIC MAPPING

Saquenay Aluminum Cluster Network
Mobilized Through Montreal Bike Share
CONSUMER UPTAKE OF SEAMLESS MULTI-MODAL MOBILITY

From Decisions Between to Decisions Among methodologies for understanding consumer decisions and behavior related to a range of New Mobility products and services in the emerging global New Mobility market, and will point to specific areas of opportunity for product, service, and design innovation
DESIGN PROTOTYPES (Thun, Velikov, Zielinski, McTavish)
DESIGN PROTOTYPES
Contact:
kanand@umich.edu

Websites:
www.mobi-platform.com
www.mobiprize.com
www.um-smart.org/blog