Accelerating Sustainable Transportation SYSTEMS
Advancing the emerging global New Mobility Industry to supply them
TRANSPORTATION IS AT A TIPPING POINT
Hangzhou Omnipay, China
Caronettas, Brazil

How does it work?

Passenger

1. Buy Caronetas from the website and choose the best option that suits its urban trip.

Driver

2. Spend the Caronetas to schedule a ride and get the confirmation #.

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

4. Insert the ticket on the smartphone or website.

5. Redeem Caronetas accumulated by products and services.

The commuters exchanged GHG production by products and services.

mobiprize.com
Roadify, USA

Roadify Text Service

74273
04-Jan-2009 7:57 pm

B67 Bus to Downtown
Stop: 7ave/12st
Scheduled: 7:50, 8:02

Roadify ETA: 7:56

Please give when it arrives and help others.

mobiprize.com
MISTER Guideways, New Zealand, Poland
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

mobiprize.com
Cherry Flava Media Promotions,
South Africa
Tuk Tuk Factory Electric Shuttles, Netherlands
Eco-Cabs Dial-a-Rickshaw, India
The Green Cab, South Africa

mobiaprize.com
Jayride Spare Capacity, Australia

Where are you?

UK&I  AU  NZ
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

mobiprize.com
Flocksourcing Buses, Bangladesh
Avego Ride Sharing Technology, Ireland
Martino Design Shuttle, Italy
Ride Amigos Commute Optimization, USA
Bicycle Empowerment Center, South Africa
Rising Pheasant Farms Urban Farming & Sustainable Delivery, USA

mobiprize.com
Cabcorner Taxi Platform, USA
Relay Rides Peer to Peer, USA

mobiprizew.com
Ideophone Apps, India

just launched

TripThirsty

introducing

PYKA
the smart wake-up alarm

mobiprize.com
E & E recognized that its employees needed a more convenient, easy-to-use tool to find carpool matches and report their commute, which led to the design and implementation of the Web- and map-based system called GreenRide.
Raspberry Express Pooling Places,
New Zealand

Member card - front

Raspberry Express
Member No. 1234567

Member card - back

This card belongs to Raspberry Express. If found please return to 17/130 Great South Road, Epsom, Auckland 1051.
If taking a ride as a passenger, upon getting in to the car please create a text message and send it to 021 666 414. The message should show just the username of the driver.
If you are travelling on a route that is not your default route, please also add the route ID after the driver’s username, with a space in between.

Car card

Raspberry Express
Member No. 1234567

If paul is your driver, please text paul to 021 666 414. This message can be generated automatically on an enabled internet phone by taking a picture of the above QR code.
If you are travelling on a route that is not your default route, please add the route ID after the driver’s username, with a space in between.
If no confirming text message is received by the driver, please complete a manual claim form for the trip.

mobiprize.com
Veracruz en Bicicleta Bicycle School, Mexico
WEEELS
Any here to any where.

Rory D.
New Member!

Miley A.
Member Since Jan. '13

Miley is on the way to her best friend’s wedding in Colorado...

Rory is catching a flight out to Utah for a film festival...

ANYWHERE NYC TO LGA AS LITTLE AS $19

Connect with Facebook

Hop On!

mobiprize.com
NEW MOBILITY

IS A CATALYTIC FORCE
... on lifestyles, aspirations, cities, economies, environments

... on resilience and sustainability

... on the mobility divide

... and at the same time driving a global industry opportunity –
and transformation

(necessary for the above)
NEW MOBILITY: Evolving System of Systems

Moving People
Moving Goods
Moving Less

... in ways that meet our evolving needs.

... these days: cleaner, greener, safer, healthier, more connected, more efficient, more equitable, more elegant, better for the economy, etc.

Multi-modal IT-enabled door to door transportation

More options, seamlessly connected, focused on the person or the goal
MONOCULTURE
MONOCULTURE
MULTI-MODAL
In ecological terms, it should come as no revelation that as cities grow and become more complex and diverse, they begin to create more efficiencies. Ecosystems grow from simple systems with a few pioneering species to more mature ecosystems with diversity and interconnection. Thus, after a fire or flood, or some other disturbance, a cleared piece of land will begin developing the structure of its ecosystem with an emphasis on rapid simple growth. After a period it becomes more diverse and more efficient as it establishes a more complex network of interactions. Peter Newman.

TRANSPORTATION IS FLAT: MORE OPTIONS, MORE CONNECTED, WHOLE SYSTEMS
EVOLUTION – DIVERSIFICATION & DISTRIBUTION:
FROM MASSIVE MACHINE TO NIMBLE NETWORK
BECAUSE WE NEED TO
BECAUSE WE CAN: INFORMATION AS NEXT TRANSPORTATION INFRASTRUCTURE
By Donna St. George
Washington Post Staff Writer
Sunday, January 24, 2010; A01

The quest to get a driver’s license at 16 -- long an American rite of passage-- is on the wane among the digital generation, which no longer sees the family car as the end-all of social life.

The holdouts include Kat Velkoff, who turned 17 in Chantilly without a license. Focused on tough classes, the debate team, dance and color guard, she turned 18 without taking the wheel. Then 19.

"It just wasn't a priority," said Velkoff, who got her license last year at 20. "It was just never the next thing that needed to get done in my life."

Federal data released Friday underscore a striking national shift: 30.7 percent of 16-year-olds got their licenses in 2008, compared with 44.7 percent in 1988. The difference is even sharper in Virginia and Maryland, state figures show. Numbers from the District, which go back to 2003, show a decline in the past two years.

BECAUSE WE WANT TO -- IT’S COOL AND SEXY
BECAUSE IT’S A MAJOR EMERGING ECONOMIC DRIVER

- JOB CREATION
- REGIONAL COMPETITIVENESS
- SAVE MONEY (OPTIMIZATION)
- EMERGING MULTI BILLION $ INDUSTRY

GLOBAL INDUSTRY RESEARCH

The trends that are transforming transportation, the resulting global demand for New Mobility enterprise, & proactive steps

ENTERPRISE & TECH TRANSFER

SMART MobiPrize

ENTREPREURSHIP & ENTERPRISE

Meeting customized local needs. Replicating and scaling globally. Catalyzing investment, building capacity.

INDUSTRY MOBILIZATION

- Ford Motor
- Ashok Leyland
- Cisco Systems
- Michelin
- IBM
- Intel
- Infosys
- Mapunity
- Microsoft
- Qualcomm
- Siemens
- Velankani
- Eolvia
- etc

BIG BUSINESS is transforming supply to meet emerging global market needs & opportunities.

NEW MOBILITY INDUSTRY CLUSTER DEVELOPMENT

- Scotland
- Sao Paulo
- Paris
- Bordeaux
- Lyon
- Delhi
- etc
Bill Ford:

A future beyond traffic gridlock

TED2011 · 16:48 · Filmed Mar 2011
Subtitles available in 26 languages

View interactive transcript
CATALYTIC GIFTS OF THIS MOMENT

URBANIZATION
we need to think smarter and nimbler not just more and bigger

WE DON’T KNOW WHAT WE DON’T KNOW
technology is happening faster than policy
we need to play well with others (sectors, disciplines) (Coleman)

IT’S AN INFINITE GAME (AND A RENEWABLE MARKET?)
its ever evolving with our needs
MULTI-STAKEHOLDER, MULTI-SECTOR, MULTI-DISCIPLINE GLOBAL ECO-SYSTEM
Message from Director Kirk Steudle Michigan Department of Transportation

I want to thank all of you here today for continuing to focus on ways to improve transportation and mobility. Your work has already made a difference and will continue to do so as we move forward.

Michigan’s complex transportation landscape is evolving to meet new lifestyle, business, and safety demands. From major highways and intercity rail, to urban transit and pedestrian spaces, to marine ports, airports, and recreational trails, Michigan’s transportation infrastructure continues to become more integrated and accessible.

With the help of technology, that trend will only continue. We are on the cusp of major improvements to the ease and safety with which people travel and the efficiency with which we move goods across the state and around the globe. As the technology takes off, it’s hard to imagine how far it can take us. There has never been a better time to invest in Michigan’s infrastructure.

Local governments and business leaders are reimagining their communities, taking advantage of the connection between transportation and technology to create new jobs with business incubators and commercial clusters. With a world class city served by state-of-the-art transportation like Detroit’s new M-1 rail and advanced ITS technologies, Michigan will continue to sharpen its economic edge. Throughout the state, a growing network of hiking and biking trails support tourism and provide exciting and scenic opportunities for visitors. And complete streets initiatives are helping integrate transportation systems to provide safe and enjoyable access for all travelers, to take advantage of all that Michigan communities have to offer.

Transportation developments like these help to build a more livable, attractive, safer and more sustainable Michigan. For families, entrepreneurs, corporations, or young graduates, the growing efficiency and interconnection of the state’s transportation systems is making Michigan an even better place to live, work and do business. Moving forward, your new ideas for Michigan’s transportation systems will ensure the state’s competitive advantage for global business while making the everyday details of home and work life that much better for everyone.