

Piggy Baggy



CROWDSOURCED DELIVERY



Startup approach to
Mobility as a Service



Contents

- Crowdsourced transport services
- PiggyBaggy social delivery service
- Policy and regulatory issues
- Mobility as a Service approaches
- Sustainable model for Europe



Crowdsourced transport services



False dichotomies

- Protectionism
- Incumbents
- Public good
- Competition
- Sustainable
- Liberal markets
- Innovative models
- Private profits
- Collaboration
- Profitable



Crowdsourced transport

... it's not about Uber vs. current state...



U B E R

VS

Ride
sharing
services

... car sharing, couriers, social deliveries,...



Similar but different

Commonalities

- “Consumer friendly”
- Mobile application
- Dynamic pricing
- Integrated routing
- Integrated payment
- Reputation system
- Small administration

Differences

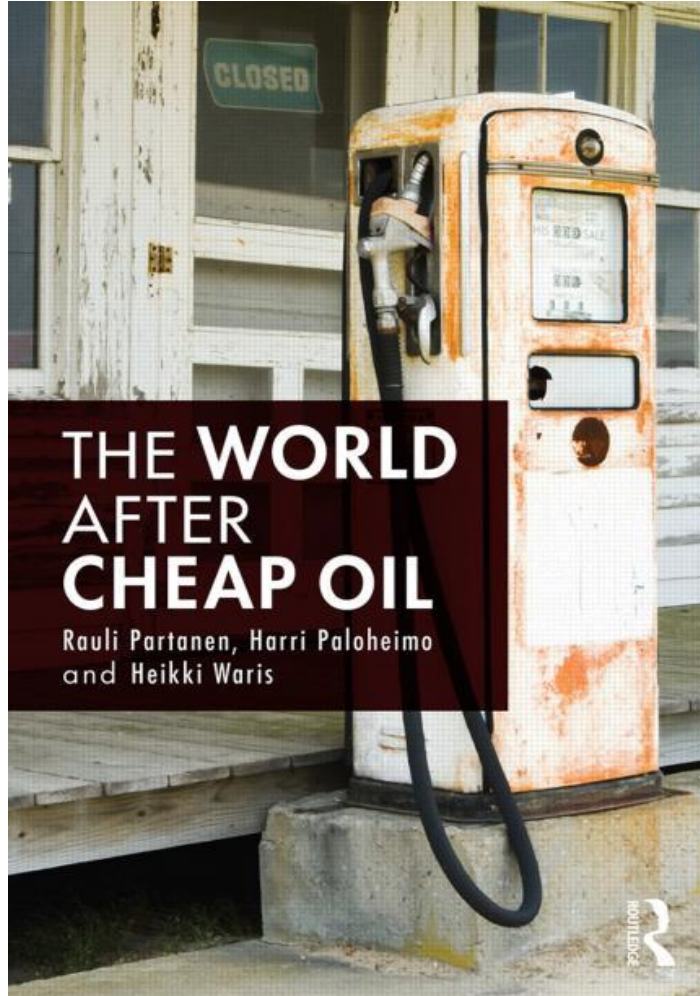
- Dedicated journeys
- Driver as initiator
- Amount of driving
- Charitable driving
- Customer as king
- Taxation compliance
- Insurance coverage



PiggyBaggy social delivery service



Unsustainable Consumption



Fix real
problems
now !



What if ...



Your
neighbor

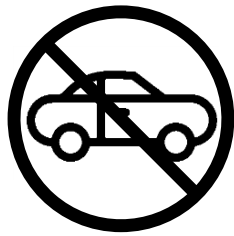


would also bring **your**
groceries and **parcels** ?





...That would be a win-win !



Better service



Cost sharing



Home delivery



First & last mile

...and sustainable economically, ecologically, socially



Alternative value chains

amazon

Amazon online store

Amazon warehouse

Amazon
logistics

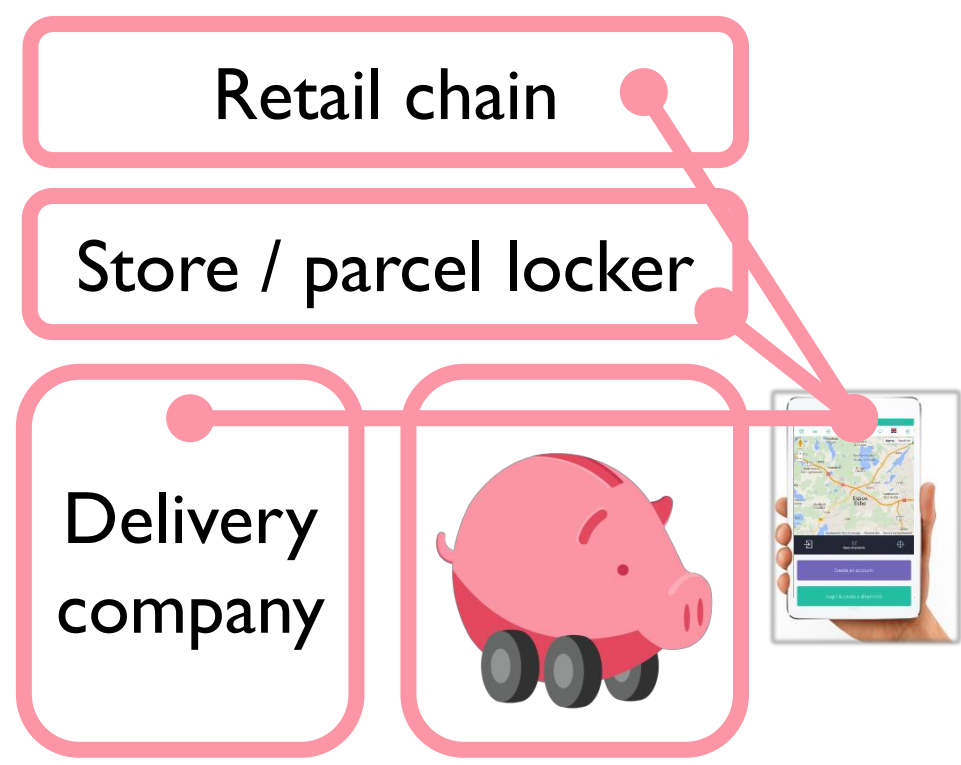
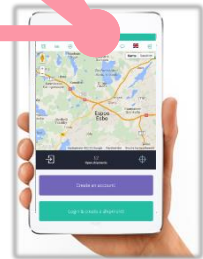
Amazon
lockers/
couriers

Incumbents

Retail chain

Store / parcel locker

Delivery
company





Policy and regulatory issues



Policy goals vs. regulations

- Efficiency \neq Only if permitted
- Sustainability \neq Just on paper
- Employment \neq No extra incomes
- Public budgets \neq Focus on taxes
- European model \neq Always too late
- Innovation \neq Small increments



Public funding and customers

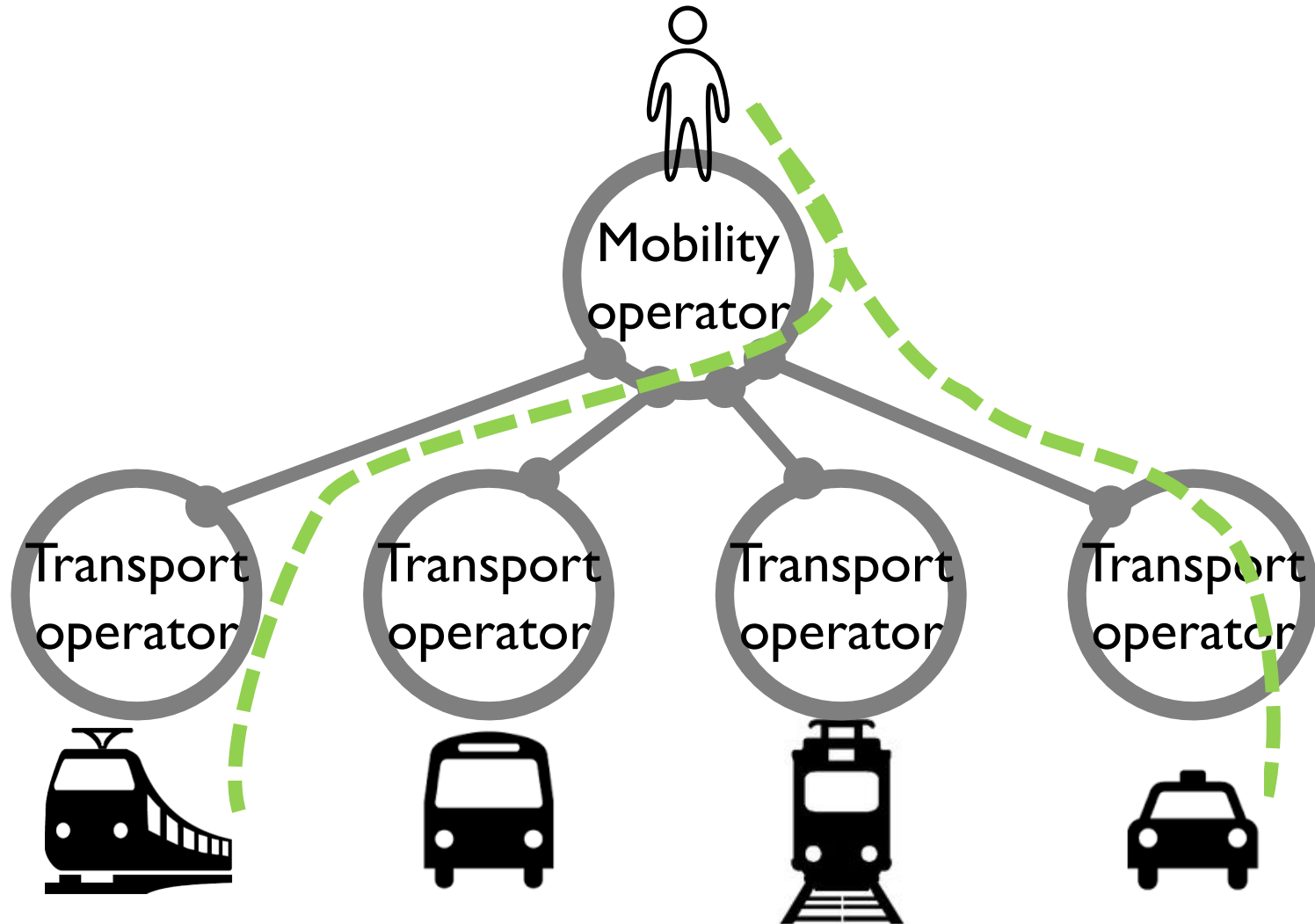
- No owner ⇒ Real customer
- Slow paperwork ⇒ Lean execution
- Single decision ⇒ Progression
- Fit to fixed plan ⇒ Out-of-the-box
- Game the system ⇒ Results as merits
- Investor driven ⇒ Impact driven



Mobility as a Service approaches

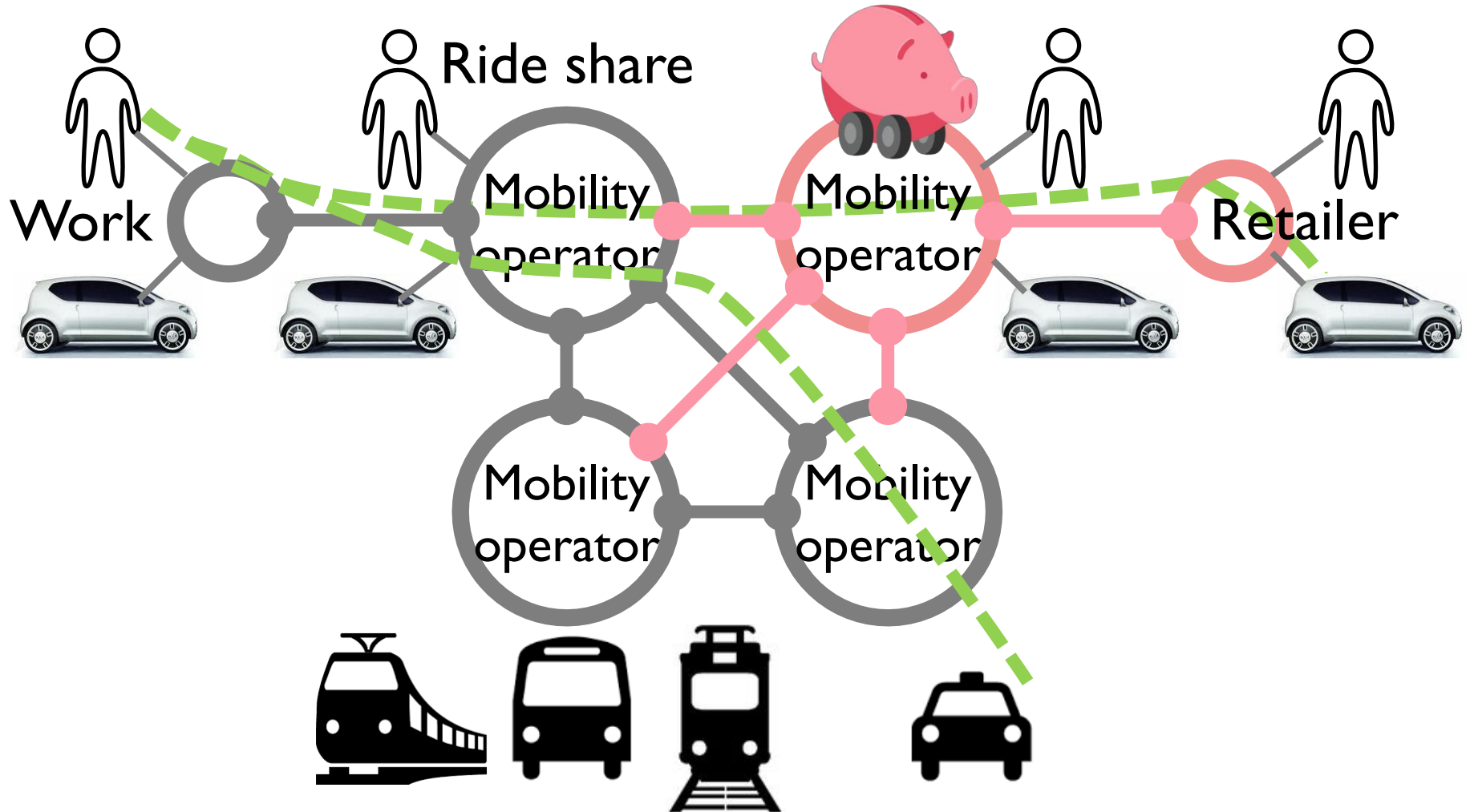


Default operator model





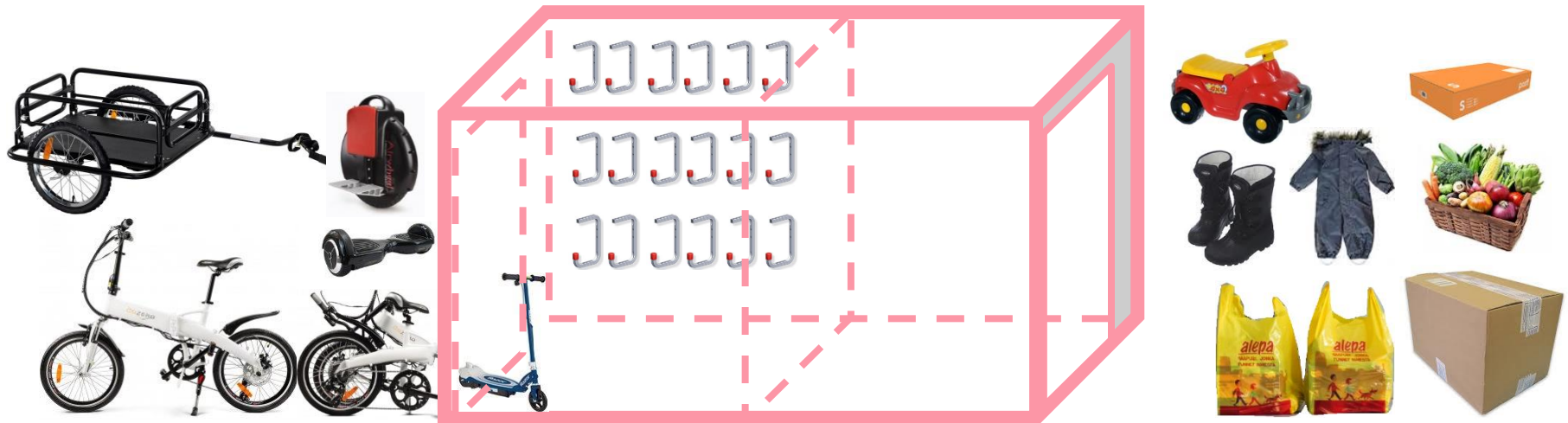
Alternative operator model





Pilot: Local community hub

Combine efficient e-commuting with deliveries



Integrate station areas with their neighborhood



Sustainable model for Europe



Recipe for success

- Quick and empowering deregulation
- Policy driven incentives and investment
- Public sector can be a key customer
- Technology enables new business models
- Use as leverage in adjacent sectors



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