



UNIVERSITY
OF THE AEGEAN

ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΙΓΑΙΟΥ



MaaS The Revenue Allocation Challenge

Athena Roumboutsos,
Dipl. Eng., PhD., Associate Professor
Dpt. Shipping, Trade and Transport

MaaS Concept



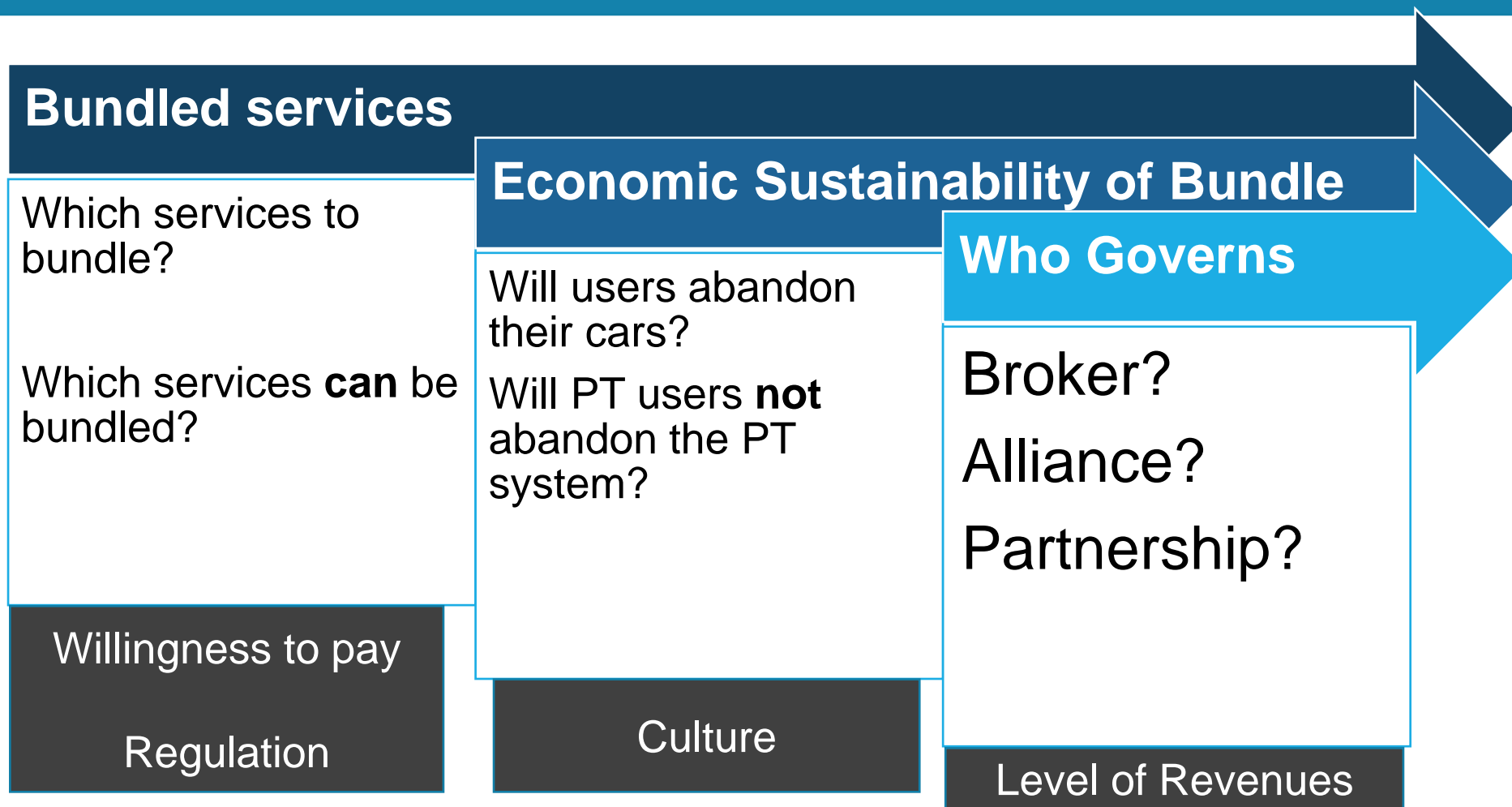
What: flexible, personalized and on-demand mobility

Whatwithal: bundling services offered by public and private transport providers (bus, train, tram, metro, sharing schemes, car, taxi, airplane, ship, etc.) and infrastructure providers (parking places, ports, airports, etc.)

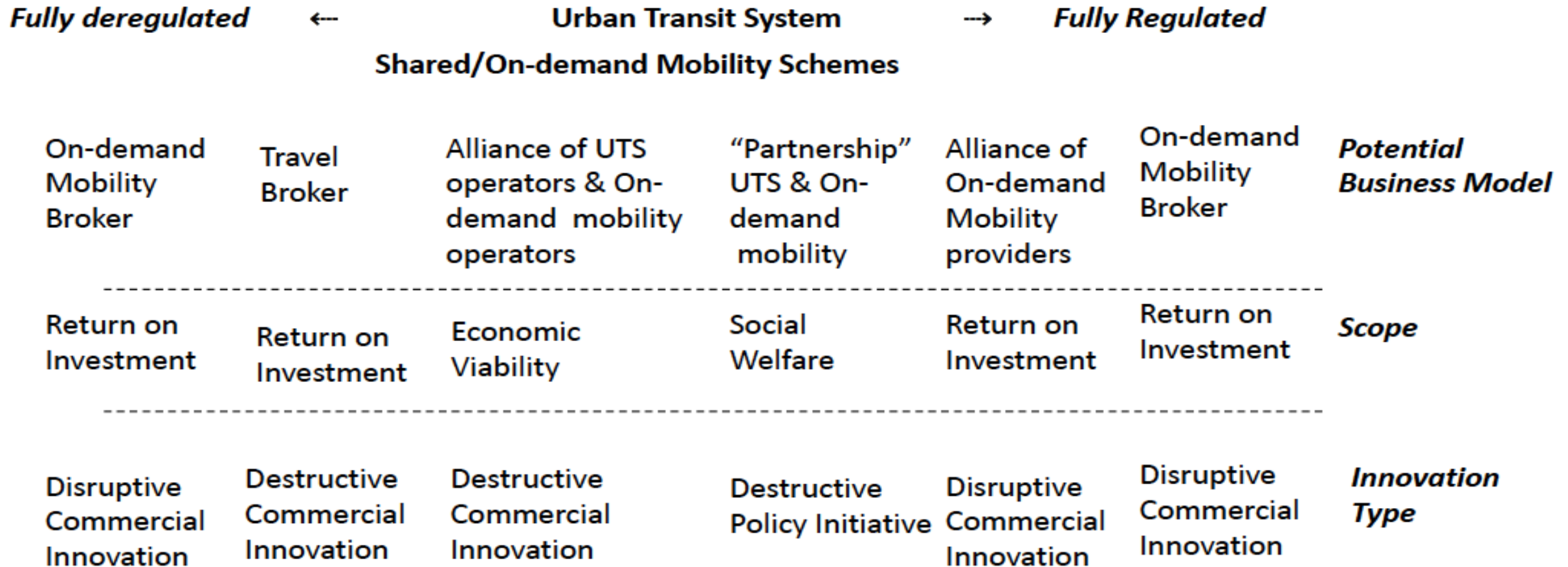
Whichway: single platform for **booking, ticketing, payment** and **planning** to cover all trip types (urban, suburban, interurban, cross-border, etc)

Result: *An integrated mobility system.*

The before steps..



Potential governance models & MaaS initiatives



The Revenue Allocation Challenge: Introduction

Current Applications

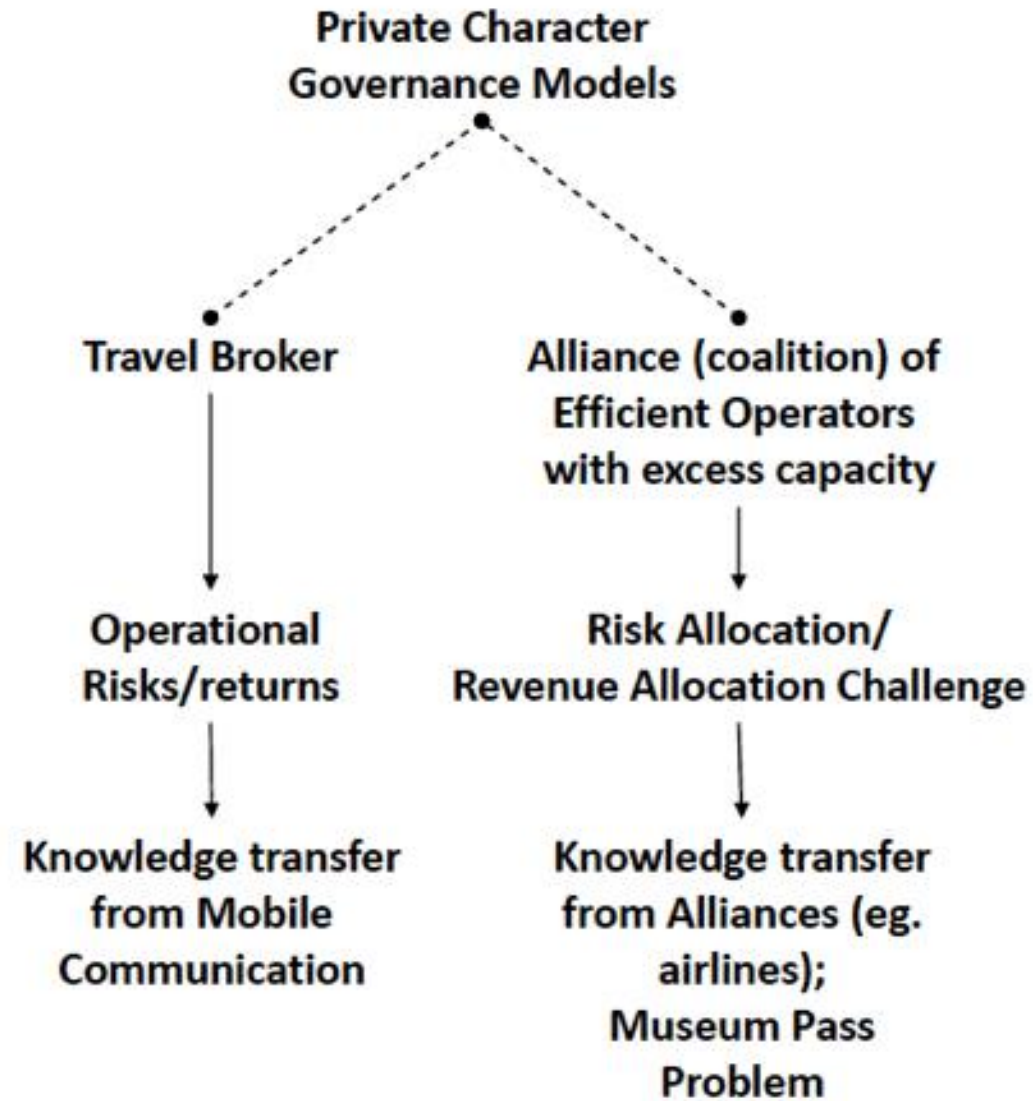


On-demand Mobility Broker	Travel Broker	Alliance of UTS operators & On-demand mobility operators	“Partnership” UTS & On-demand mobility	Alliance of On-demand Mobility providers	On-demand Mobility Broker	<i>Potential Business Model</i>
SHIFT (Uber + AV)	UbiGo	EMMA (Public funding)		STIB+Cambio		
	Qixxit, Moovel, Switchh, Mobility Mixx, NS-Business Card, Radiuz Total Mobility, Tuup (pay-as-you-go)	Hannovermobil (Public funding)				
	Whim					

No current MaaS application has addressed the Revenue Allocation Problem



But other
sectors
have...



Some Rules



- The revenue allocation scheme should promote “Sustainability”
 - Only efficient operators may be included
 - Only operators with excess capacity
- } ?
1. While users are attracted by the number of available mobility options not all services will be used. Would these partners be compensated? If so, at which level?
 2. Public transport is often subsidized. Should subsidization be extended to the MaaS service?
 3. Should the MaaS service, given its potential contribution to “sustainability” be subsidized?

Potential Approaches



Budapest

- PT regulated under one authority
- High PT use
- Low private car usage
- Private car – life style choice/ambition

Manchester

- PT deregulated
- Low PT use
- High private car usage
- Private car – life style in transition

Different Business Models
Different Governance Models

MaaS4EU
Horizon 2020



UNIVERSITY
OF THE AEGEAN

ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΙΓΑΙΟΥ



Your Conclusions &
Recommendations?

Thank you!
athena@aegean.gr

My Co-Authors

**Athena Tsirimpa,
Ioanna Pagoni,
Amalia Polydoropoulou**