SEAMLESS MULTIMODAL UBIQUITOUS RIDERSHIP
30 September 2017
• All team members have relevant experience building advanced products, have robust international business experience and have worked together for years.
• Their passion for urban mobility and entrepreneurial spirit are the triggers to start this company.

CEO
Paulo Ferreira dos Santos

CTO
Jorge Pinto

CMO
Vasco Vasconcelos

Head of Design
Maria Faria

Web Developer
Nuno Alves

Head of iOS
Joana Silva

Head of Android
Diogo Santos

iOS Developer
Tiago Paiva
Public transport ridership in European Union

- **Bus + trolley**: 55.7%
- **Metro**: 16.2%
- **Tram**: 14.5%
- **Rail**: 13.6%

- **185 million riders**
- **57 billion journeys**
4 | Public transport's biggest problems

**RIDERS**
- Waiting lines to buy tickets or buy/recharge cards
- Lack of integration and multimodal information
- Lack of real-time information about disruptions or delays
- Uncoordinated schedules; unnecessary waiting

**OPERATORS**
- Need to reduce operational and maintenance costs
- Lack of enough information about riders' profile and behaviour
- Lack of tool to communicate in real-time with riders
- Pressure to increase revenue
Ubirider is a new fare collection and riders' flow control system, just based on smartphones' resources, which co-exists with any other system in place.
Profile Accounts
- Personal
- Family
- Business

1. Rider selects itinerary
2. Fare is paid directly to operator
3. Seamless ride

1. Operator fully controls fare collection and riders' flow
2. New data and knowledge to improve operation

Click and ride seamlessly, efficiently, low-cost and with awareness

- Profile Accounts
  - Personal
  - Family
  - Business

- Rider selects itinerary
- Fare is paid directly to operator
- Seamless ride

- Operator fully controls fare collection and riders' flow
- New data and knowledge to improve operation

- Profile Accounts
  - Personal
  - Family
  - Business

- Rider selects itinerary
- Fare is paid directly to operator
- Seamless ride

- Operator fully controls fare collection and riders' flow
- New data and knowledge to improve operation

- Profile Accounts
  - Personal
  - Family
  - Business

- Rider selects itinerary
- Fare is paid directly to operator
- Seamless ride

- Operator fully controls fare collection and riders' flow
- New data and knowledge to improve operation
Ubirider co-exists with other fare collection and passenger control systems

**RIDER SIDE**

- **Ubirider**

**UNIVERSAL SYSTEM**

- Goal of fare collection costs: 8% - 10%
- Just walk through: doesn’t need physical validation
- Zero investment in equipment, zero maintenance costs
- Same level of control than with the traditional systems

**OPERATOR SIDE**

- Fare collection costs: 8% - 12%
- High investment in equipment and maintenance
- Needs physical validation, slowing riders flow

**SYSTEMS:**

- Smart cards
- Contactless bank cards
- Mobile with NFC/iBeacons

**TRADITIONAL SYSTEM**
CITIES' CULTURAL AND ENTERTAINMENT OFFER

- Improve experience for locals and tourists

HYPERLOCAL CONTEXTUAL OFFER

- Shopping Search / Suggestions
- Promotions / Coupons

ON-TICKET ADVERTISING

- Sharing advertise revenue with operators

RIDE & ENTERTAINMENT

- Managing riders flow, access, payments and entries in big events
## Competition

<table>
<thead>
<tr>
<th>Country</th>
<th>Ubirider</th>
<th>Motion Tag</th>
<th>Zophop</th>
<th>OpenMove</th>
<th>Moovel</th>
<th>Masabi</th>
<th>Tickey</th>
<th>Moovit</th>
<th>Citymapper</th>
<th>Trafi</th>
<th>Transit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Portugal</td>
<td>Germany</td>
<td>India</td>
<td>Italy</td>
<td>USA</td>
<td>USA</td>
<td>Bulgaria</td>
<td>Israel</td>
<td>UK</td>
<td>Lithuania</td>
<td>USA</td>
</tr>
<tr>
<td>Already in the market</td>
<td>×</td>
<td>×</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Schedules + Routes definition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Fare collection</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Infrastructure for Passengers’ flow control</td>
<td>none</td>
<td>none</td>
<td>none</td>
<td>Manual, QR Code, NFC</td>
<td>QR Code, NFC</td>
<td>Bar Code</td>
<td>Bluetooth</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Platform for organizations which pay for their employees</td>
<td>✓</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
</tr>
</tbody>
</table>
Sources of revenue

- Percentage of ticket sales
- Affiliation of hotels, restaurants, stores, rent-a-car, etc
- On-ticket advertising, promotions, coupons, events
- Use of Ubirider’s platform as white label
- Anonymised data
Pilot Tests: local definition, negotiation & promotion close to riders

Promoting & managing pilot test

Engagement of first customers:
- Operators
- Riders
- Businesses

Beta version:
- IOS App
- Web platforms for Operators & Business

Tests & correction

Pilot Tests running:
- Suburban train and bus operation in Lisbon from private operator Fertagus

Development of final version of all apps
“The transport industry has been stuck thinking there is something special about paying for transport, but in an urban mass transport environment there is no difference between paying for transport and anything else. We need to get to a world where payment is invisible and efficient.”
— Study Participant

“In terms of the scale of opportunity, even a small shift in the percentage of revenue collected from fares could generate a huge impact”

“We need a more integrated customer view across all channels…to join up all activities to move toward a more seamless customer service that supports customers even before they leave the house by giving them realtime information about their journey plan, delays and so leave the house by giving them realtime information about their journey plan, delays and so on, so they can make the right decisions.”
— Study Participant

Applicant details

Prize's category: SERVICES
Country: Portugal
Company name: Ubirider, S.A.
Website: www.ubirider.com
First name: Paulo
Last name: Ferreira dos Santos
Mail: paulo.santos@ubirider.com
Phone: +351 917 211 127
Address: Rua Alfredo Allen, 455/461 - Sala 1.03
4200-135 Porto
Portugal
easy ride

THANK YOU

Paulo Ferreira dos Santos
Email: paulo.santos@ubirider.com | Mobile: +351 917 211 127 | Skype: paulo-ferreira-dos-santos