



mobincity

SMART
MOBILITY IN
SMART CITY



Business models and exploitation

What makes MOBINCITY unique?

25.06.2015

Technomar GmbH

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Mobincity environment

FEV Market

- Development
- Variety of models

Actors

- Strategic goals
- Cooperations
- Dependencies

Political impact

- Regulations
- Financial support



Business plan and exploitation

Analysis

- Market
- competition

Scenarios

- targeted customers
- EV development

Portfolio

- Phase in
- Exploitation of findings



Existing Systems (I/III)

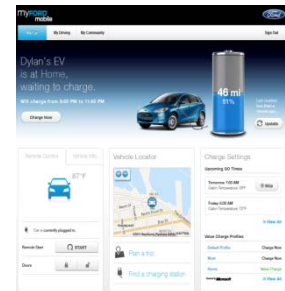
BMW



NISSAN



Ford



Honda

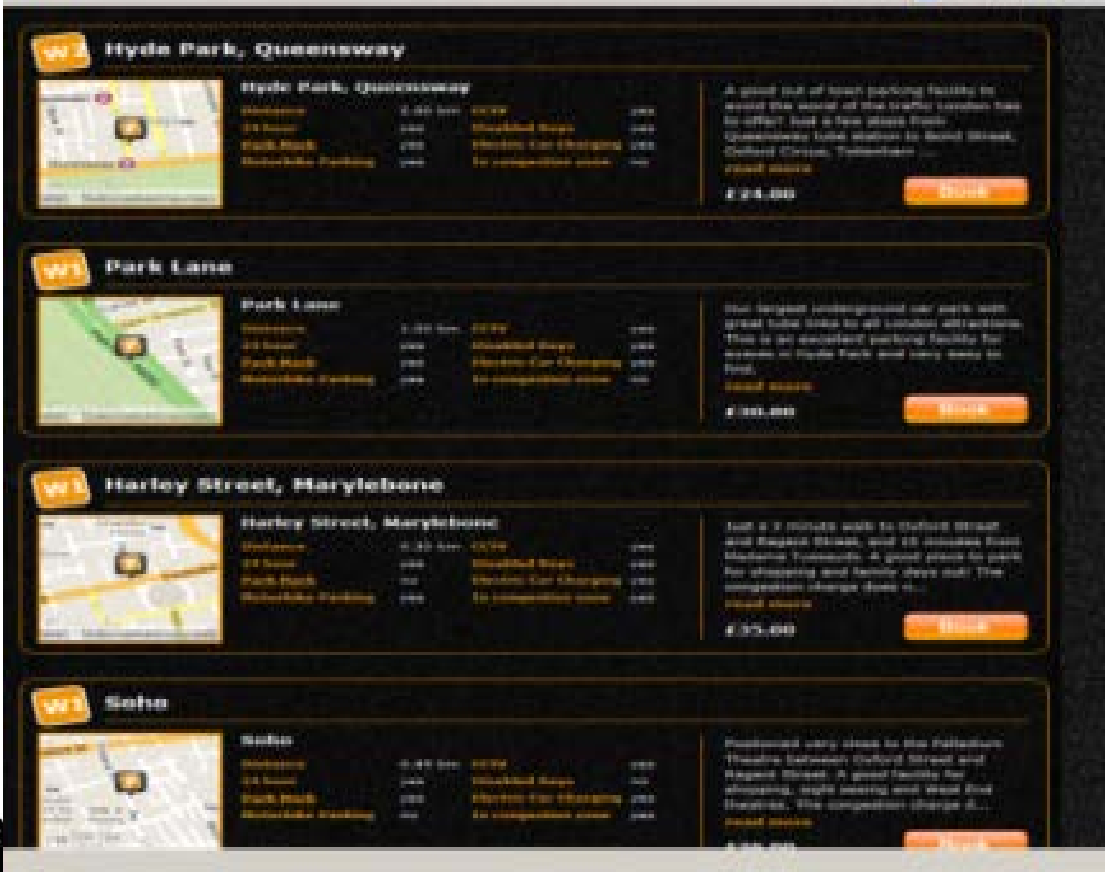


Moovel



Existing Systems (II/III)

City of London



The screenshot displays four parking system listings on the Mobincity website. Each listing includes a map, a table of specifications, a descriptive paragraph, and a 'Book' button.

Location	Distance	24 hour	24/7	Disabled Spaces	Electric Car Charging	EV compatible cars	Cost
Hyde Park, Queensway	2.00 km	yes	yes	yes	yes	no	£ 24,000
Park Lane	1.00 km	yes	yes	yes	yes	no	£ 100,000
Harley Street, Marylebone	0.20 km	yes	yes	yes	yes	yes	£ 35,000
Soho	0.40 km	yes	yes	yes	yes	yes	£ 40,000



Existing Systems (III/III)

City of Munich



Meistbesucht Erste Schritte Aktuelle Nachrichten

MVG Münchner Verkehrsgesellschaft mbH

U BUS Tram für München

in eine gute Fahrt mit U-Bahn, Bus und Tram - Ihre MVG.

MVG multimobil

Betriebsänderungen

U U1 U2 U5 U6 U7
 18
 56 57 144 161
 > Alle Änderungen

MVG Quicklinks

- > MVG Newsletter
- > MVG live
- > MVG live mobil
- > MVG multimobil
- > MVG zoom
- > MVG Blog

MVG aktuell

14.05.2014 » MVG will längere Trambahnen

09.05.2014 » Diverse Bus-Umleitungen wegen „Blade Night“

> Alle Pressemeldungen

HandyTicket bei der MVG

HandyTicket

Alle Informationen zum CarSharing auf einen Blick

Was ist MVG multimobil? Die Web-App zeigt Münchens CarSharing-Fahrzeuge in direkter Umgebung, auf einen Blick und in Echtzeit. Dazu gibt es detaillierte Informationen zu allen Fahrzeugen. In welcher Straße steht das nächste Auto, wie voll ist der Tank und wie sauber ist der Wagen? Außerdem werden alle MVG Verkehrsmittel im unmittelbaren Umfeld mit Live-Abfahrtszeiten angezeigt. Abo-Kunden der MVG, die sich über MVG multimobil bei einem CarSharing-Anbieter registrieren, können mit Sonderkonditionen zusätzlich sparen. Das alles ist MVG multimobil und macht die Kombination aus öffentlichen Verkehrsmitteln (U-Bahn/Bus/Tram) mit dem Individualverkehr ganz einfach.

Angebot für Neukunden: Um sich zu den Sonderkonditionen für MVG Abonnenten zu registrieren, klicken Sie bitte in der Karte auf ein Fahrzeugsymbol des jeweiligen Anbieters.

USP of Mobincity

On trip services

Trip planning

Charging

Use Case	USP Analysis	Ranking
Integration with Weather Information provider	Standard in many navigation systems	
Integration with traffic information provider	Standard in all navigation systems	
Integration with public transportation infrastructure	Part of all intermodal route planners (BMW intermodal route planner, Daimler Moovel, Siemens IMP)	
Integration with Parking Booking System	At least offered by BMW intermodal route planner and Siemens IMP	
Integration with Vehicle Sharing System	At least offered by Siemens IMP and might be part of all intermodal route planners	
Pricing and energy information collection	Up to now not offered by the known solutions	
Trip planning	Standard in all navigation systems	
Planning Green Light Optimized Speed Advisory (GLOSA)	Up to now only under research (e.g. "arrive" project with BMW)	
Updating Green Light Optimized Speed Advisory (GLOSA)	Up to now only under research (e.g. "arrive" project with BMW)	
Parking lots reservation	Up to now not offered by the known solutions	
Sharing Vehicle Reservation	At least offered by Siemens IMP and might be part of all intermodal route planners	
Trip Routing	Standard in all navigation systems	

Use Case	USP Analysis	Ranking
Trip optimisation /re-routing	If also grid conditions are considered this can be unique but with no big benefit at an early stage of e-mobility	
Trip Re-Routing on Driver's request	Standard in all navigation systems	
Trip Re-Routing on the request of Proactive Intelligent Information Service (PIIS)	If also grid conditions are considered this can be unique but with no big benefit at an early stage of e-mobility	
Trip Re-Routing on request of FEV's main vehicle control system (MCS)	Probably offered by all car manufacturer's Apps like from BMW, Nissan, Honda and Ford	
Adaptive energy management	Probably offered by all car manufacturer's Apps like from BMW, Nissan, Honda and Ford	

Use Case	USP Analysis	Ranking
Charging strategies	Up to now no solution in the market	USP for Charging Station Operator (CSO)
Charging infrastructure development	Up to now no solution in the market	USP for CSO
EV charging load allocation	Up to now no solution in the market	USP for (CSO) and Distribution System Operator (DSO)
Dynamic schedule of charging sessions	Up to now no solution in the market	USP for CSO and DSO
Distribution System Operator (DSO) policies	Up to now no solution in the market	USP for DSO
EV charging load Re-Profiling on Retailer's request	Up to now no solution in the market	USP for CSO
EV charging load Re-Profiling on System Operator's request	Up to now no solution in the market	USP for CSO and DSO
EV charging load Re-Profiling on request of Distributed Energy Resources Operator (DER)	Up to now no solution in the market	USP for CSO and Distributed Energy Resources Operator



USP of Mobincity

- **Advantages for EV User**
 - Pricing and energy information collection
 - Parking lots reservation
 - Trip optimisation/re-routing Grid Conditions
 - Additional services
- **Advantages for Operators**
 - Smart charging
 - energy Distribution System Operators
 - handling of renewable energies by Distributed Energy Resources Operators



Business Models

1. MOBINCITY as a full solution for Greenfield operators of EV mobility platforms
2. Specific features of MOBINCITY as supplementary offer for already existing EV mobility platforms

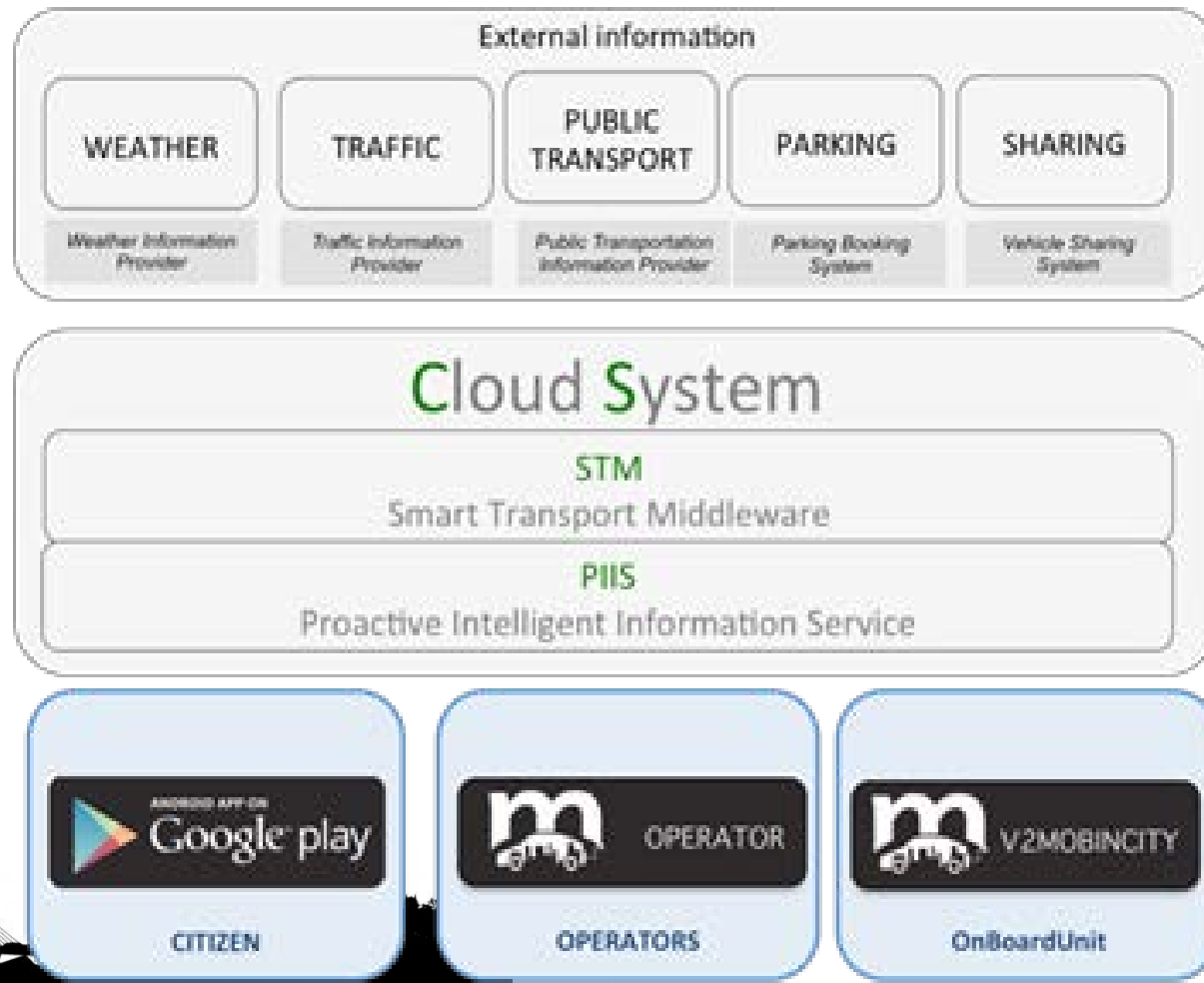


Portfolio for Business Models

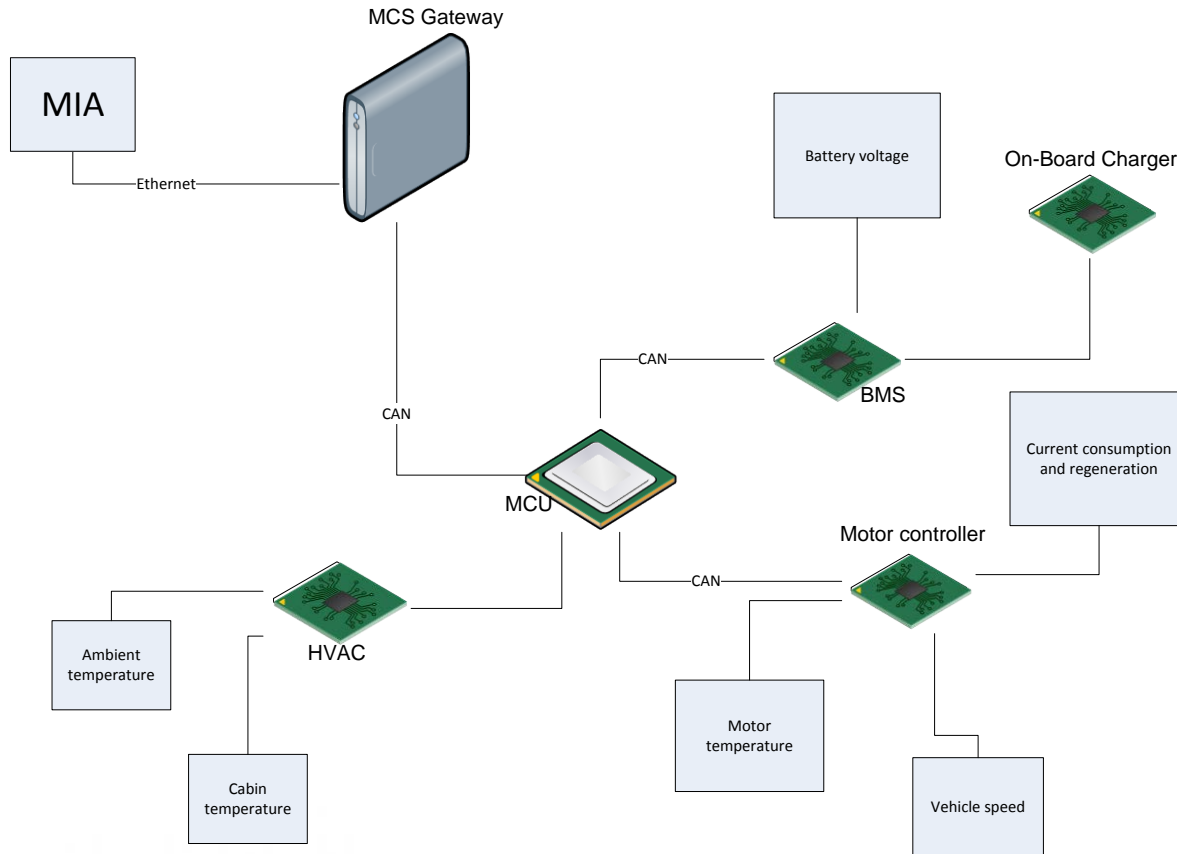
Partner	Portfolio	Targeted customer segment
CIT	<ul style="list-style-type: none"> • Cloud system services • Apps • Operation services 	Private EV user Municipalities
CRAT	<ul style="list-style-type: none"> • Trip planning module • Smart grid system 	Private EV user Business companies
Oprema	<ul style="list-style-type: none"> • Main control system • Main control unit 	Municipalities
ETRA	<ul style="list-style-type: none"> • Urban traffic management mobility management 	Municipalities
ETREL	<ul style="list-style-type: none"> • Communication interface between EVSE Operation and trip planning service • Power management module SW 	Municipalities Business companies
HT	<ul style="list-style-type: none"> • Communication services test fields 	Municipalities



Mobincity as a Platform

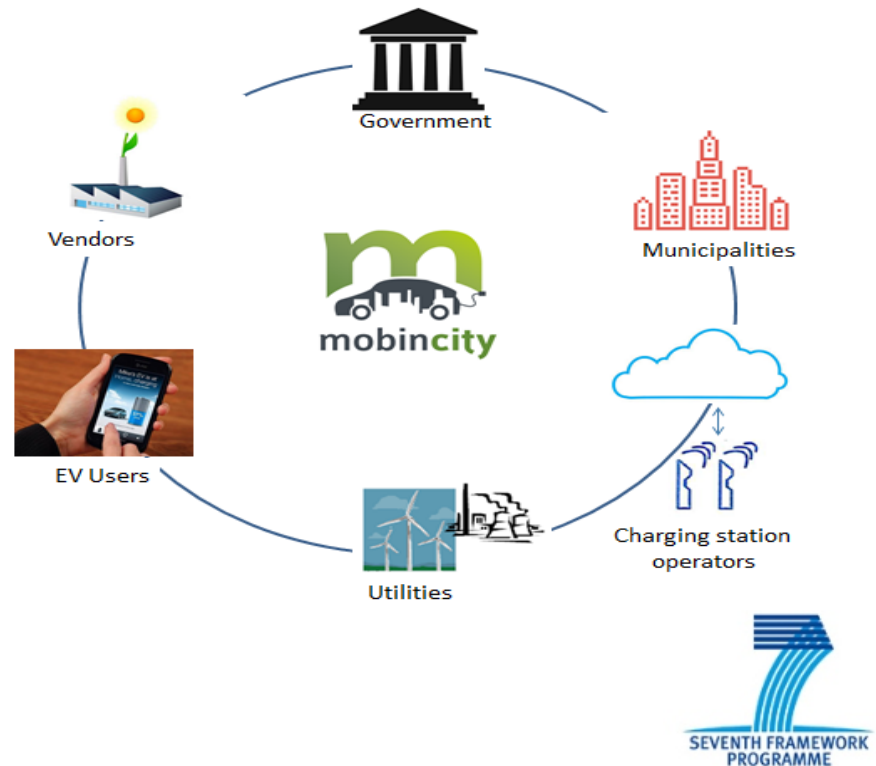


Mobincity Hardware



Exploitation

- MOBILITY2GO AS THE SOLUTION
- Smart phone as key to mobility
- App to find the best way to go from A to B
- Getting the most appropriate kind of mobility
- Fastest
- Cheapest
- Most Comfortable
- Most Fun
- For me & all my friends
- Most ecological
- Most impressive





THANK YOU!

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