High Potential Initiatives Profiles

1   Accelerator

frontierCities

2   Project and Organization

MVMANT
EDISONWEB SRL

2.1   Country

Italy

2.2   Project Abstract

MVMANT is a turnkey solution to deploy an urban public transportation franchise based on vehicles circulating over fixed routes, with fixed stops and service on request. The displacement of vehicles is managed by predictive algorithms, in order to have them available when needed and where needed.

Its goal is to enhance urban commuting by offering all the benefits of a socializing and entertaining experience, among new profitability elements for the service provider.

MVMANT is an integrated solution based on a booking mobile app, a novel-billing system, an incentive and business model ecosystem and a cloud based backend orchestrator.
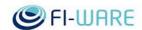
2.3   Sector

Transportation and Storage

2.4   Target Market

The main target market for MVMANT is the urban transportation market, which is undergoing a severe and controversial disruption by the booming ridesharing industry (B2B market e.G.:Uber). Those services are legally borderline and regulators are trying to establish new rules that will inevitably limit or ban many ridesharing companies. On the other hand, cities are under pressure to create an alternative solution that enables a car independent lifestyle which is economically viable but at the same time is regulated by the public authority and fulfils service, security and social standards.

MVMANT will enable the creation of a novel urban transportation mode which will be positioned as a premium public service (like Bus Rapid Transit), with a price point that will be higher than a bus ticket, but significantly lower than car- or ridesharing and taxi, with a lower TCO than a private car.

Cities will also be able to create an Urban Loyalty scheme with incentive models that use trip units as loyalty points, involving public authorities and local businesses. For example: a customer buy goods as services in an associated store and he receives trip units as loyalty points (called "MVMILES") that can

be redeemed in the transportation system. A city administration can reward a citizen with MVMILES for environmentally conscious actions. Furthermore, businesses can advertise in the app and target customers based on their demographic profiles, position and destination. This will reduce the final cost for the customers and increase profitability for the transportation operator.

From surveys conducted in Italy and several European cities, this service can be offered legally and without restrictions if it is provided along predefined routes with fixed stops, because it can be considered as a very frequent and widespread BRT, delivered with smaller vehicles. The main obstacle to the market uptake of this service could be the resistance of incumbent transport operators (PT and taxi). PT can be convinced by showing the sustainability of a premium transportation service that complements the existing infrastructure and extends the ability to serve citizens, travellers and commuters; taxis can be involved to join the platform like it has already been done in several examples of collective taxi transportation which cooperate with the PT.

MVMANT is already in the pilot phase and it is promoted through advertising, direct contact with clients, press releases and interviews.

2.5   Business Model

MVMANT has 3 revenue streams:

- Consulting: it analyzes the traffic situation of a city and assess which measures should be put in place to solve the traffic issue;
- Fee on sold Kms: as soon as the system is deployed in a city, it earns a % fee on each sold Km. Advertisement: MVMANT has an embedded advertisement platform that allows to show ads in the app and in the vehicle. This kind of advertisement is very powerful, because we have an exact profile of the customer and can also cross those data with his position, his destination and other factors such as weather, time, day of the week etc.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO

2.6   Website

www.mvmant.com

www.facebook.com/mvmant
Explainer video: bit.ly/mvmant_explainer
Trailer: bit.ly/mvmant_trailer