

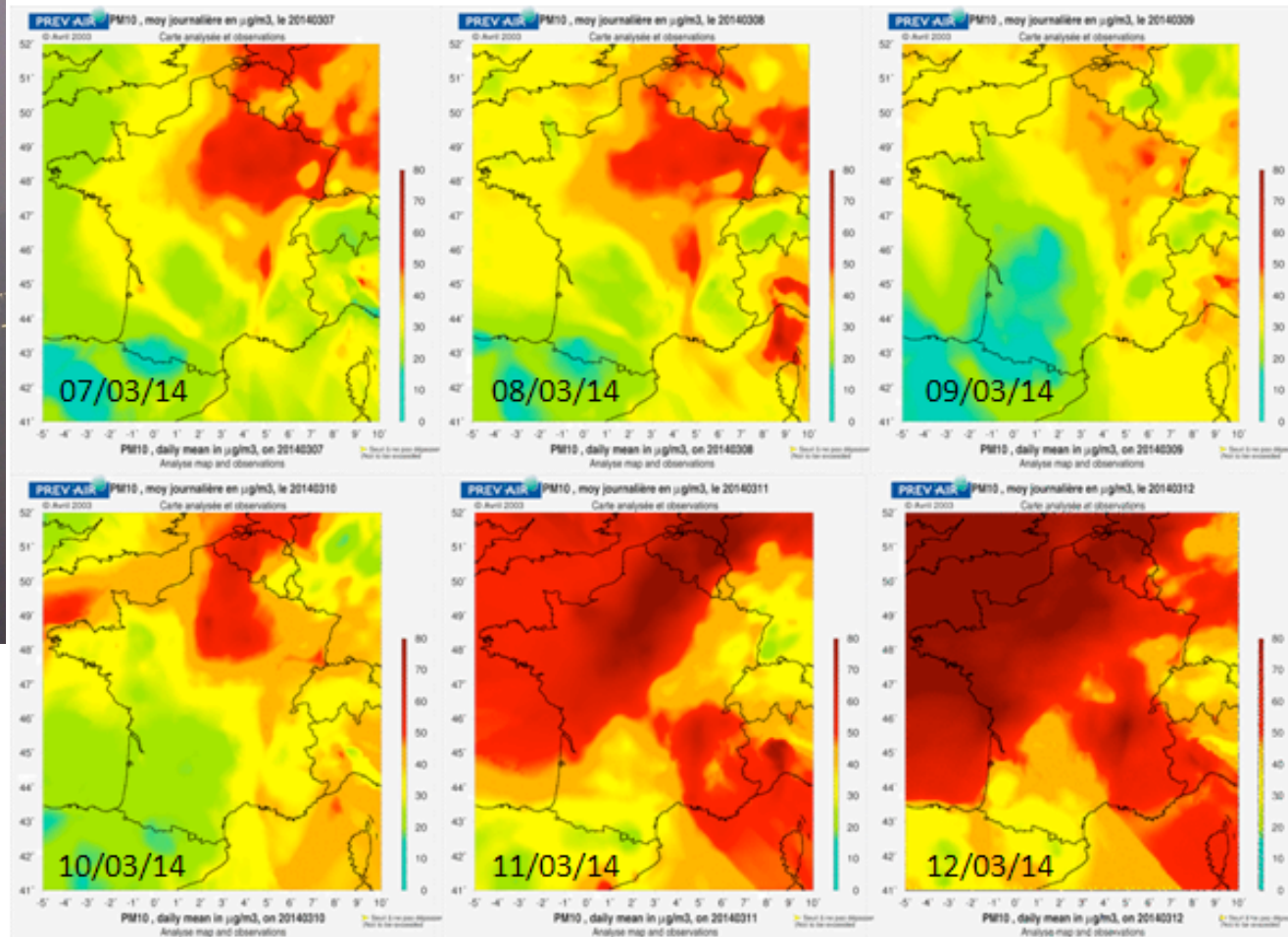


Mobility Factory : Hacking mobility challenges



Ghislain Delabie [@ghislaindelabie](https://twitter.com/ghislaindelabie) / Mobility Connector



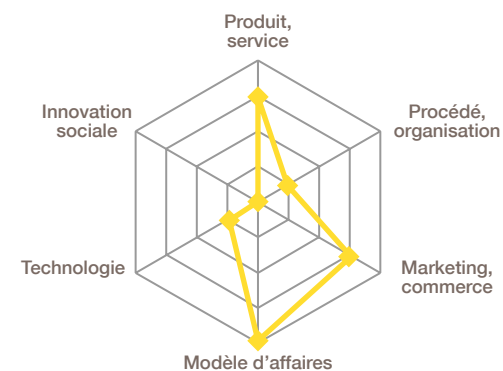


Beijing smog
2015/01
#nofilter

Daily-average concentrations
for PM10: 7-12 March 2014, by
PREV'AIR



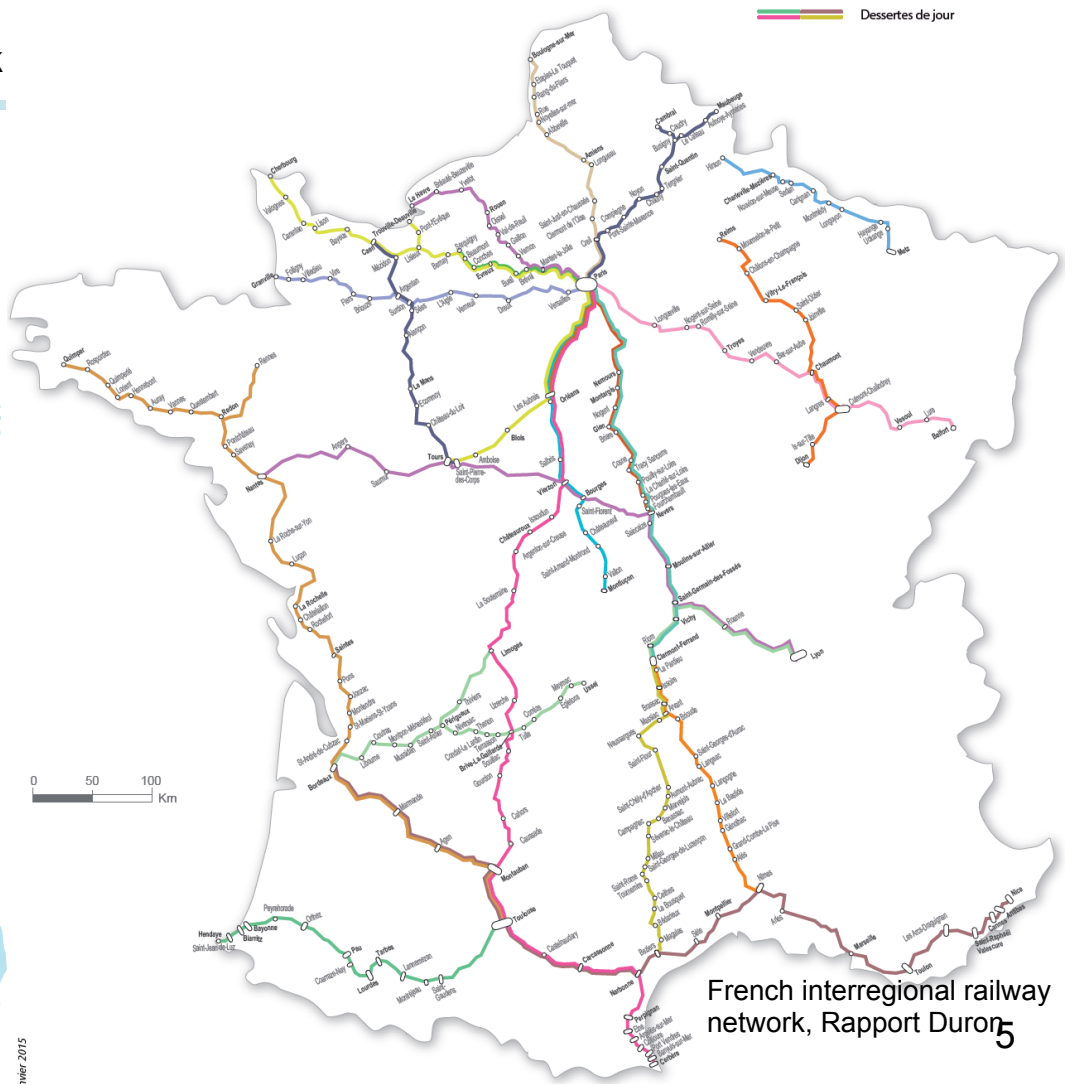
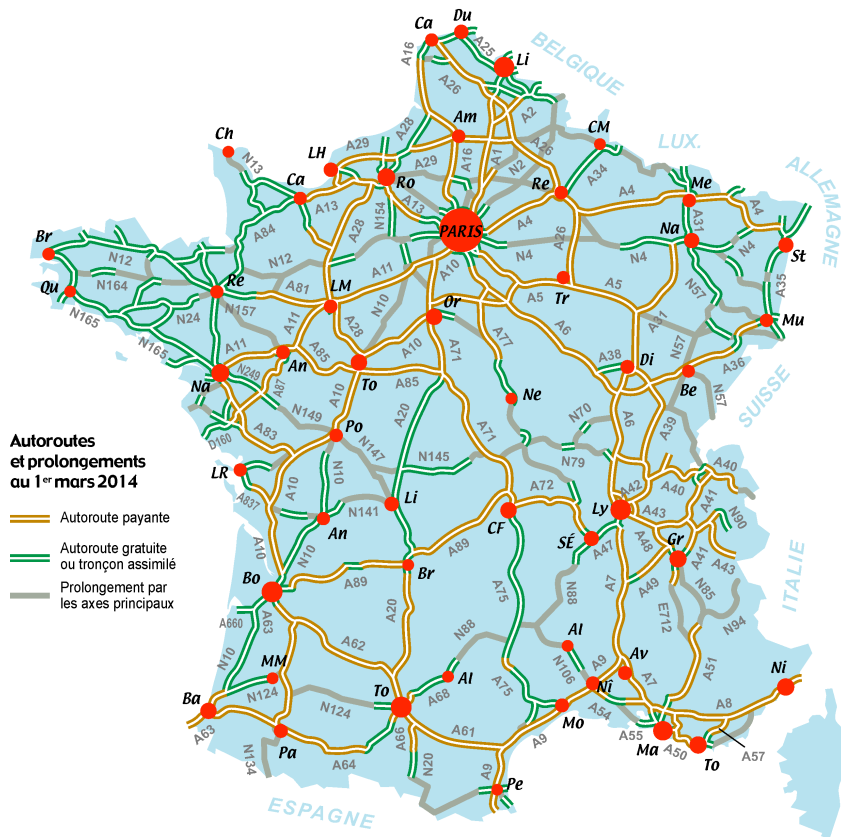
BlaBlaCar – Case study of a success



Source : Bpifrance



Blablacar supplements the railway network

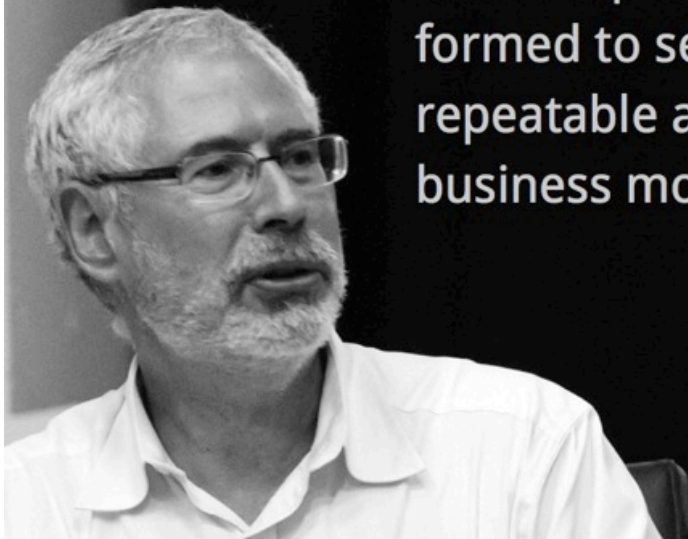


French interregional railway network, Rapport Duron 5

Startup?

Steve Blank

"A startup is an organization formed to search for a repeatable and scalable business model."



« There is a demand from passengers [...] but there is no offer in [BlaBlaCar] ridesharing mode, because the cost sharing model is not an incentive for drivers.

We are to continue focusing on the business model we proved successful. »

[Frédéric Mazella, CEO & Co-Founder @BlaBlaCar – OuiShare Fest 2015](#)

BIT.LY/REPUTE-MAZELLA at 18'

Dozens of business models to test =>
Who knows which one will work best ?





La Fabrique des Mobilités (FabMob)

Innovating faster, exploring more solutions, sharing knowledge and commons

**Il faut sans cesse
s'appuyer sur
une avant-garde agissante.
Il n'y a jamais
de consensus préalable
à l'innovation.
Toute innovation
transformatrice
est d'abord une déviance.**

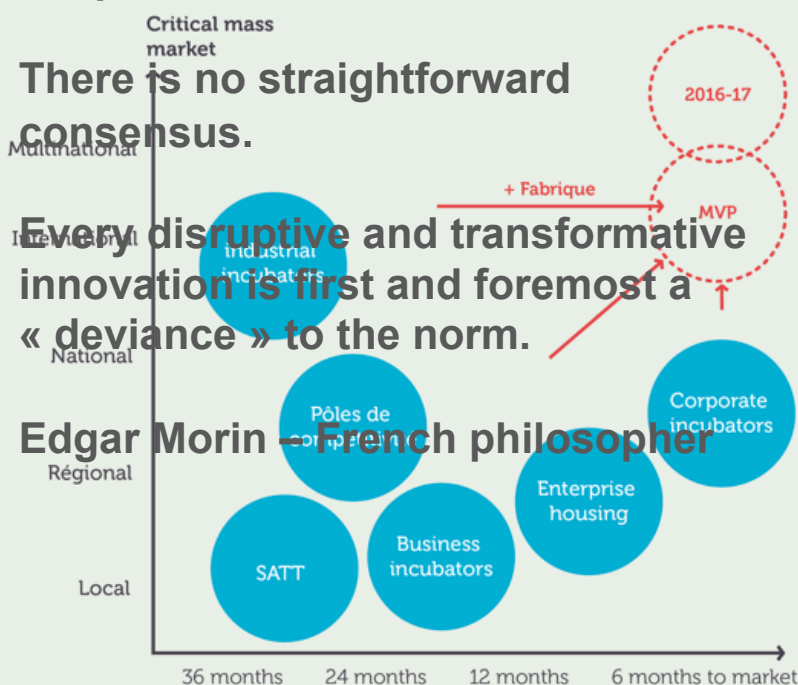


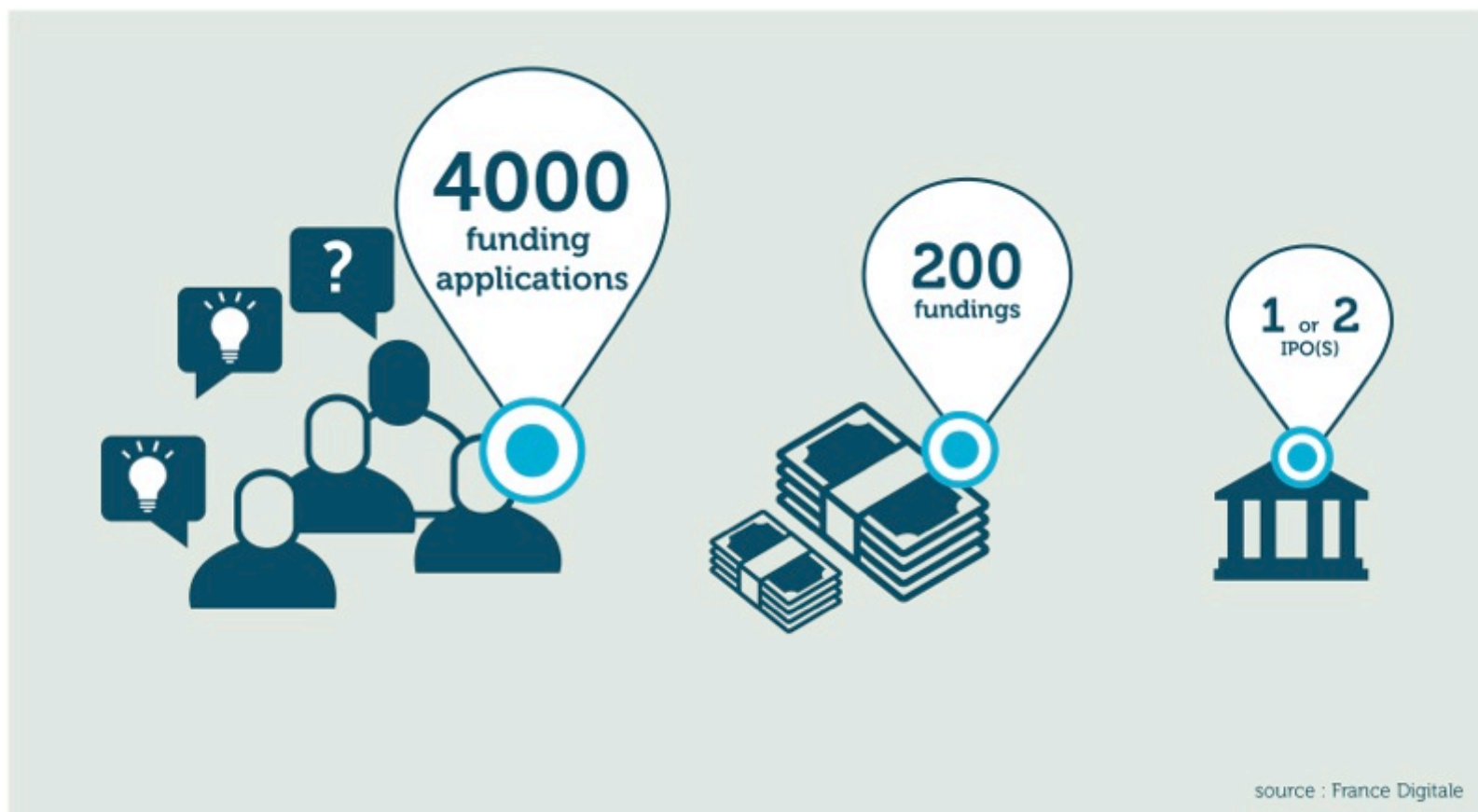
« We always need work with a pro-active community of early-adopters.

There is no straightforward consensus.

Every disruptive and transformative innovation is first and foremost a « deviance » to the norm.

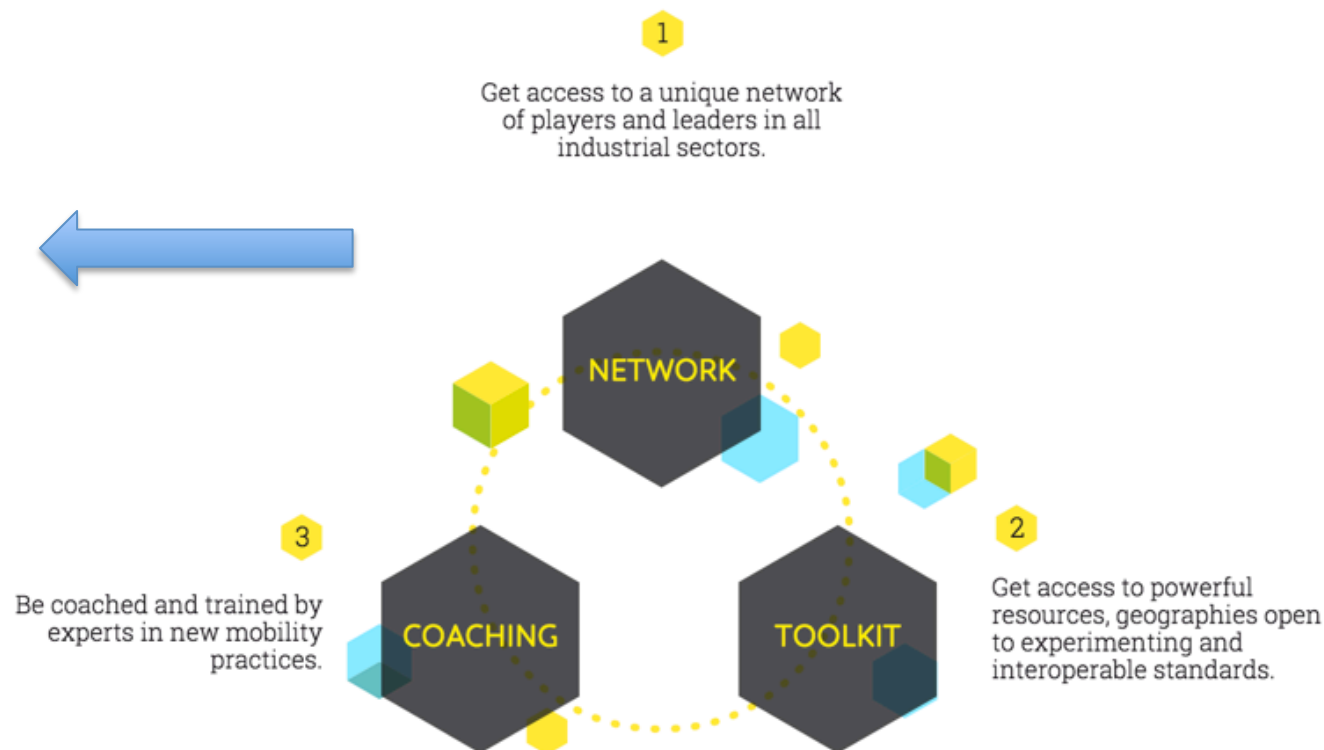
Edgar Morin — French philosopher



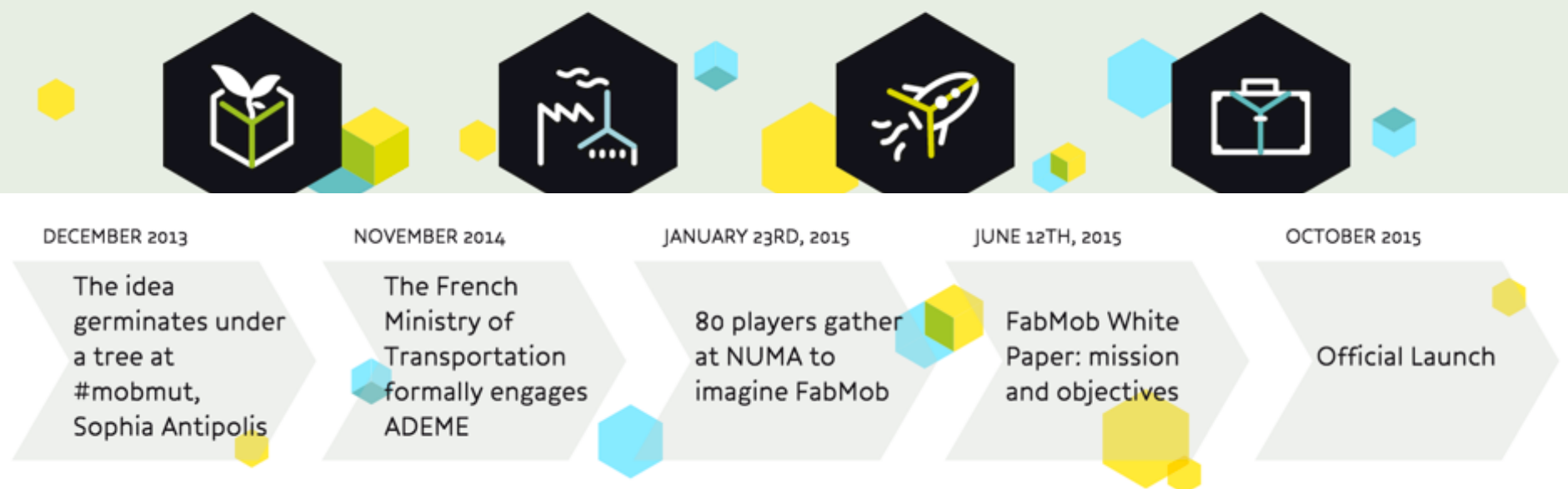


FabMob brings together all players and projects, capitalizes on lessons learnt and feedback with a view to see a common culture of innovation in action emerge

We build a platform : an
« open-close garden » to
grow new ecosystems.



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MERCI – THANK YOU

À BIENTÔT

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