

Swissfleet

Swissfleet Services GmbH
is fully owned and operated by
Philip Douglas.

Swissfleet offers consulting
services in the field of Micro
Mobility Fleet architecture.

My background

- 25+ years of experience in the bicycle business
- Technical Manager at Trek Switzerland
- Founder of several bicycle companies in Switzerland
- Involved in bike sharing projects worldwide since 2006
- CoFounder of ElectricFeel Mobility Solutions ETH Zurich Spinoff, active in Bike-, Scooter- and Carsharing AI Software.
- CoFounder of Justride (Automatic Gearhub, Tel Aviv)
- Founder and owner of SwissFleet Services GmbH in 2016
 - Supporting clients like Fairly Bike (TW), Motivate (US), Continental (DE) and ZF Friedrichshafen (DE) in the field of fleet eBikes and overall Micro Mobility Strategy.



Commerical Plattformen vs. Public Systems

- Large platform players like UBER are building complete proprietary solutions, covering Vehicle, Software and all Services. Potentially adding 3rd Party Services later on. They can scale globally.
- Cities are taking back some control through regulations, but are currently struggling to build their own innovative public MaaS systems in which they keep control as in traditional public transport.

-> There seems to be a lack of partners who are able to provide the cities with what they really need.



Uber 'to focus on bikes over cars'

5 hours ago



Uber has partnered with Lime, whose scooters are available in a number of cities including Paris

Uber says it plans to focus more on its electric scooter and bike business, and less on cars, despite the fact it could hurt profits.

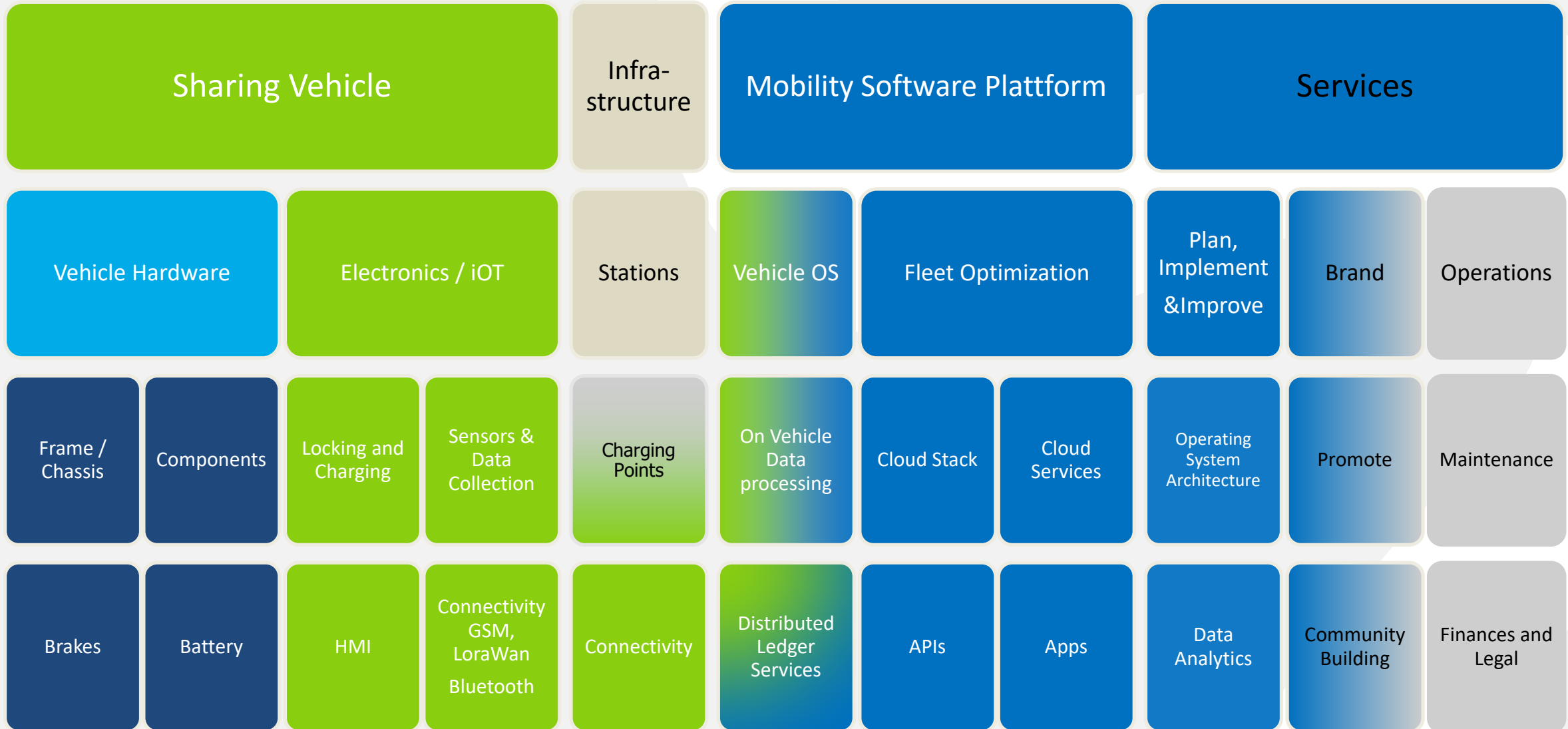
Boss Dara Khosrowshahi said that individual modes of transport were better suited to inner city travel.

He also forecast users would make more frequent shorter journeys in future.

"During rush hour, it is very inefficient for a one-tonne hulk of metal to take one person 10 blocks," he told the **Financial Times**.

"Short term financially, maybe it's not a win for us, but strategically, long term we

What's needed for a holistic Micro Mobility Fleet Solution



Business Cases

Components

Customers

- Vehicle OEM's

Role

- Component Supplier Consumer Market
- Specialized Component Supplier Fleet Market
- Strategic Supplier for Shared Vehicle Systems

Product

- Fleet Motors
- Fleet Brakes
- Batteries
- Fleet IoT Components
- Strong International 2nd Level Support

Goals

- Scale from Consumer and Fleet Market
- Innovation Driver Consumer Components

Sharing Vehicles

Customers

- Fleet Operators

Role

- Direct Supplier to B2B Fleet Market
- Strategic Supplier Mobility Platform Unit
- Product Management Vehicle
- Vehicle Architect

Product

- Modular Sharing Vehicles
- Cradle to Cradle Services
- Global Supply Chain, after Sale Services

Goals

- Holistic Fleet Vehicle Design
- Scalable Business with solid long term partners

Software and Services

Customers

- Cities, System Operators

Role

- **Holistic Fleet Solution Architect**
- Service Provider Sharing Market
- Partner for Smartcity Projects
- Product Management Sharing Platform

Product

- Sharing Software
- Modular Sharing System Architecture (Vehicles and Infrastructure)
- Sharing Brand
- Plan, Implement, Improve Services
- Operator Services

Goals

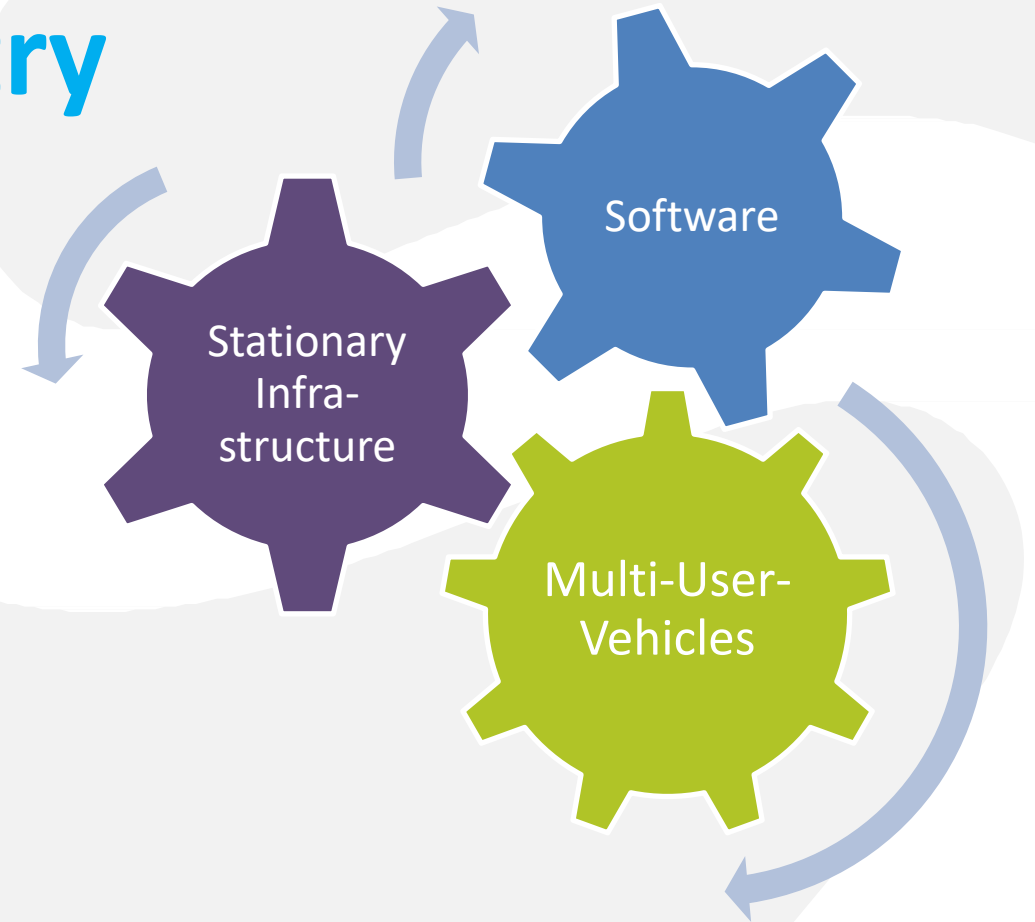
- Secure prominent Role in «Smart City Ecosystem»

Current Bicycle Industry

- The bicycle industry is radically different from the automotive industry. The strong players are component manufacturers, OEM factories assemble according to customer requests. Brands are mainly marketing vehicles. There is very little holistic bike design.
- The bicycle industry does not yet have many areas, where total cost of ownership matters.
- We are currently «abusing» consumer market components for use in commercial fleet applications.
- There is a strong need for dedicated players who can take on the role as specialized supplier for a new and exciting industry.



(Re-)Inventing the Industry



- What can we learn from automotive?
 - Scale, control, scale, control, scale..
 - NOT agility, flexibility
- What can we learn from public transport companies?
 - Lifecycle
 - Operating in public space
 - NOT cost efficiency
- How do we create a product that can actually scale while still being adaptable?
- How do we create products that work in public space but are cost efficient?

User centric Design

- With MaaS, the users have a choice of options to get from A to B. Every experience with MaaS will shape their future choices.
 - MaaS Plattform players can't «just flood»
 - Traditional Public Transport can't «just dictate»
- The Street is the lab. User centric MaaS Solutions don't evolve from RnD Centers.
- Throttle Bike vs. Pedelec: When it comes to active mobility, should we limit the choices out of health considerations?



Whatever you do as a business..

- Be bold, but control your risk
- Focus on your special field of competence
- Be part of a larger ecosystem and grow with it
- Design every product as part of a larger MaaS System
- Do it with the users in mind, get real user feedback as early as possible

Whatever you do as a city..

- Become engaged, create your own competence for MaaS
- Don't create «suicide projects» through tenders
- Allow smaller players to thrive within their field of competency
- Always accommodate for learning periods
- Make sure you contribute to the establishment of a healthy ecosystem of capable players

Holistic MM Fleet Concepts

In order to reach the next level of highly performing micro mobility systems we need to innovate on all levels. Once all the pieces of the micro mobility puzzle are optimized to work in such a system, we can put these puzzles together for each city accordingly.

Mega-players who have the resources to do it all have entered this market aggressively and will take their place.

For the rest, it means an open dialog among all actors in the field. Less opportunism and more reliability on all levels.





Swissfleet

Let's talk!

+41 78 687 67 67

philip@swissfleet.net