

DESIGNING PRODUCTS FOR MOBILITY INCLUSION

— The **HiReach** mobility inclusion challenges



**SU's mission is to educate, empower,
and inspire leaders to leverage
exponential technologies to solve
humanity's grand challenges.**

The New York Times

IMPORTANCE OF PLACE

Transportation Emerges as Crucial to Escaping Poverty

By Mikayla Bouchard

Source: http://www.equality-of-opportunity.org/images/nbhds_exec_summary.pdf

Where are the mobility services for the bigger part of humanity?



In 2009

We had the “perfect storm”...



WiFi
(crappy)

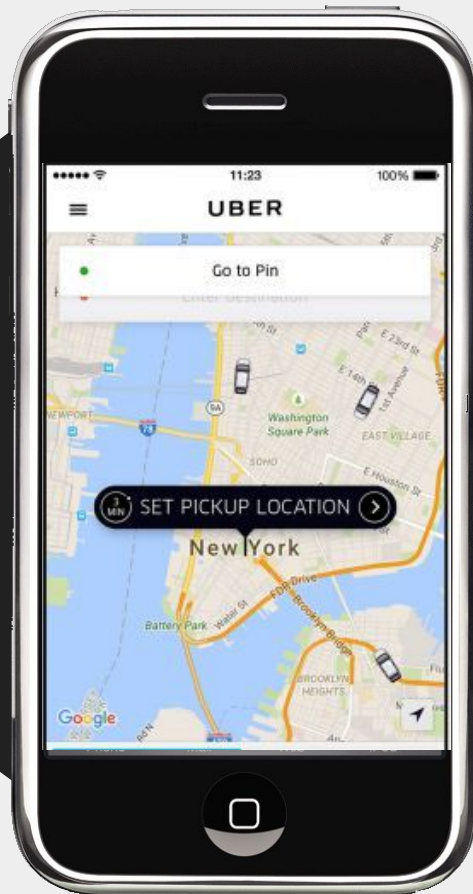
Tech

Social



Subprime
crisis

iPhone



API



+100 USD

We had the market right!

“white middle-aged men living in urban areas with a smartphone”



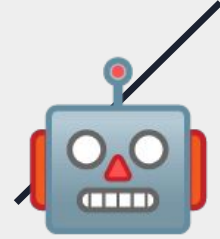
10 years later

Did you ask for another 🍹 ?



WiFi (still
crappy)

Everyone has a
smartphone

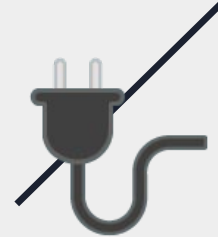
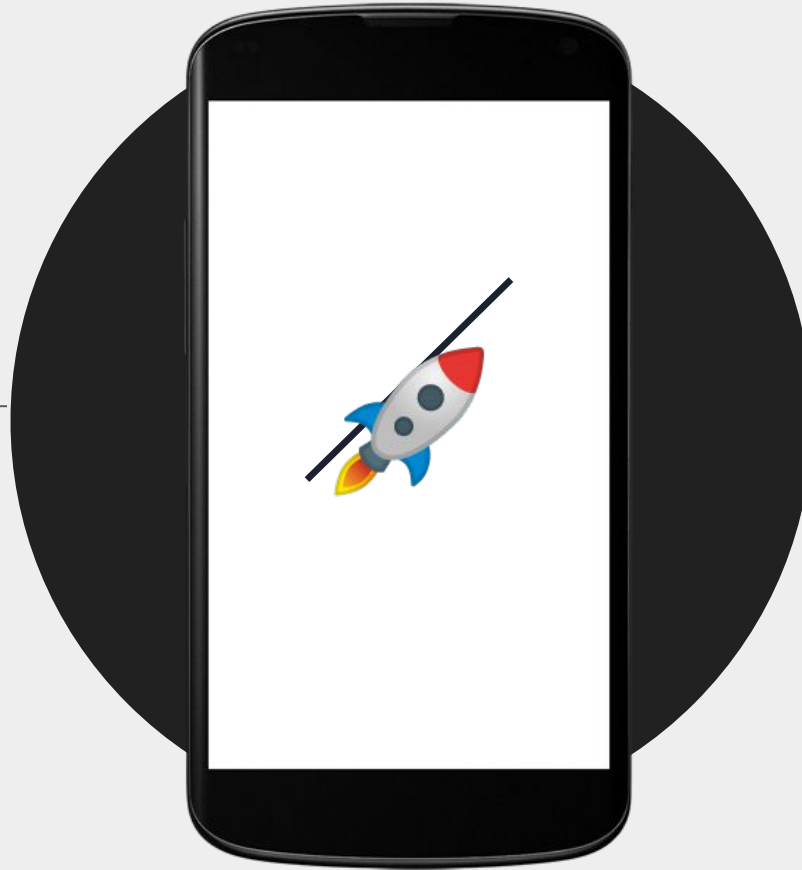


ML as a
service

Tech Business



Mobility as
a service



e-vehicles

But, do we have the consumer?



LOW INCOME
~25%

WOMEN
51%



CHILDREN
+15%



MIGRANTS
4.3M AND
GROWING
EVERY YEAR



PEOPLE LIVING IN
RURAL AREAS
+50%



ELDERLY TO
EQUAL THE WORKING
POPULATION IN THE
COMING DECADES

PEOPLE WITH
DISABILITIES
~14%



Who are these **people**?



Victor, 30 y.o.

- Lives in a central town (Romania)
- Unemployed - job opportunities are too far away

Problems:

- He doesn't have his own car
- He has no access to lower price vendors



Maria, 70 y.o.

- Lives in Guarda (Portugal)
- Retired local farmer
- Doesn't know how to buy online

Problems:

- She cannot afford to take a taxi
- Bus stops are too far away
- No safe pavements to walk



Thierry, 45 y.o.

- Lives in Bastogne (Belgium)
- Hi-tech in Luxembourg
- Married + 1 son = 2 cars

Problems:

- Long commute to work
- His wife needs to pick up their son and assist her parents



Giulia, 28 y.o.

Remote worker in Italy.



Konstantina, 15 y.o.

Student in Greece.



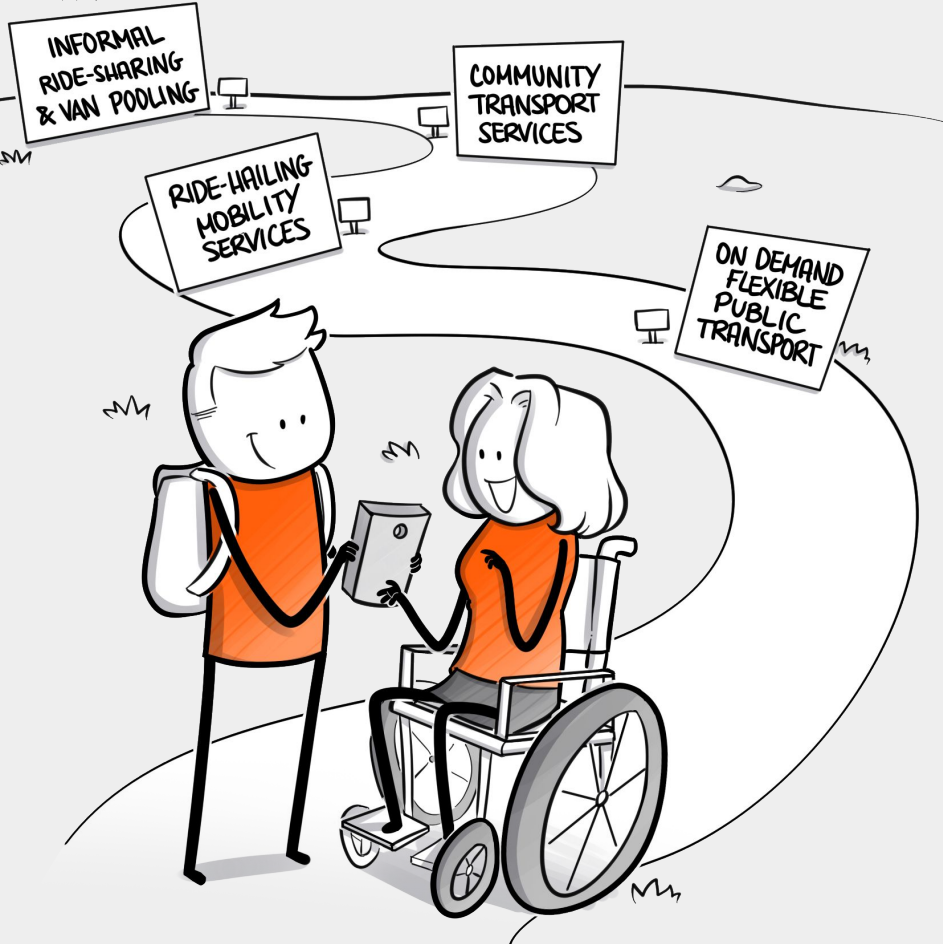
Sami, 43 y.o.

Refugee in Germany.

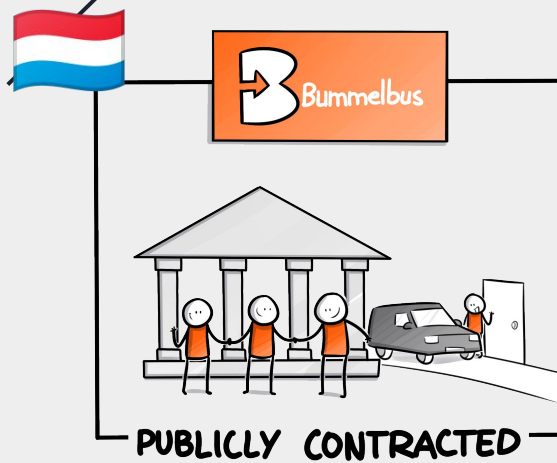
and many others...

... Can we find the solutions
that suit them **better**?

How?



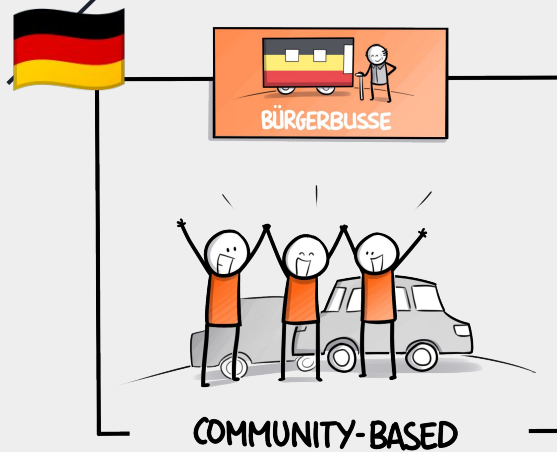
User-oriented Services



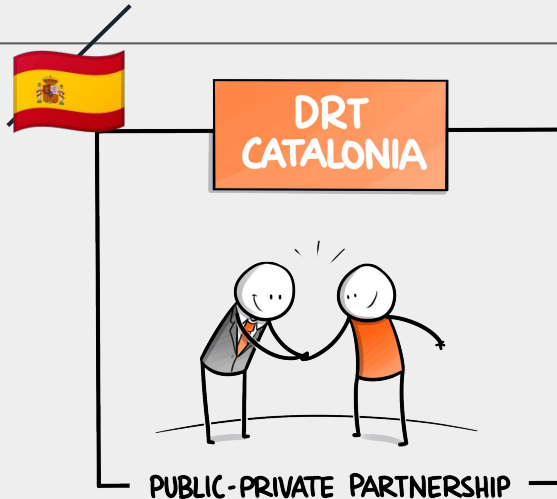
- > Social Project + Mobility Service
- > Door-to-door trips driven by unemployed people
- > Smartphone app would facilitate the operation



- > Door-to-door collective
- > Suitable for children, elderly and disabled people
- > Smartphone app - real time and GPS bracelets



- > Rideshare schemes that don't make use of technology in rural areas
- > Organised by local volunteers, associations or municipalities
- > For senior citizens

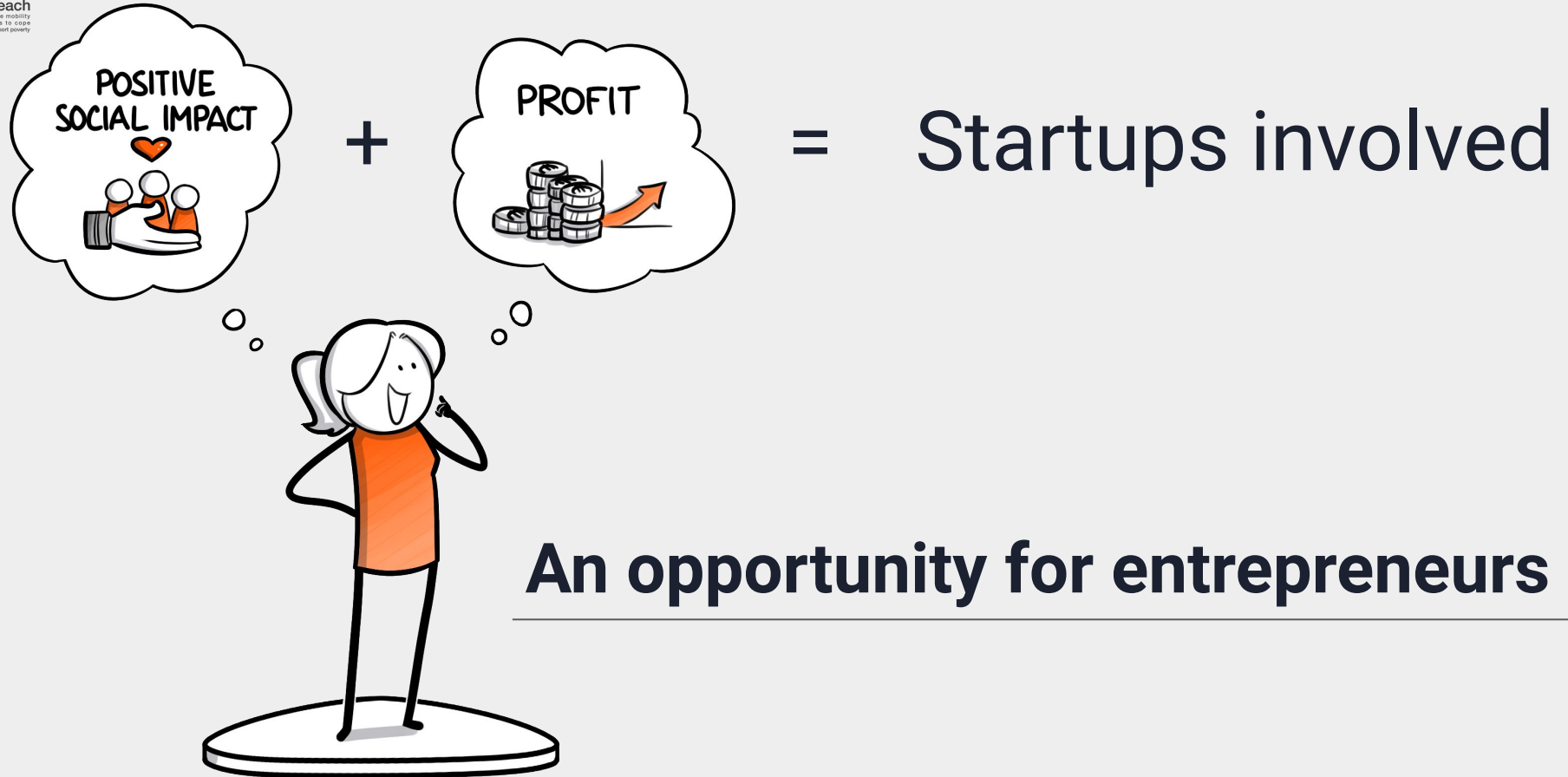


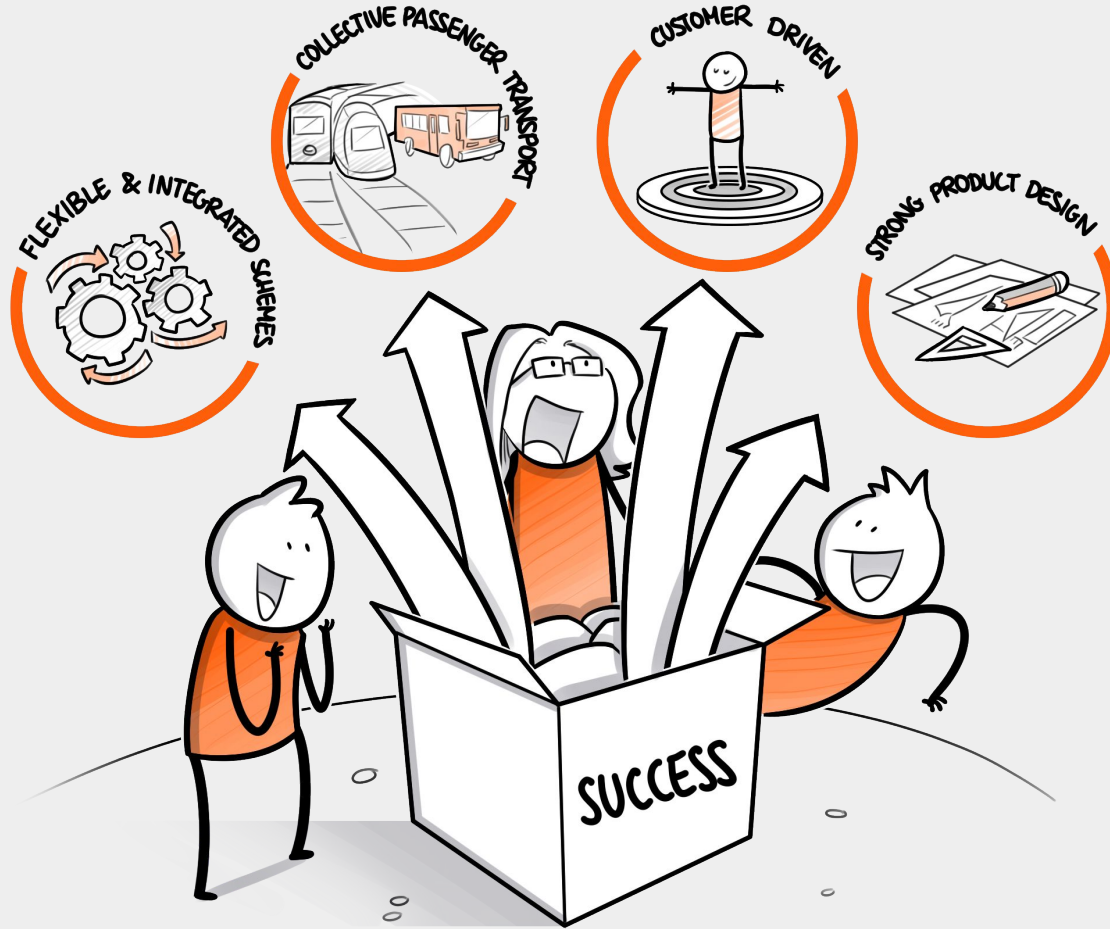
- > Demand-responsive transport
- > Bus services use innovative platform developed by startups
- > Integration of schools, special needs transports and others

**What are the ingredients
for new successful
ventures?**

We need entrepreneurs that are capable of designing solutions for these people and give them proposals according to their real needs.

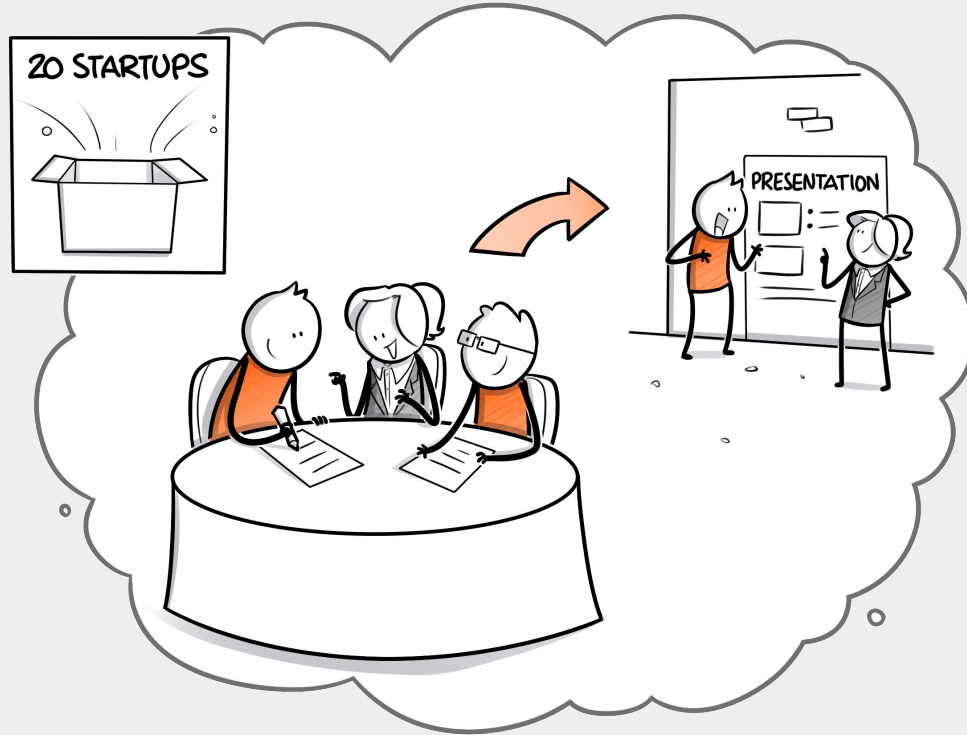






The HiReach StartupLab

Startup Bootcamp (Feb 2020)

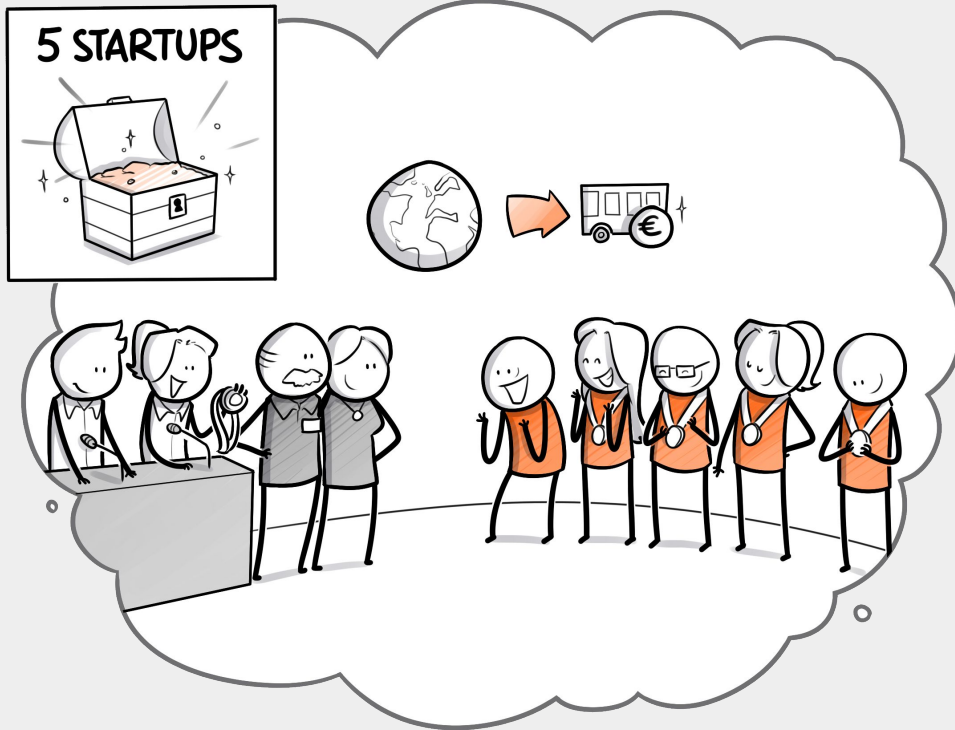


- > **1-week bootcamp**
- > **Business model innovation, methodologies and tools**
- > **Product validation, market potential and its contribution to eradicate transport poverty**

The bootcamp is a competitive arena where only the most brilliant and creative ideas will survive and move to the second stage.

Startup Acceleration

Startup Acceleration (Mar to May 2020)

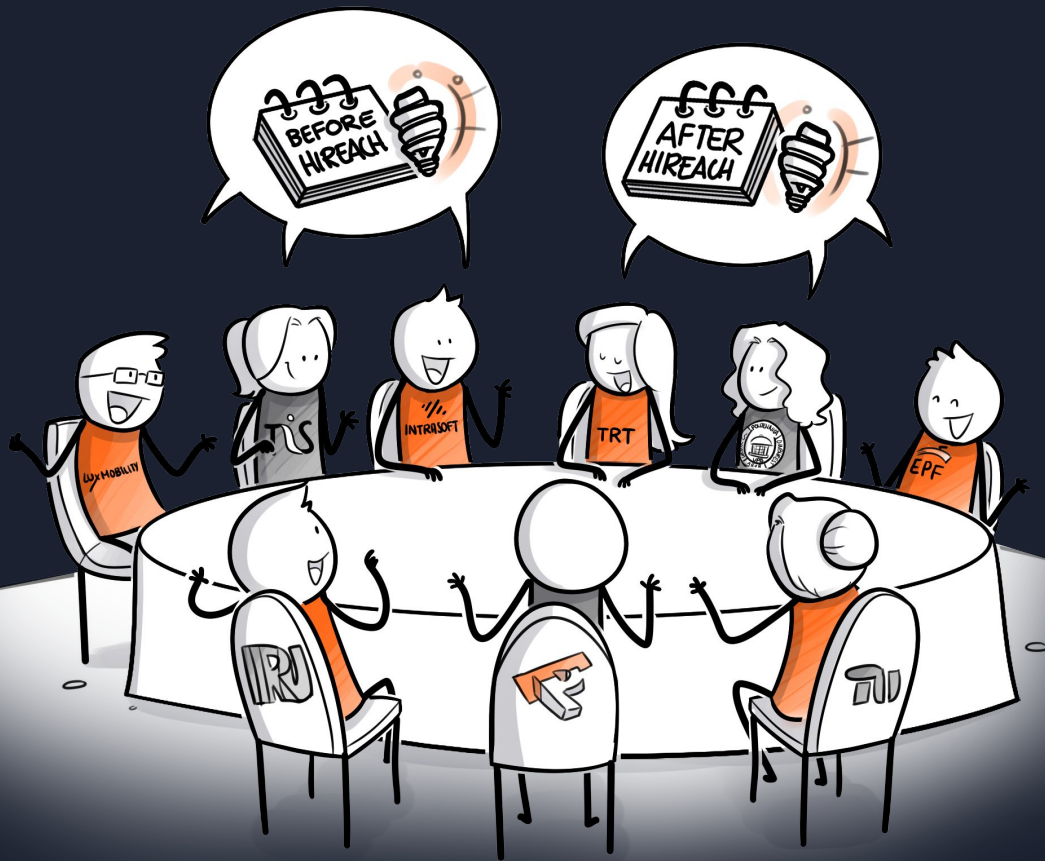


- > **3-month follow-up acceleration programme**
- > **Technical solutions and business model**
- > **Open toolbox API compiled by HiReach**

Piloting and Testing (Demos in Sep 2020)



- > **Meetings and Networking
between entrepreneurs
and decision-makers**
- > **Test-bed their ideas under
real-life conditions**
- > **International recognition**



André Marquet

 @amarquet

<https://hireach-project.eu>