

wikimove: ESG-driven MaaS (Mobility-as-a-Service) improving urban mobility in small and medium-sized cities



wikimove, a startup based in Bamberg, is revolutionizing urban mobility with its holistic, city-led Mobility-as-a-Service platform. Guided by the principles of Open Source, Open Data, and a commitment to sustainability, inclusivity, and efficiency, wikimove empowers cities to tackle mobility challenges while promoting environmental and social goals.

Core Principles and Platform Specifics

- **Integration of Environmental, Social, and Governance (ESG) principles:** The inclusion of ESG criteria in the platform ensures socially equitable and environmentally sustainable mobility solutions.
- **Use of open standards, open interfaces, and open source:** Our platform integrates global standards such as MDS, CDS, GBFS, GTFS-RT, and TOMP to ensure interoperability and seamless connectivity.
- **High-Level Data Privacy:** Data protection is ensured through advanced anonymization and pseudonymization techniques developed in close collaboration with the University of Bamberg.
- **Modular and scalable design:** The modular structure allows cities to tailor wikimove's solution to their specific needs, size, and budget. Municipalities can select and customize tools as needed, enabling targeted solutions and scalable implementation for cost-effective outcomes.
- **Seamless integration:** External mobility providers and existing MaaS apps can connect via open interfaces to wikimove's solution for unified, cross-platform system management.

Product ecosystem (Individually adaptable combinations of products and features—suitable for any city)

wikimove Mobility-App

Goal: Promoting intermodal and eco-friendly mobility



Cross-regional

Citizens

A unified, user-friendly platform that offers end-users the following options:

- **Transport Mode Integration:** A streamlined mobility interface that enables seamless intermodal route planning, booking, and payment for public transport, shared bikes, e-scooters, carsharing, on-demand services, ride pooling, etc.
- **First-Last Mile Solution:** A sustainable solution for the first and last mile, connecting areas with limited mobility options, using various services in one application.
- **Barrier-free Routing:** An inclusive solution for people with walking disabilities.
- **Mobility Budgets:** Efficient management of mobility budgets and subscriptions.
- **Infrastructure Overview:** Comprehensive information on charging and parking infrastructure, as well as mobility stations.
- **Gamification Features:** Incentives designed to encourage CO₂ emission reduction.



Mobility Manager

Goal: Data-based analysis and management of urban mobility



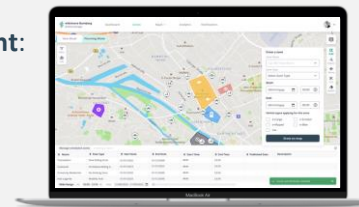
Local

City

Transport association

A local tool designed to support cities and transit networks with the following functions:

- **Real-time Data Analytics:** Provides visualization of traffic flows, modal split, CO₂ emissions, and performance metrics of public and private transportation systems.
- **Zone Management:** Enables dynamic policy-making through implementation of customizable geospatial mobility zones, such as construction sites, parking restrictions, low-emission zones, and speed-restricted area.
- **Fleet Operating Platform:** Integrates and manages city-owned mobility fleets, such as city bike-sharing services and includes CRM solutions for managing mobility users (e.g., driver's license verification).
- **Budget Management:** Efficient administration of mobility budgets and subscriptions.
- **Infrastructure Management:** Management of charging and parking infrastructure.



Mobility Budget Management (Corporate Mobility)

Goal: Supporting external organizations in sustainable mobility strategies



Local

Cross-regional

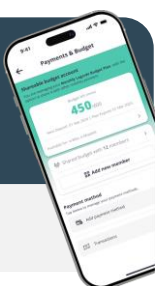


City

External Organizations

External organizations can create tailored mobility budgets for their target groups and manage them:

Companies: for employees; **Universities:** for students; **Event Organizers:** for visitors, etc.



Full Solution: wikimove Mobility-App + Mobility Manager + Mobility Budget Management (optional)

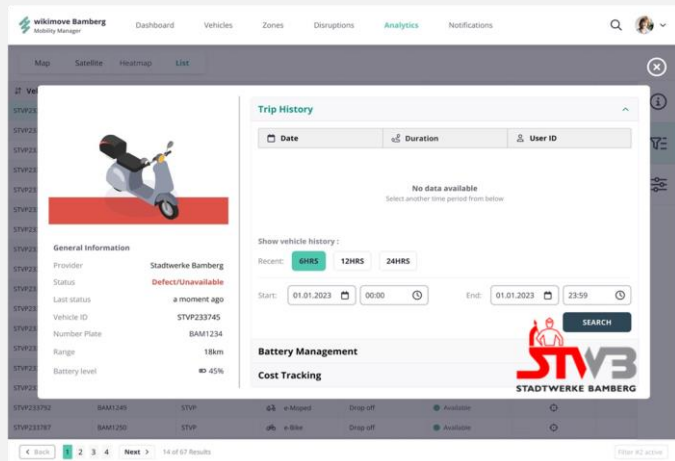
Retrofit Solution: Mobility Manager for existing mobility solutions for better data-driven, actionable insights and control

Platform Structure



Our use cases

Smart City & Stadtwerke Bamberg (MPSC & STWB) Full Solution

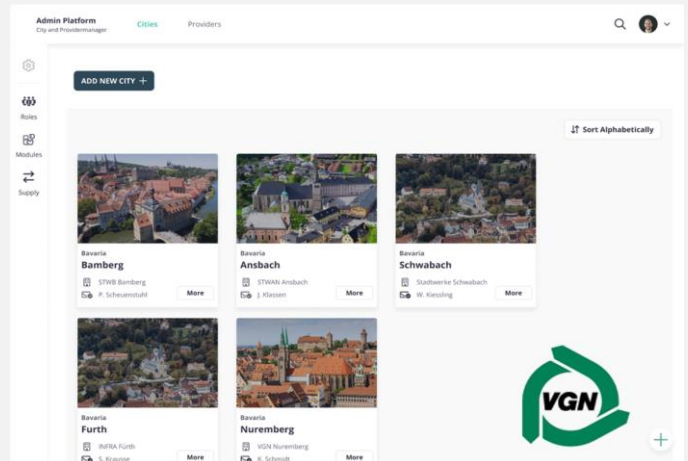


Together with Bamberg (MPSC and STWB), we have developed and implement an integrated MaaS solution: Mobility Manager plus wikimove Mobility-App, including Mobility Budgets and Fleet Operating Platform.

Goals: Better long-distance connections, less traffic in the old town, promotion of environmentally friendly mobility and behavioural changes through CO₂ analysis, gamification and smart routing.

Integrated services: Public transport, bike-, e-scooter- and car-sharing. Upcoming: on-demand services and ride pooling.

Verkehrsverbund Großraum Nürnberg (VGN) Retrofit Solution



Together with VGN, we have developed a retrofit solution that empowers all cities and counties within the transportation network to better understand and independently orchestrate local public and private mobility.

Goals: The solution aims to empower association member municipalities, provide advanced data analysis tools, and improve cooperation between public and private mobility services.

Integrated services: Public transport and private mobility services, with a particular focus on micromobility solutions.

Accelerators and Incubators: Techstars Sustainability, EIT Urban Mobility, ZOLLHOF, BadenCampus, Clean Future Lisbon
Research Partners: University of Bamberg, Friedrich-Alexander-University Erlangen-Nürnberg, University of Lisbon

Full presentation available at: [Link](#)

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