

# Cape Town, South Africa Mobility Pilot

1. The Phases
2. Revenue Stream
3. Challenges and Insights



# Phase 1

## Target Market

- Large employers (primary target market(TM)) based in the Cape Town CBD
  - Initial target companies should ideally be renting a portion or all their parking bays used for employees
  
- Employees (secondary TM) of large companies & organisations based in the Cape Town CBD
  - Private car users, especially SOVs
  - Target employees should have fixed hours and thus do not require a high degree of transport flexibility

# Phase 2 & 3

## Target Market - PHASE 2

- ❑ Model is opened up to small employers and employees working in the Cape Town CBD
- ❑ Model is opened up to other areas within Cape Town?

## PHASE 3

- ❑ Model is taken to best fit cities in developing countries

# Revenue Stream

Two-tiered offering: 1. Products & Services; 2. Information & Marketing

## 1. PRODUCTS & SERVICES

- Primary Services
  - Customised bus services
  - Walking bus (train)
  - Car-share options (inspired by Zipcar)
  - Event transport consulting
  - Green Auditing

# Revenue Stream

## 1. PRODUCTS & SERVICES continued...

- Facilitation & Management
  - Web-based information for optimized commute
  - Safety and security
  - Carpooling software
  - Bicycle lockers

# Revenue Stream

## 2. INFORMATION & MARKETING

- ❑ A process of informing and marketing at all levels of the given company about *mobility solutions*
- ❑ Large employers will pay a subscription to this service proportional to the number of car users in their offices

# Challenges

- ❑ Our main challenge/competitor is the current culture and mindset of commuters
- ❑ Our argument to companies
- ❑ Our argument to employees



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