Sustainable Mobility & the Digital Revolution

Robin Chase
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• Idea/innovation existed was not ours

• Strong unmet demand

• New technology enabled the service/product

TWO EXAMPLES:

  Zipcar
  GoLoco
ZIPCAR’S VISION:

Make access to a private car as easy and convenient as getting cash from an ATM.
The car unlocks with the right Zipcard at the right time on the right car.
Drive Away!
Zipcar used for an architect’s site visit
Zipcar for errands
Zipcar for weddings (and proposals, and...)
Zipcar as Second Car
Car Sharing

25-50 people car-satisfied with one vehicle
10-20 cars off the road for each Zipcar
Quality of urban life improves for all
Parking paradigm changes
Drives well with others.

GoLoco.org
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• Marketing is (almost) everything
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  **RISING COSTS OF CAR OWNERSHIP**

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RISING COSTS (FINANCIAL & TIME) OF CAR OWNERSHIP
Therefore MUST INCREASE VALUE OF CAR by:

• # of owners (car sharing--Zipcar)
• # of riders (ride sharing -- GoLoco)
• value of time in car (continuous connectivity)
• value of other investments (laptops, PDAs, ipods)
• integral part of a mobility network
• integral part of a communications network
Mr. McGuire: I want to say one word to you. Just one word.
Benjamin: Yes, sir.
Mr. McGuire: Are you listening?
Benjamin: Yes, I am.
Mr. McGuire: Ad hoc wireless networking

Benjamin: Where did you do it?
Mrs. Robinson: In his car.
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  **FARMING IDEAS, PICKING ONLY THE BEST**

• Strong unmet demand
  **RISING COSTS OF CAR OWNERSHIP**

• New technology enabled the service/product
  **WIRELESS DATA TRANSMISSION**

• In networks, size is power
  **TRANSPORTATION CREATES CRITICAL NETWORK SCALE**

• Marketing is (almost) everything
  **FUTURE ORIENTED, SERVICE ORIENTED, CUSTOMER ORIENTED**
Create the cities we want to live in

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