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XIMEDES



**MASAI**

*BRINGING A PERSONAL CONCIERGE  
INTO EVERYONE'S POCKET*

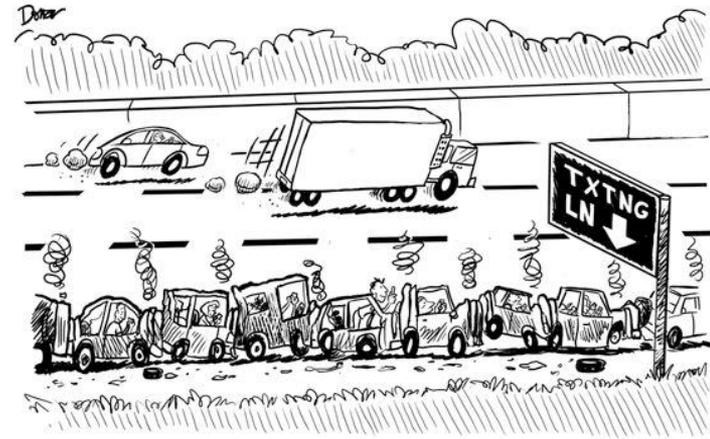
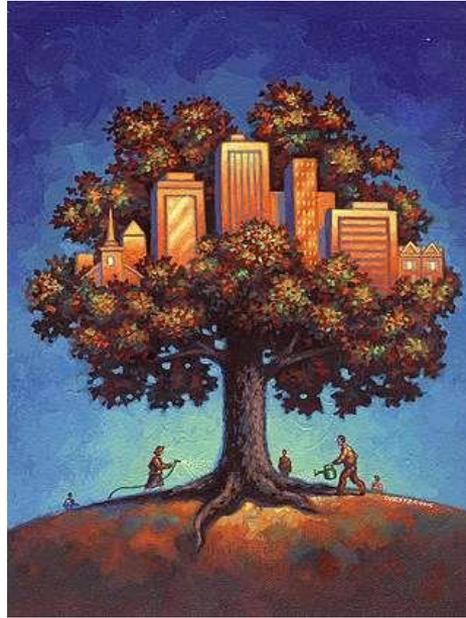
**ATEC ITS – 25 JANUARY 2015**

*MASAI - MOBILITY BASED ON AGGREGATION OF SERVICES AND APPLICATIONS INTERCONNECTION*

# MASAI IN A NUTSHELL



# SEAMLESS TRAVEL DEMANDS – WHY?



# TECHNOLOGY SHALL CHANGE EVERYTHING

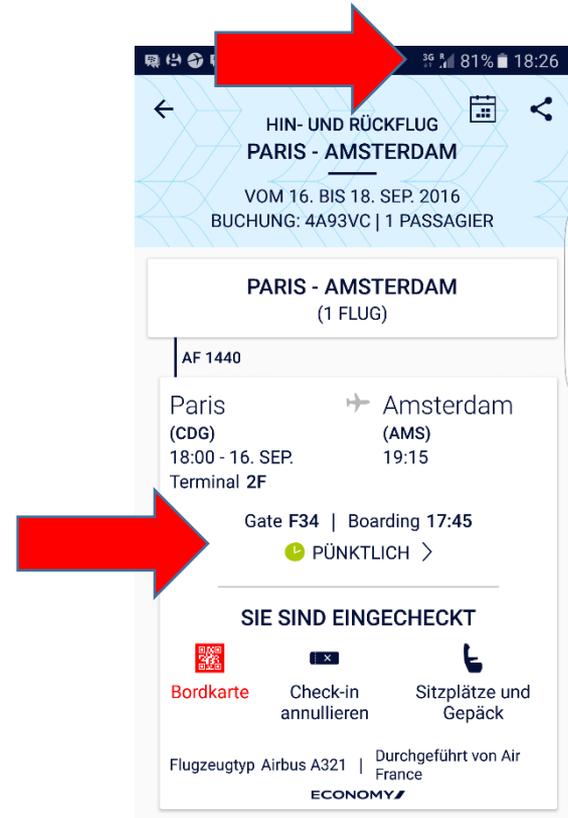


**354.000 Websites for  
SeamLess Travel Concepts**

**125.000 Travel Apps on  
Google Play Store**

**27.000 Seamless Travel  
Technology Papers**

Will I really catch this Air France flight?



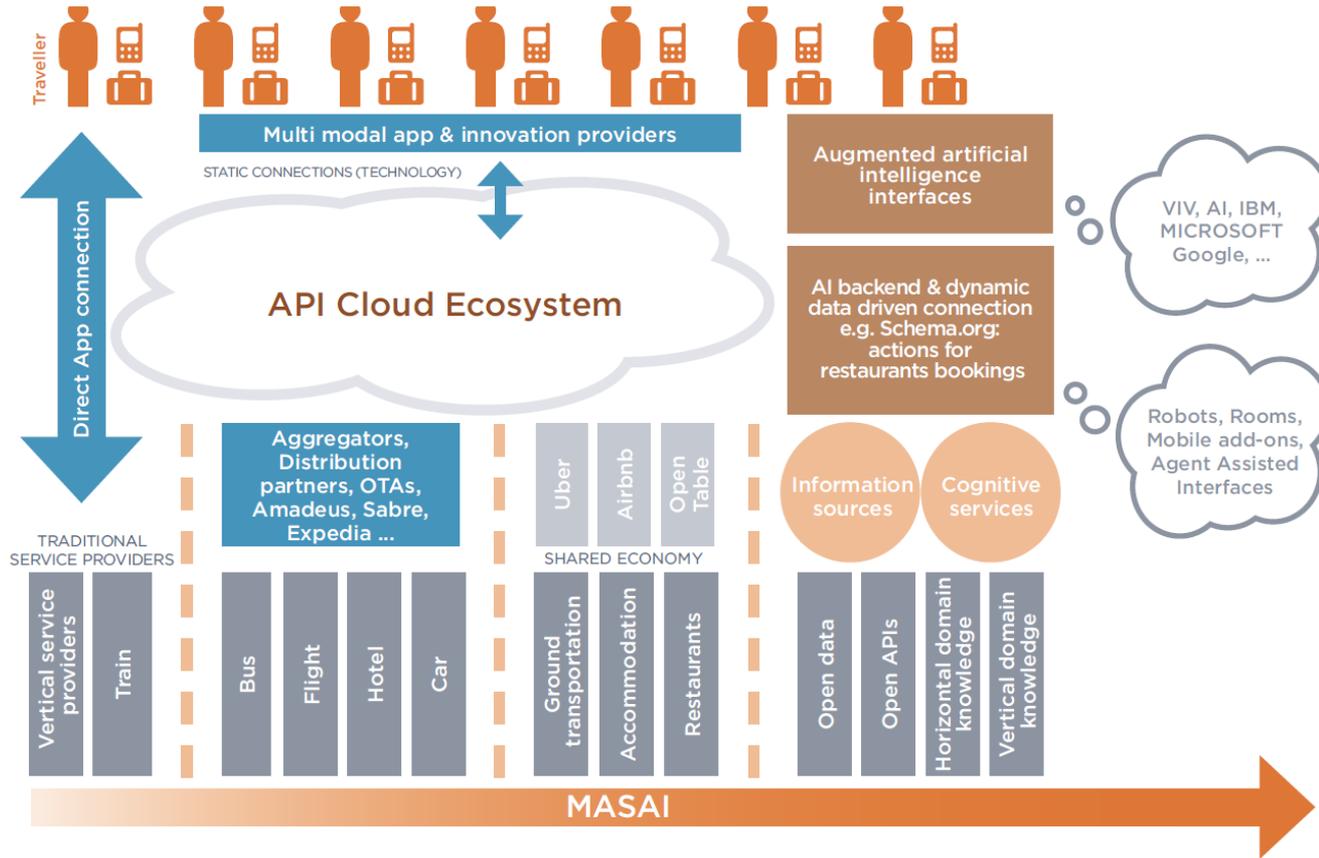
# MARKET TREND REPLACEMENT OF HUMANS BY MACHINES



# BUILDING THE BRICKS TOGETHER



# Adoption for the Different Multimodal Needs for End Users





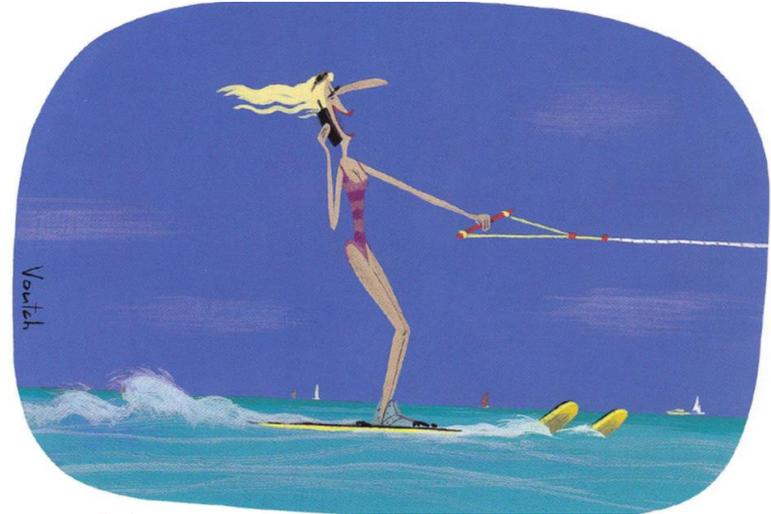
## BEFORE MASAI



- First you open the *hungryvulture.com* program, then type “Serengeti”, enter, then “satellite view”, enter, go to the “localise” menu, select “wildebeest” and then in the submenu you select “recent killing”. It will spot the potential carcasses. You need to select one and save the data.
- Then you will have to open the navigation program to give you the path to reach the target ...
- We recommend that you also input the data in *scavengers.org* to check if you will have competition with hyenas in the neighborhood

MASAI receives funding from the European Union’s H2020 programme under Grant Agreement 636281

## WITH MASAI



Thanks to **MASAI concierges**,  
it took me only a **few clicks**  
to organise my **business trip**  
and a **few days off**  
enjoying some special **local services**

# LEVERAGING MASAI PROJECT EFFORT THROUGH A SUSTAINABLE COMMUNITY OF STAKEHOLDERS

**START UPS**



**WORKGROUPS,  
HACKATHONS, PILOTS**



**SPECS, TOOLS &  
OPERATING SOLUTIONS!**

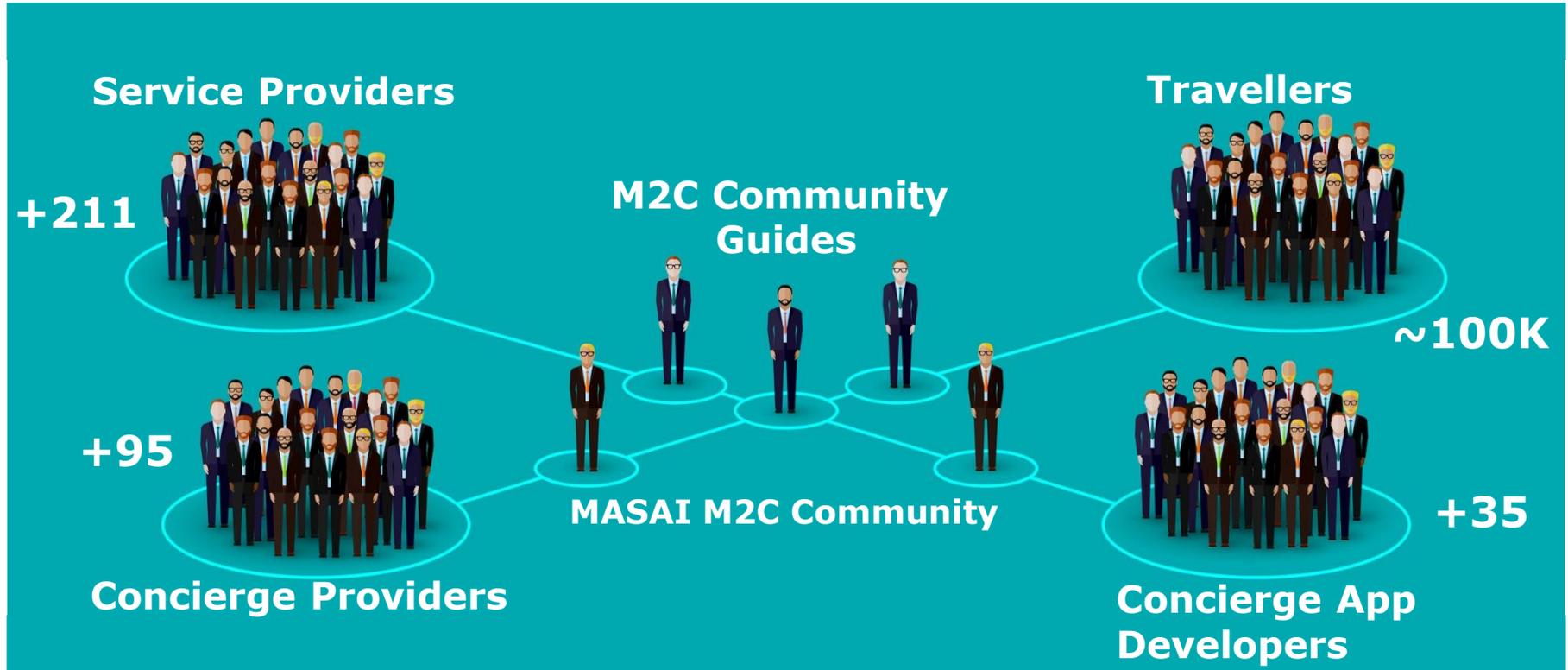


**SERVICE PROVIDERS &  
CONCIERGE DEVELOPERS**



**EXISTING STANDARDS &  
MODELS**

# MASAI COMMUNITY – HOW WILL IT WORK?





# MASAI COMMUNITY EXAMPLE STAKEHOLDERS

FLIXBUS



Postbus

megabus.com



Data-Moove

berlinlinienbus.de

BUSCAS



SuperShuttle  
Need a lift?

ECOLINES

SCOTTURB

DeinBus.de



ONEBUS<sup>ede</sup>

eurolines  
GERMANY



Data-Moove



IC Bus

vélobleu



BNP PARIBAS



LIGNES  
D'AZUR

Cascais  
Câmara Municipal



amadeus

Concierges ?

Expedia®



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# MASAI ITERATIVE ACTIVITIES



EU strategy



Market Research



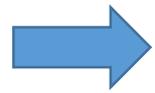
Stakeholders



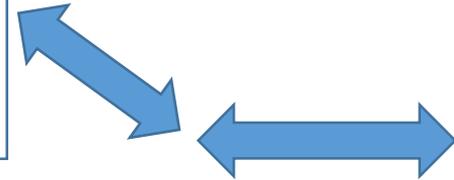
Proof of Concept  
POCs

Purpose	People
Pilot	
Process	Participation
Identify Pain Points Share Lessons	
Future Projects	

Pilots




M2C Community



Whitebook  
1.0 2016  
& 2.0 2017



Specification



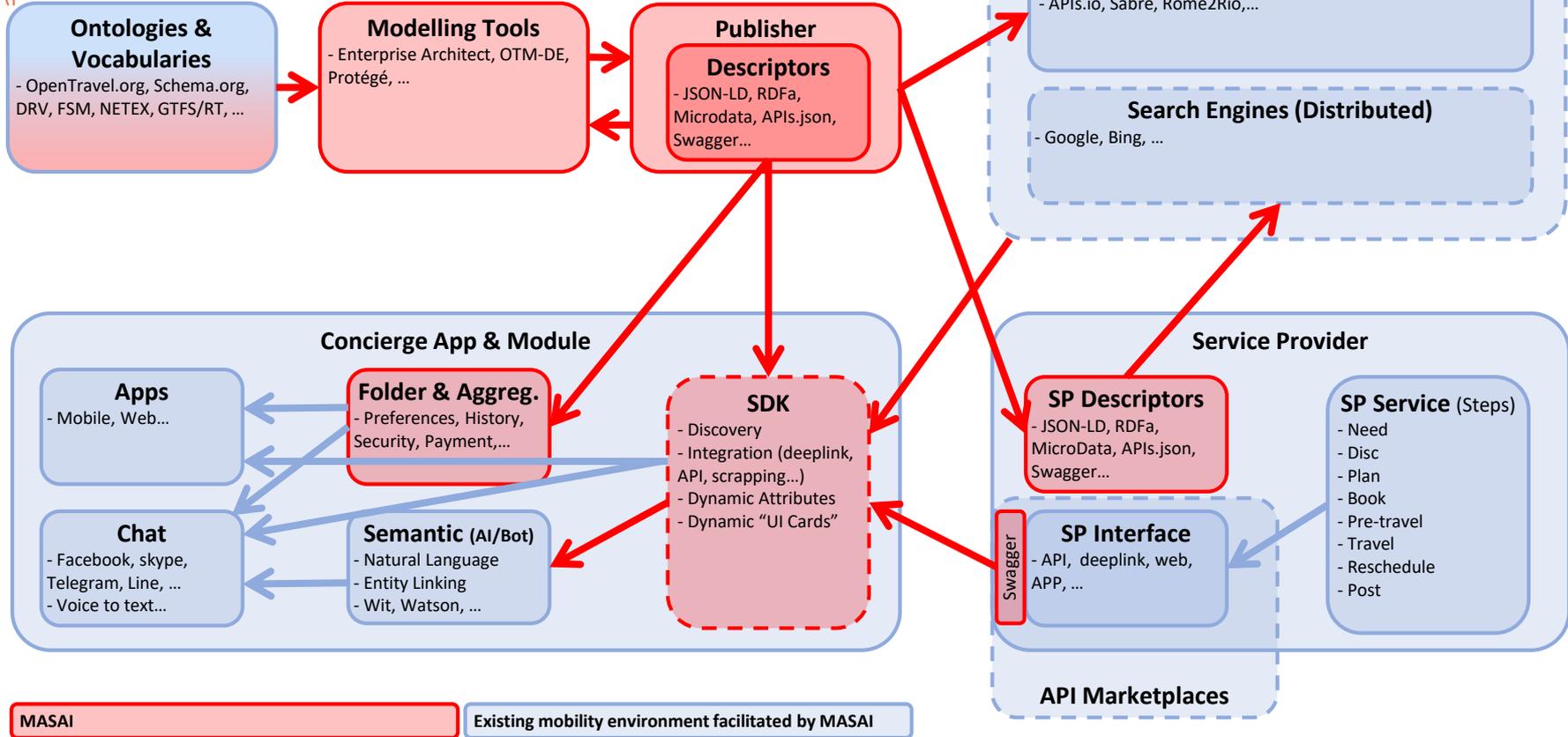
Components

# SOME TECHNICAL INSIGHTS





# MASAI IN THE MOBILITY ECOSYSTEM



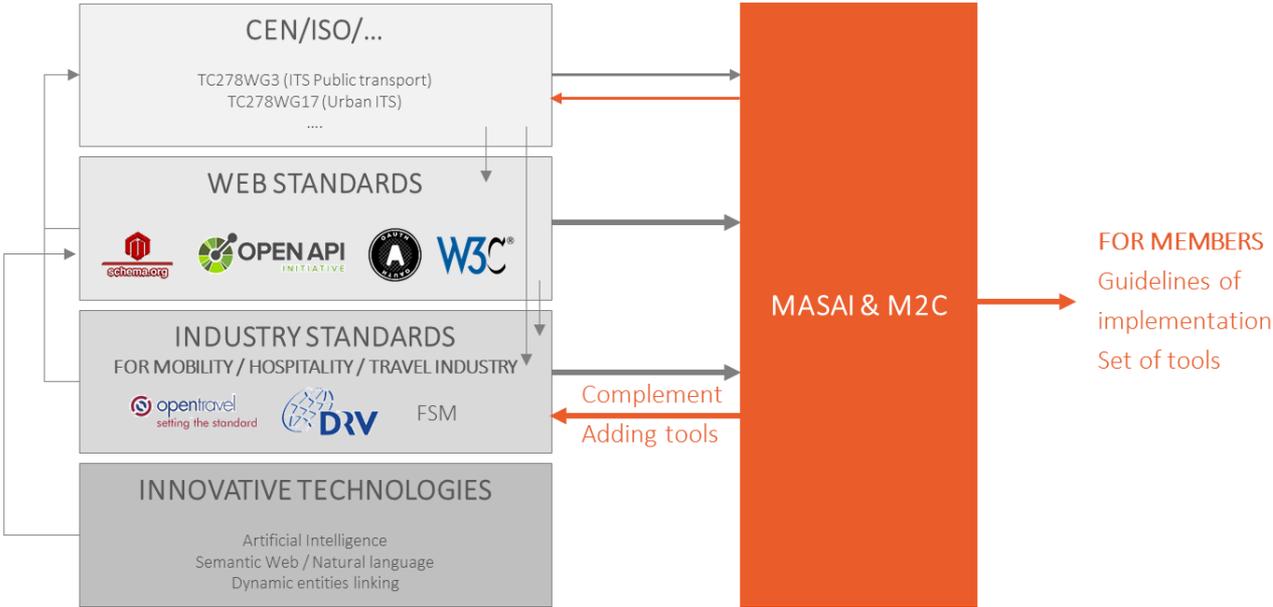
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# RELATIONS WITH STANDARDISATION



Identify, comply and enrich (and keep on doing it) :

- Consistency with CEN TC278 WG3 and 17
- Adopt most relevant web and industry standards
- Enrich some of them :
  - Open Travel Alliance : European college = MASAI



- Version 1.0: Focused on manager level to explain the position on a business level and derive then to the masai.solutions website and derive to the more technical specifications.
- Version 2 end of the project will include the findings and lessons learned on the pilot projects and deepening on the technical aspects.
- MASAI Whitebook 1.0 will be used as a marketing tool to attract people for the MASAI Community.

# MASAI PILOTS

Starting in S1 - 2017



## PERIMETER

- Focus on tourism / business use cases
- Focus on local services in Nice area
- Expand to Provence-Alpes-Côte d'Azur Region

# NICE PILOT

## USE CASE

- Caroline goes to Nice area for a congress
- She wants to take some time to visit French Riviera

*Which are the best things to see at this moment ?*

*How to book for these activities ?*

*How to get there ?*

In the pilot, Caroline will be able to perform these tasks using concierge app's, aggregating local services, and proposing the most relevant



## OBJECTIVES

- Provide one or several Concierge app's to organize trips in the area, using Service Discovery / Folder mechanisms
- Prove that small local services can:
  - Be part of a more complete offer
  - Have the same visibility as *big players*
- Include among MASAI services first & last mile transportation and access control

## ENVISIONED STAKEHOLDERS AT STARTING PHASE:

Régie Ligne d'Azur

Public Transport

Concierge and / or service

Nice Côte d'Azur

Community /  
Data warehouse

Service and / or concierge

Vélo Bleu

Bike sharing

Service

Auto Bleue

Car rental

Service

CRT

Tourism activities

Service

French Riviera Pass

Data Moove

Events information

Service

BNP Paribas

Bank

Folder and / or concierge



# NATIONAL PILOT: PORTUGAL

## STRATEGY: AN ECO-SYSTEM TO SYNERGIZE WITH MASAI

### • Small local services



- Such as sightseeing tours, hop-on/hop-off buses, river taxi, urban buses, local taxi services, local transfers, museums, etc, offering them an easy way to expose their services to other concierge apps.
- Examples:** Cityrama/Grayline (OTA taxi/transfer group), TranSol, MEO Taxi, Move Aveiro, Transportes Urbanos de Braga (TUB), Rodoviária do Tejo

### • “Global” services



- such as long distance buses and trains, or travel agencies, which can act as concierges in the sense that they need to aggregate other local services to their core service offer, either to “fill the gap” (e.g. first and last mile), or to turn their offer more complete and aggregated to the customer.
- Examples:** Rede de Expressos, Comboios de Portugal

### • Cities and Governments



- in the sense that they depend on the good coordination between service providers and concierges, but also cities in some sense tend to act as concierges towards facilitating the life of citizens and tourists in their cities, by offering easier way to travel and live in the city.
- Examples:** CM Cascais (Mobi.Cascais), CM Lisboa, Turismo de Portugal (SOL program)

### • “Local” Startups



- which can play the role of solution providers to service providers or concierges, and due to the fact that Portugal has, in the last years, created a huge dynamic for entrepreneurship which means that a lot of startups are being created which can benefit from MASAI and also help to tune MASAI.
- Examples:** Visor.ai (SOL Program), TaxiMotions, Uniplaces

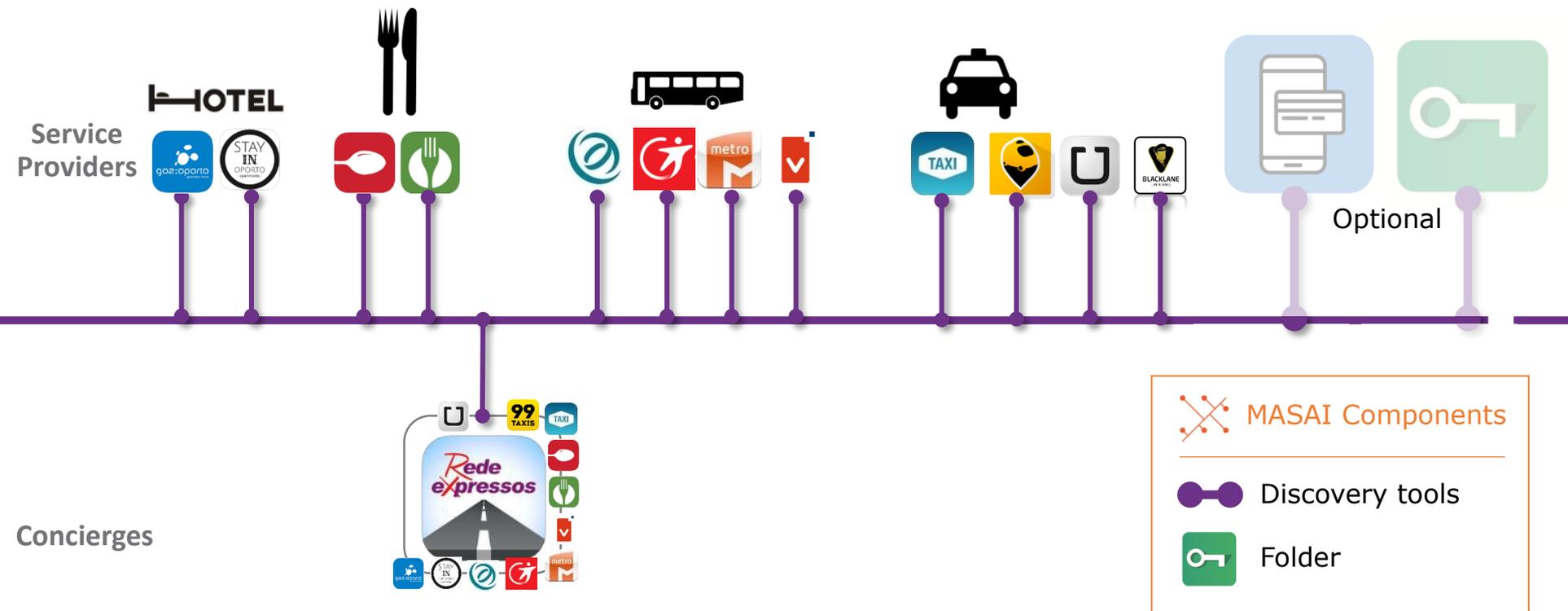
### • Global Startups



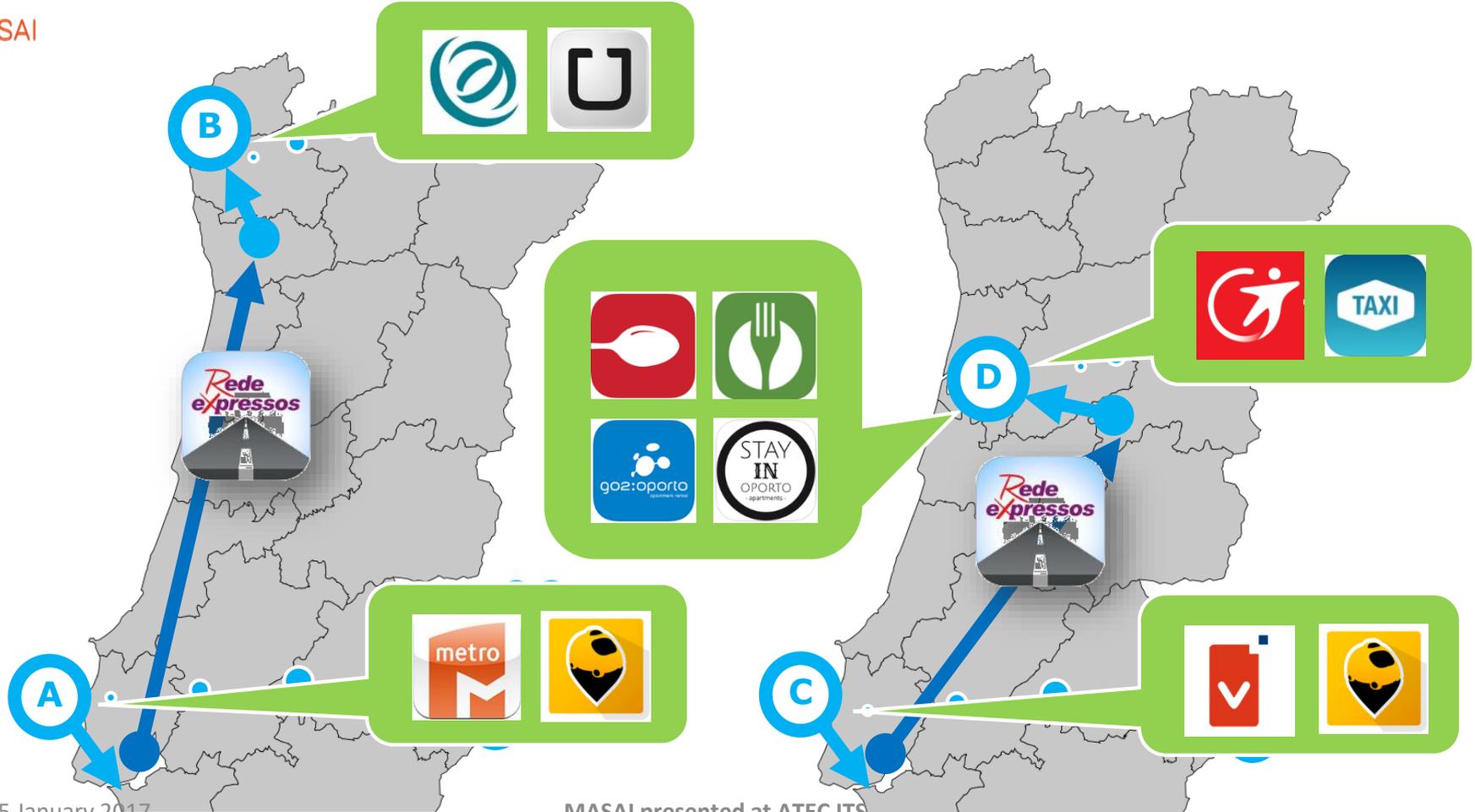
- Examples:** such as Uber, Blacklane, Zomato, AirBnB...



# NATIONAL PILOT: PORTUGAL – EXAMPLE: EXPRESSO



# NATIONAL PILOT: PORTUGAL – EXAMPLE: EXPRESSO



# MASAI AS PARTNER OF SMART OPEN LISBOA: AN EXAMPLE OF THE DYNAMICS OF THE MASAI COMMUNITY

## Smart Open Lisboa Upgrade City Life



### Partners



- 
- A stylized map of Europe is shown with various national flags of European countries pinned to it. The flags are scattered across the map, with some in sharp focus and others blurred in the background. Visible flags include the United Kingdom, France, Belgium, Switzerland, Germany, Austria, and others.
- Focus on tourism / business use cases
  - Focus on European travel and major European cities

# EUROPEWIDE PILOT

## Basic Use Case

- Colleagues of a company go for a European sales tour visiting multiple European Cities including Vienna, Frankfurt, Amsterdam & Copenhagen
- They want to combine their business trips with private tourist leisure events



## Stages of travelling included:



## OBJECTIVES

- Provide several Concierge services to organize trips in the area, using Service Discovery / Folder mechanisms
- Prove that small local services can:
  - Be part of a more complete offer
  - Have the same visibility as *big players*
- Include among MASAI services first & last mile transportation and access control

## ENVISIONED STAKEHOLDERS AT STARTING PHASE:

Reisebuddy	European Concierge	Concierge and / or service
Copenhagen Concierge	City Concierge	Concierge and / or service
Deutsche Bahn	Public Transport Train	Service
Wiener Linien	Public Local Transport	Service
Deutsche Bahn	Customer Services	Folder
Booking.com	Service	Hotels
Via Micheline.com	Service	Restaurants
Prioticket.com	Service	Leisure bookings Museums, Cruises, ..

# QUESTIONS AND ANSWERS



# THANK YOU FOR YOUR ATTENTION

## CONTACT US FOR MORE DETAILS JOIN MASAI MOBILITY COMMUNITY

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