

Reinvent

the way people

travel.

LIFTANGO
INTRODUCTION

Liftango 

“Our roads are broken... they are full of cars, but not people.”

**Overflowing
Car Parks**



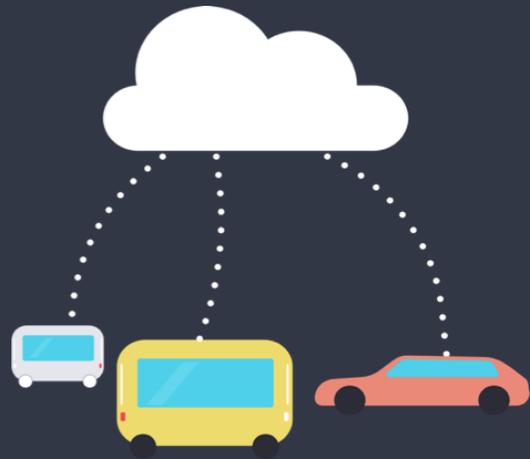
Empty Buses

Our Story:

4 years of driving Carpool adoption and enabling On-Demand Transport

- 30+ carpool clients
- 7 On-Demand bus programs





The 4 pillars of future mobility are
CONNECTED, ELECTRIC, AUTONOMOUS &
SHARED

OUR SERVICES ARE DESIGNED TO MAKE SHARED-TRANSPORT EASY, EFFICIENT + SAFE.



ON-DEMAND

Improve public transit, paratransit and corporate shuttle services with cloud-based dynamic scheduling and dispatch using self-adapting optimization algorithms.



BUS TRACKER

Provide real-time fleet location, offering customers up-to-the-minute visibility for their bus. No more wondering if or when the bus will come.



CARPOOLING

Unique service model, free for all users, with direct integration into parking incentives; using a cloud-based application that matches drivers and riders in real-time within an organisation.



SIMULATION + FEASIBILITY

See the improvement in fleet efficiency and service quality on-demand services make ahead of deployment with our modeling and optimization platform.

Designed to make shared transport easy, efficient and scalable.

SPACE REQUIRED TO TRANSPORT 48 PEOPLE:



CAR



ELECTRIC CAR



AUTONOMOUS CAR

SPACE IS FINITE:

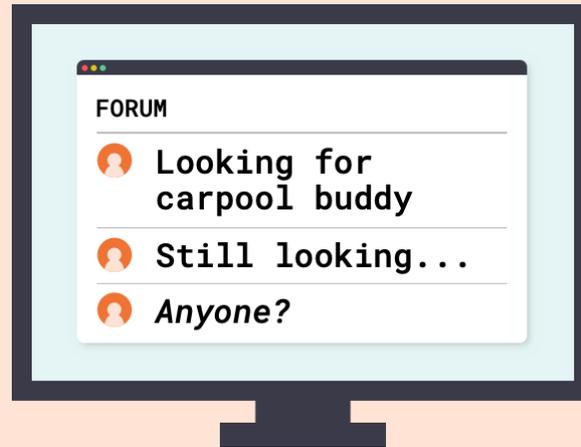
The behaviour change away from single-occupancy vehicles and toward trip-sharing will have a profound impact on congestion and traffic.

The Evolution of Carpooling



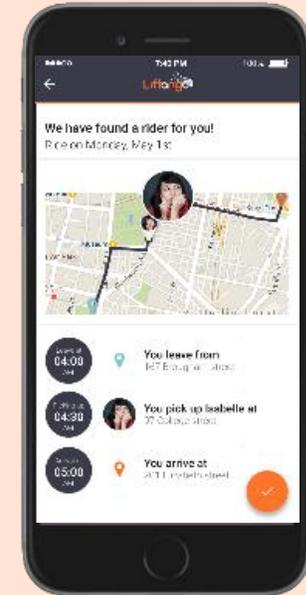
FIRST VERSION

A note left on the noticeboard



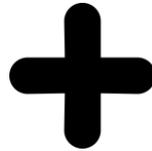
SECOND VERSION

A note left online



OUR VERSION

- Dynamic trip matching
- Route optimisation
- In-app guidance and directions
- In-app communication
- Incentives and rewards



Transport
experience

Choice

Dopamine
Habit



Technology alone will not change our preference for SOVs.

Creating a habit of carpooling



SINGLE OCCUPANCY

EFFORT
"It's hard to coordinate"

TRUST
"I don't want to pick up a stranger"

CAR WORSHIP
"I finally got my OWN parking spot"

CARPOOLING



IMPROVE MY JOURNEY
"Get a cheap parking spot, use the carpool lane"

COST
"Here's some money for fuel"

REWARDS
"I get fuel vouchers and a free coffee"

SOCIAL
"It's nice sharing the journey"



BARRIERS

INCENTIVES

Carpool Incentive Options

01

HIGH PARKING PRESSURES ONSITE?



Guaranteed parking spaces for carpools

- Premium spaces managed in app

"No more hassling for spaces in the morning"

02

HIGH PARKING COSTS ONSITE?
COST SENSITIVE STAFF OR STUDENTS?



Discounted parking for carpools

- Financial motivation to share trips
- Marginal cost per trip incentive

e-Voucher Rewards Program

Creates carpool ambassadors

Case Study. Universities.

University students have a wide range of socio-economic situations

Transport Cost
Pressures

Vehicle Availability
Issues

Campus Safety
Concerns

Challenges:

- Not all staff and students have equal access to vehicles or transport options
- Students may be excluded from studies due to cost of transport
- Regional and non-urban locations usually face extra pressures

Outcomes:

- Discounting parking for carpooling provides greater equity AND incentivises sustainable travel
- Group travel shares costs and provides alternatives in poorly serviced PT areas
- Well located, guaranteed carparks provides better safety, especially at night



Case Study. **Royal Automobile Association.**

Offering alternative first / last mile transport for regional populations

**Regional
Connectivity**

**Better Asset
Utilisation**

Transit Hubs

Challenges:

- Regional populations travel further and require more vehicles per family
- Fringe housing + city employment = long commutes
- Public transport and rail infrastructure does not keep pace with growth

Outcomes:

- RAA members are offered incentives to share trips through membership benefits
- Guaranteed parking and discounts at transit hubs, e.g. park and ride facilities
- Better access to existing public transport options, at a reduced cost



Case Study. Hospitals.

Shift workers and female staff must have equitable access to transport

**Better Travel
Choices**

**Improved Safety
Outcomes**

**Reduced Avoidance
Costs**

Challenges:

- Safety concerns are multiplied at night
- Late shift workers are forced to park further away when the carpark is full at shift start
- Transport choices cost more and are less convenient, to avoid perceived safety concerns

Outcomes:

- Guaranteed carpooling spaces close to the door = less risk in the carpark
- Travelling with companions provides improved safety
- Money does not have to be spent on “safer” travel options, e.g. Shebah



Final Thoughts...

1. Carpooling IS equitable transport
2. Your asset is more attractive and valuable than you think
3. Change is inevitable



**Shared Transport.
Reimagined.**



Thank You