



**ON DEMAND TRANSPORT
SHARED MOBILITY TECHNOLOGY**



SYDNEY



TRANSPORT IS BROKEN

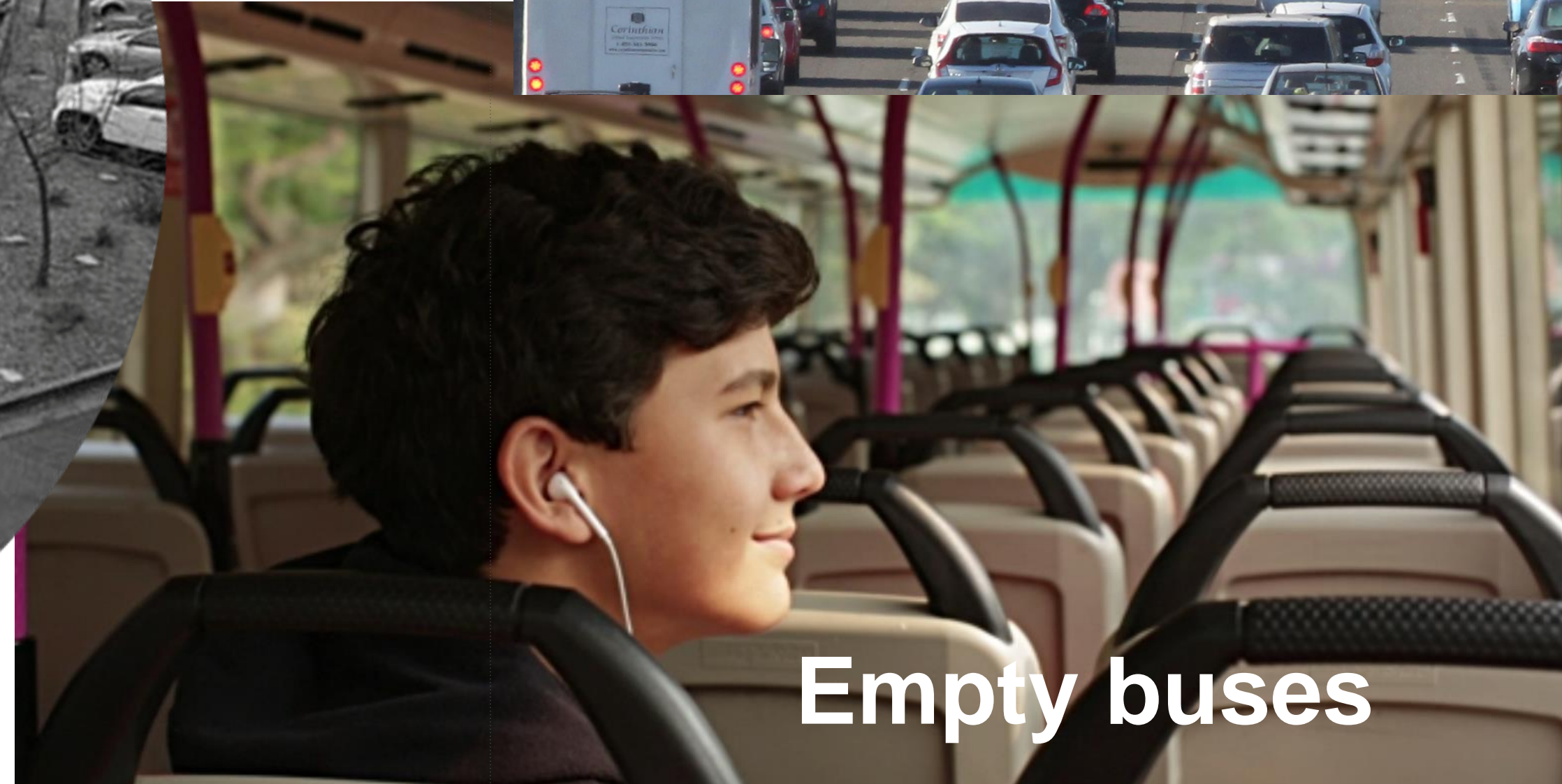
Overflowing
car parks



Congested roads



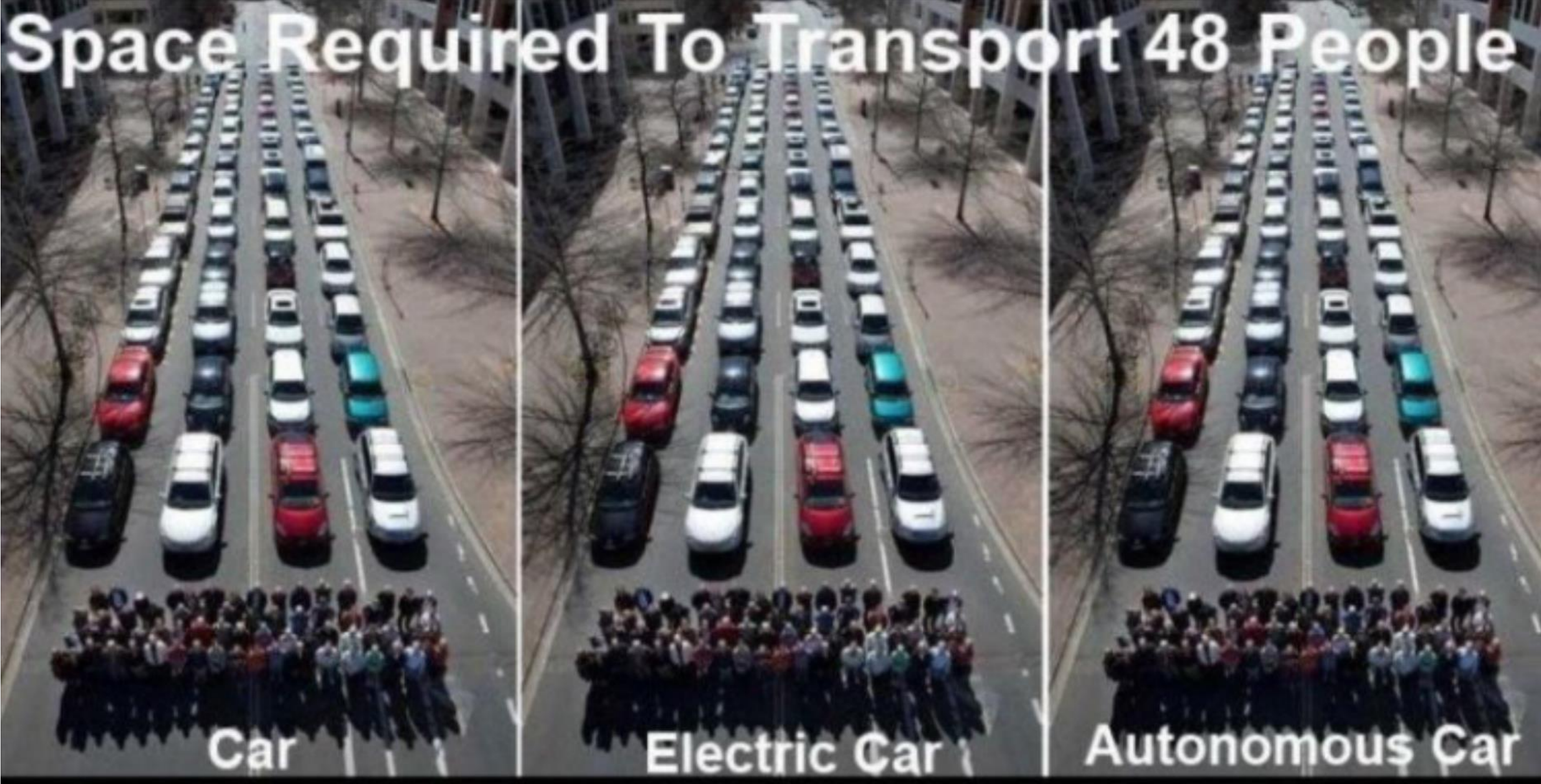
Empty buses



The 4 pillars of future mobility
are Connected, Electric,
Autonomous **and Shared**.



Sharing is necessary



SOLUTION 1

Corporate Carpool

01.
PLAN YOUR RIDES



02.
MEET, CONNECT
& SHARE



03.
ENJOY NO-HASSLE
PICK UP & DROP OFFS



04.
GET REWARDS



SOLUTION 2

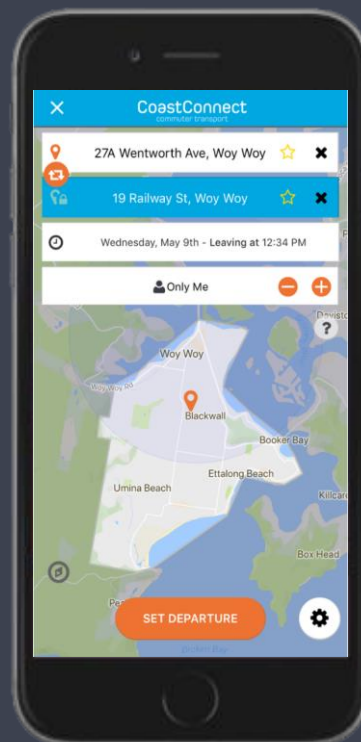
On-demand bus technology - microtransit

Liftango enables mobility providers to **upgrade fixed bus routes** and provide new last mile solutions.

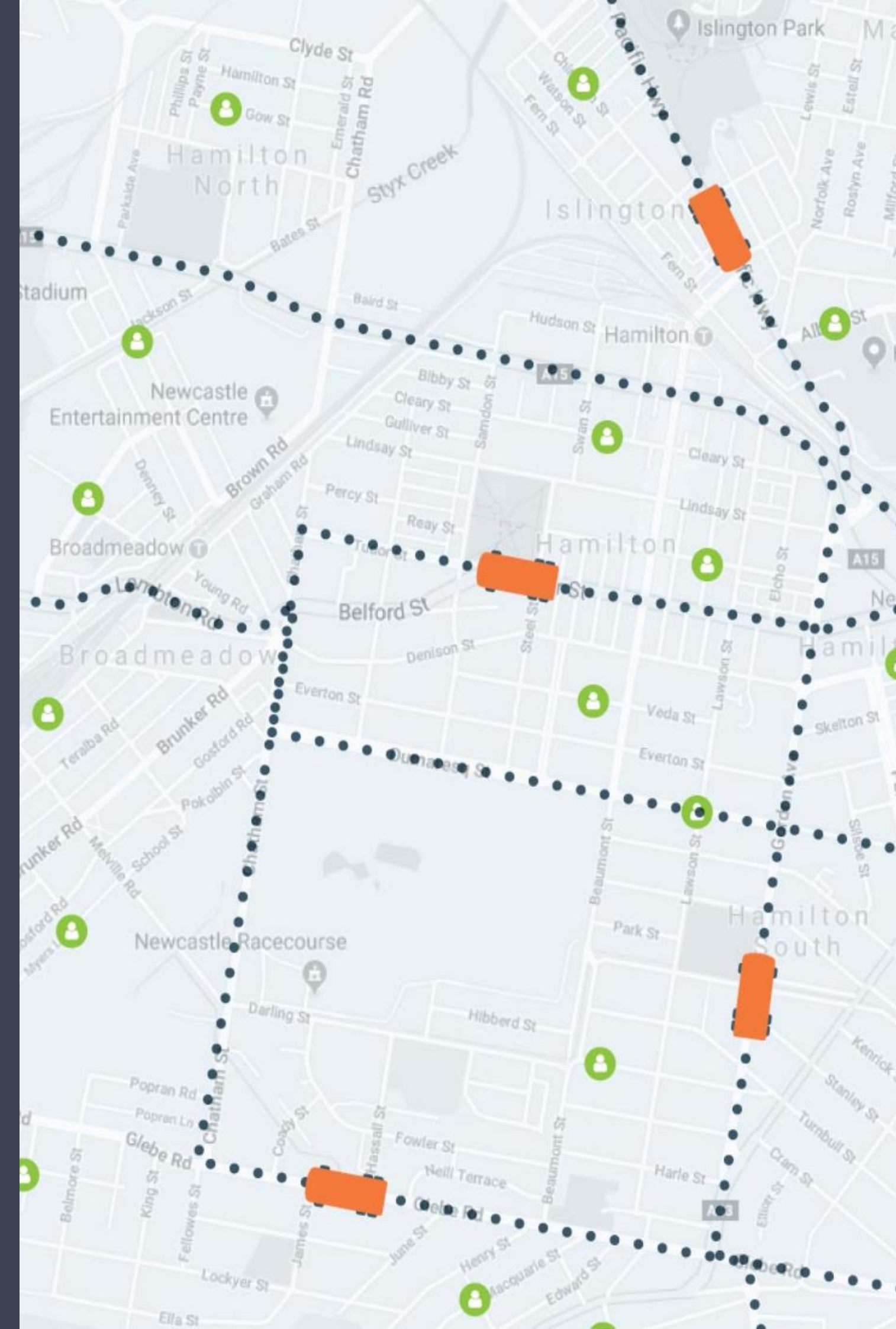
A platform to deploy, operate and scale efficient transportation services using **fully dynamic bus routes** that react **in-real time** to passenger demands.



+



=



SOLUTION 2

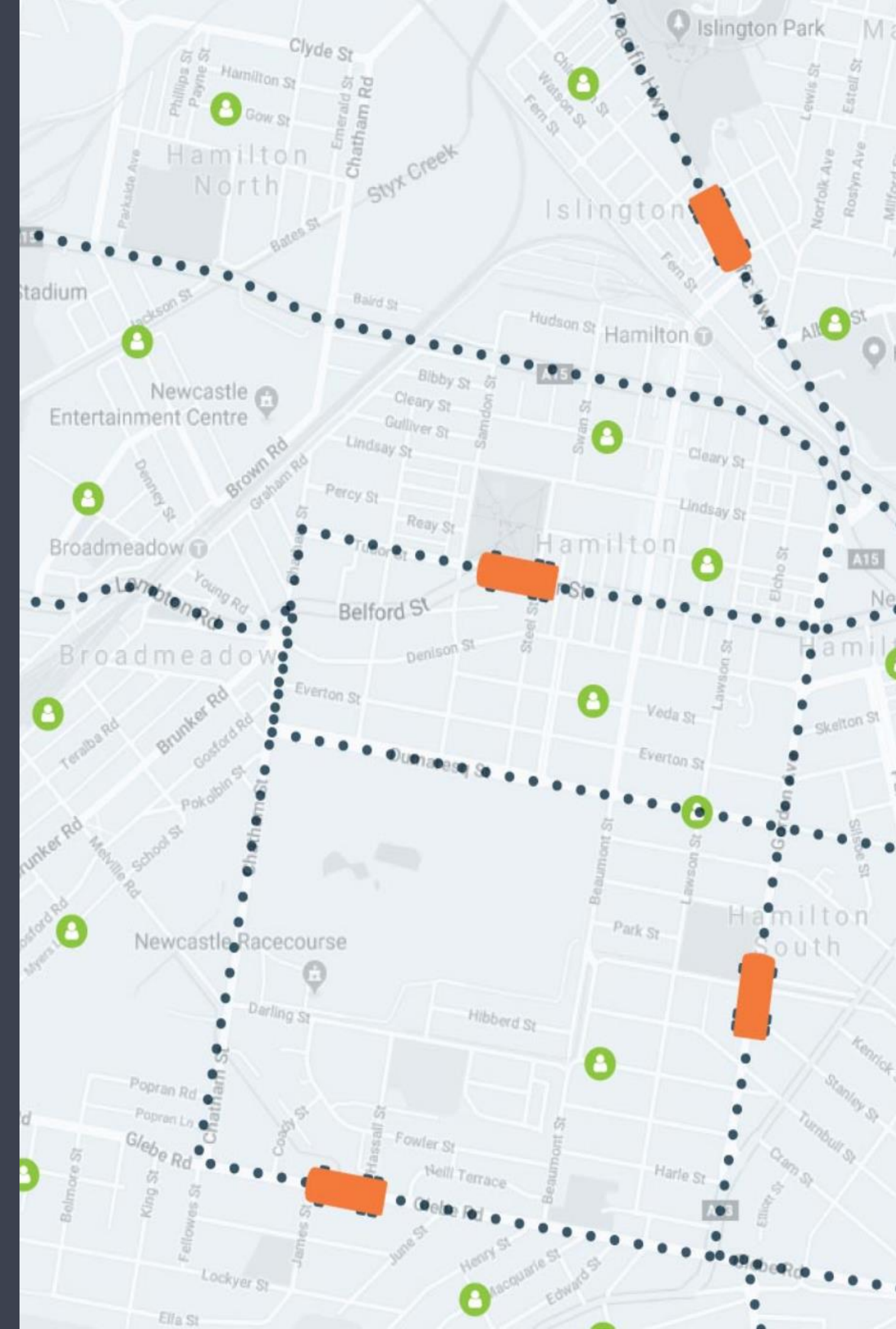
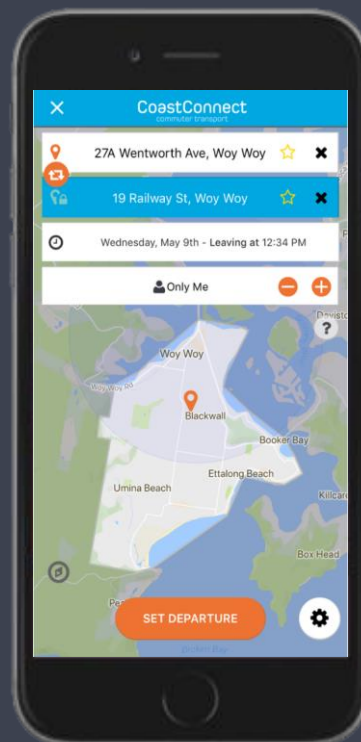
On-demand bus technology - microtransit

Open data approach

On the ground partnership / co-design

Fully Automatic Dynamic Matching

Focus on passenger experience features



Some of our Clients and Partners

Corporate Carpool Clients



On Demand Shared Mobility Partners



Some of our Clients and Partners

Corporate Carpool Clients

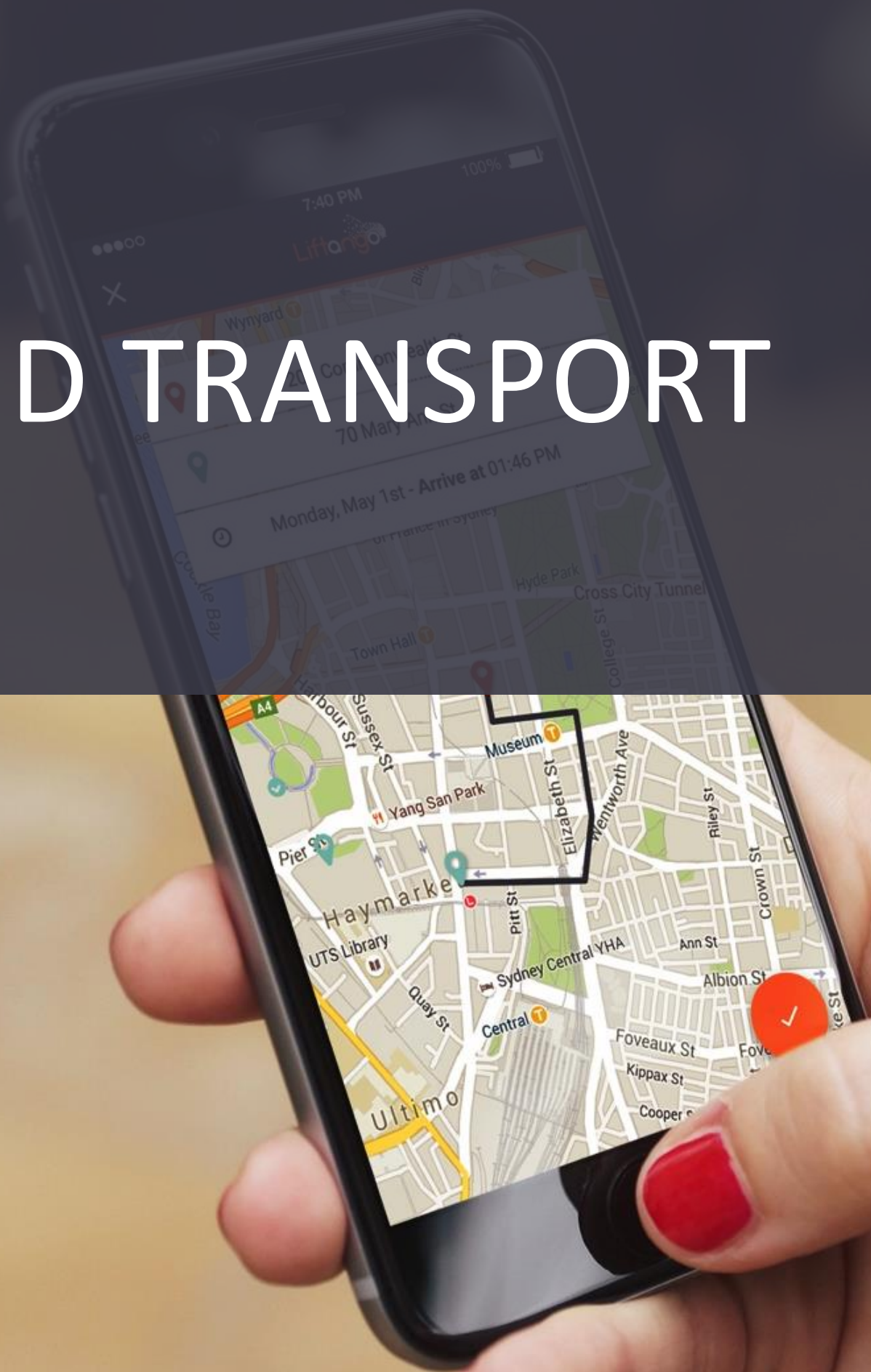


On Demand Shared Mobility Partners



Hiring
Developing projects
US partnerships
Office in SF

LIFTANGO ON DEMAND TRANSPORT



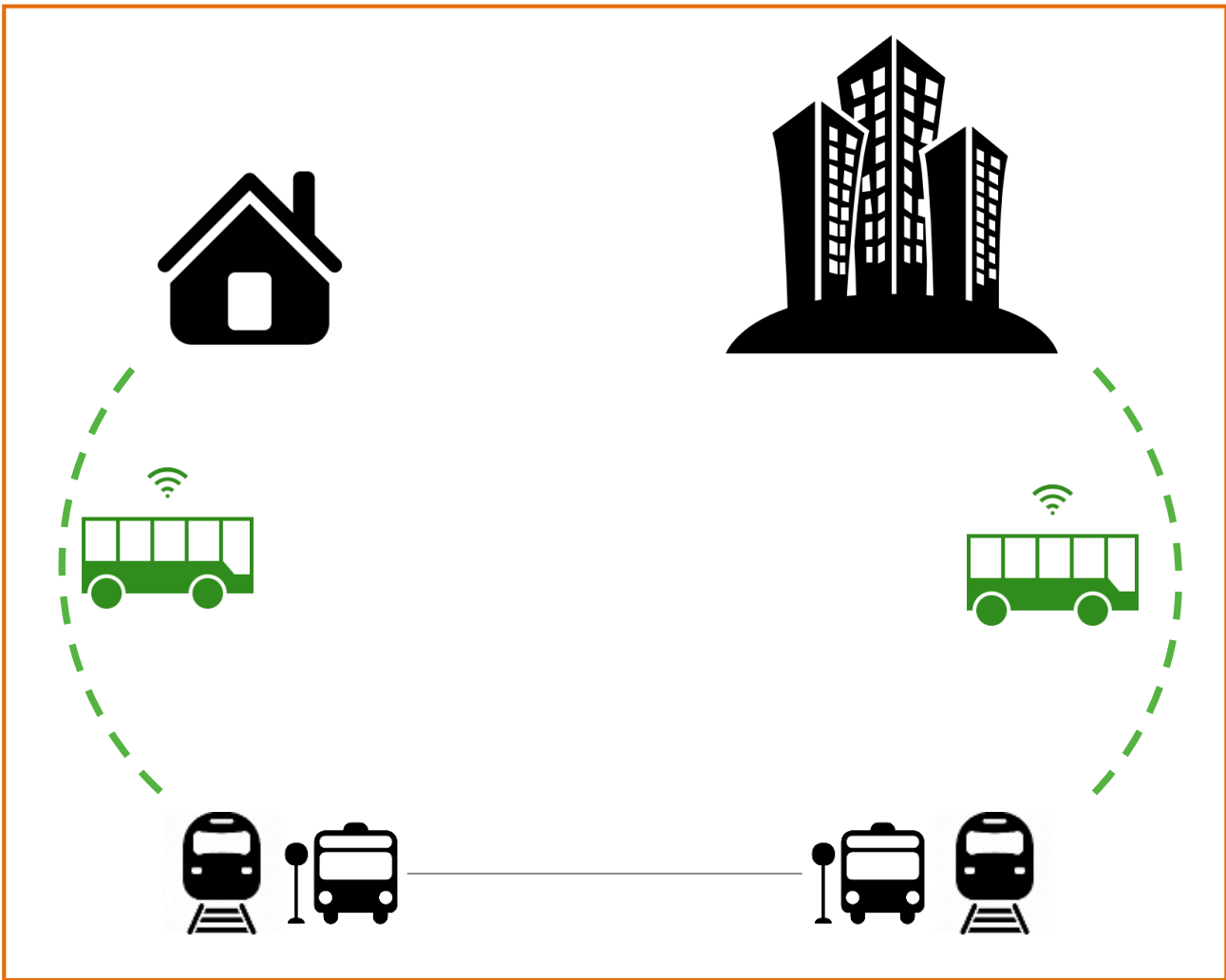
ON-DEMAND TRIALS IN GREATER SYDNEY & NSW

The screenshot shows the Transport for NSW website with the 'Travel info' menu selected. It displays two columns of on-demand trial services. The left column lists Greater Sydney services, and the right column lists NSW Regional services. Each service entry includes the name of the service and a right-pointing chevron icon.

Greater Sydney services	NSW Regional services
Inner West	Albury, Burrumbuttock, Walla Walla and Jindera (Trial service)
Carlingford and North Rocks (Trial service)	Central West (Trial service)
Central Coast (Trial service)	Mid North Coast (Trial service)
Eastern Suburbs (Trial service)	Moore Creek to Tamworth (Trial service)
Edmondson Park (Trial service)	Moree (Trial service)
Illawarra (Trial service)	Newcastle eBikes
Macquarie Park (Trial service)	Northern Rivers (Trial service)
Manly (Trial service)	Lake Macquarie (Trial service)
Northern Beaches (Trial service)	Orana (Trial service)
Sutherland Shire (Trial service)	Sapphire Coast (Trial service)
Wetherill Park (Trial service)	South Coast and Canberra (Trial service)

Charles Darwin

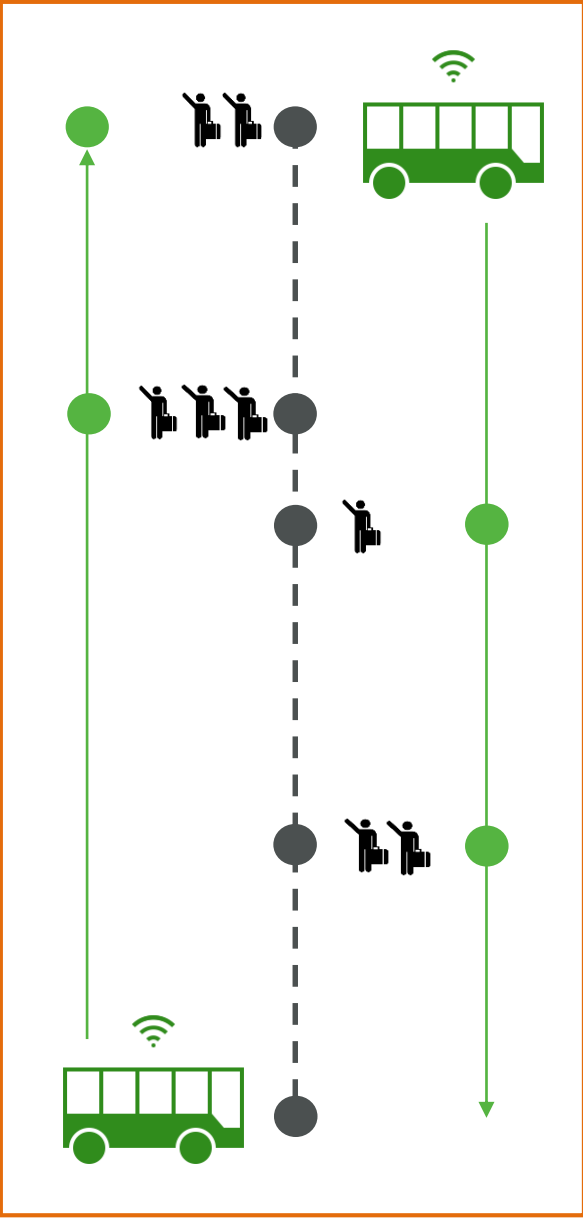
MICROTRANSIT SCENARIOS



First Mile, Last Mile

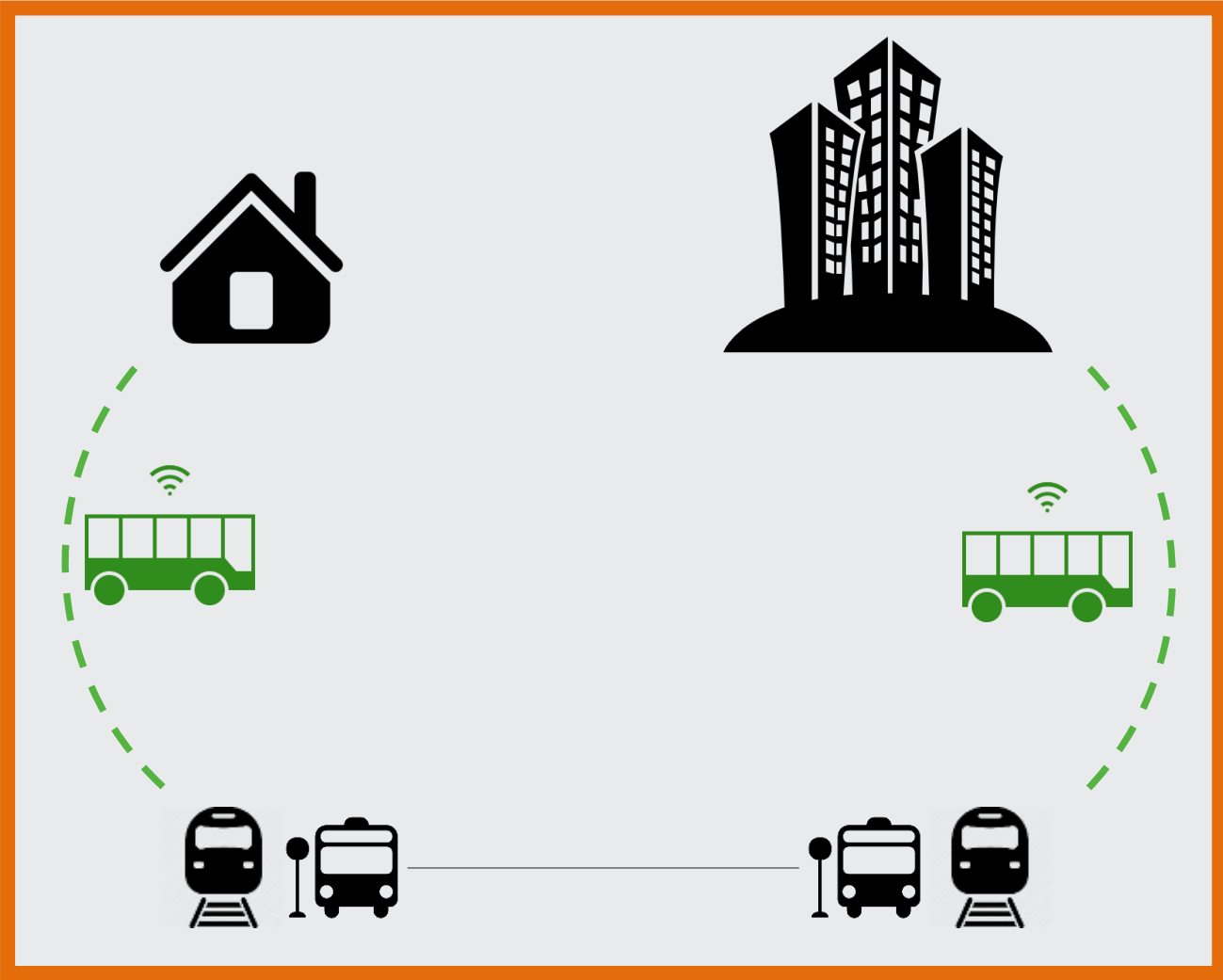


Dynamic Point-to-Point

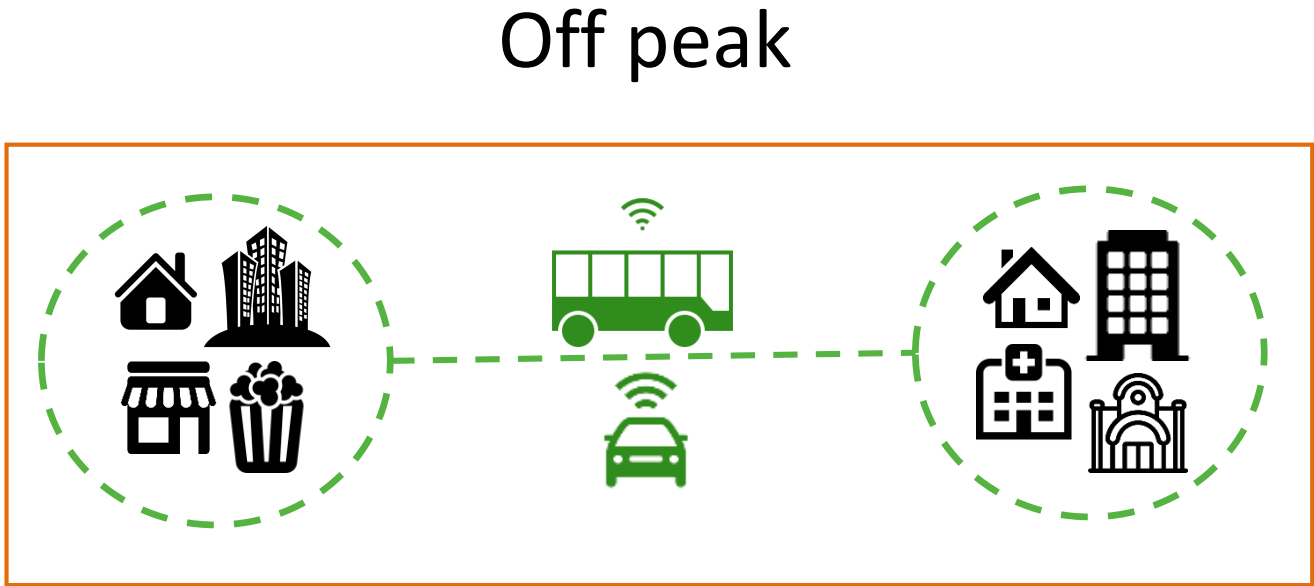


Fixed Route, Dynamic Scheduling/Transfer

MICROTRANSIT SCENARIOS

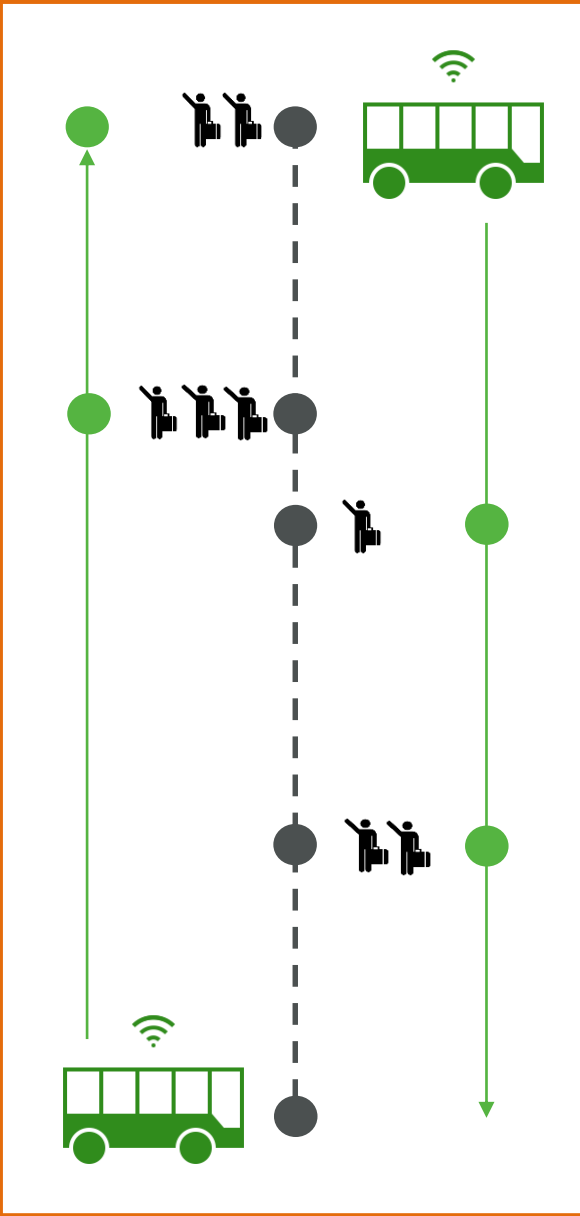


First Mile, Last Mile



Dynamic Point-to-Point

High demand



Fixed Route, Dynamic Scheduling/Transfer

Case Study

launch: May 18, 2018

Metrics

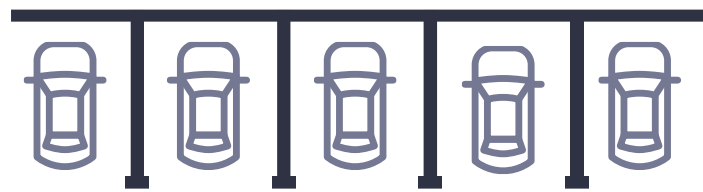
CoastConnect

commuter transport



PROBLEM

Commuter Parking Pressure



LOCATION

NSW Central Coast
Woy Woy Station



CONTEXT

On Demand Bus
First Mile / Last Mile
Home to Station



PARAMETERS DEPLOYED



- Geo-fenced trip zone
- Fixed destination
- Commuter Train Station
- Time constraint
- Accessibility option
- Fixed fares (2 zone)
- Concession fares

FLEET SIZE **5**



PASSENGERS

General public commuters
Existing customers

FLEET OPERATOR

Community Transport Central Coast

Operating the fleet
Engaging an established customer base



Case Study

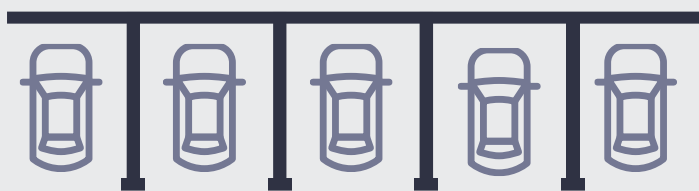
launch: May 18, 2018

CoastConnect commuter transport



PROBLEM

Commuter Parking Pressure



LOCATION

NSW Central Coast
Woy Woy Station



CONTEXT

On Demand Bus
First Mile / Last Mile
Home to Station



PARAMETERS DEPLOYED



- Geo-fenced trip zone
- Fixed destination
- Commuter Train Station
- Time constraint
- Accessibility option
- Fixed fares (2 zone)
- Concession fares

Metrics

FLEET SIZE **5**



FLEET OPERATOR

Community Transport Central Coast

Operating the fleet
Engaging an established customer base



PASSENGERS

General public commuters
Existing customers

Case Study

launch: May 18, 2018

Metrics

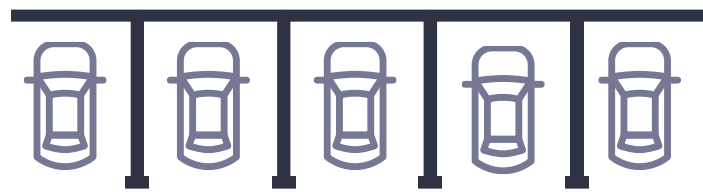
CoastConnect

commuter transport



PROBLEM

Commuter Parking Pressure



LOCATION

NSW Central Coast
Woy Woy Station



CONTEXT

On Demand Bus
First Mile / Last Mile
Home to Station



PARAMETERS DEPLOYED



- Geo-fenced trip zone
- Fixed destination
- Commuter Train Station
- Time constraint
- Accessibility option
- Fixed fares (2 zone)
- Concession fares

FLEET SIZE

5



FLEET OPERATOR

Community Transport Central Coast

Operating the fleet
Engaging an established customer base

PASSENGERS

General public commuters
Existing customers



Case Study

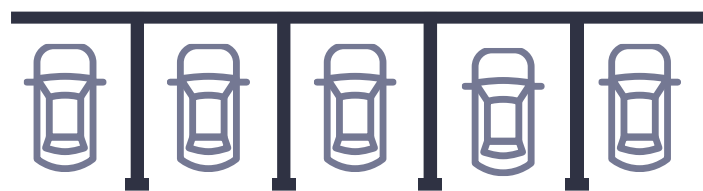
launch: May 18, 2018

CoastConnect commuter transport



PROBLEM

Commuter Parking Pressure



LOCATION

NSW Central Coast
Woy Woy Station



CONTEXT

On Demand Bus
First Mile / Last Mile
Home to Station



PARAMETERS DEPLOYED



- Geo-fenced trip zone
- Fixed destination
- Commuter Train Station
- Time constraint
- ACCESSIBILITY** option
- Fixed fares (2 zone)
- Concession fares

Metrics

FLEET SIZE **5**



FLEET OPERATOR

Community Transport Central Coast

Operating the fleet
Engaging an established customer base



PASSENGERS

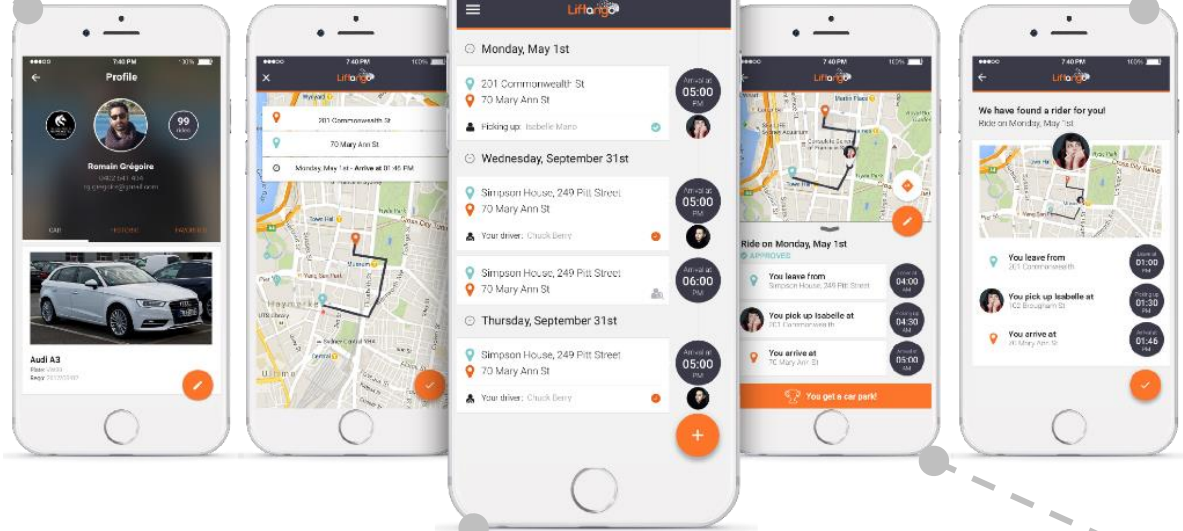
General public commuters
Existing customers

LIFTANGO TECH AND SERVICE DIFFERENTIATORS

Open Data Approach

- Data sharing is crucial
- We share data to drive learning

01



03

On-the-ground Partnership Approach

- Learn, create, test, iterate approach
- Collaborative success building



Fully Dynamic Automated Matching

- Scheduled & last minute = no problem!

02



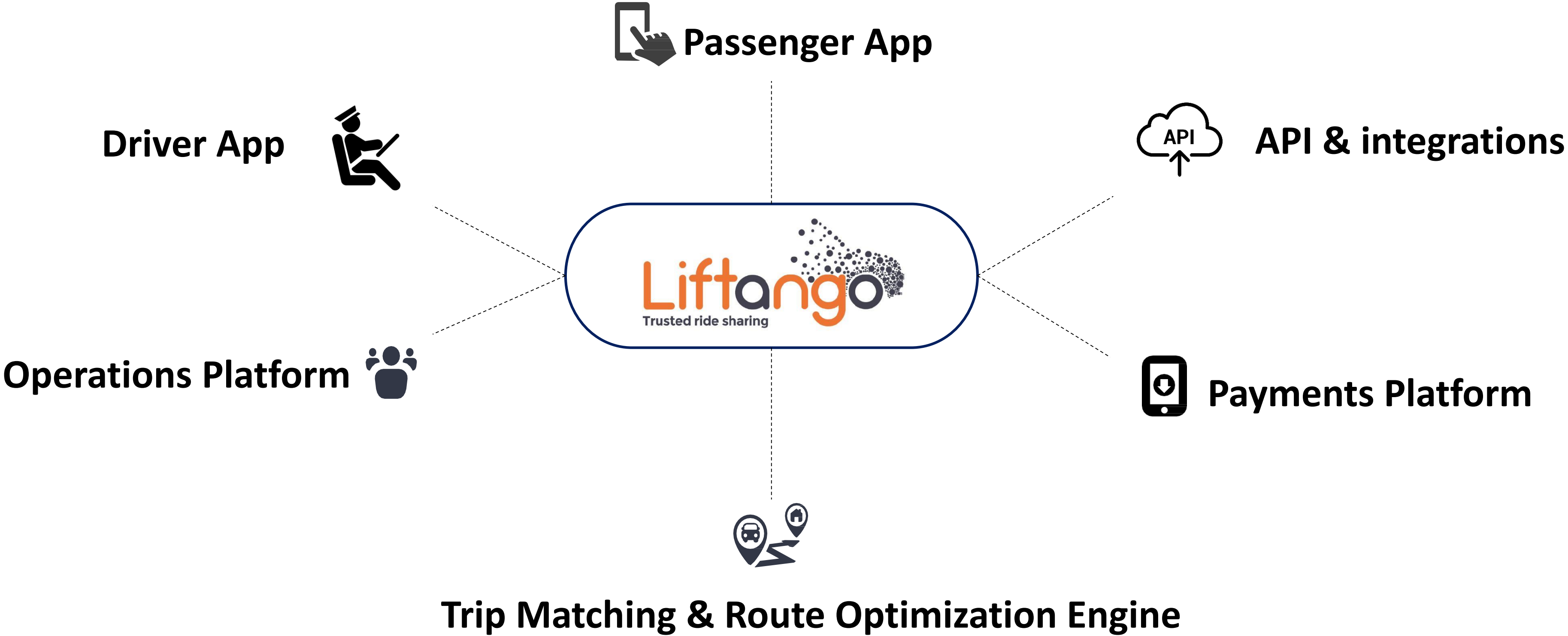
04

Passenger Experience Feature Focus

- Unique features for passengers
- Insights driven & co-designed



ON DEMAND TRANSPORT | TURNKEY TECH PLATFORM



BEHAVIOURAL INSIGHTS – PILOT

01

MANY CURRENT BUS ROUTES ARE TOO FAR AWAY TO WALK TO

02

PEOPLE WILL HAPPILY PAY MORE FOR ACCESS TO A DOOR-TO-DOOR SERVICE

03

TRUST IN THE SERVICE BUILDS STEADILY

04

WITH TRUST COMES EXPECTATION. DAILY REQUESTS TO EXPAND INTO OTHER AREAS

05

ABILITY TO BOOK AND PAY VIA AN APP IS AN EXPECTATION. NO ALTERNATIVE SYSTEM...



DIRECT FEEDBACK – PILOT

01

20 MINUTE JOURNEY RULE - MULTIMODAL

02

BUS ON APPROACH TRACKING IN THE APP IS EXPECTED

03

FIXED PRICING PREFERRED OVER PER MILE

04

WILLINGNESS TO WALK 400 YARDS TO OPTIMISE THE BUS ROUTE


(NOTE: WITH CLEAR DIRECTIONS AND BUS TRACKING)





THE SMART MOBILITY REVOLUTION IS **HERE**

Contact us directly

 (650) 391 6494

 dean@liftango.com

 www.liftango.com

Follow us on:

 facebook.com/liftango

 [@liftango](https://twitter.com/liftango)

Thank You – Questions?