

High Potential Initiatives Profiles

1 Accelerator

FINODEX



2 Project and Organization

OpenMove
Lucian Srl



2.1 Country

Italy

2.2 Project Abstract

OpenMove is the first open platform for mobile ticketing. It is the easiest and cheapest way to pay for tickets for bus, train, parking and more. OpenMove:

- makes use of open data for transportation and releases open APIs;
- is compatible with every mean of transport in every city and has no costs for users and for providers.

Citizens are enabled to pay for all mobility services such as parking slots, bus, train, shuttle, carsharing, through the use of a mobile application freely available in the main markets. They may find trip information and handle their season tickets as well.

Providers have access to a ready-to-use mobile ticketing solution with no setup costs. Based on a powerful backoffice, they may plan mobility, elaborate statistics and manage accounting. Ticket inspectors can easily verify travel tickets and parking.

Merchants have the chance to organise geolocalised advertising campaigns using a simple online portal. When users purchase promoted deals, they gain credit and travel for free.

OpenMove revolutionises mobile ticketing with a comprehensive and complete solution for the three players of mobility: they aim to aggregate all mobility solutions, supplying providers with a turnkey mobile ticketing solution for free, offering a handy tool to final users and creating added value for local merchants, which run proximity marketing campaigns to offer geolocalised deals.

2.3 Sector

Consumer transport & logistics, transportation and storage.

2.4 Target Market

OpenMove is a multi-provider and multiservice platform, compatible with all kinds of transport and parking systems. It has a B2B model because it allows different transport and parking companies to offer substitutable services using a digital channel. Customers are small to medium companies that do not have the human and financial resources to manage mobile ticketing on their own. It also has a B2C component as it is the easiest and cheapest way for users to pay for tickets for the bus, train and parking.

OpenMove FIWARE Short Profile

April 2016

Even though the market potential in this sector is huge, with more than 85% of urban areas worldwide without a mobile ticketing app, the existing solutions are fragmented since focused on a specific mean of transport and connected to different online payment procedures.

OpenMove has implemented activities to acquire customers through direct contact with influencers and transport companies, and now is evolving towards a plug & play solution, enabling customers to sign up, create tickets using a visual wizard and push them in the pockets of thousands of people with no effort at all.

OpenMove is already on the market, with a strong reference case in Province of Trento (Italy), where it is the official supplier that manages ticketing for urban and suburban bus, train, cableway and skibus. There are more than 8.000 users and 6 paying customers such as Trentino Trasporti (one of the biggest transport companies in Italy), Trenitalia (the national railway company) and all tourism agencies in the region. It represents the most advanced mobile ticketing scenario in the country, featured as “best practice of re-usage of open data” by W3C and as “best innovation in Italy for Public Administration” by eGov.

2.5 Business Model

For clients, the main barriers are the initial costs and timing needed to be able to sell a ticket or a service. OpenMove removes both barriers through an easy business model: it is an “as-a-Service” solution with no initial costs and no hardware required, charging only a flat fee on tickets sold to transport companies.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO

2.6 Website

<http://www.openmove.com>