

# High Potential Initiatives Profiles

## 1 Accelerator

frontierCities



## 2 Project and Organization

MAPI  
MÉDIA CORP, LDA



### 2.1 Country

Portugal

### 2.2 Project Abstract

Cities are hard to navigate. To improve urban mobility people need: more options, more comfort and less wasted time. Operators need to improve their services and business decisions. MAPI solution introduces a real-time transport app for users, a new mobile ticketing solution, and an operator data analysis backend, delivering better quality of life for users and enhanced efficiency for operators.

### 2.3 Sector

Consumer transport and logistics, Transportation and Storage

### 2.4 Target Market

MAPI targets two different types of customers:

- Users: Individual users of public transportation (B2C model). Advantages for end-users: Access to live schedules and information regarding public transport, Ability to purchase and validate transport tickets within the same application.
- Operators: Public transport operators (B2B model). Advantages for transport operators: providing better data and options for users; new e-wallet allowing for 24h payments wherever customers are; new and cost efficient mobile ticket validation system; access to a back office with gathered data and intelligence reports. MAPI does not replace the operator current ticketing solution. It operates as a complement to it.

The EU has an average of 132 public transport journeys per urban inhabitant each year. Mapi targets the public transport users who own a mobile device. A study by Steer Davies Gleave indicates that in the EU alone there are over 43.000 Bus and Coach companies (public and private). Most of these transport operators still use paper tickets or RFID Card solutions with limited capability and not compatible with e-payments and mobile payments. The market of ticketing solutions is scattered, with most of the operators using closed systems or proprietary solutions, that do not provide any ground for a standardization of ticket purchase/validation among EU operators. According to recent STOA and Matas reports about the future of transports in Europe, mobile ticketing is highly desirable and integrated ticketing already led to public transport demand growth rates of 7% to 15%.

## 2.5 Business Model

MAPI has two revenue models:

- SaaS: The operator acquires the service through a monthly subscription. No extra costs are applied. The initial investment is very low for the operator to use the service.
- Licensing Fee: The operator acquires a service license at a fixed price (to use a white-label of the Mapi application). Higher initial cost for the operator. Additional support and modifications are paid separately.

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

## 2.6 Website

<http://www.mapi.io>