The End of Mobility Silos

How multi-use case ridepooling platforms will
bring on-demand mobility to its tipping point

door2door

46 million NEMT rides

46 million NEMT rides annually (50% of all NEMT rides) are being conducted by taxis and rental cars[2], and are neither pooled nor yet digitally bookable.

5%

Today tourism makes up 5% of global CO2 emissions[3].

50%

Of these emissions, more than 50% are caused by transportation.

Despite the pandemic, the success of ridepooling worldwide was unstoppable. Currently, more than 60 applications are active in Germany. The number of published tenders for ridepoling is steadily increasing, as do the fleets of existing deployments. This is confirmed by the fact that almost every major/mid-sized city and almost every transit agency and operator have placed on-demand ridepooling into their future mobility plans.

What is next in this transformation journey?

Until today most of the ridepooling applications have been seen among public transport operators (PTO), extending their transit network and increasing the quality and comfort of their services.

Following these successful rollouts, the mature technology is more and more often being applied to other industries and use cases. In particular

---

door2door   AOK   DSR DIGITAL SOLUTIONS

tourism, non-emergency medical transportation (NEMT), corporate mobility and logistics are demanding efficient, comfortable and sustainable transport.

In Germany alone, public health insurance providers spent more than €6 billion for NEMT rides in 2017[1]. 46 million rides annually (50% of all rides) are being conducted by taxis and rental cars[2], and are neither pooled nor yet digitally bookable.

Today tourism makes up 5% of global CO_2 emissions[3]. Of these emissions, more than 50% are caused by transportation. In many cases, people drive hundreds of kilometers by car to their final destination instead of taking a train, as high quality local public mobility is often not available at their destination. In order to improve mobility for both the good of society and to make it more efficient, we need to stop thinking in silos.

Rather than optimizing each use case individually, we must create a platform that covers all use cases simultaneously, resulting in a multi-use case mobility platform.

With this approach passengers will assemble intermodal journeys, and as vehicles and drivers are steered and managed across use cases, synergies will be realized and sustainable mobility will become possible at scale.

Since 2021, we at door2door, alongside selected partners, have shaped this journey across each vertical.

For NEMT rides we are partnering with AOK, the largest German health insurance provider. Together, we piloted pooled NEMT rides in collaboration with omobi, a regional transport provider that successfully launched an on-demand service based on our technology in 2020.

We hereby proved both the commercial impact of using existing PT on-demand fleets for NEMT, and the positive reception by the public while using a digital, comfortable and reliable service. On average, 20% of the time that ridepooling vehicles are active, their capacity can be used for additional services or use cases without any effects on existing service operations. The potential for synergy is indeed much higher both during edge times and when combining complementary use cases.

Alongside DSR Digital Solutions, the digital spearhead of the Deutsche Seereederei Group (DSR), we developed a unique concept and business model for local on-demand mobility in touristic areas. In collaboration with municipalities and PTOs of ~100 tourism hotspots in continental Europe, and by partnering with additional local tourism players and corporates, we will create a platform for both tourists and locals providing on-demand mobility in great quality and on efficient terms.

Our customers strongly believe: Combining different use cases and leveraging the added value of all involved stakeholders is the tipping point for successful on-demand mobility.

1 https://www.bundesgesundheitsministerium.de/fileadmin/Dateien/5_Publikationen/Gesundheit/Broschueren/BMG_DdGW_2019_bf.pdf

2 https://de.statista.com/statistik/daten/studie/408917/umfrage/gkv-rettungsfahrten-und-krankentransporte-nach-verkehrsmittel/

3 https://www.unwto.org/sustainable-development/tourism-emissions-climate-change

door2door   AOK   DSR DIGITAL SOLUTIONS

Authors

Dr. Tom Kirschbaum

Founder & Co-CEO

tom@door2door.io

Maxim Nohroudi

Founder & Co-CEO

maxim@door2door.io

André Gerhardy

Chief Commercial Officer

andre.gerhardy@door2door.io