



FAIRTIQ - Next Gen Mobile Ticketing

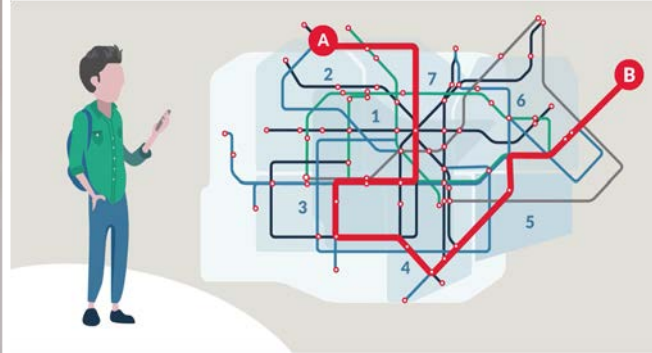
December 2, 2021

FAIRTIQ

July 2020, © FAIRTIQ Ltd, Bern, Switzerland

Switzerland: Public Transportation Heaven...





...with confusing fares and ticketing 🙄🙄🙄



Our Vision

FAIRTIQ's vision



*"The simplest way to
everyday mobility, for
everyone, everywhere"*



About FAIRTIQ

Founded in **2016** by transit agency alumni

100 employees

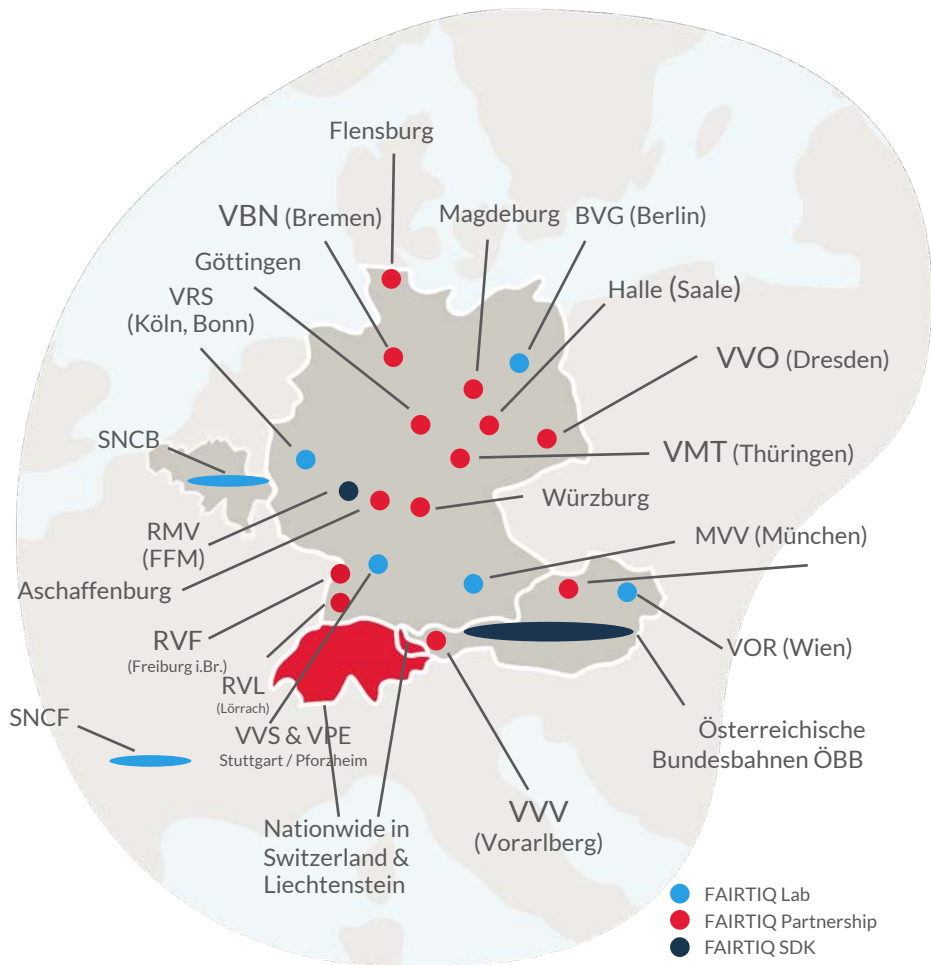
HQ in **Berne**, teams in **Lisbon, Berlin, Salzburg, Singapore, Bangalore** and **Toronto**

Leader in automated ticketing

700+ agencies covered, 60+ direct partners

Over **40 million** revenue trips

20% market share of tickets, day passes in Switzerland



© FAIRTIQ AG, Bern



European Startup Prize Top 10 for mobility



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Change is in the air

M.T.A. Postpones Fare Increase as It Tries to Lure Back Riders

The transit agency cited the financial hardship of many of its customers as it tries to bring back subway, bus and commuter rail ridership.

Transit systems dangle discounts, new tech as they try to turn the corner on the pandemic

Some systems are looking to provide equitable access for front-line workers who have relied on their services during the pandemic.

The pandemic sank mass transit use. Data show its slow recovery.

Ridership figures show an uneven recovery, with certain metro areas bouncing back while others remain flat.

Local Colo. Transit Agency Contemplates Reduced Fares

The Regional Transit District in Colorado needs to increase ridership, so it is looking at the option of using pandemic relief funds to reduce fares, but that idea could spell trouble for the overall budget.

More News



Transit ridership likely to remain well below pre-pandemic levels, Statistics Canada reports



By [Will Reimer](#) • Global News

Posted August 2, 2021 2:23 pm • Updated August 2, 2021 2:31 pm

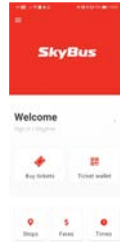




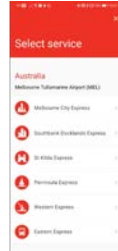
Easy to use

Easy AND Smart Mobile ticketing

Traditional
mobile
ticketing app
7-8 steps



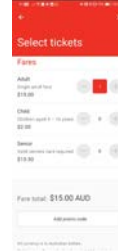
Open app



Select service



Select ticket



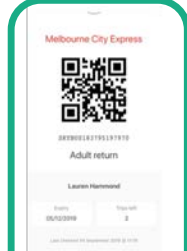
Select price



Enter details



Confirm and pay



Valid ticket

FAIRTIQ App:

1 step

No long list
of options

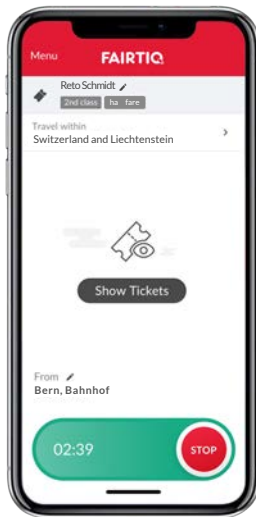
No need to
oversimplify
pricing



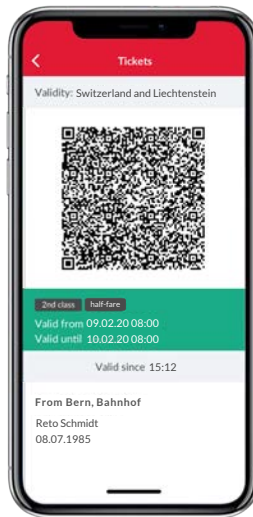
The check-in/out process



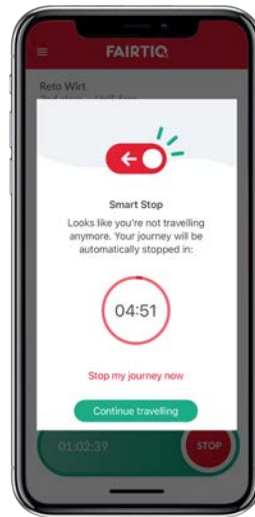
Open the app.
FAIRTIQ detects the closest station.
Check-in by sliding the switch. **Board the bus.**



During the trip, display a valid ticket by clicking on **"Show Ticket"**.

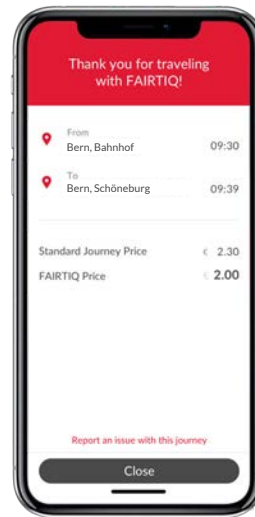


The **ticket certificate** can be presented to the driver or inspector (QR Code, visual ticket...). No hardware is necessary



FAIRTIQ detects the arrival.

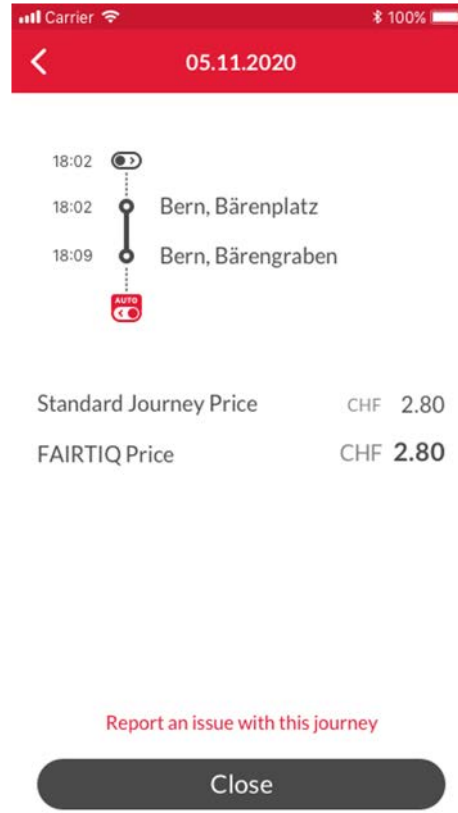
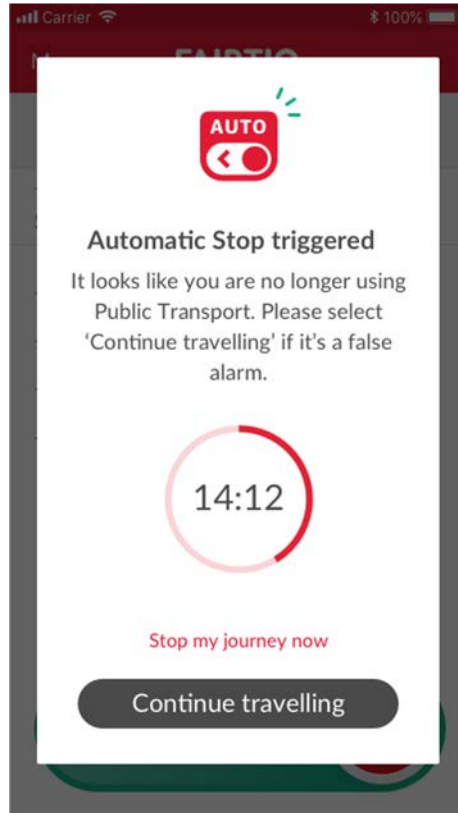
Smart Stop is triggered. The journey stops automatically.



FAIRTIQ calculates the fare and provides a **trip estimate**. The mode of payment is not charged yet.



“Smart Stop”, the FAIRTIQ be-out solution



The optional **“Smart Stop”** feature kicks in when the system is certain that the user is no longer travelling and then offers a 15-minute window for the user to keep their trip active.

This means that in most cases, the user just has to check in, and can trust FAIRTIQ to do the rest.



Settlement

FAIRTIQ

Travel summary – 20 May 2021

Thank you for using public transport with FAIRTIQ!
Please find below your travel summary.



19 May 2021

17:11 Zürich, Riedbach → 18:26 Küsnacht ZH (See) CHF 4.40

19:46 Küsnacht ZH → 20:15 Zürich, Riedbach CHF 1.70

Total for day CHF 6.10

Trip Summary

Sent daily after any trip.

FAIRTIQ

Payment receipt – 15 May 2021

Thank you for travelling with us!

Reto Schmid
rs@fairtiq.com
+41796118455
Account number: TPN9JFB5

Invoicing date: 15 May 2021
Payment method: MasterCard
(510021xxxxx1115)
Reference: hYfKkbB8yNYklGimvn

Your journeys

Journeys	Ticket	Amount
09 May 2021		
18:34 Basel SBB 19:53 Zürich, Riedbach	2nd class · Reduced fare	CHF 19.80
14 May 2021		
10:10 Zürich Oerlikon 10:52 Brugg AG	2nd class · Reduced fare	CHF 9.60
19:03 Olten 20:12 Zürich, Hagenholz	2nd class · Reduced fare	CHF 16.60

E-Mail Receipt

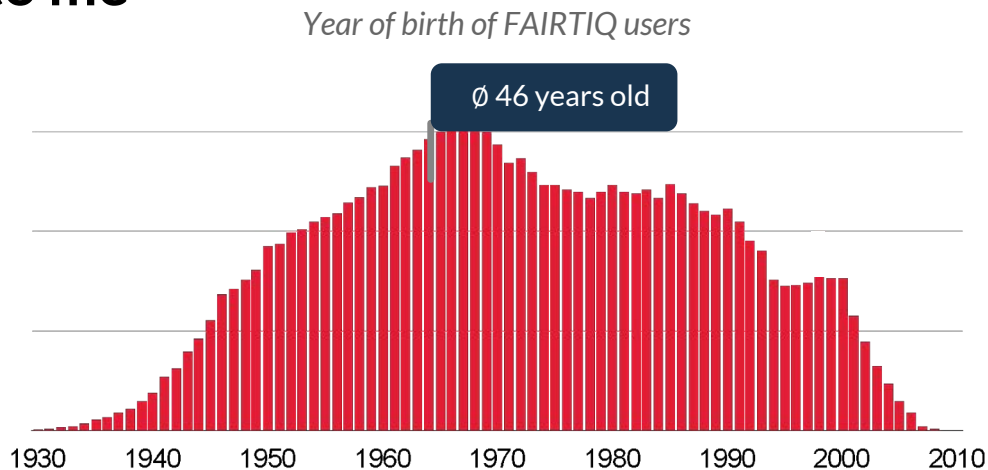
Sent at a set \$ limit or at the end of the calendar month.

It's that easy



“My 95-year old neighbor recommended FAIRTIQ to me”

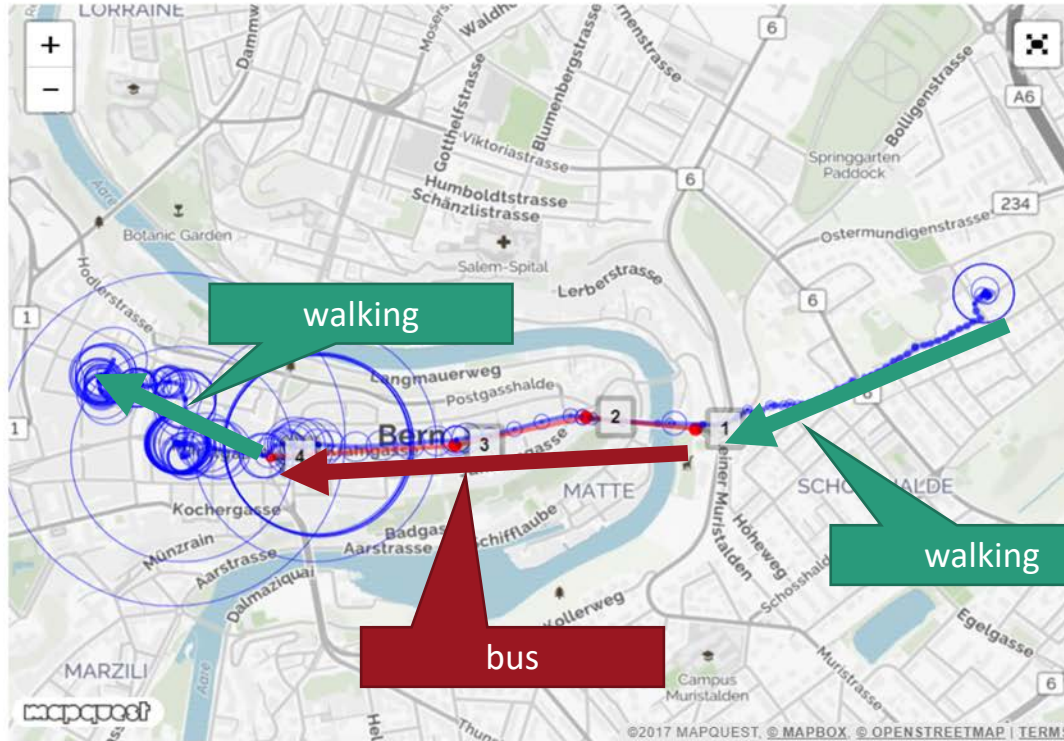
A Customer





Smart and Data-rich

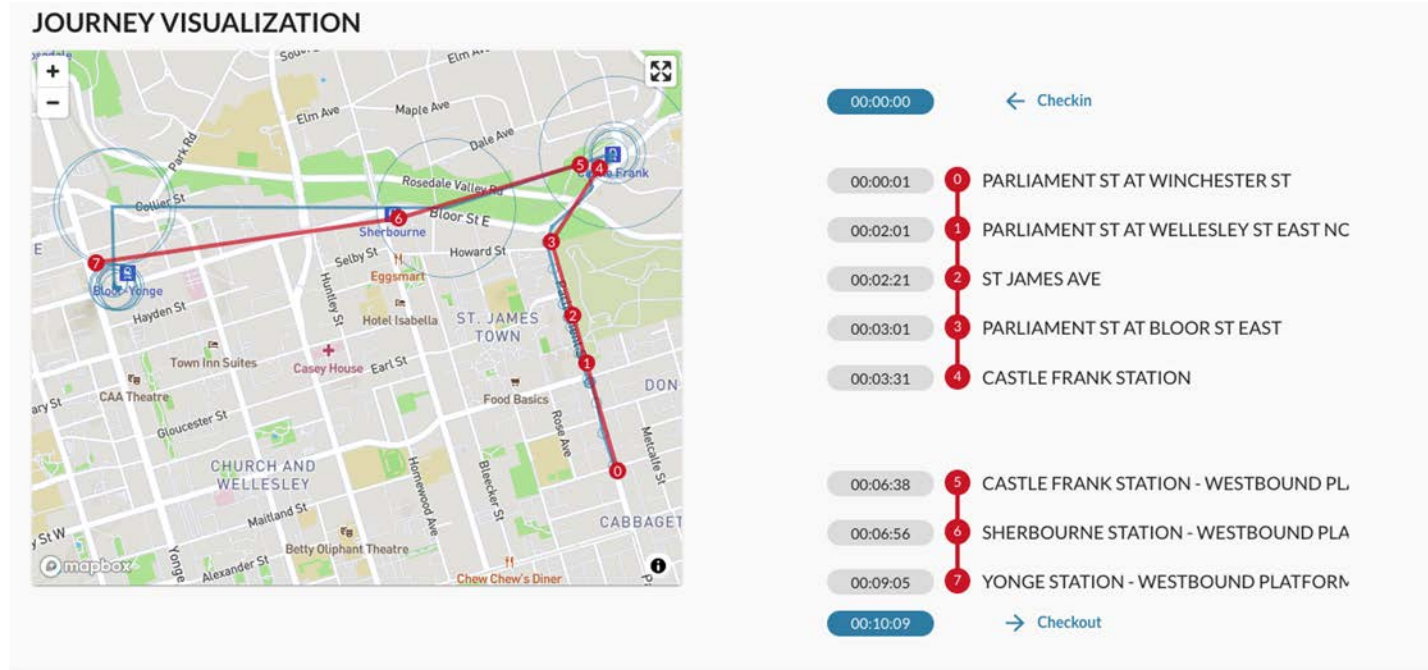
Example: trip chain with walking + bus



- 00:00:00 → Check-In
- 00:08:03 1 Bern, Bärenpark
- 00:08:58 2 Bern, Nydegg
- 00:09:59 3 Bern, Rathaus
- 00:13:09 4 Bern, Zytglogge
- 00:26:05 ← Check-Out

The user checked in early, walked to the bus stop, then walked from the bus stop and checked out late. FAIRTIQ accurately discarded the walking segments and only retained the bus segments for charging purposes.

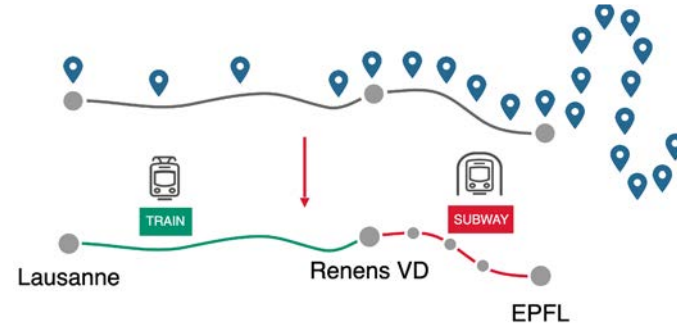
Journey Mapper - Toronto example



Artificial Intelligence + Machine Learning

FAIRTIQ uses **AI and ML** to optimize and advance the product and the user experience

- **Mode Detection** - *to know exactly what to charge*
- **Check-Out Management** - *to process check-outs accurately*
- **Fraud identification and mitigation** - *to protect the integrity of the system*



Fare flexibility & innovation for 600+ operators

Base Fare Structure

1

Flat, Zones or Distance

Concessions

Transfer Rules

Time and Location

2

Time of Day

Specific routes, stops and stations

Promotions

3

Capping

Incentives

Group targeting

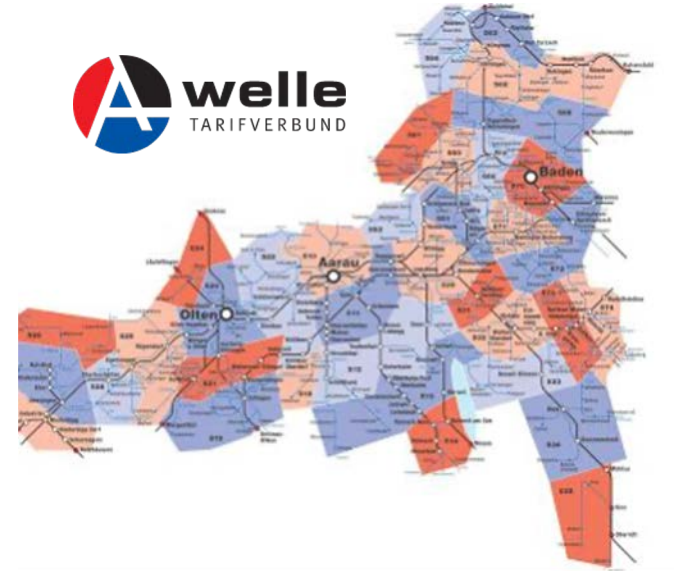
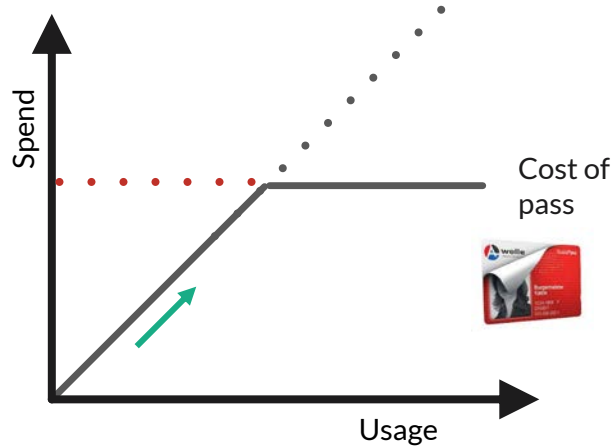


Monthly capping, A-WELLE SWITZERLAND

Customers pay their fares normally.

Fares paid beyond a monthly cap are credited to the next month.

The cap varies depending on the number of zones.



Pricing Innovation: progressive discounting

France



FAIRTIQ works with SNCF TER (regional subsidiaries) to enable the launch of flexible fares capping:

SNCF TER in Occitanie for students:

+ = 0: the more you travel the less you pay

Fare structure:

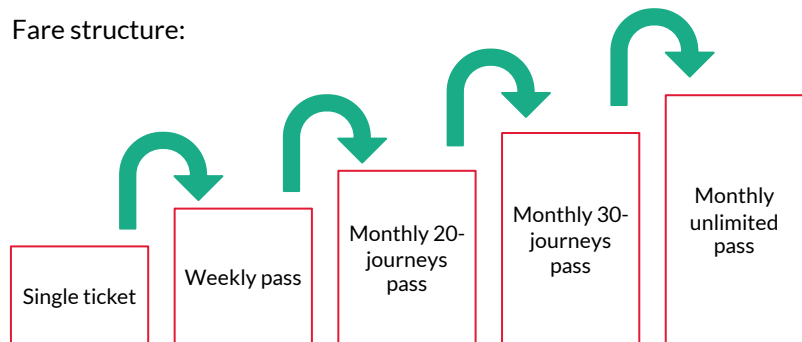
- Return trips 1-5: **50% of the normal fare**
- Return trips 6-10: **Free travel for remaining of the month**
- After that: **Build credit for next month**

The number of riders under 26 has increased by 35%.

SNCF TER in Nouvelle-Aquitaine:

FlexTER to support flexible passes for home office

Fare structure:



More information:

- [Pilot project launches in Nouvelle-Aquitaine](#)





Ride 5 days Get 5% back



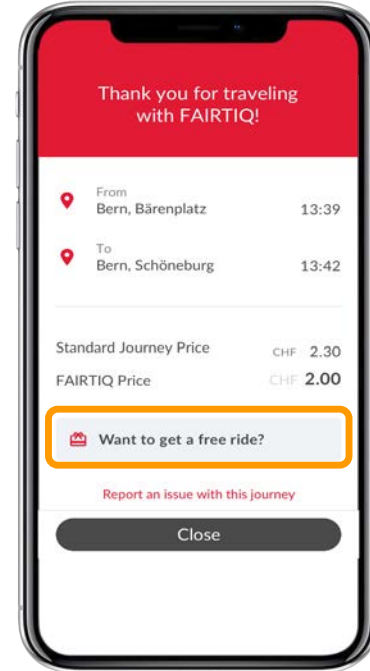
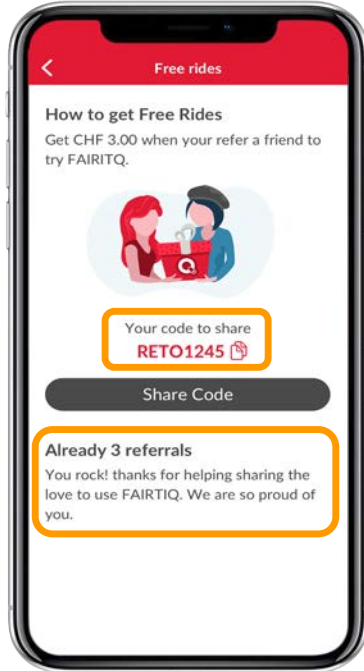
Positive Business Case

- Revenue from increased use > cost
- +12 % additional frequent users* in regions with bonus vs. regions without bonus
- Credit must be used next month

* Frequent users = > 5 travel days per calendar month



Member-get-Member



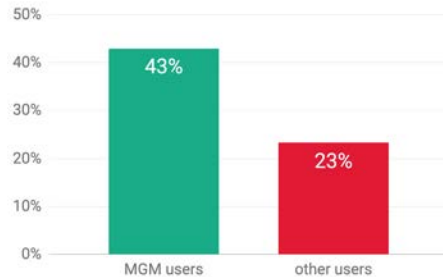
Member-get-Member

Boost FAIRTIQ user numbers and amplify the value of the data.

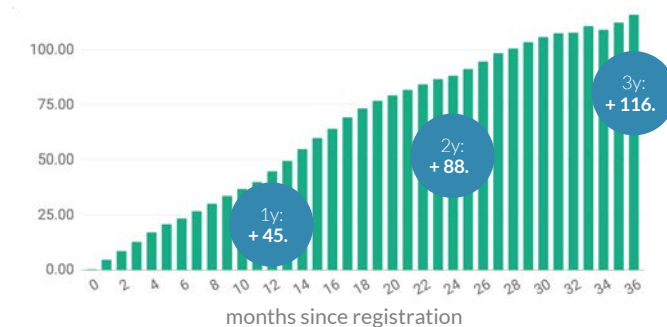
MGM-referred users...

- are much more likely to **convert to active users**,
- are more likely to **remain active users**,
- continuously **spend more** than other users → the expenses for MGM vouchers are recovered after a few months.

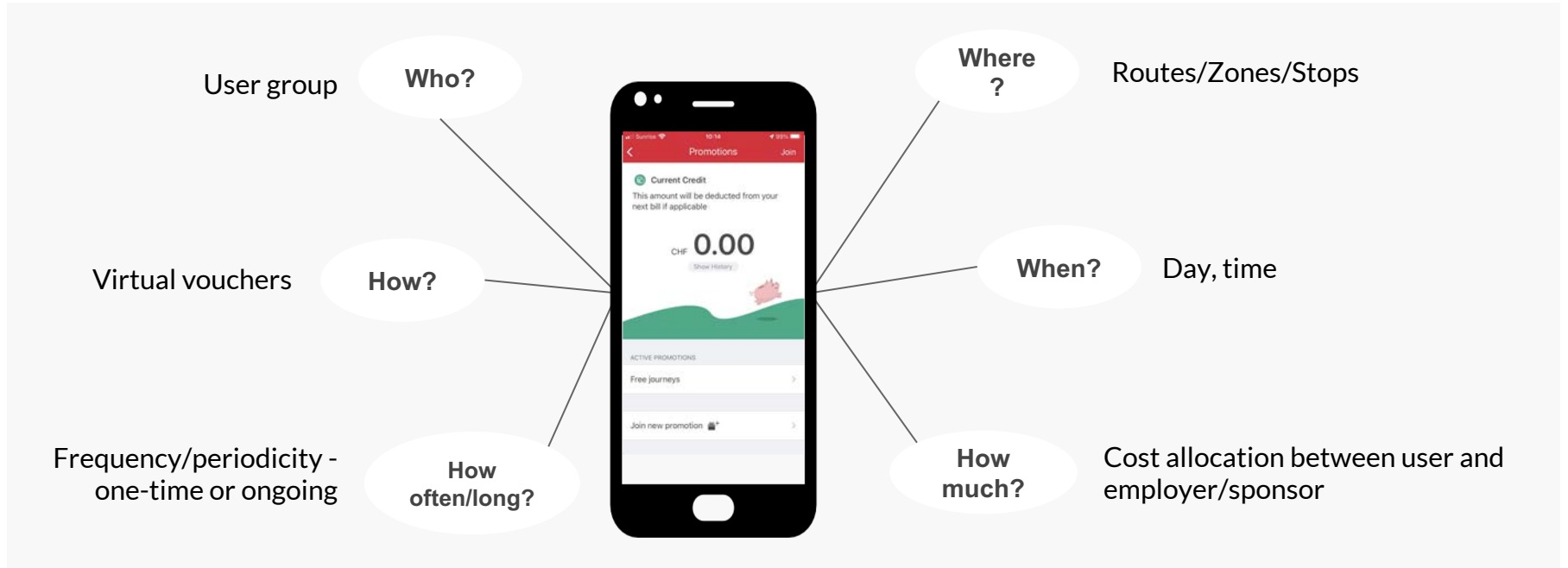
proportion of active users vs. registered users



average added spending by MGM users over time



A customized approach to partnerships



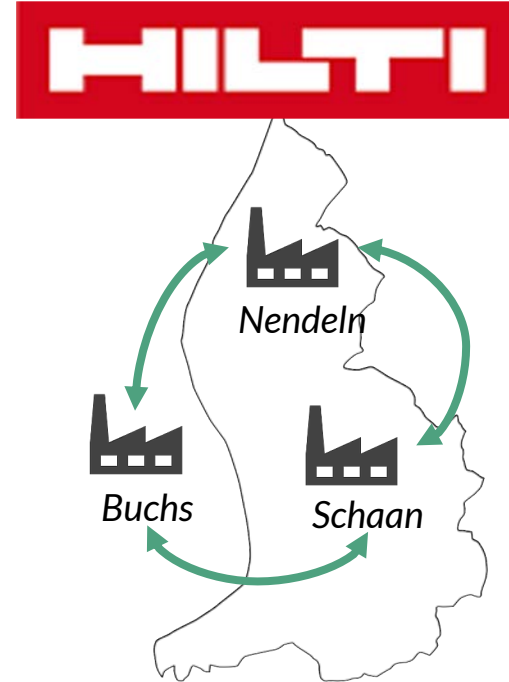
Tailored employee mobility solutions at Hilti SWITZERLAND & LIECHTENSTEIN

Scope:

- Free employee transit between 3 sites
- 50 € benefit for personal travel

Outcomes:

- Targeted subsidies to trips that matter
- No more pass purchases, only pay trips made
- Modal shift achieved



More information:

[Delivering flexible corporate travel solutions](#)

[Hilti adds FAIRTIQ to its toolbox](#)



Free rides to the Halle Christmas market

GERMANY

- Just check-in/out at the stops "Marktplatz" or "Hallmarkt" to ride for free
- No registration required
- The city only paid for trips actually made



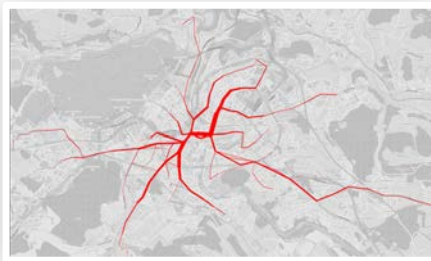
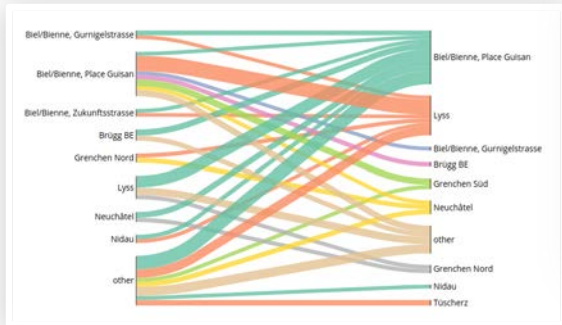
Foto: Thomas Ziegler

The power of FAIRTIQ data

FAIRTIQ collects O-D data from 100% of trips **with just a check-in and no hardware**
Reporting is tailored to partner specifications through CSV reports or directly through APIs.



The FAIRTIQ partner dashboard shows **revenue**, **ridership**, and **FAIRTIQ user acquisition** and **activity** data



Full origin-destination data yields **new visualizations**

More information:

- [Smart data use – FAIRTIQ employee spotlight](#)





Quick to
implement

No hardware

No beacons
No validators

No external hardware



The solution is in the pockets of riders



Making it happen

In France, FAIRTIQ delivered an end-to-end ticketing solution to SNCF in under 6 weeks.

- End-to-end trial with 10k+ registrations
- Pricing Engine with Best-price algorithm
- Flex tariff products for students: the more you travel, the less you pay

Set-up time: 6 weeks



Making it happen



Set-up a demo to demonstrate the technology in context.



Set up a time-bound pilot to gather customer input.



Try new fare products to generate ridership and revenue as trust in transit is restored



Model new partnerships with employers, sports and/or shopping facilities.



Collaborate with local universities and consultants on study design and data analysis.

What is needed / next steps

Agree on a scope with clear objectives

Obtain Transit (GTFS) data

Confirm payment processing

Confirm validation approach

Confirm data protection and privacy measures

→ Agreement



The FTA's Enhancing Mobility Innovation Program

- \$2 million, max 80% federal contribution
- Proposals due on January 11, 2022
- 2 categories
 - *****Accelerate innovative mobility:** *Concept development and/or demonstration projects that improve mobility and enhance the rider experience with a focus on innovative service delivery models, creative financing, novel partnerships, and integrated payment solutions*
 - Projects that develop novel operational concepts and/or demonstrate innovations that improve mobility and enhance the rider experience, focused on innovative service delivery models, creative financing, novel partnerships, and integrated payment solutions, or other innovative solutions.
 - **Software solutions:** *Projects that support the development of software solutions that facilitate integrated demand-response public transportation that dispatches transit vehicles through riders' mobile devices or other means*
- Criteria
 - Support innovation in passenger-centric mobility that meets evolving needs
 - Advance equitable and climate-smart transportation
 - Contribute to knowledge of national significance to improve public transportation service
 - Advance the vision of mobility for all



Next steps

- Ask questions!
- Contact us for a follow-up meeting
- Indicate your interest to MDOT and ourselves as soon as possible





Let's get started!



Antoine Belaieff
Lead, North America

antoine.belaieff@fairtiq.com
+1 416 777 0665
[LinkedIn](#)



Sarah Collard
Launch & Tech Management

sarah.collard@fairtiq.com
+41 78 882 51 51
[LinkedIn](#)