



We use AI to tell the story of everyday mobility
and how your customers use transport systems



Rushlight

30th Jan 2019

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Urbanisation



Cities

Congestion

Pollution

Technology



Citizens

On demand

Personalisation

Integrated Transport



Operators

Changing demand

Legislation

\$1trn



\$0.5trn

- Apple Inc Autonomous Vehicles
- Amazon.com Logistics
- Google Autonomous Vehicles/Smart Mobility/Smart Cities
- Microsoft Railways/Motorsport/Rideshare
- Tencent Autonomous Vehicles/Smart Mobility/Smart Cities
- Alibaba Group Logistics/Smart Mobility/Autonomous Vehicles
- Facebook “Connected Customers not Connected Cars”



“We want to become the Amazon of
transportation...

A platform of transport services ”

Uber CEO

Sept '18



"The key is to own the customer, to
understand them and build the business around
that moat"

Softbank Vision Fund CEO

Uber's biggest investor

“We want to provide services across the entire mobility chain”

Nick - Head of Mobility Innovation & Partnerships

Aims

- Leverage customers to identify opportunities
- Own the customer
- Be a friend of the city

Challenges

- Limited visibility of mobility beyond the car
- Doesn't know the customer on a personal level
- Adversarial relationship with authorities



Multi-modal



Battery optimised



Global coverage



Transport Specific
AI expertise



Routes



No user input

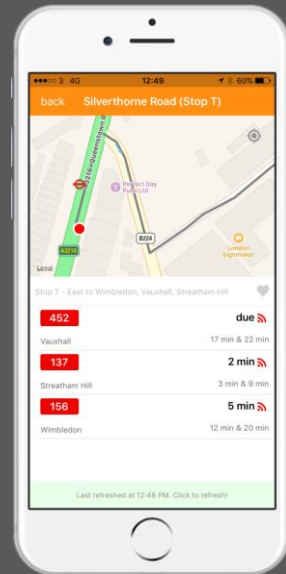


Dual OS support



Places & purpose

Software License



Data Subscription



Better marketing and services

Model new business
opportunities

Gain advantage in partnership
negotiations



Granular customer data for commercial clients

Aggregated and anonymised insights for authorities

Car Share

Matching sharers and tracking usage to demonstrate value

City authority tool

Providing data to the city to win preferred provider status

Micro mobility & parking

Linking users of two services to provide a better experience

Mobility as a Service

Prioritising partnerships/investments according to user need

Expert Team

Five circular portraits of team members with their names and degrees below them: Zac-BEng, MBA Fin, MA RCA; Pete-MEng; Michalis-PhD; Samuli- PhD; Telmo- MEng.

Logos for their affiliations: Royal College of Art, Imperial College London, Goldman Sachs, informa, UCL, HELSINGIN YLIOPISTO UNIVERSITY OF HELSINKI, TIETOJENKASITELLYTIEHEN LAITOS INSTITUTIONEN FOR DATAVETENSKAP, UNIVERSIDADE DA BEIRA INTERIOR Covilhã | Portugal.

Experienced Advisers

Two circular portraits of advisers with logos for mace and Bloomberg NEW ENERGY FINANCE below them.

Specialisms

Transport-specific AI

Geospatial Information Systems

Smartphone Systems

Clients & Prospects



- 76% team ownership
- £418k angel investment
- £700k grants
- £110k revenue
- £1.3m total to date

Seeking £1m H1 2019

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