

GUIDE

How companies can **unlock** the market potential of **urban mobility**



FORTLANE PARTNERS
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STEP

01

CREATE AWARENESS & DEVELOP MARKETS

Companies aiming to enter the urban mobility market should build a position as trusted partner for cities by basing their projects on existing infrastructure within the existing legal boundaries. Muni-cipalities cannot invest in solutions that they do not yet have a legal basis for. Therefore, enterprises must actively take progress to the cities but not overcharge them with pioneering solutions that only consider future challenges and overlook current problems. The development of this market will take many small steps.



STEP

02

BUILD-UP ECOSYSTEMS

Building cooperative ecosystems between technology, TMT and infrastructure players is the key to developing connected mobility solutions. In bringing together technical expertise, these partnerships enable enterprises to position themselves as one-stop-shop providers of multi-modal platforms. As trust is an important selection criterion for cities, creating local partnerships can be beneficial. It enables provider to gain insights into the local scenario and challenges when working with local enterprises.



STEP

03

REDUCE UNCERTAINTY FOR CITIES

To become a trusted partner for cities, companies need to position themselves as reliable providers of technical and financial plannability. Companies can also offer outcome-based mobility models, meaning that municipalities pay for the results the solution provides rather than for the solution itself. In this way, they will be guaranteed reliability of the mobility service offered while the provider will remain responsible for the respective infrastructure.



STEP

04

EXPLORE NEW BUSINESS MODELS

Now is the time to find new ways to leverage technology innovation and approach cities to pitch ideas for a fresh take on urban mobility, particularly in the light of their current challenges. Companies should also start to build expertise in new fields through pilot projects. For players to remain successful in the mobility landscape, they should constantly review their business models that they are fit for purpose.



STEP

05

MOVE UP THE VALUE CHAIN

To strengthen their market position, companies need to expand their portfolio from infrastructure to service provision to evolve from a supplier to urban mobility stakeholder. Many firms already collect mobility data, but still need to work out their value of for cities and share the insights to make integrated mobility platforms viable. Monetization this data will only work for companies if they comply with data protection regulation, therefore building trust with both the public and cities.

