

Kyyti Group Oy

Website / Facebook page (link):

<https://www.kyyti.com>

Location:

Helsinki, Etelä-suomi, Finland

PROPOSAL TITLE (10 words)

On-demand ridesharing for commuters

EXECUTIVE SUMMARY (50 words)

Most commuters are willing to try biking or public transport if their occasional need for the convenience of a personal car can be met. Kyyti Group's solution for employer subsidized on-demand ridesharing has been proven popular among commuters and employers, and facilitates a long-term shift to sustainable mobility modes.

SOLUTION NARRATIVE (250 words)

Commuting to work via public transportation, biking or walking is becoming more common, but many travelers can miss the convenience of a private car when they go grocery shopping after work or when caught by particularly Scandinavian weather. On-demand ridesharing service, subsidized by employers, can make commuting more convenient on these occasions, encourage commuters still using a private car to give another mode a try, make travel during the work-day more efficient and reduce the need for parking. Pooling demand from multiple employers and opening the service to the public during off-peak hours makes it more efficient and affordable.

Kyyti Group has implemented mobility solutions based on the Kyyti MaaS platform for multiple employers in Finland and Switzerland. They have ranged from tailored commuter shuttle integrated with public transportation (Valmet Automotive), on-demand ridesharing for work-related travel (Espoo municipal employees, Helsinki Urban Environment Division) to employer commute subsidy for an existing on-demand service (7 companies in Switzerland). All have received positive feedback from both employers and users.

Kyyti Group has identified Linköping as an ideal candidate for an on-demand ridesharing pilot, with hubs of multiple employers (Mjärdevi Science Park, later Ebbepark) and a high rate of commuting via modes other than personal car. The service will be built on the Kyyti MaaS platform enabling quick and easy scaling to new customer groups, including the general public, and the integration of other mobility services such as public transportation and shared bikes and e-scooters. The solution can also be replicated in other locations.