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# Digitalization, Automation and MaaS in the Bus and Motorcoach Industry

Marko Javornik  
General Manager Voyego



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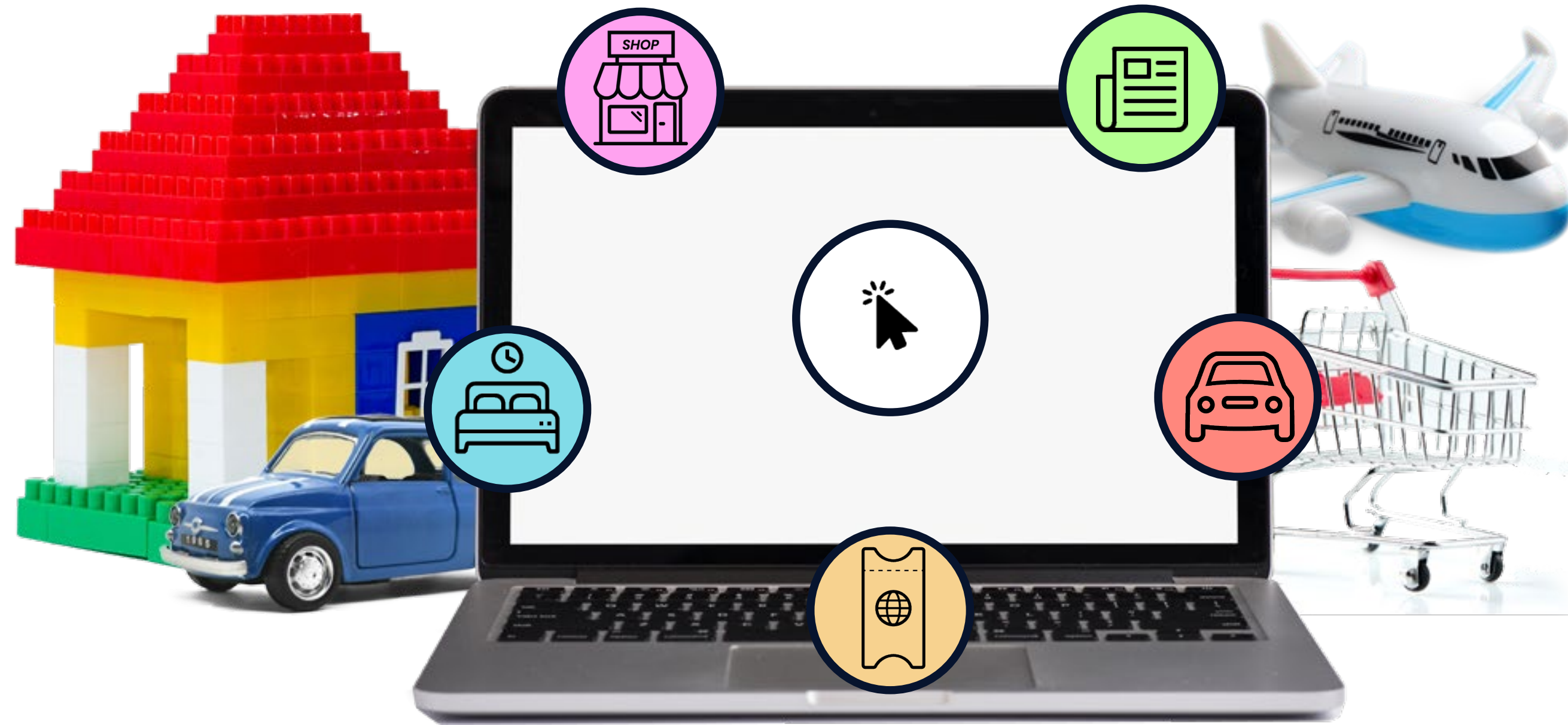
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# The New Digital Economy



## Hotels



Employees: 12,000  
Valuation: \$35B



Employees: >300,000  
Valuation: \$30B

## Commerce



Employees: 50,100  
Valuation: \$600B



Employees: 2,200,000  
Valuation: \$212,4B

## News



Employees: 40,000  
Valuation: \$622,6B



Employees: 3,700  
Valuation: \$3,0B

## Travel



Employees: ~10,000  
Valuation: \$100B



Employees: 120,300  
Valuation: \$7,8B

## Mobility



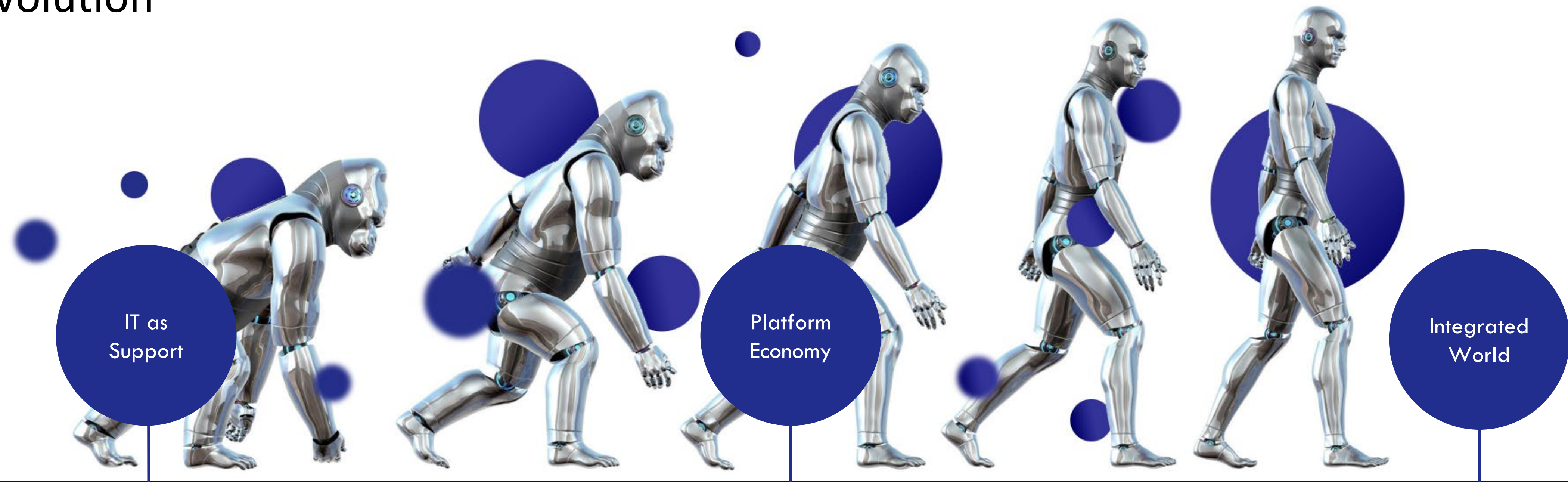
Employees: 22,000  
Valuation: \$50B



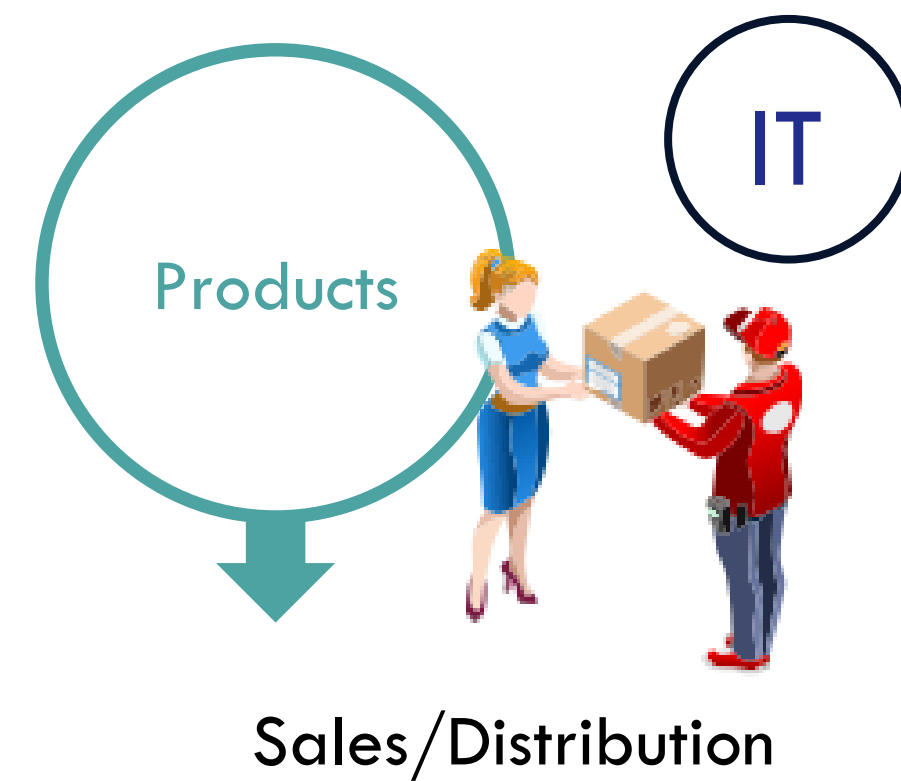
Employees: 630,000  
Valuation: \$72,9B



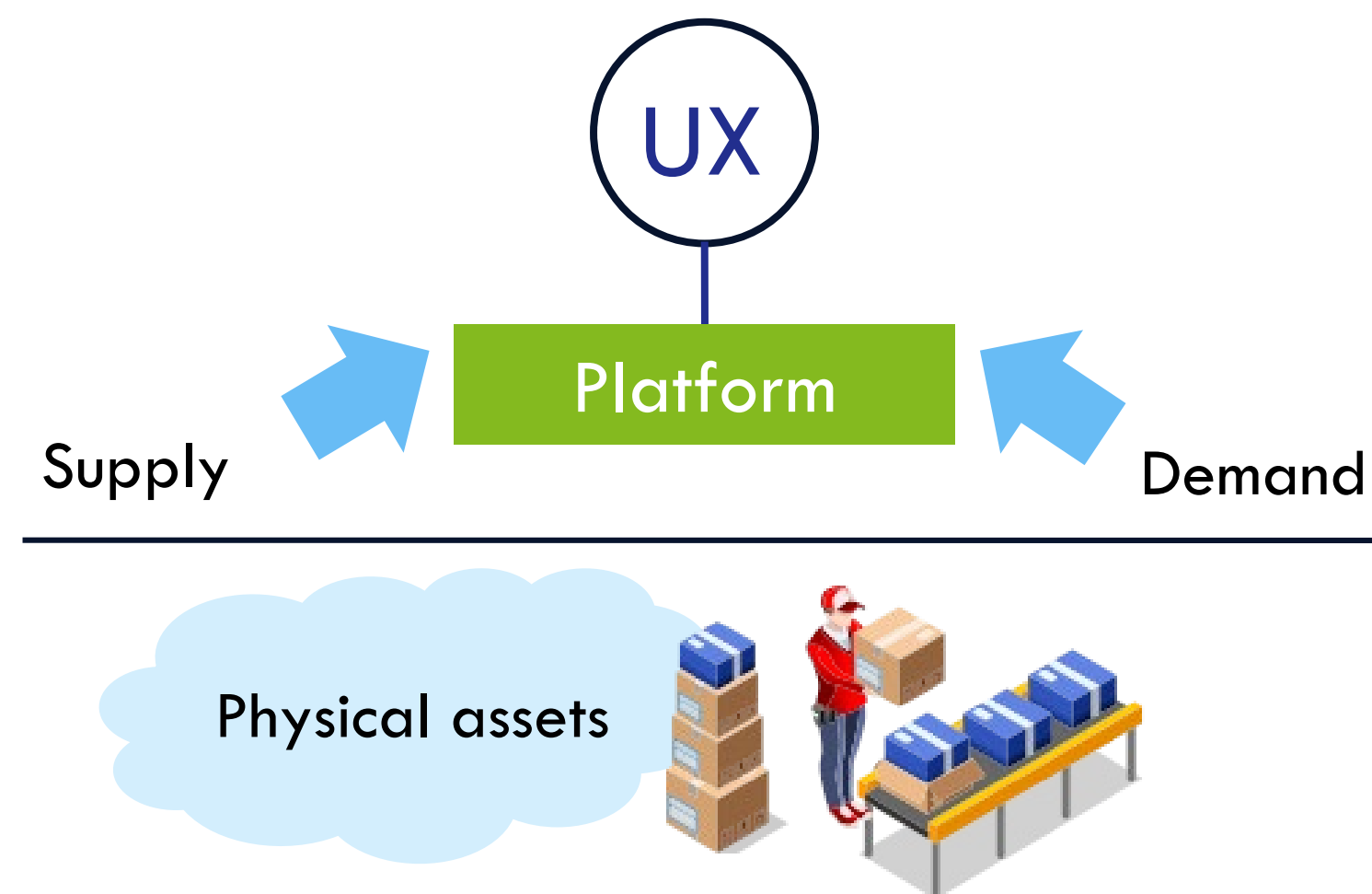
# IT Evolution



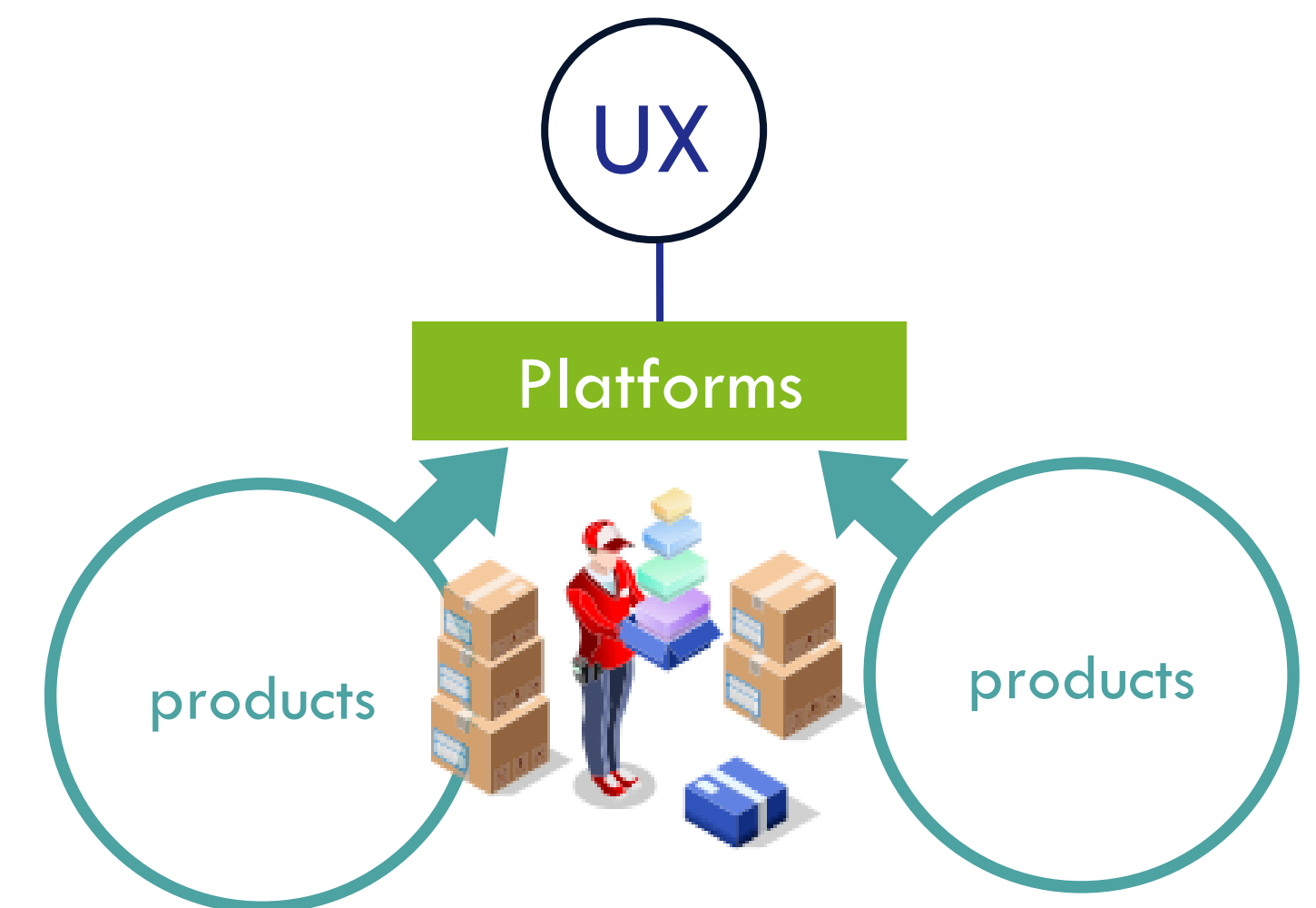
Phase 1: Operational systems



Phase 2: Apps



Phase 3: Integrated systems





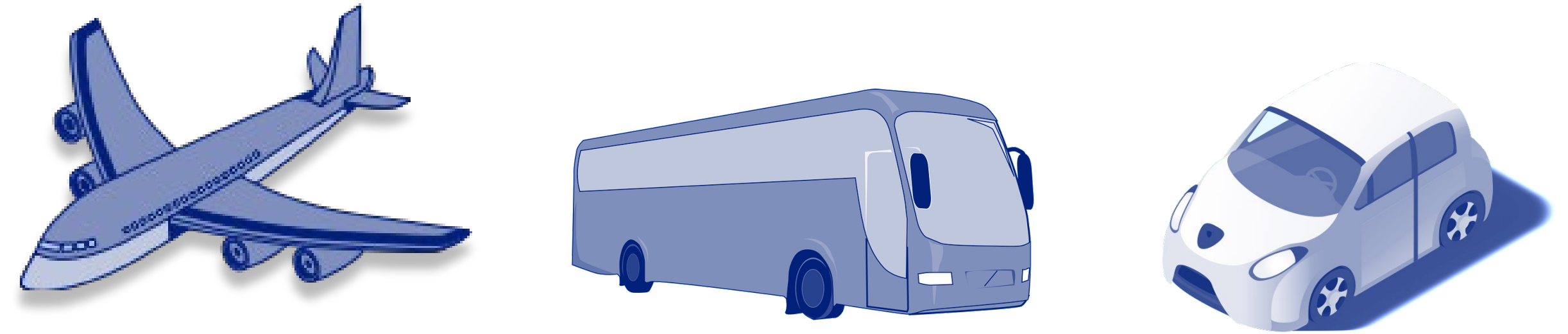
# Personal Introduction

Marko Javornik



1

General Manager Voyego by Comtrade



2

Founder Digital Transportation Lab



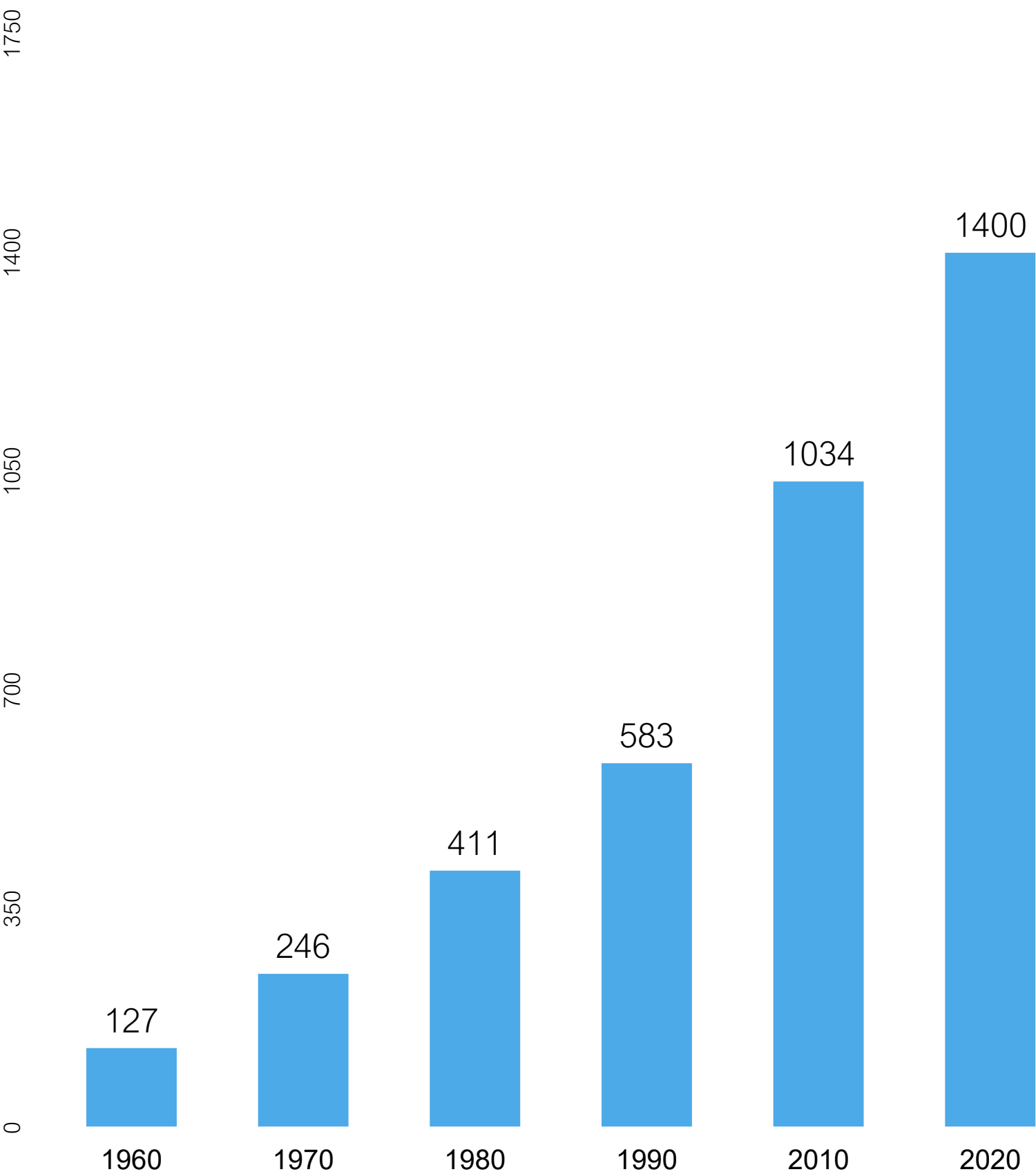
3

Chair WG Governance  
& Business Models at MaaS Alliance





# The Century of the Car



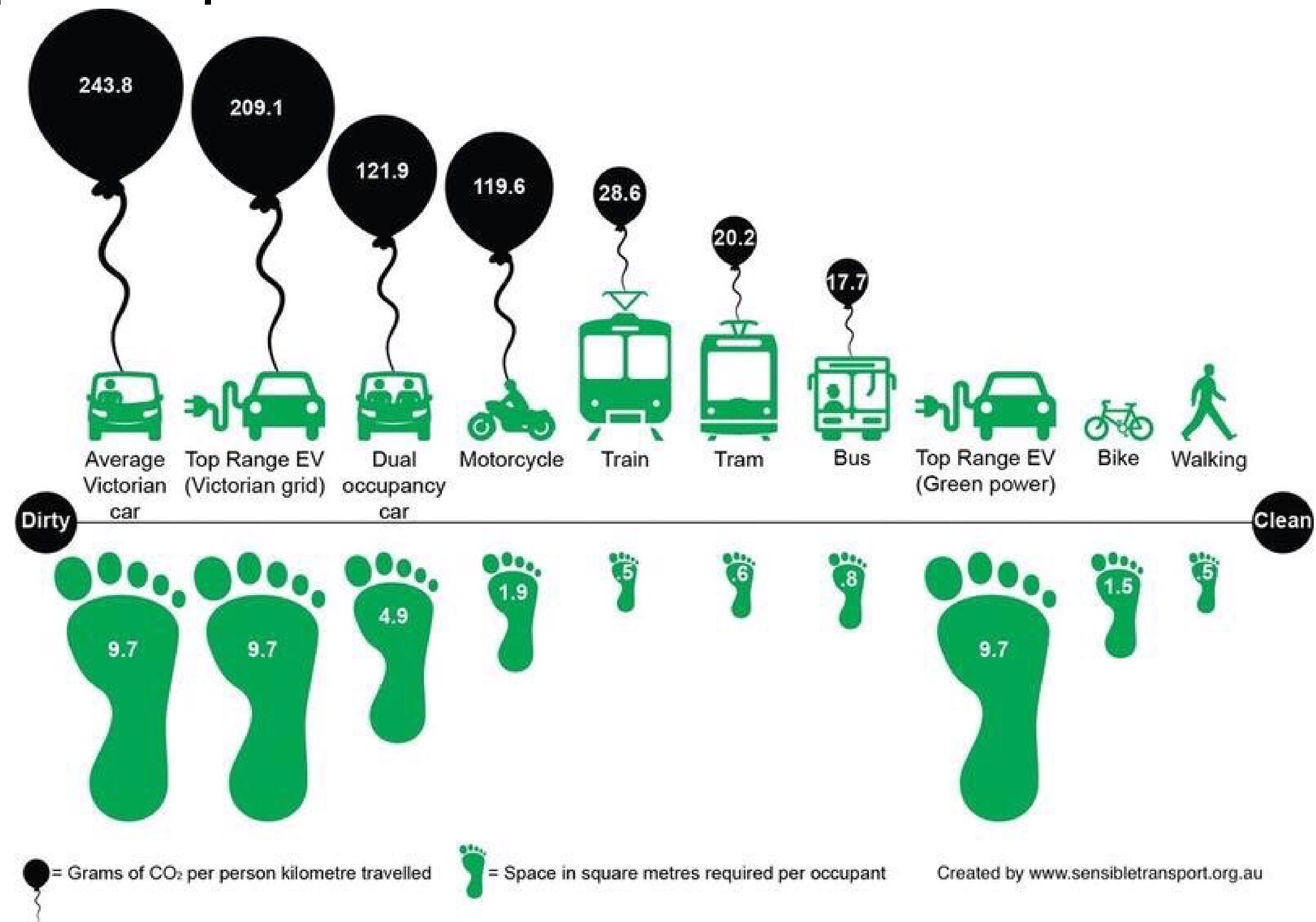


# The BIG Issues: Pollution, Congestions, Accidents



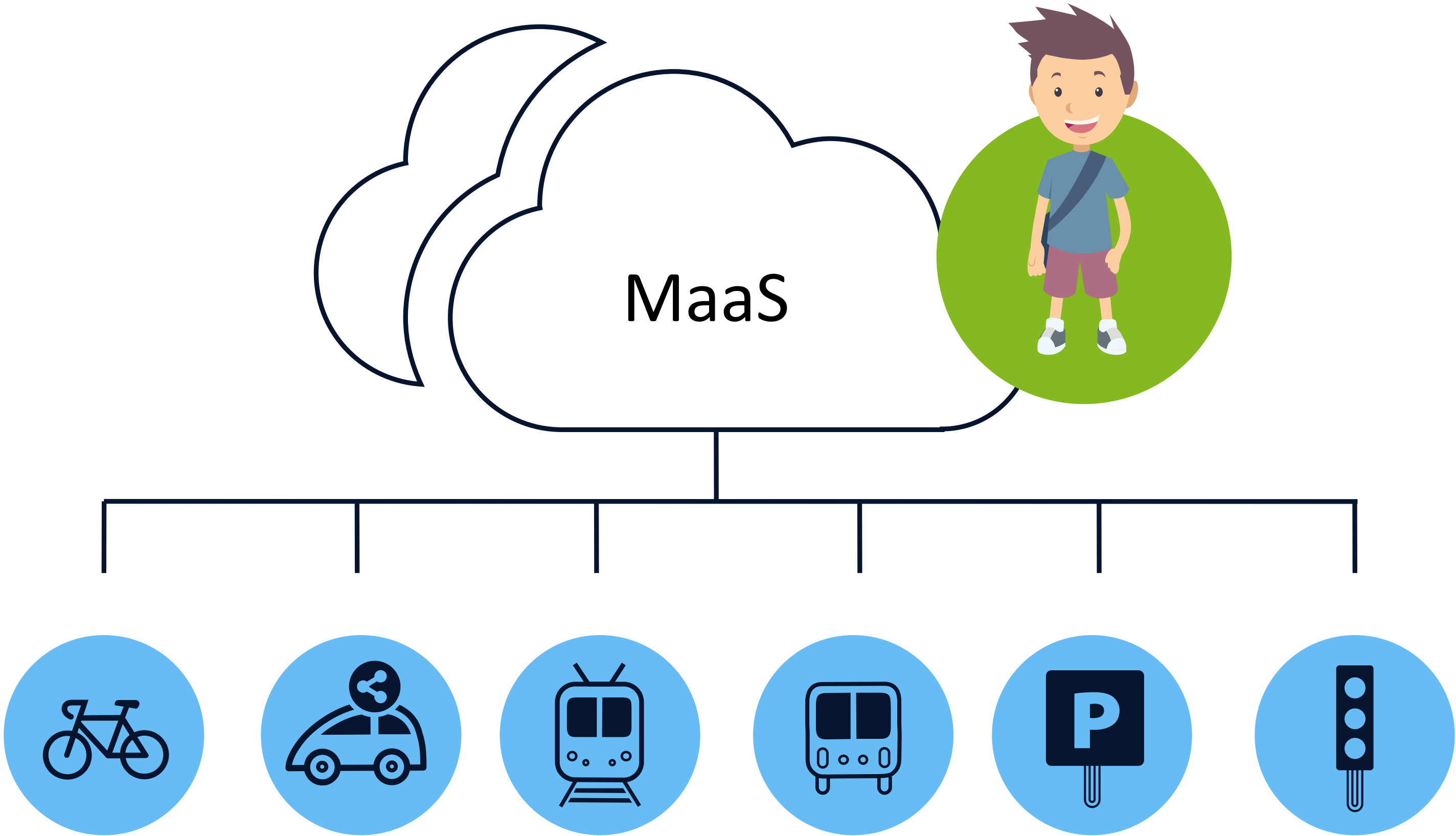


# CO2 & Space Footprint



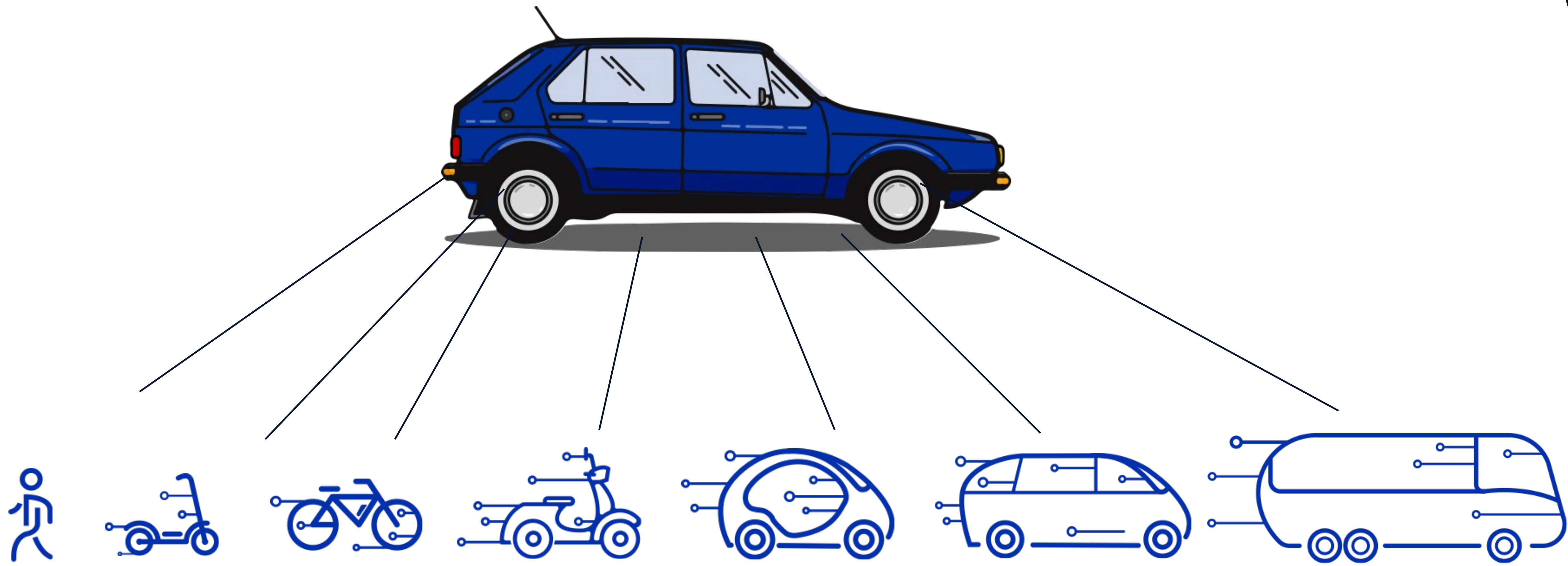


# Mobility Going Digital





# The Big Opportunity: Unbundling Privately Owned Car





# Challenge: Integrating Digital Transport in our Real World





# The Tipping Point: My Own Example


November 2019





BEFORE

PER YEAR CALCULATION			
BEFORE		AFTER (Based on first 8 weeks)	
Distance	15500 km	Distance	13403 km
Cost	7.000 EUR	Cost	5.010 EUR
CO2	2,61 tons	CO2	1,24 tons
Modal Split		Modal Split	
Private Car	89%	Private Car	0%
Public Bus/Train	0%	Public Bus/Train	16%
Active Mobility	7%	Active Mobility	16%
Rent-a-car, Taxi	1%	Rent-a-car, Taxi	23%
New mobility serv.	3%	New mobility serv.	45%



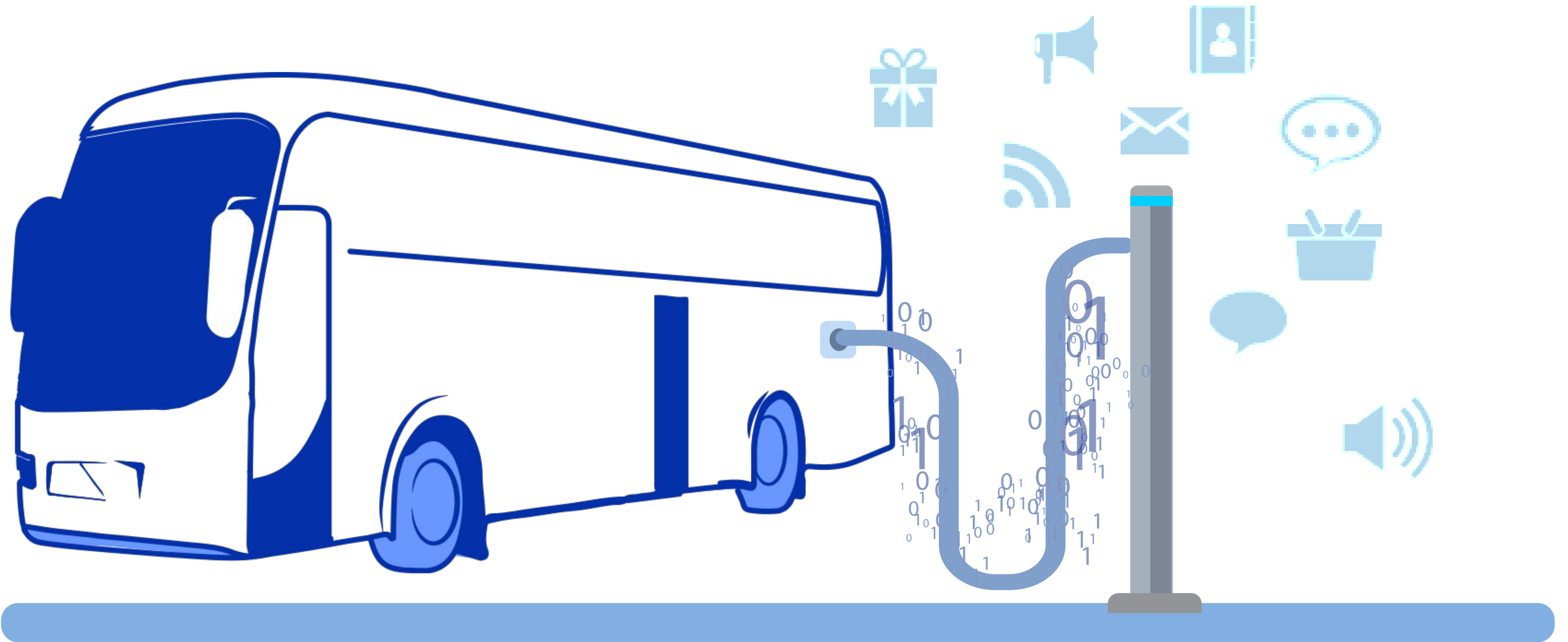
AFTER







# Future Vision: Mobility Powered by Digital Data



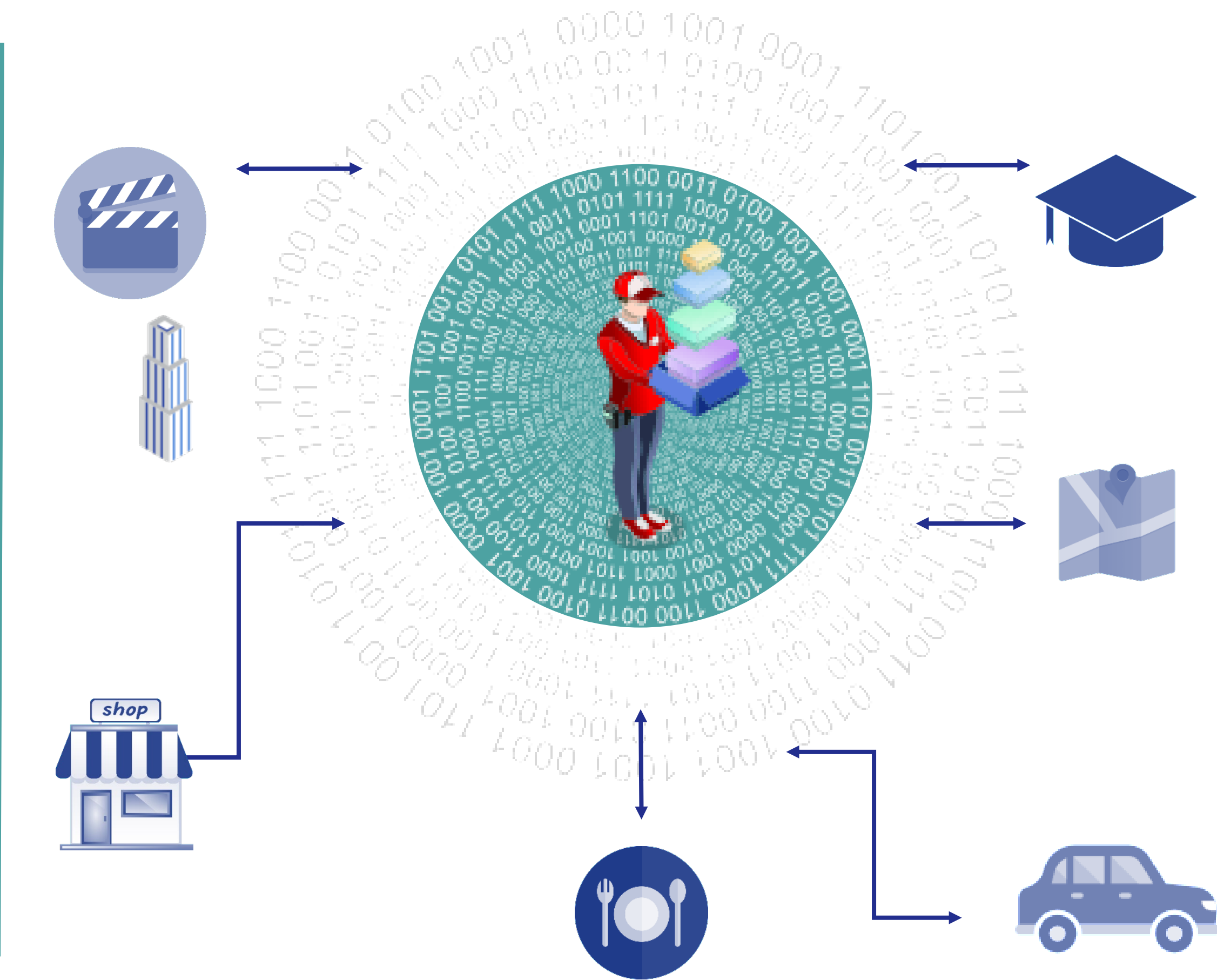


# The New Reality

## Physical Assets



## Digital Assets







# THANK YOU!

[marko.javornik@voyego.com](mailto:marko.javornik@voyego.com)

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