



eHUBS webinar

17th of June 2022

Business models for eHUBS



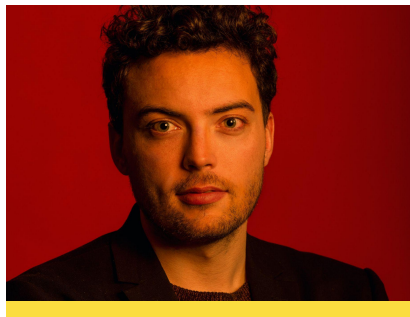
Housekeeping rules

- 1. Switch of microphone**
- 2. Switch of camera**
- 3. Questions via chatbox**
- 4. Presentations and recording will be available soon after webinar**

Agenda

- 1. Introduction**
- 2. Business models for shared mobility - Bram Seeuws**
- 3. Potential business models for eHUBS - Elnert Coenegrachts**

Speakers



Bram Seeuws -
Project and
policy
coordinator at
Autodelen.net



Elnert
Coenegrachts -
Researcher at
Antwerp
University



THEMATIC PRIORITY:



**PROJECT
AREA**



Project objectives: eHUBS will demonstrate that shared and electric shared mobility (e-bikes, e-scooters, e-cargobikes, and electric cars) are affordable and attractive alternatives to private cars. eHUBS will contribute to less emissions, less car use, and to the critical mass needed for the business case of electric and shared mobility



eHUBS are...

1. Clusters of shared *electric* mobility
2. Tailored to local conditions and needs
3. Linked in a network
4. Available in different sizes
5. Integrated in MaaS ecosystems

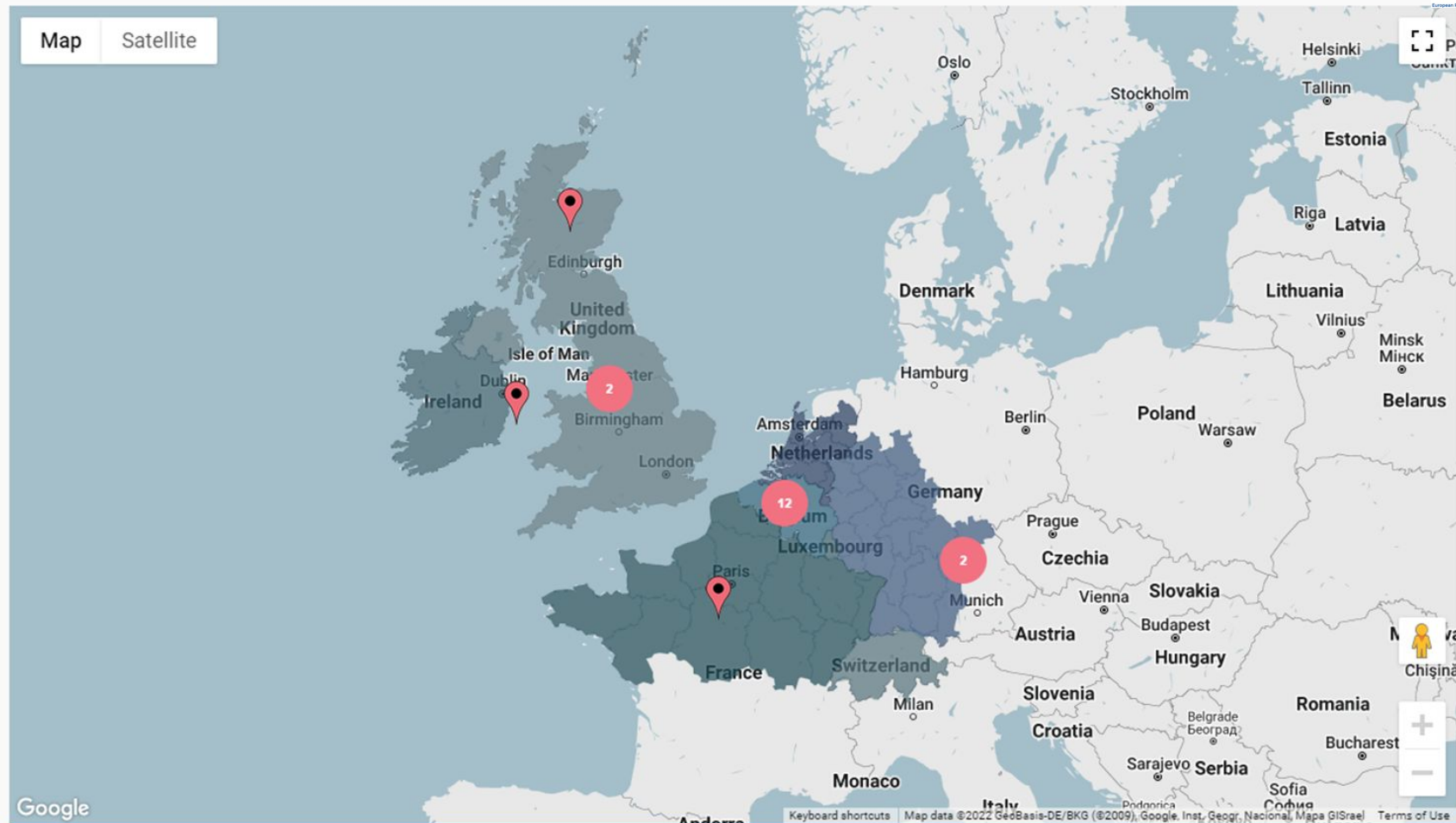




eHUBS are...

1. 125 eHUBS
2. 10 pilot locations
3. >2500 LEV
4. Toolkit
5. Research

Project Partners





Coming up

1. eHUBS final conference 20-21/06
2. eHUBS planning academy - tba
3. eHUBS blueprint





Business models for shared mobility

Bram Seeuws



AGENDA

1. Autodelen.net
2. Operational models
3. Pricing models
4. Key elements for profitability
5. City vs. countryside
6. Conclusion



Autodelen.net

We promote and support the **alternate use of transport modes**. We want to meet everyone's mobility needs **efficiently** with a **minimum of space occupation, optimum use of raw materials** and a positive impact on the **quality** of our **living environment**.

Part of Flemish Mobihub association







AUTODELERS EN DEELWAGENS IN BELGIË per vorm van autodelen

DECEMBER
2021



AANTAL AUTODELERS



TOTAAL
194.005



ROUNDTrip
autodelen

65.792

WAARVAN

47.764

ACTIEF IN 2021



PARTICULIER KOSTENDELEND
autodelen

16.002

WAARVAN

5.092

ACTIEF IN 2021



FREEFLOATING
autodelen

112.211

WAARVAN

34.889

ACTIEF IN 2021

AANTAL DEELWAGENS



TOTAAL
4.645



ROUNDTrip
autodelen

2.225

WAARVAN

458

ELEKTRISCH



PARTICULIER KOSTENDELEND
autodelen

1.520

WAARVAN

52

ELEKTRISCH



FREEFLOATING
autodelen

900

WAARVAN

300

ELEKTRISCH

RITTEN IN BELGIË per vorm van autodelen

DECEMBER
2021



AANTAL RITTEN

**TOTAAL
1.107.390**



ROUNDTrip
autodelen

724.596



PARTICULIER KOSTENDELEND
autodelen

52.556



FREEFLOATING
autodelen

330.238

GEMIDDELDE DUUR RIT (IN UUR)

**TOTAAL GEMIDDELDE
6 UUR 20 MIN**



ROUNDTrip
autodelen



PARTICULIER KOSTENDELEND
autodelen



FREEFLOATING
autodelen

GEMIDDELDE AFSTAND RIT

**TOTAAL GEMIDDELDE
45,9 KM**



ROUNDTrip
autodelen

56,5 KM



PARTICULIER KOSTENDELEND
autodelen

111 KM



FREEFLOATING
autodelen

12,3 KM

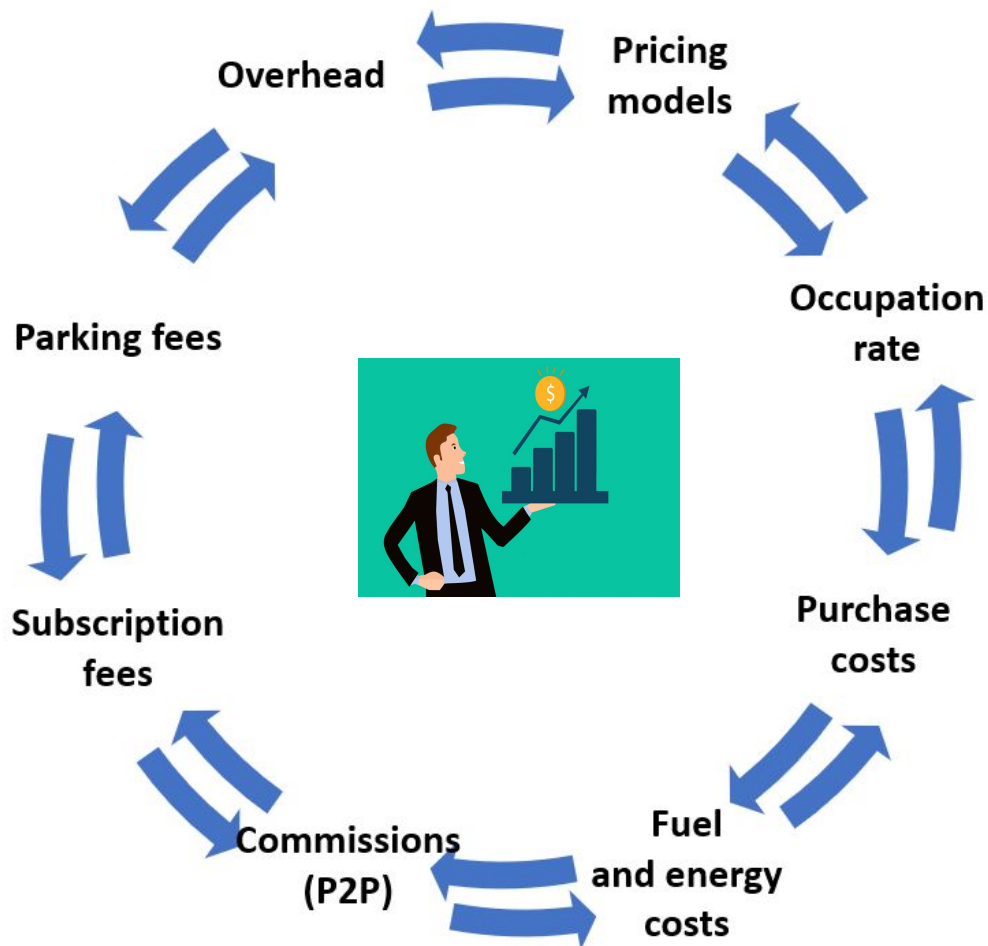


Pricing models

1. Per minute, hour, $\frac{1}{2}$ day or day
2. Per distance (km)
3. Per energy consumption (kW)
4. Subscription fee
5. Starting costs
6. ...

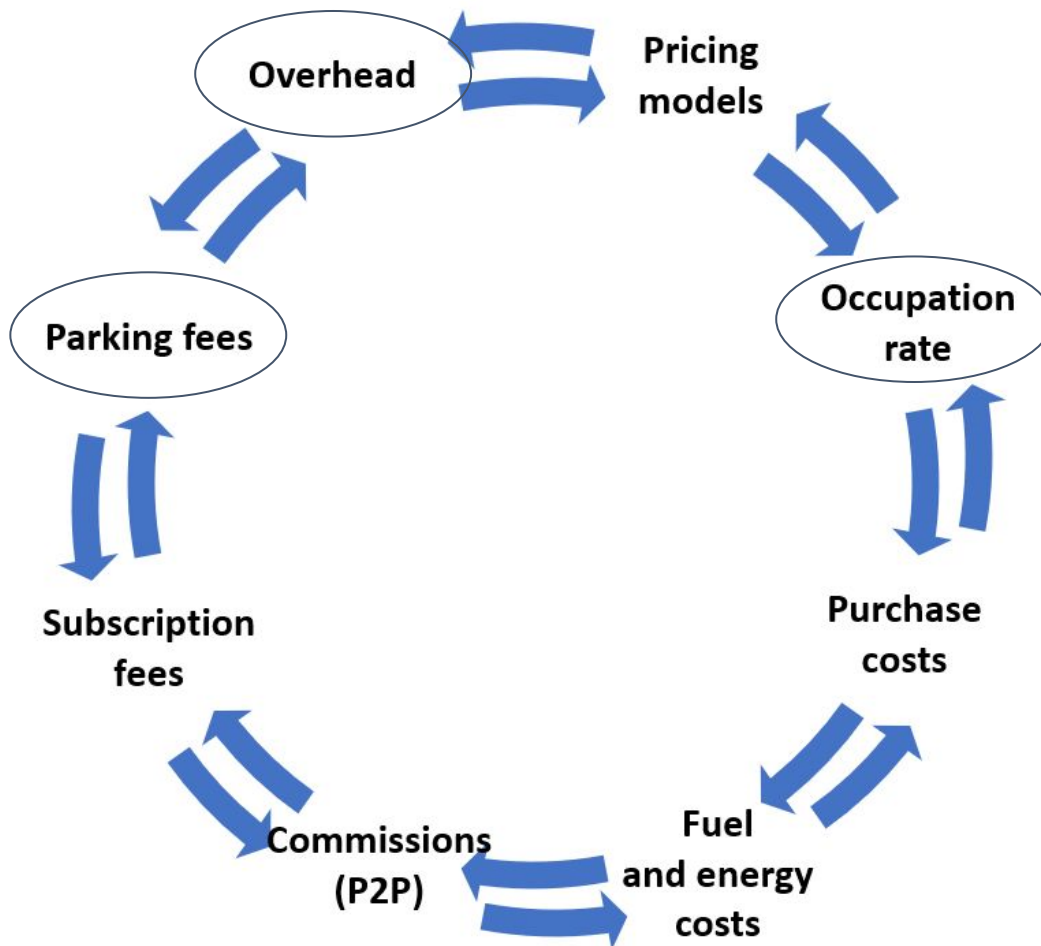


Key elements for profitability

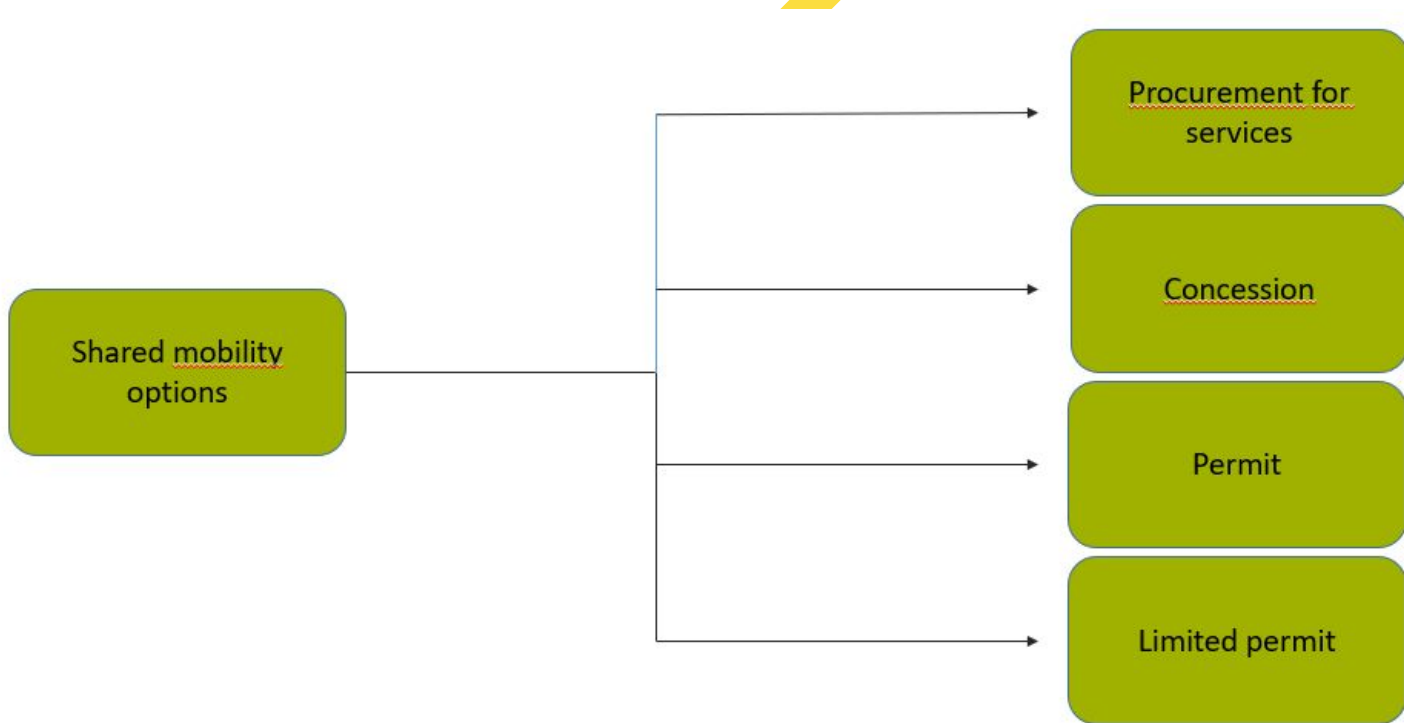


| | Fleet size | Rides per vehicle per day (indicative) | # active users (per month) |
|----------------------|------------|--|--|
| Urbee (sept-oct '21) | 26 | 0,22 | Sept: 81 Oct: 57 |
| Cargoroo (2021) | 30 | 0,48 | Oct: 168 Nov: 141 |
| Blue-bike (2021) | 124 | 0,44 | From 1078 (feb) to 3049 (oct) users per month (2021) |
| Cambio (2021)* | 129 | 1,25 | 3393 (2021) |
| Partago (2020) | 5 | 0,52 | 64 (2021) |

Business models: cities vs. rural areas



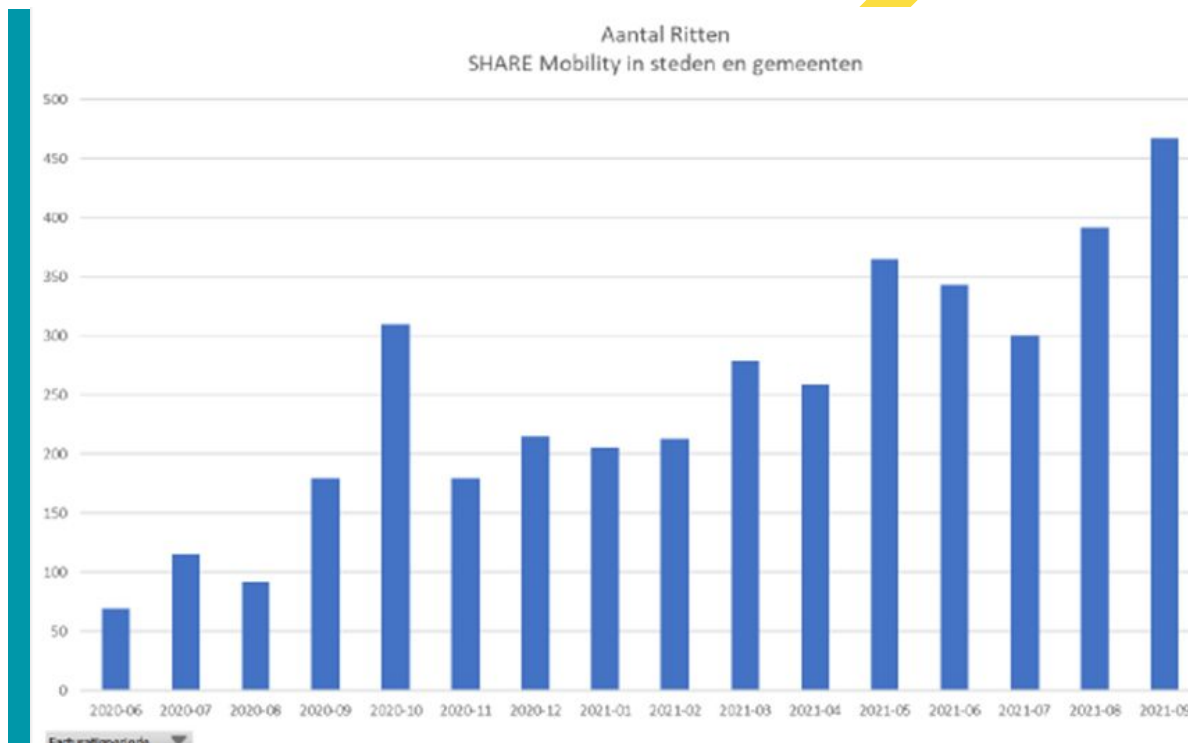
Options



Possibilities for rural areas: Solva



Number of trips per month



Possibilities for rural areas: Glabbeek



Possibilities for rural areas: Schoten





Conclusion: how to reach a successful business case

1. Sufficient occupation rate
2. Compatible profiles
3. Decrease purchase costs
4. Lower charging tariffs
5. Support by and cooperation with local authorities
(financial/communication/f
ramework





Thank you!

Questions?

Bram Seeuws

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