STOP AGGREGATING.
START COLLABORATING.

Blockchain & Mobility Week

bloX.move

We carry your passengers further.

@bloXmove
#bloXmove

Who we are – the Mobility Avengers

Sophia Rödiger
CEO
@sophiaroediger

bloX.move

- 7 years in mobility industry
- Master of partnerships
- Psychologist
- Innovation & transformation lead

Harry Behrens
CTO
@hbloXmove

bloX.move

- Blockchain since 2012
- Lead Blockchain Factory at Daimler
- Visionary of the Mobility Blockchain Platform
- Software Specialist

The writing is on the wall: Aggregation is a dead end.

The problems of aggregation are very real.
New generations question these platforms…

Google

- Occupies 92% market share in Search with an advertisement based business model

- Android phone sent location data 340 times in one 24-hour period

Amazon

- Treatment of workers - multiple reported safety and health violations

- Abuse of market power and platform data: Amazon brand products vs. Marketplace partners

Apple
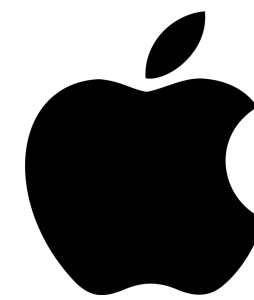
- Abuse of market power through App store (i.e. lawsuit Epic Games)

- Is on the move to disrupt mobility

Facebook

- Multiple and ongoing violations concerning user data

- Many missed opportunities for product innovation (i.e. WhatsApp for business to challenge Zoom / MS Teams)

Uber

- Forces conditions (provision of 20%) on drivers

- Business model based on externalizing risk to low income working class

... and everyone looses! Is that the end of aggregation?

Governments	Lost their sovereignty
Customers	Lost their freedom of choice and money
Smaller companies	Lost their opportunities
Workers	Lost their health and dignity
Shareholders	Lost potential gains
Aggregators	Lost their innovation power and standing as a net positive

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The problem is not new but still there is no successfully integrated 'urban mobility' offer...

... why that is

Difficulty to manually integrate backend systems with current technology

Bottom line benefit to implementing shared infrastructure was unclear

Stalemate situation: Everybody wants to be the aggregator, nobody wants to be the "aggregate" (i.e. Uber, freeNOW…)

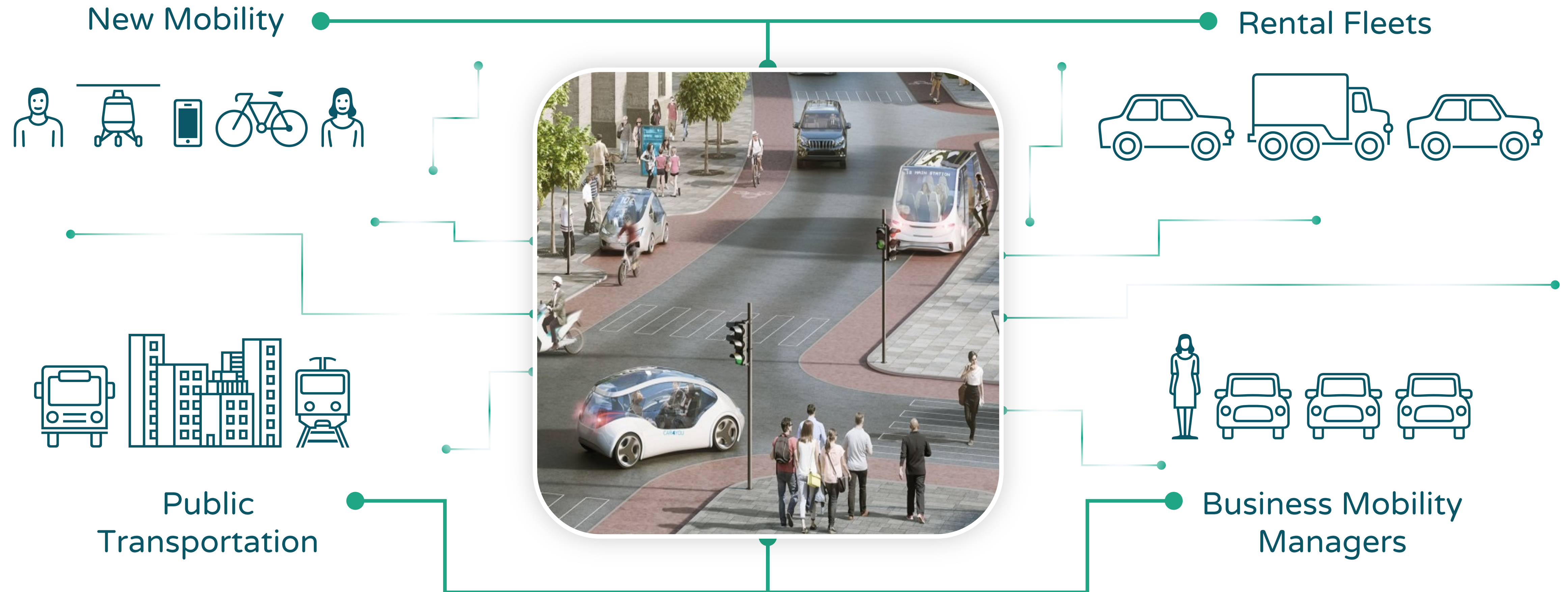## ... what it means for consumers

Non-transferable tickets waste value

Repeated on-boarding and identity verification

No integrated overview about the mobility budget a customer spend per month

Inefficient resource allocation and utilization of existing assets (i.e. trains)

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Stop aggregating, start collaborating

New Mobility

Rental Fleets

Public Transportation
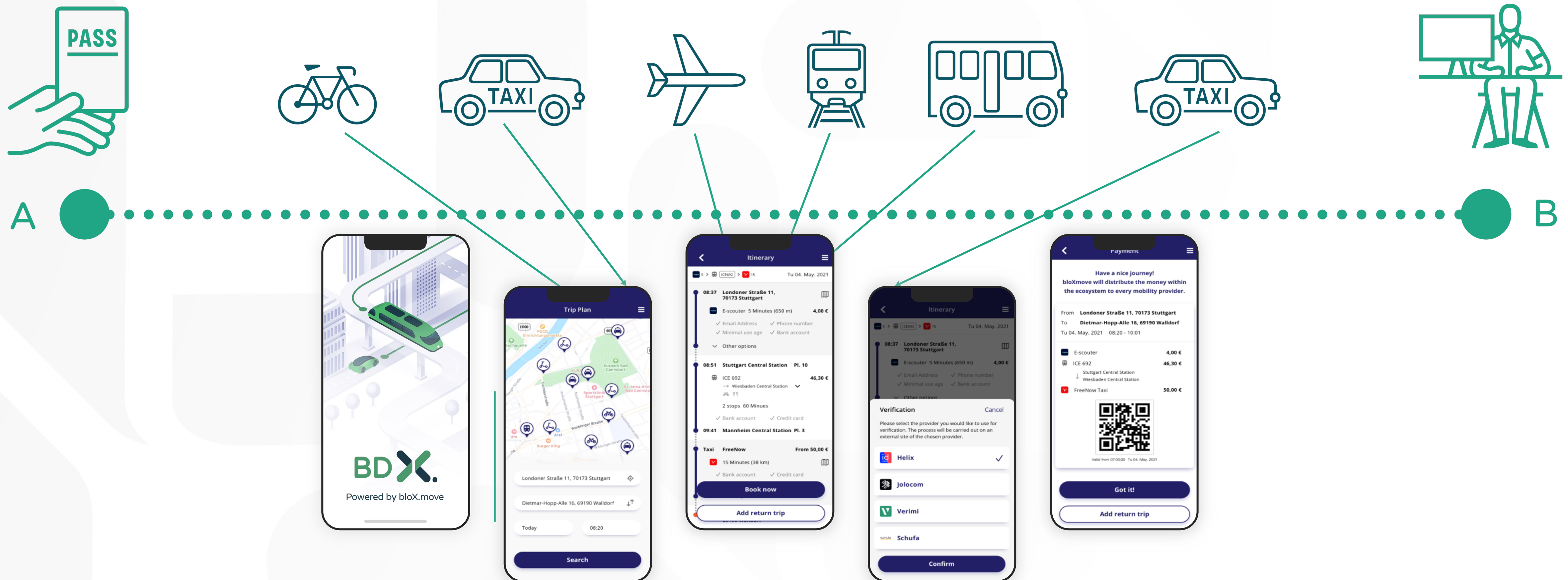
Business Mobility Managers

bloXmove's B2B ecosystem acts like a Star Alliance for mobility enabling service roaming
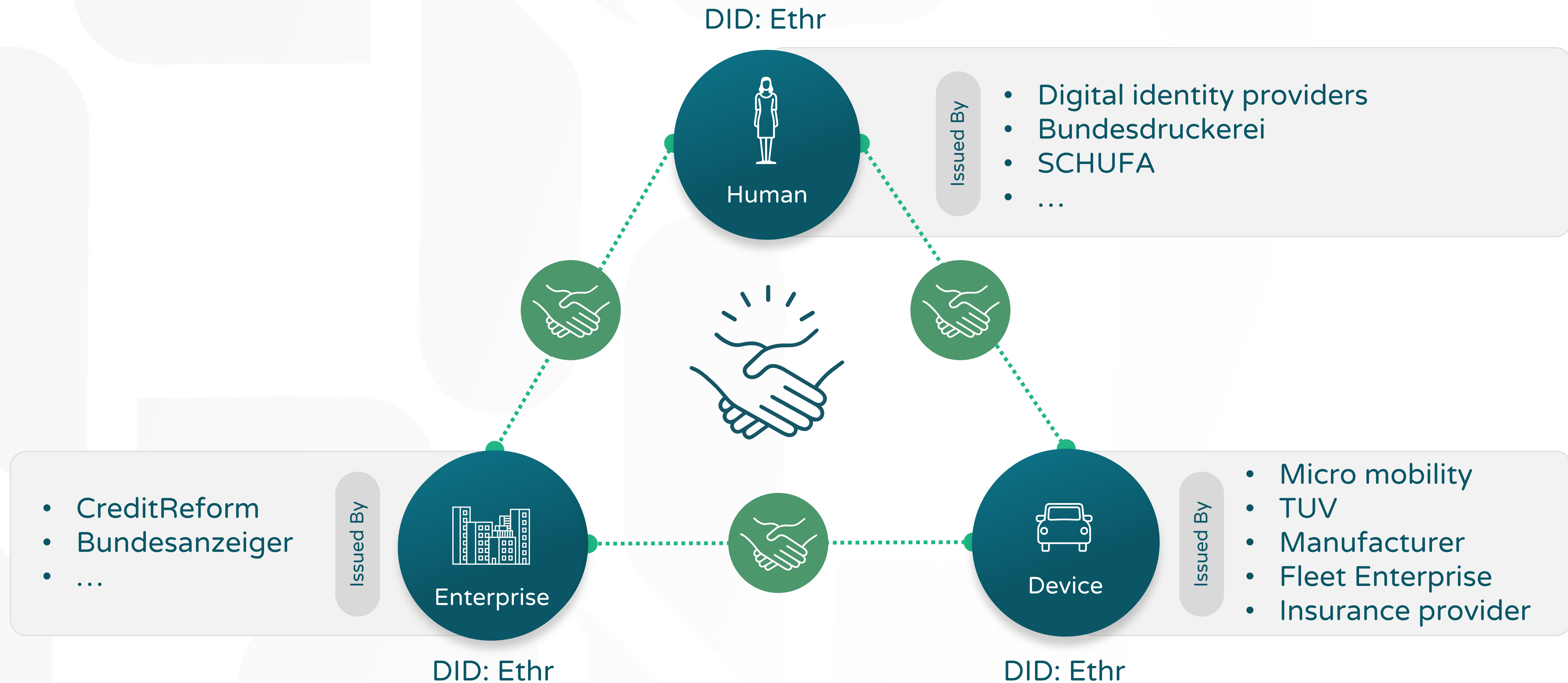
'all-in-one journeys' by offering assets from other providers
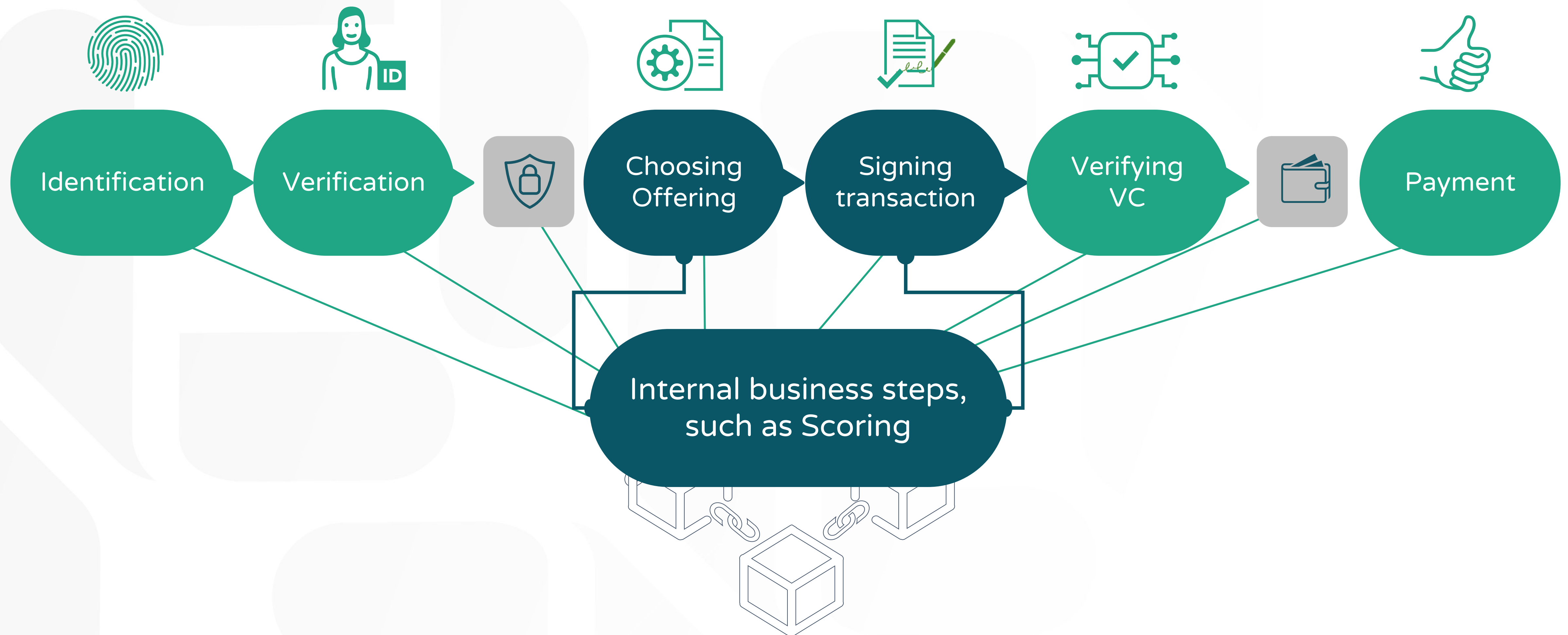
User only needs to on-board once: **reduce fees**

Businesses **keep their customer touchpoints and relationships**

A .... B

Based on the "identity triangle" DIDs are at the center of all commercial transaction management

DID: Ethr

Human

Issued By
- Digital identity providers
- Bundesdruckerei
- SCHUFA
- …

Enterprise

Issued By
- CreditReform
- Bundesanzeiger
- …

DID: Ethr

Device

Issued By
- Micro mobility
- TUV
- Manufacturer
- Fleet Enterprise
- Insurance provider

DID: Ethr

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With the identity problem resolved we utilize blockchain technology to create a universal transaction layer

Identification → Verification → Choosing Offering → Signing transaction → Verifying VC → Payment
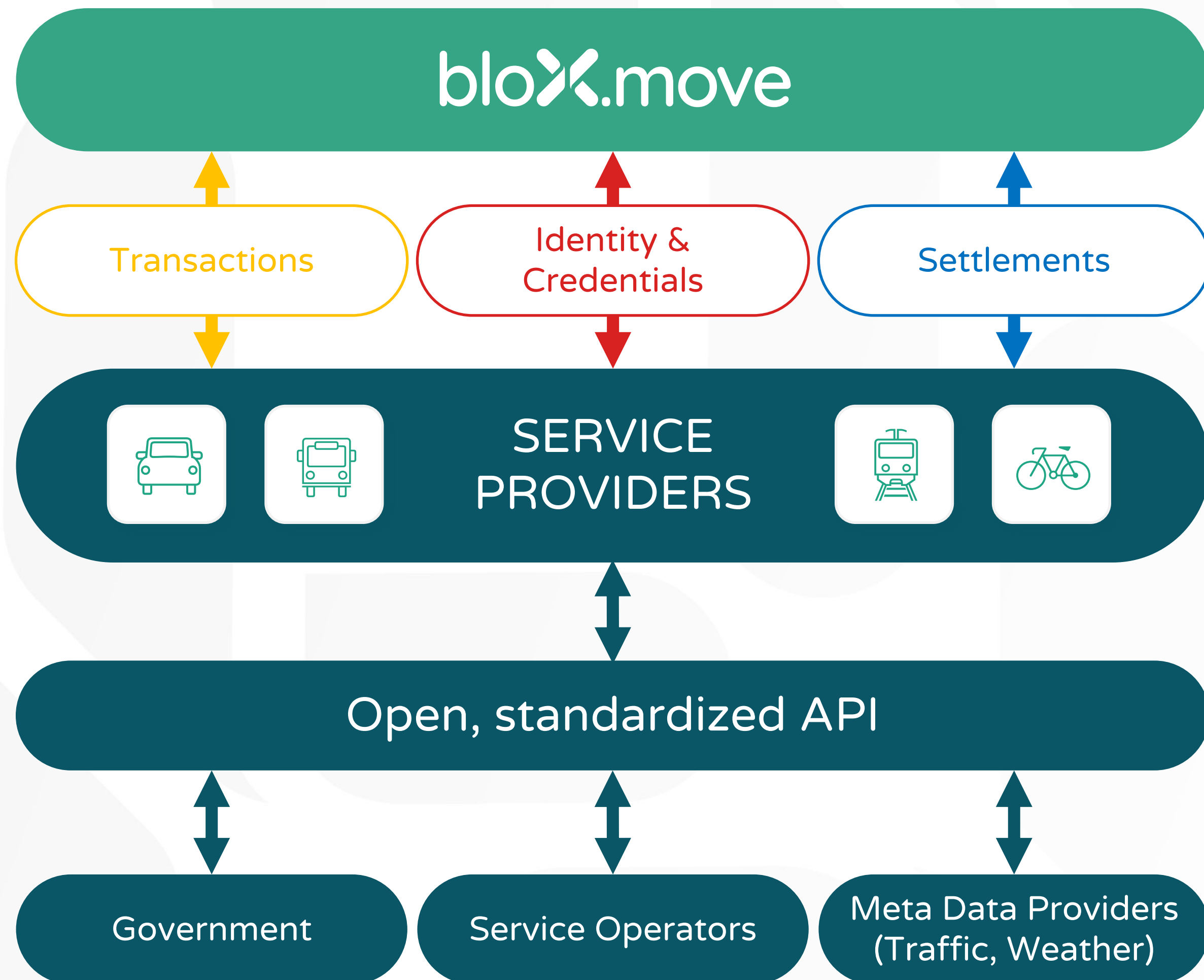
Internal business steps, such as Scoring

Standardized, open APIs are a crucial step towards a decentralized mobility ecosystem, but some challenges remain

Settlements

Transactions

SERVICE PROVIDERS

Identity & Credentials

Open, standardized API

Government

Service Operators

Meta Data Providers (Traffic, Weather)
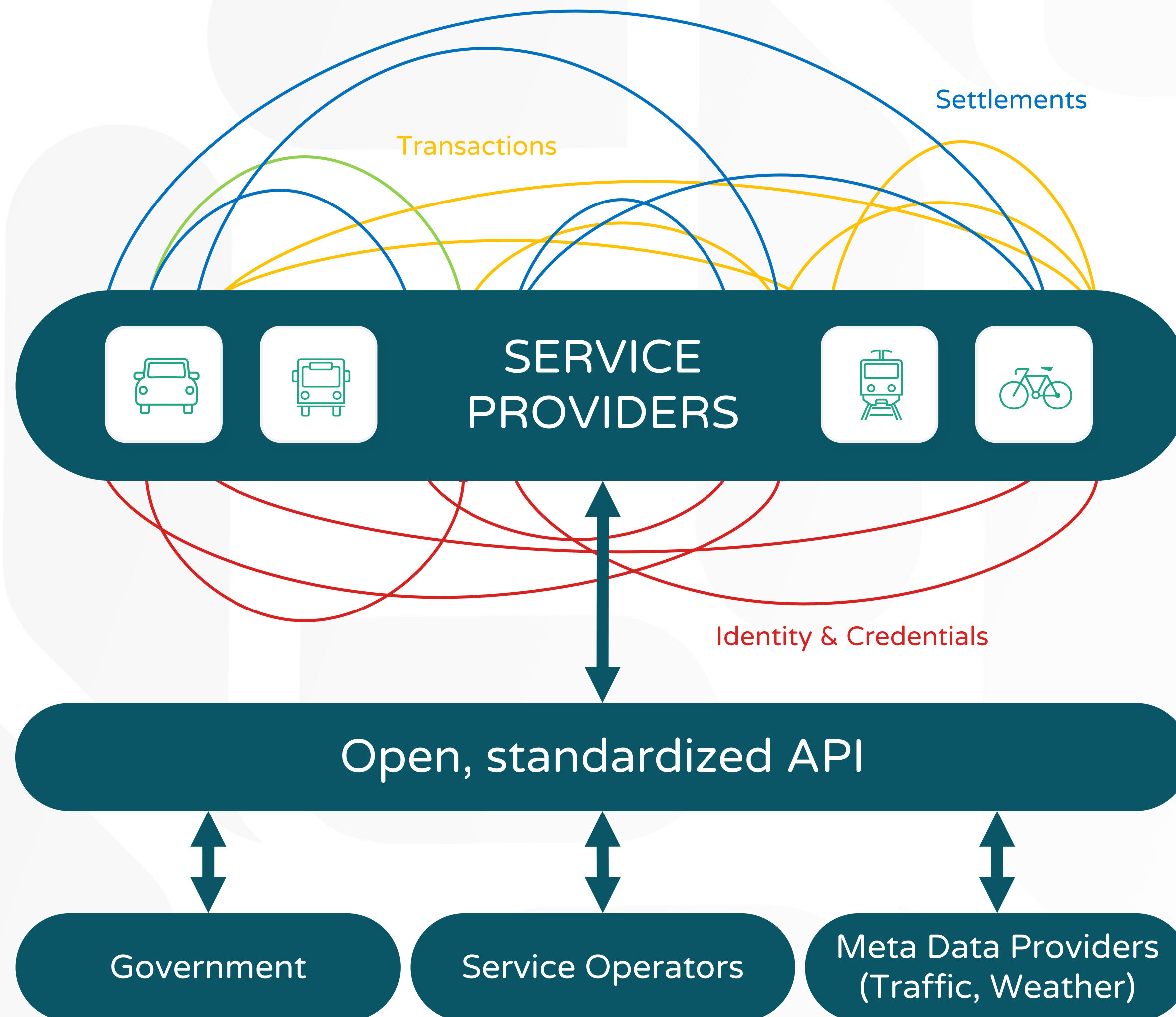
- Standardized APIs create standards for comprehensive data integration

- A commonly accepted standard will boost efficiency and enable innovation

- Users will still struggle with the vast number of service provider frontends (apps)

- A threat from aggressive aggregators persists

- To integrate others' services providers still have to make "point-to-point connections" for transactions and identities & credentials

An integrated technology stack can add substantial value to the Dutch MaaS ecosystem

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Transactions

Identity & Credentials

Settlements

SERVICE PROVIDERS

Open, standardized API

Government

Service Operators

Meta Data Providers (Traffic, Weather)

- **Transactions, Identity, Credentials, and Settlement** are core essentials of a mobility ecosystem

- The bloXmove technology stack can provide decentralized standards that **seamlessly integrate with such open, standardized APIs**

No limit for new collaborations: dezentralized technology unites industries like power & mobility in a new way.

URBAN MOBILITY (bloXmove)

ELECTRICITY
Flexibility
Share & Charge

GREEN ENERGY (e.g. EWF)
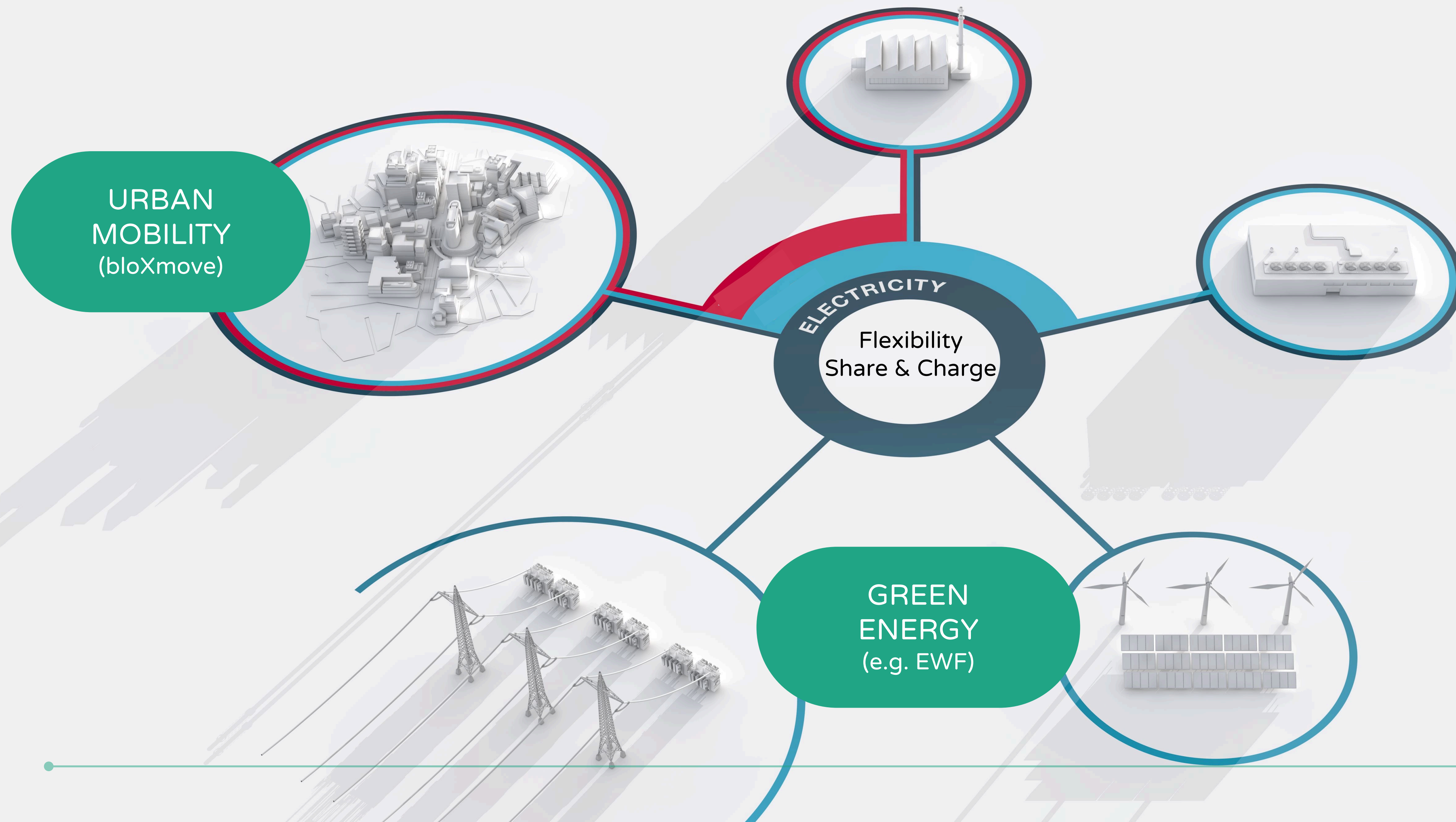
The team brings the expertise, mobility experience and network to deliver. Contact us at any time.

Sophia Rödiger

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- 7 yrs. in mobility industry
- Innovation, transformation and psychology excite her
- builds strong partnerships
- creates digital marketing

Bernd Hanisch

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- 20 yrs. in fleet management
- Controls the numbers and the money
- Manages products

Dr. Harry Behrens

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- 12 yrs. in blockchain
- PhD in decentralized network technology
- Excited about disruptive software
- Develops the Mobility Blockchain Platform

Asmaa Jamil

COO bloXmove
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- 15 yrs. in operations
- Learning new things excite her
- Loves working with global teams
- Intrigues by everyone's story

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