MuvMi: Microtransit with Mass Customization for urban mobility

5+ Mn Pax, 400+ EVs, 30% QoQ

Krisada (Mick) Kritayakirana, PhD       June 2023
Urbanization drives the needs for Microtransit (zone base)

20 Bn trip annually in South East Asia¹

80% within zone

20% connect with mass transit

Actual MuvMi passenger movement²

1. web search of # of mass transit users; UMT internal data  2. One day in Chula zone
Customize for the mass break old paradigm, enable convenient microtransit at affordable price

Old paradigm: Convenient but expensive

Convenient (Customize)

New paradigm: Convenient & Affordable
Customise for the Mass with Dynamic Route Sharing

Safety concern

Affordable (Sharing)

Old paradigm: Cheap but inconvenient

Expensive (Not sharing)

Convenient & Affordable enable MuvMi to tap into 20 Bn trips in SEA

Fixed-route (Mass)
What is MuvMi

MuvMi is an **on-demand ridesharing service**, conveniently moving you **around your neighborhood** as well as connecting **to mass transit**. Our ridesharing service is **affordable**, and our vehicles are environmentally friendly from being **100% electric**!

- **5+ Mn** Passengers
- **430+** EVs
- **1,300+** Tons
- **2,500+** Hop-points