

URBAN 7

Executive Summary

OPPORTUNITY

Urban 7 is a personal mobility provider that plans to pilot in Graz, Austria. Eclectic in design, the scooter-sharing service accommodates First and Last Mile trips within the city center, improving the operation of public transportation. Its goals are to provide solutions to transit bottlenecks that impact local environment, business, employment, and the daily lives of commuters. The immediate goal is to alter the way commuters perceive public transit and their feelings towards utilizing it. Urban 7 aims to partner with Regional Transport Services and small businesses throughout the provincial area—who are all committed to improving the customer experience, reliability of services, and timely delivery of people and goods. Key partners can expect to benefit from this cooperation by commissioning higher transit services for the community.

STRATEGY

The business strives to capitalize on technology and transportation improvements. Urban 7 is developed to address the negative externalities commuters are experiencing such as: city congestion, air pollutants, unreliable bus schedules, planned construction, inaccessible transit modes, timeliness of activities, and inflated costs. The keys to success are focused on product quality, platform maintenance and utility, and full cooperation with local jurisdictions.

MISSION

Urban 7 seeks to serve the growing demands of commuters within Graz, by delivering on-demand scooter rentals outside major transit hubs and popular commuter access points. The city of Graz does not obtain a preeminent shared mobility solution; thus, we plan to introduce a pioneer enhancement to public transportation. The proposal is to establish a mobile platform that delivers commuters' key points of interest, increases individual mobility, and suffices Austrian ecology standards.

MARKET

A minimum of 60,000 commuters are traveling to Graz every day, as it is a main economic center supplying 40% of jobs. After the pilot program launches, Urban 7 plans to extend its infrastructure to the larger cities Berlin, London, Paris, and Barcelona. The sharing system will be advertised as the best way of getting around town, particularly for journeys within 1 to 3 miles in distance. On-demand services provide seamless connections, high frequency coverages, advanced route planning options, and public transportation perks for city workers, students, and tourists. Customers can always expect smart, predictable, and affordable product features.

EXPECTED RETURNS

Urban 7 plans to profit by extending its in-house infrastructure to other urban destinations. By offering significant benefits to community members and key decision-makers, the lives of city inhabitants will be made more convenient. The company aspires to be a European leader in the shared mobility sector through sustainable planning methodologies. When faced with changes in transportation logistics, a decrease in sales revenues may be incurred due to slow system updates and technical issues. The company plans to implement an automated logistics solution focused on order management and customer satisfaction.