

## **Defining a new mobility domain through collaboration**

*Connekt Talk by Christian Umbach (CEO & Co-Founder Xapix Inc)*

The mobility industry is dead. The era of the mobility domain has evolved. While new mobility offerings and modes are gaining popularity such as electric vehicles and electric scooters, it is not only traditional mobility companies shaping how these offerings can be used by consumers, it is city governments, utility companies, real estate builders & investors, insurance companies and logistics operators playing a major role in how these services are being offered by citizen. Meanwhile more sustainability and environmentally conscious policies are refining access for vehicles in and around the city both from an emissions and space perspective. Just think of the debates around parking and curb side space, intelligent road light management, and charging network distributions for electric vehicles.

### **The era of the mobility domain builds fundamentally on collaboration.**

In order to shape and govern this new domain actors across the various industries have started collaborating closely to enable new, sustainable experiences for citizens that evolve from the collaboration of transport innovation from those providing products, those governing them, those ensuring them, and those making them operationally viable on a day-to-day basis.

The mobility domain doesn't exist without the city governments, without the connected policies of insurance companies, without the operators who find ways of incentivizing use and providing transport logistics & operations at scale and (at some point) cost efficiently.

The transport system is shaped by one-to-one ties around the mobility industry with key stakeholders that have evolved towards a complex system of systems, a stakeholder network.

### **Sustainability requires further efficiencies and automation driven by AI.**

Today, we are in an intermediate phase towards shaping the new domain. Many newer forms of transport don't operate sustainably yet. Sustainability here is a result of profitability for the various stakeholders involved as well as citizen (customer) experience.

At Uber we set out to make transport available like running water, the goal has been to make it available at the tap of a button within 3minutes around you. Now, we may not always agree with the welfare that Uber is bringing to your city (if available at all today), but that is truly a compelling vision.

However, orchestrating the various stakeholders sustainably has to be supported by efficiencies and automation around the availability, access, and delivery of services:

- Where are vehicles scattered across the city
- How is curb, sidewalk, and other public space used and made available (at a certain time of the day) - and how is the city infrastructure changing
- How are operations from day-to-day logistics of distribution transport, charging stations, pricing for transport, insuring the operations, and securing the operations handled
- How do you regulate transport in times of a public pandemic

The efficient answer to those questions lies in collaboration, it lies in algorithms that mine usage patterns, policies, positive and negative interactions to help shape this new domain.

**AI requires the flow of data.**

The aim of effective collaboration can only be achieved through the flow of data between various stakeholders. A push towards sharing data is a key driver for sustainability - both open data and partner domain specific exchanges are needed at scale. Privacy laws are still being interpreted to find an optimum in allowing companies to share data for the public good and ensuring the privacy of the individual. Companies are putting the technologies in place, standardization efforts are in full swing, and data sharing has evolved as a means of companies and public players to effectively shape the mobility systems around them. APIs are made available to share governing information and ways to define, evaluate, govern, and enable this new domain. Efficiency requires transparency - else information asymmetries are preventing the various players to define and implement sustainable transport systems. The path towards that is at the very beginning today.

**Are you in the driver seat for this change?**

We will look at examples behind this system's shift towards defining a new mobility domain - and discuss critical milestones in this paradigm shift.

**Contact**

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