OPENMOVE

How Trentino opened public transportation data and benefitted of a mobile ticketing solution for free

Lorenzo Modena, CEO

TRENTINO

500K inhabitants
5M tourists per year

#1 LIFE QUALITY

5th year in a row

#1 ICT INVESTMENTS

Trentino Sviluppo
FBK
Trento RISE
TechPeaks

TOP 10 SMARTEST CITIES

Source: IEEE

#1 OPEN DATA IN ITALY

1500 open datasets

OPEN MOVE

TRENTINO OPENdata CHALLENGE

two sections: apps + storytelling

20K prizes

30+ participants

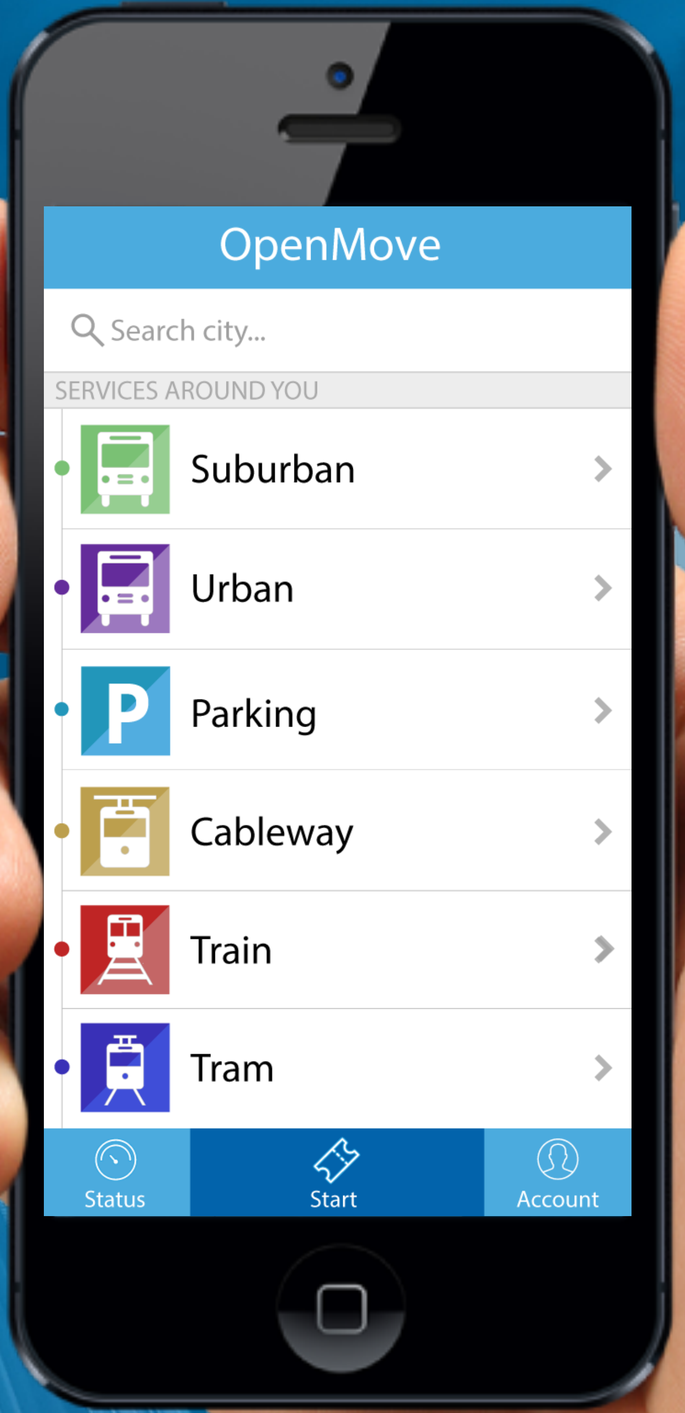
OPEN MOVE

OPENMOVE

transport ticketing made easy

Lorenzo Modena, CEO

OPEN MOVE



PROBLEM

>85% urban areas

>6B people worldwide

DON’T HAVE TICKET APP

OPEN MOVE

PROBLEM

>85% urban areas

>6B people worldwide

DON’T HAVE TICKET APP

- Public Administrations have a hard time
- users are unhappy
- no market leader

OPEN MOVE

SOLUTION

OPEN PLATFORM

open data

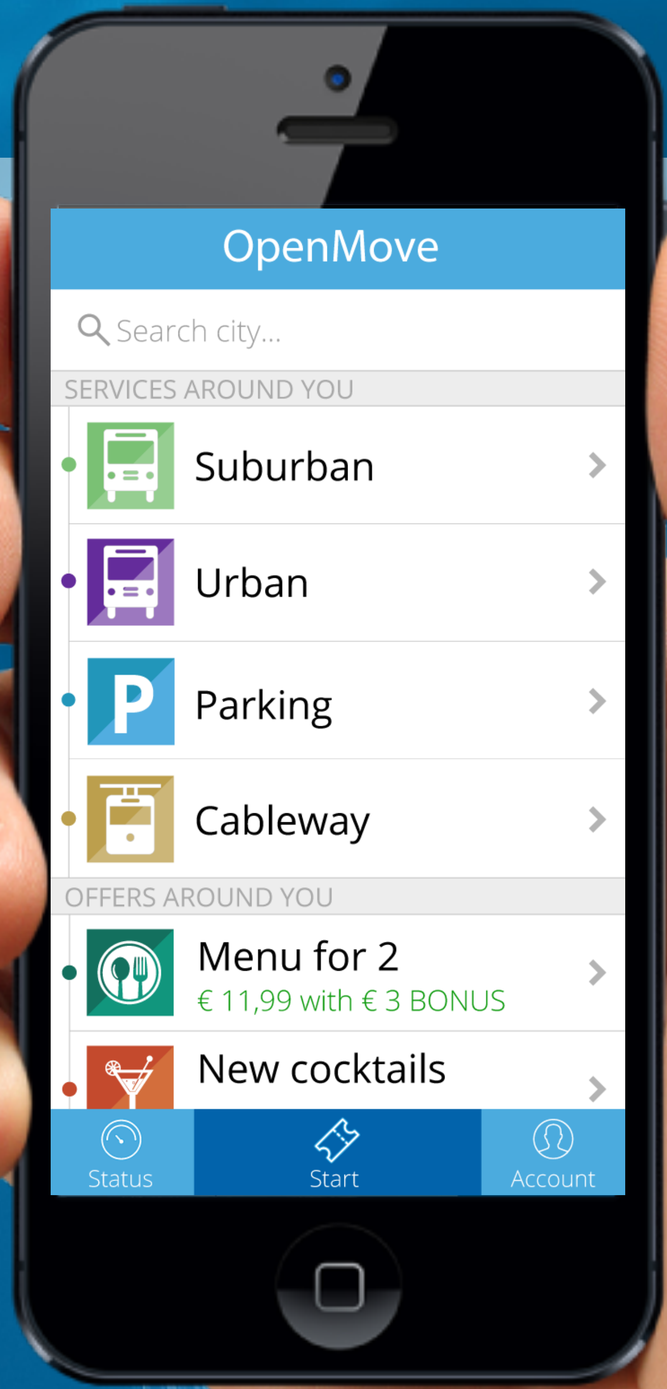
open APIs

OPEN MOVE

OPENMOVE
for YOU

APP

all means of transport and parking
no extra fees
trip info
season tickets



OPEN MOVE

OPENMOVE
for PA

BACKOFFICE

stats
accountability
ticket and plate inspection

OPENMOVE
for PA

ready-to-use
solution

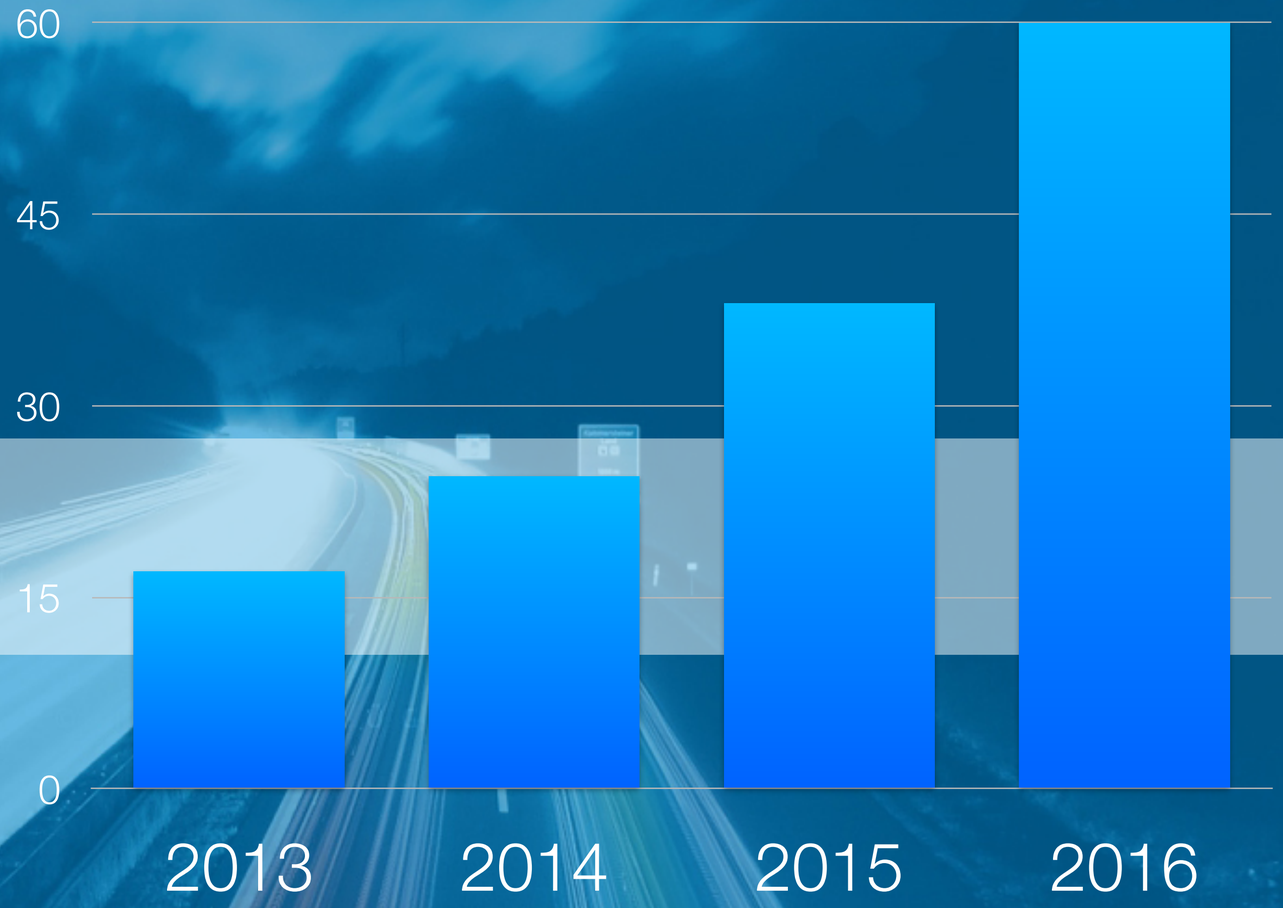
aggregator
of 3rd parties

OPEN MOVE

MARKET

34B e-tickets
(ABI Research)

38.3% CAGR
(MarketsandMarkets)



OPEN MOVE

MILESTONES

2014

patentable technologies

recommender system
ticket and plate inspection
e-money handler

OPEN MOVE

MILESTONES

2014

patentable technologies

recommender system
ticket and plate inspection
e-money handler

EARLY 2015

funds and awards

FI-WARE/EIT Challenge	WINNER
Open Data Challenge	WINNER
Finodex	WINNER
EGS Mind the Bridge Bootcamp	WINNER

OPEN MOVE

MILESTONES

2014

patentable technologies

recommender system
ticket and plate inspection
e-money handler

EARLY 2015

funds and awards

FI-WARE/EIT Challenge	WINNER
Open Data Challenge	WINNER
Finodex	WINNER
EGS Mind the Bridge Bootcamp	WINNER

MAR 2015

whole mobility in Trentino

urban and suburban bus
train
cableway
parking slots

OPEN MOVE

Location-based ADVERTISING

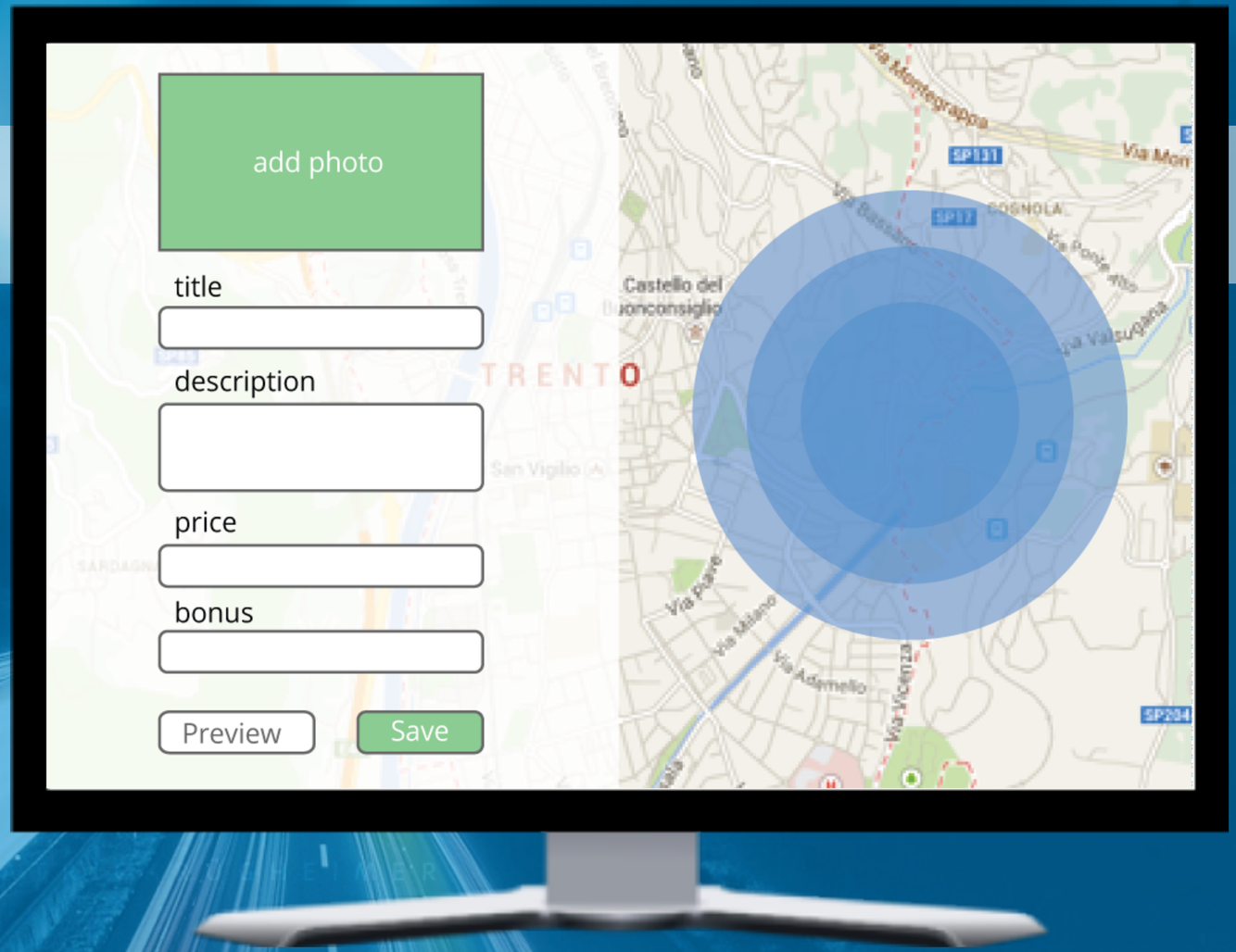
geolocalised
real-time
profiled
couponing

OPEN MOVE

OPENMOVE
for MERCHANTS

PORTAL

proximity marketing
users-deals matching
pay for impressions



OPEN MOVE

NEXT STEPS

2015

5 urban areas
25M trips, 10% coverage

€ 3M
revenues

urban area = 500K inhabitants
50M trips

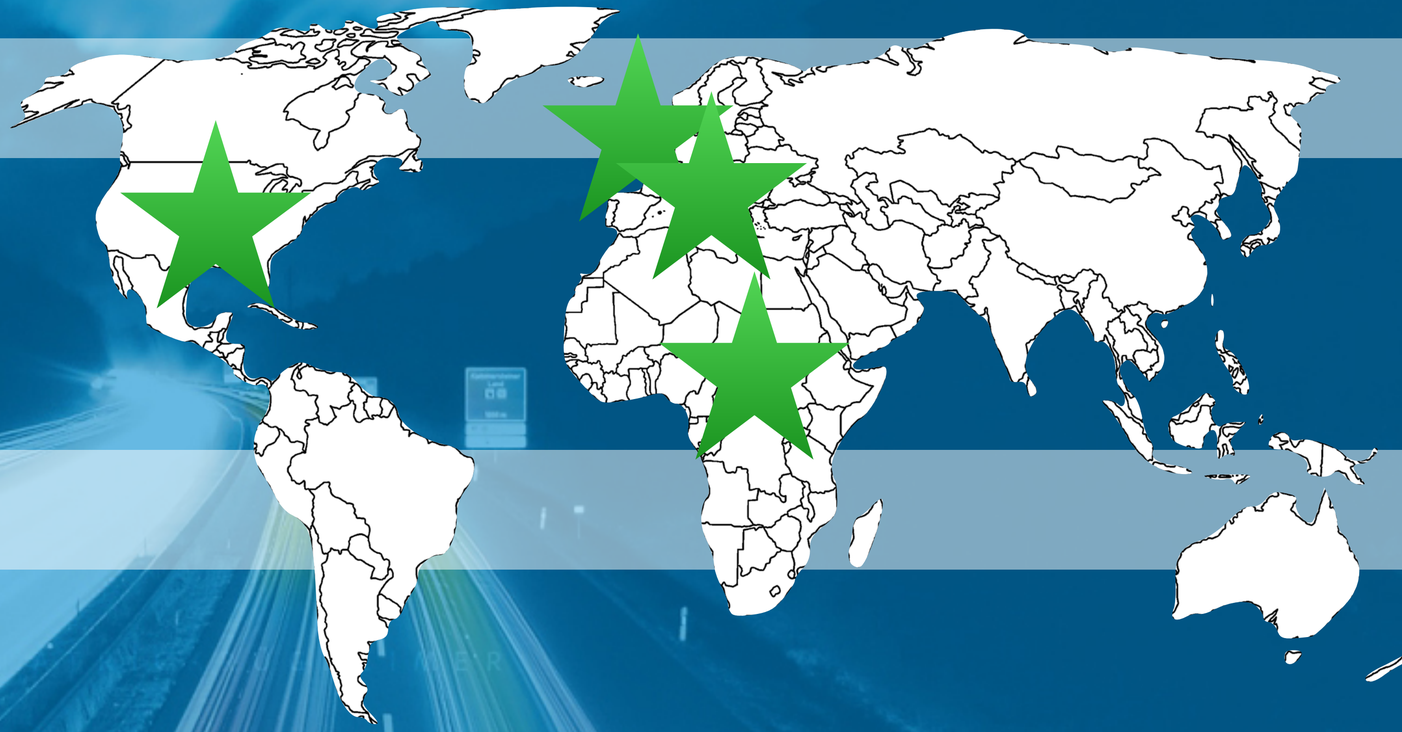
OPEN MOVE

NEXT STEPS

2015

5 urban areas
25M trips, 10% coverage

€ 3M
revenues



2016

20 urban areas
100M trips, 10% coverage

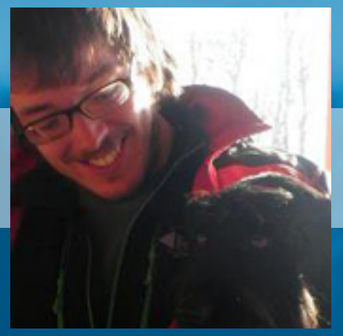
€ 12M
revenues

urban area = 500K inhabitants
50M trips

OPEN MOVE

TEAM

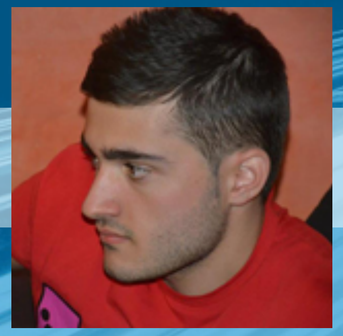
Lorenzo Modena
CEO



Marco Stenico
CTO

Stefano Cudini
BACKEND

Belén Agüeras
FRONTEND



Kastriot Sula
UI/UX DESIGNER

Lorenzo Gatti
AI ALGORITHM

Nicola Leonardi
MARKETING

OPEN MOVE

16 MARCH 2015

Trentino Trasporti
Trenitalia
Consorzio dei Comuni Trentini
Trentino Marketing

OPEN MOVE

STATISTICS

4000 active users
2000 tickets per week
+15% weekly

OPEN

GTFS standard by open data movement

open APIs
open source?

bottom-up innovation
free and fast

OPEN MOVE

WHO BENEFITS

residents: everyday usage + aggregation
tourists: currency and language issues
multimodal mobility

PA: smart city, optimisation, savings

merchants: effective targeted marketing

OPEN MOVE

INNOVATION

open and available for every mobility service

free

involving local merchants

super fast deployment

OPEN MOVE

WE ARE LOOKING FOR

tell our story

networking for new markets

licensing of our technology

OPEN MOVE

THANKS FOR YOUR ATTENTION!

Lorenzo Modena
lorenzo.modena@openmove.com

OPEN MOVE