



UN CIFAL - Smart Cities - Antwerp

Maarten Kooiman - co-founder Tapazz



CAR STANDING STILL
>90% of the time

=
Waste of Capital
+ Scarce Space



tapazz

Ride here.
Ride now.

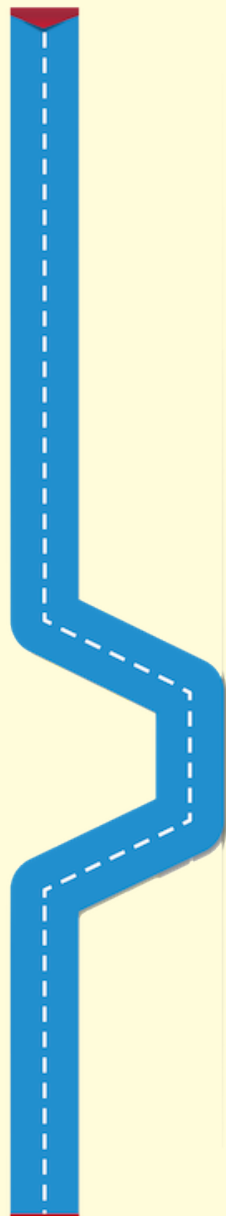
need a car?
rent it from
your neighbours.



*Just
what I need*



History:



Test groups

(fall 12)

First paying customers

(spring 13)

Beta version publicly available

(fall 13)

Tapazz Insurance by P&V group

(summer 14)

Cooperative is set up

Media traction & 1000+ members

Partnership Eurostar

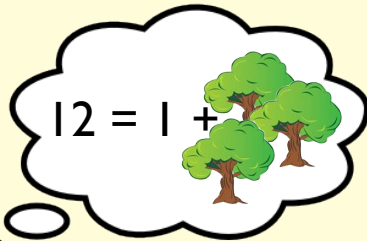
Winner Ashden Award (worldwide award for sustainability)

(june 15)

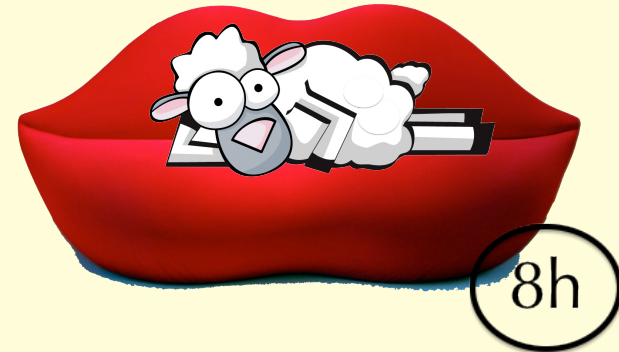
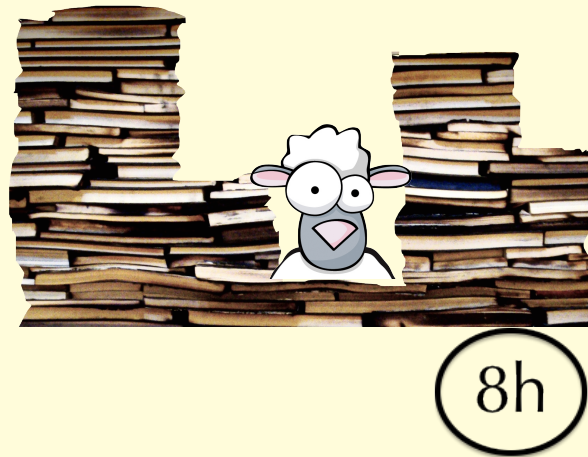
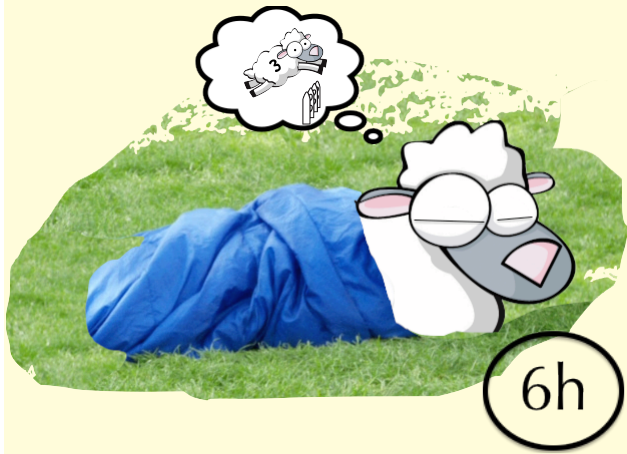
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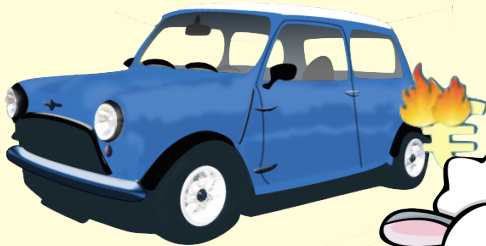


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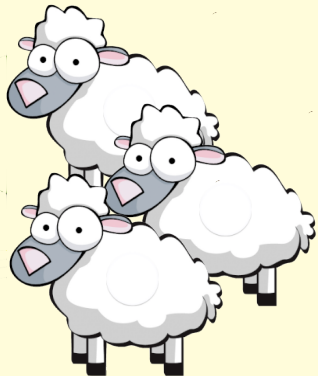
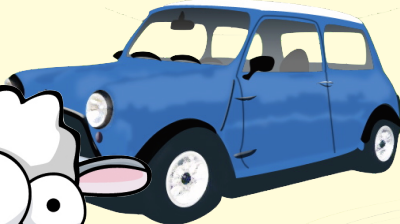


Mine! Hands off!

For Rent



Go sustainable mobility!



?!
yeah right..

Boooeh!

Yeeeeeyy!



BENEFITS: Win-Win-Win

FINANCIAL BENEFITS

- Put idle capital to use
- Substantial savings
- Fiscal benefits and incentives

SOCIAL DIMENSION

- Colleagues help and meet each other
- Good for organizations culture
- Serendipity encounters go up

ENVIRONMENTAL

- Less space wasted for parking
- Less material wasted on cars
- Higher mileage per car makes electric transportation fed by renewable energy the cheaper option. (because of lower cost/mile, lower maintenance and higher usage)

COST OF PARKING

SAVINGS: Rough indication:

Underground parking spot: average cost: 20.000€

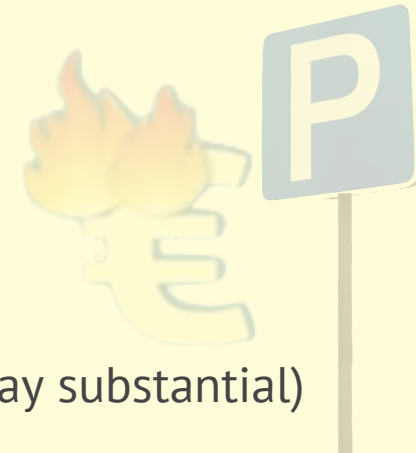
1 shared car replaces 12 others (even if only half: numbers stay substantial)

Per shared car 11 parking spots less: (City) savings of 220.000€ / shared car

100 shared cars in a city/organisation will save about: 22.000.000 € in building costs for parking spots/garages

(Communication investement cost of 1 year 1FTE 60.000€)

And this is even without all other financial, social and environmental benefits of social interaction, cleaner air, ...





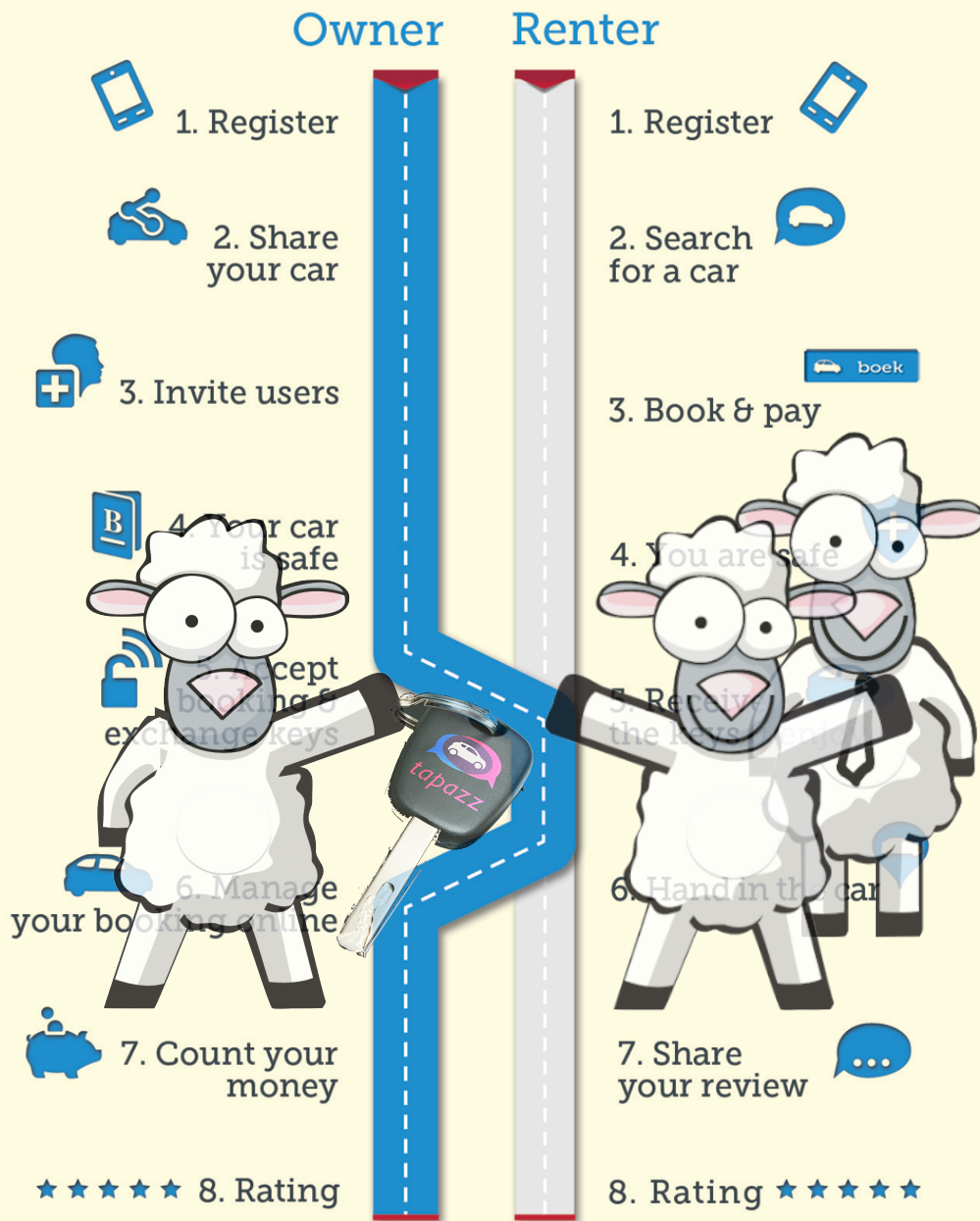
Questions to You:

Who within your City or Organisation can:

- INVEST IN **COMMUNICATION** and AWARENESS OF **P2P** CARSHARING? To empower citizens and employees to help cities reach their sustainable development goals and evolve towards smart sustainable cities. (and lower taxes due to financial ROI)
- **INTRODUCE INTERNAL CARSHARING** of (part of) your city/company/organisation's car fleet amongst your own colleagues. (we can provide you with the technological means: soft- and hardware to do so).
- Help us **help our community to evolve** towards a smart sustainable city.

Email: support@tapazz.com

How does it work?



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