



Associazione Italiana
della Telematica
per i Trasporti e la Sicurezza

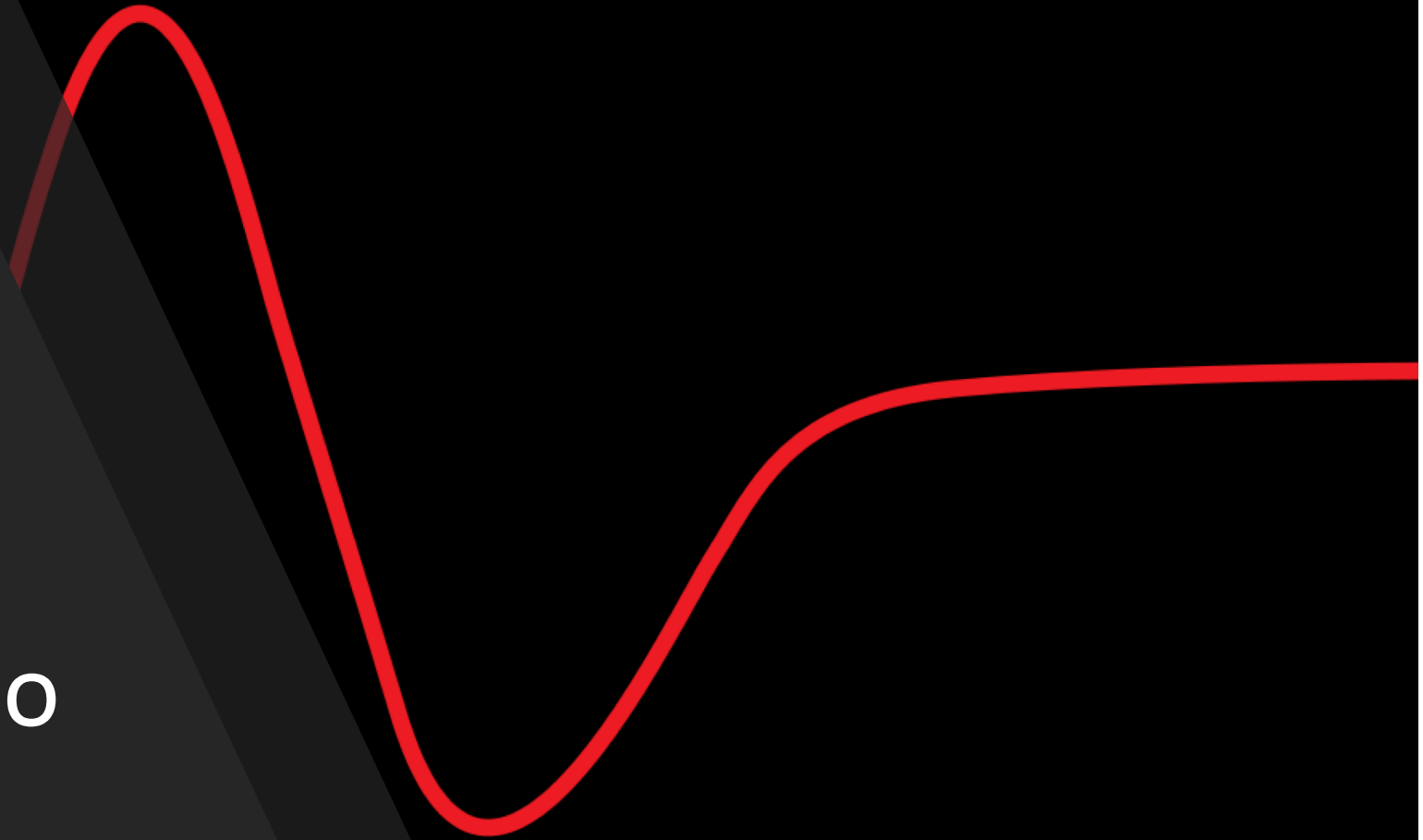
L'orchestra del MaaS

Matteo Antoniola, 5T
Coordinatore Gruppo di lavoro MaaS, TTS Italia
Leader Users&Rules wg, MaaS Alliance

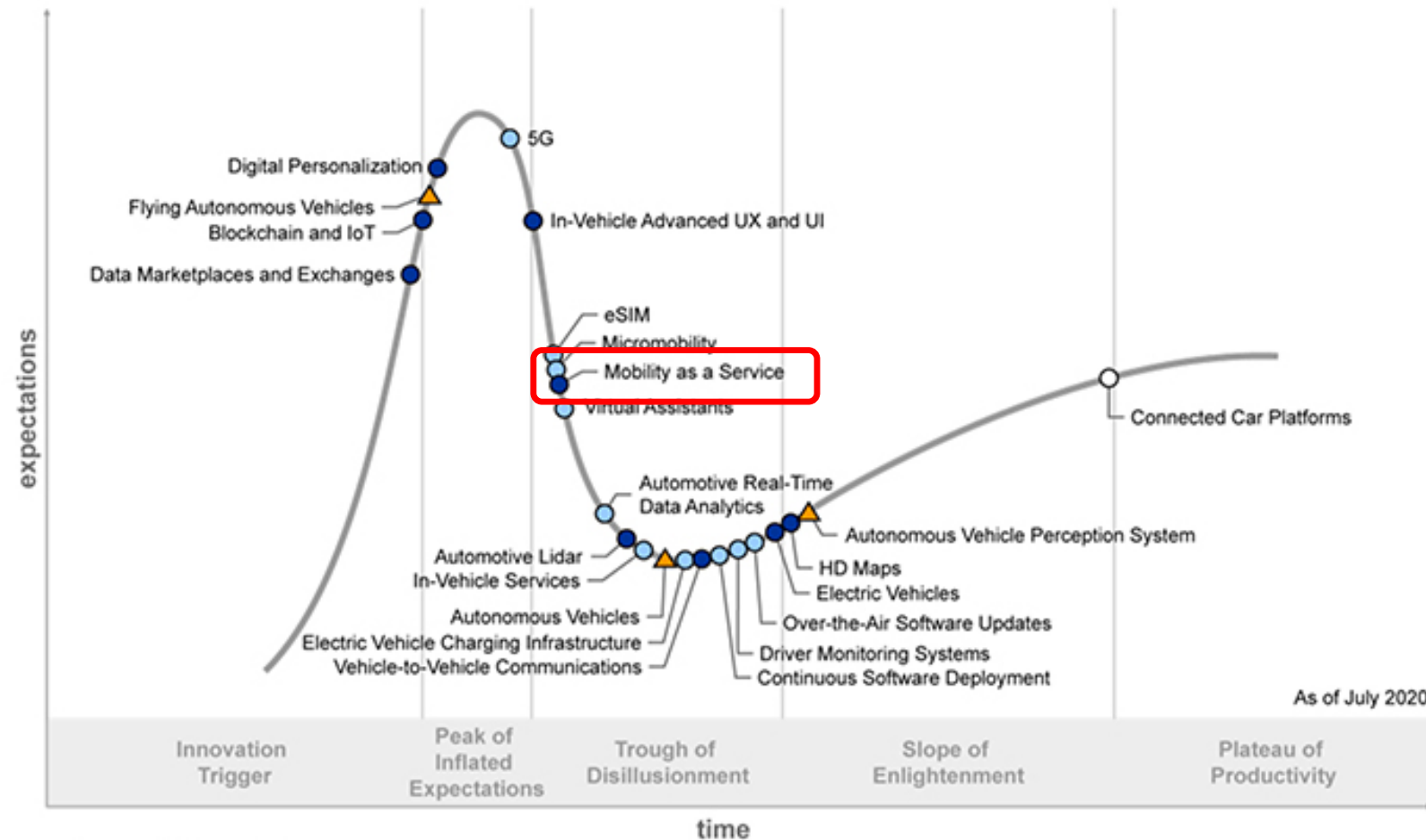
Roma, 14 Luglio 2022



Dove siamo
oggi?



Hype Cycle for Connected Vehicles and Smart Mobility, 2020

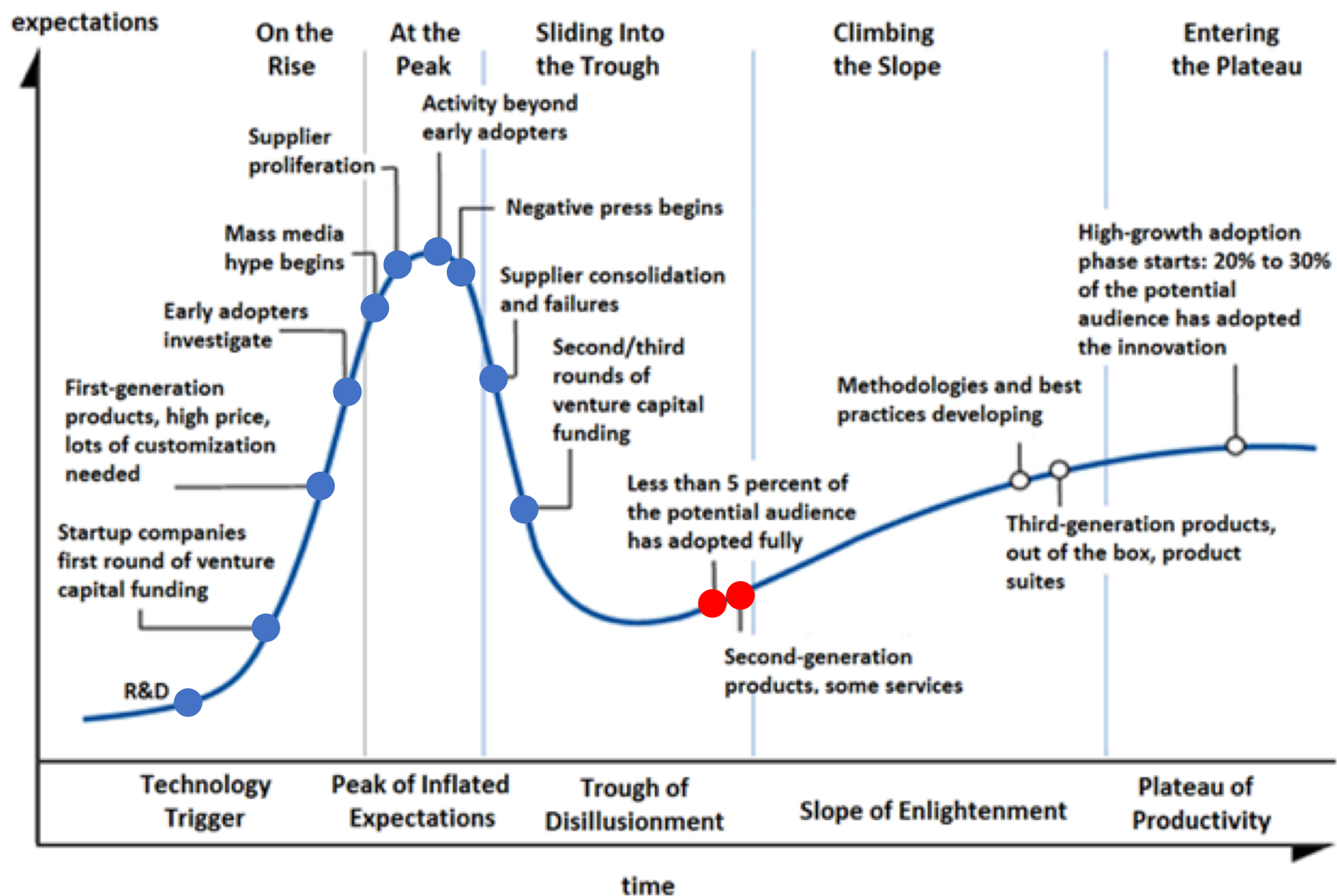


As of July 2020

Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

Source: Gartner



Quali priorità per la
MaaS community?



Incentivi alla domanda

Photo by [Towfiqu barbhuiya](#) on Unsplash



A photograph of a person wearing a white lab coat, holding a white smartphone in their left hand and pointing at the screen with their right index finger. The background is a soft-focus grey. A large, semi-transparent white circle is overlaid on the left side of the image, containing the text.

--- *Centralità dell'utente*

Photo by [NordWood Themes](#) on [Unsplash](#)

An aerial photograph of rolling green hills, likely a agricultural landscape, with the word 'Sostenibilità' centered in white italicized text.

Sostenibilità

Photo by [Tim Schmidbauer](#) on Unsplash

A silhouette of a person in a dynamic pose, balancing on a dark, rounded rock. The person's right leg is raised and bent, with the foot pointing towards a bright, low sun. Their arms are outstretched, one pointing upwards and the other downwards. The background is a warm, orange-hued sky with a gradient from light orange at the top to dark orange and red near the horizon. A large, semi-transparent white circle is positioned on the right side of the image, containing the text.

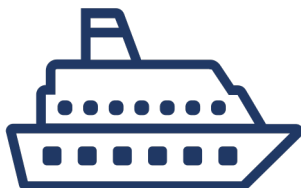
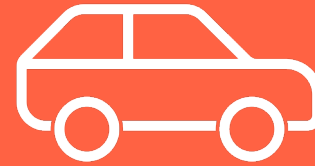
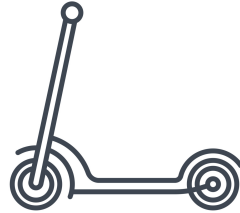
*Fair level
playing
field*

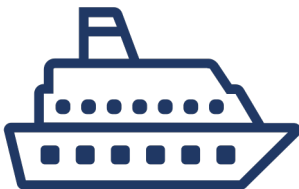
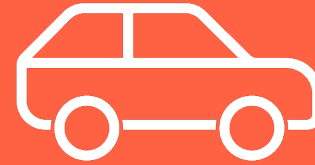
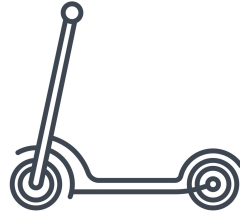
Photo by [Aziz Acharki](#) on Unsplash

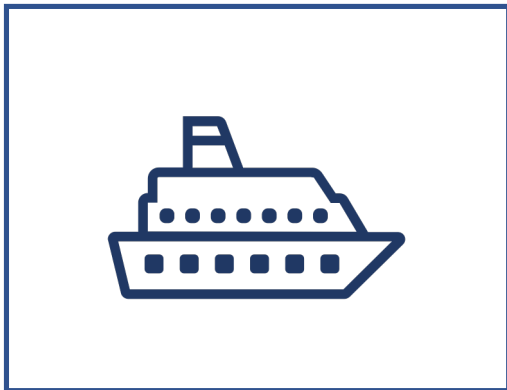
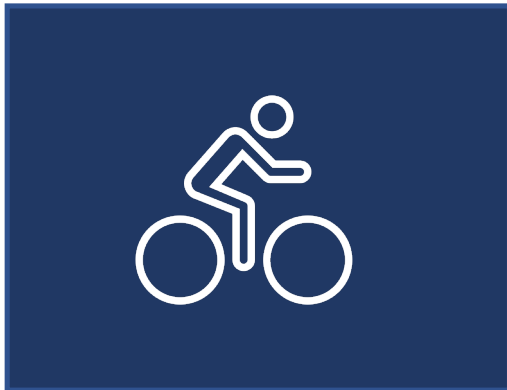


A hand-drawn diagram on a whiteboard. The words "Business Model" are written in brown marker and are enclosed within a blue oval. A blue line extends from the top of the oval towards the top right corner of the frame. Another blue line extends from the right side of the oval, ending in a small 'x' mark. A hand holding a blue marker is visible in the bottom right corner, appearing to be in the process of drawing or writing.

Business
Model



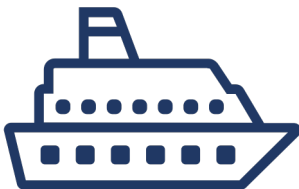


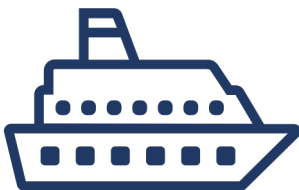


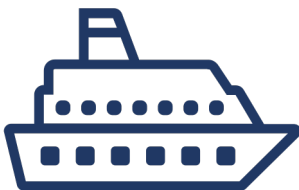




yumuv



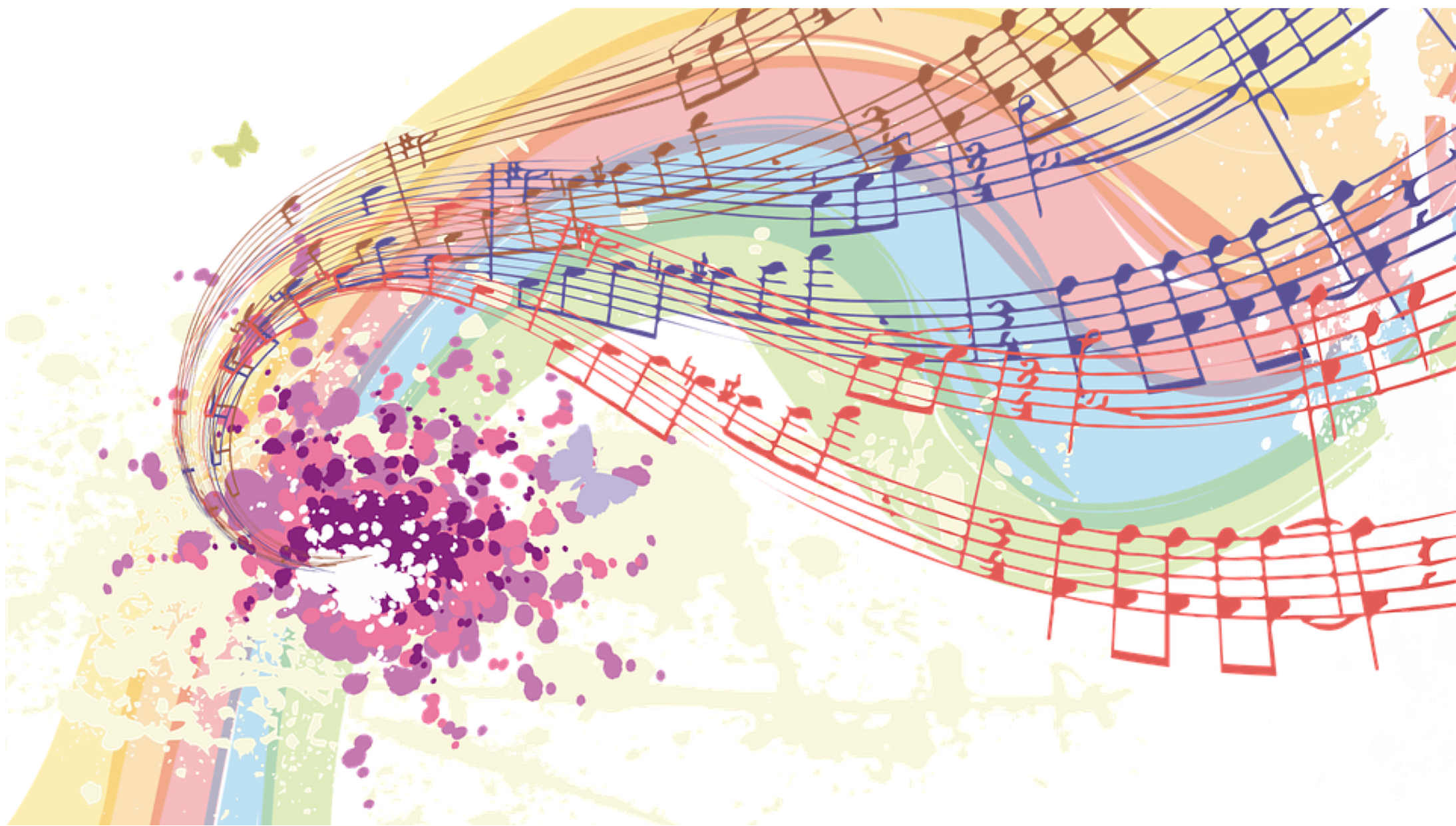
















#facciamoilmaas

EMAIL

matteo.antoniola@5t.torino.it

PHONE NUMBER

+39 3486995191

LINKEDIN

[@matteoantoniola](#)