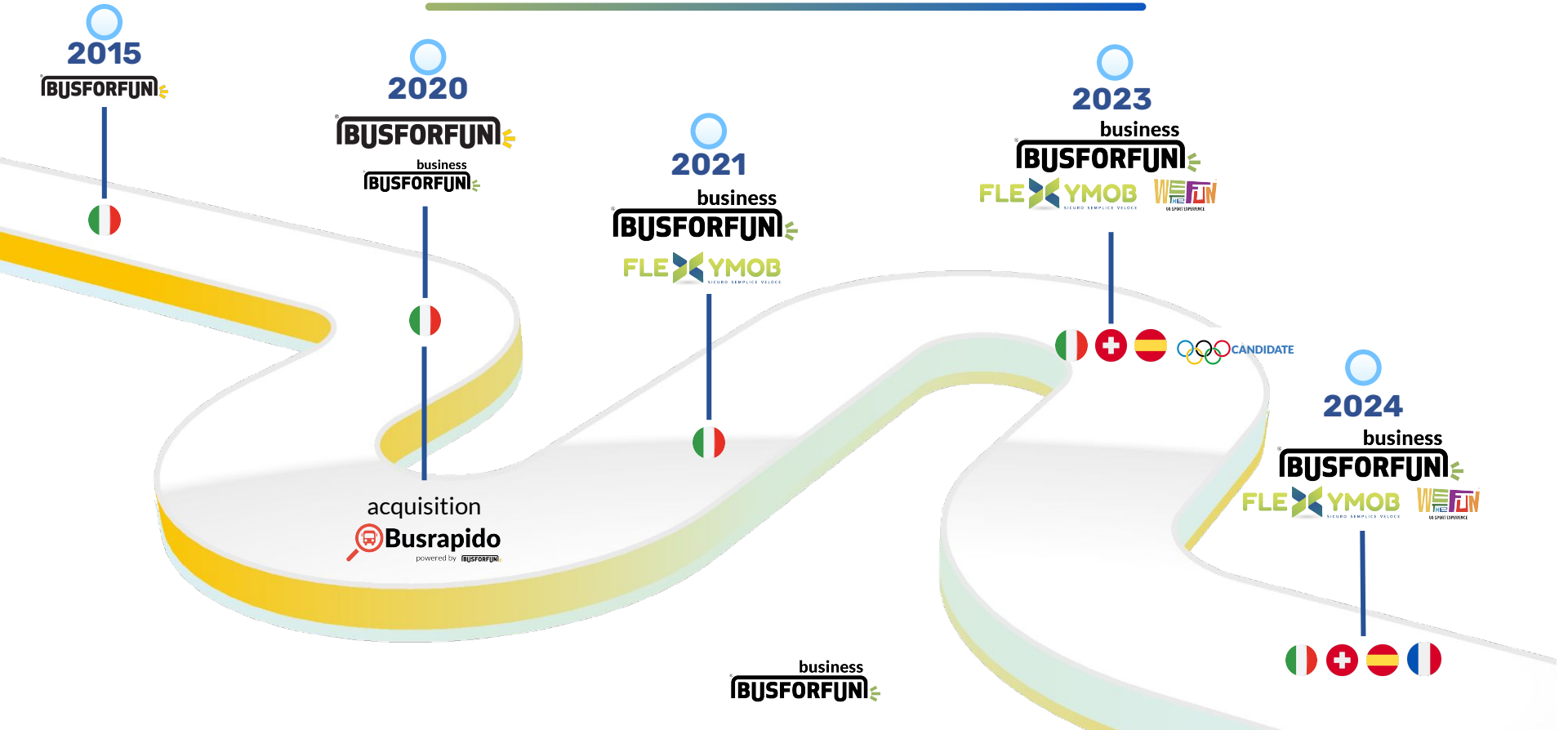
business

BUSFORFUN®

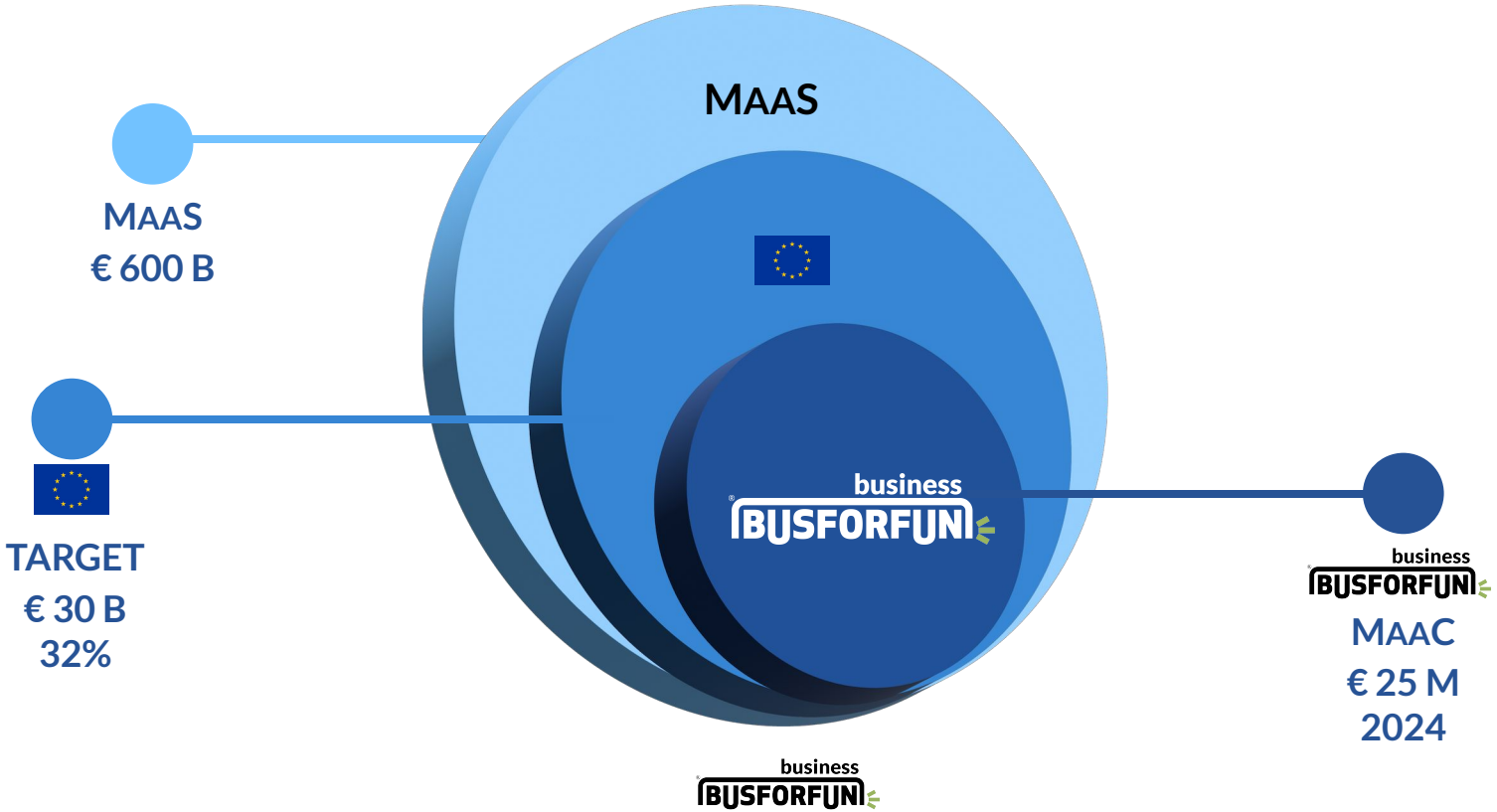
B2B Mobility Company
leader in Europe for integrated
mobility solutions

business
BUSFORFUN

HISTORY


2015
BUSFORFUN
2020
BUSFORFUN
business
BUSFORFUN
acquisition
Busrapido
powered by BUSFORFUN
2021
business
BUSFORFUN
FLEXYMOB
2023
business
BUSFORFUN
FLEXYMOB
WE FUN
CANDIDATE
2024
business
BUSFORFUN
FLEXYMOB
WE FUN
business
BUSFORFUN

TARGET MARKET



PROBLEMS

COMPANY

- **Difficulty** in managing and **Integrating** urban mobility
- Optimization of the economical and environmental impact
- Opening of dislocated locations that are **difficult to access** by public of private transportation
- **Shortage of parking space** near the company

EMPLOYEE

- **Dislocated home** from the work place
- **Traffic** in conjunction with working hours
- **Shortage of public transportation** in certain hours
- **Security**
- Road laws in relation with using the phone while driving

PROBLEMS

MUNICIPALITY

- **Difficulties** in managing and **integrating** urban mobility
- Optimization of the economical and environmental impact
- Management of **big crowds**
- Presence of restricted traffic areas

CITIZEN AND TURIST

- Arriving to the destination in a **simple** and **fast** way
- **Shortage of public transportation** in certain hours
- **Security**
- Road laws in relation with using the phone while driving

SOLUTIONS

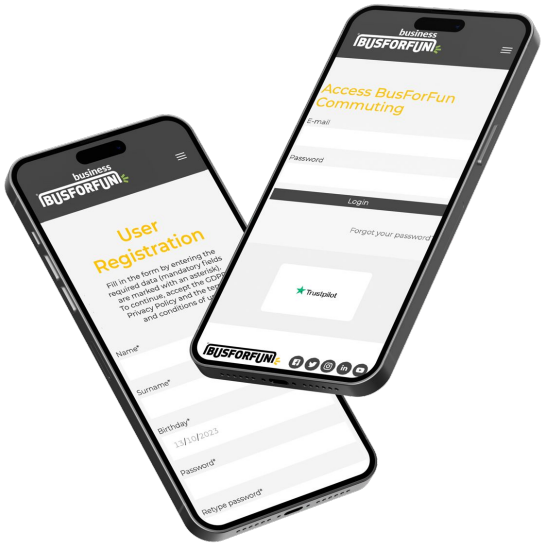
#MAAC Mobility As A Community

The unique project based on needs of the **community** to integrate mobility solutions

Through the **FlexyMob** platform proper services are integrated to meet different needs

BUSINESS SERVICES

- personalised mobility plans
- booking platform
- personalization of services
- temporary mobility manager
- home-work travel plan
- survey



- company parking
- company shuttle
- Integration of local public transports
- charging stations
- taxi
- carpooling
- GPS services
- rental vehicles
- micromobility

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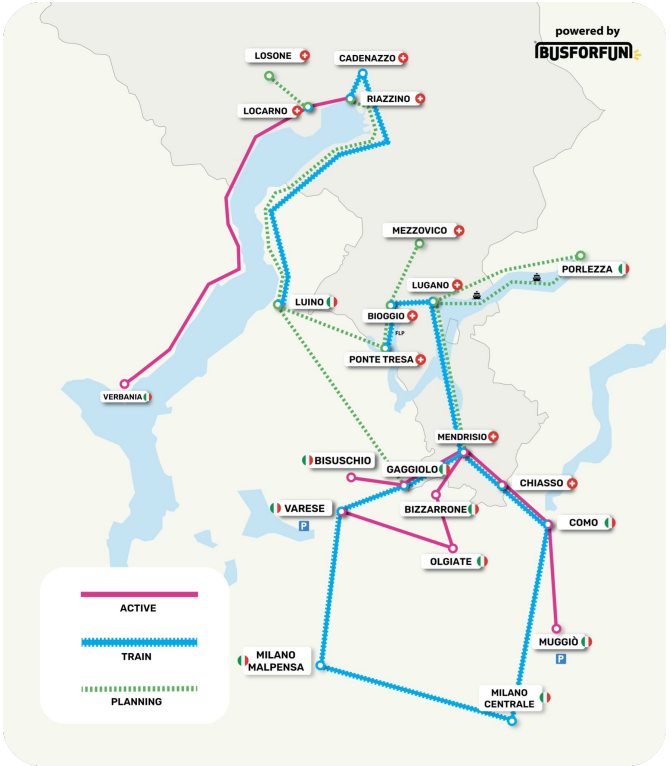
HOW WE WORK

AI

ALGORITHM

- Anonymous residences if employees
- Duration of the runs
- Line lengths
- Radius of aggregation
- Community survey

HOME WORK TRAVEL PLAN



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ADVANTAGES

	CORPORATE (B2)	USER (C)
Customized service		
Community based		
Single Sign On (SSO)		
Online booking		
Centralised payment		
Usage report		
Sustainability report		

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KPI USERS

On average on buses (no minibus) are 84% full

analysis made on buses of 10 lines in the period 01/01/23 - 30/09/2023

displacement features

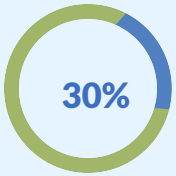
suburban

urban

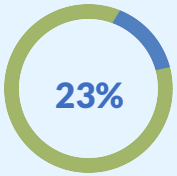
average travel time house-work

19 minutes

analysis made on bus routes in 178 working days in the period 01/01/23 - 30/09/2023

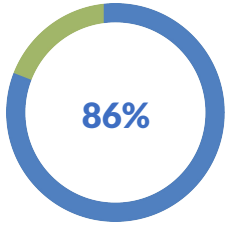


shuttle stop less than 5km from home



shuttle stop less than 4km from home

analysis carried out using data held by BFF on workers' anonymous residences



booking with well in advance (more than 1 week)

analysis made thanks to the BFF booking platform in the period 01/01/23 - 30/09/2023

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4 PILLARS

ESPERIENZA

home-work trip improved thanks to the experience gained in the field

DATI

continuous analysis that allows to constantly improve the service

SOSTENIBILITÀ

shared transport and sustainability reporting

REVENUE

remuneration of the seats and modulation of the capacity of the vehicles

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PLATFORM

Online platform and web-app

- dedicated online booking system
  - analysis of flow data and of big data
  - multilingual system

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ADVANTAGES OF THE PLATFORM

Examples of changes to the existing home-work travel plan and related economic benefits and route optimisations

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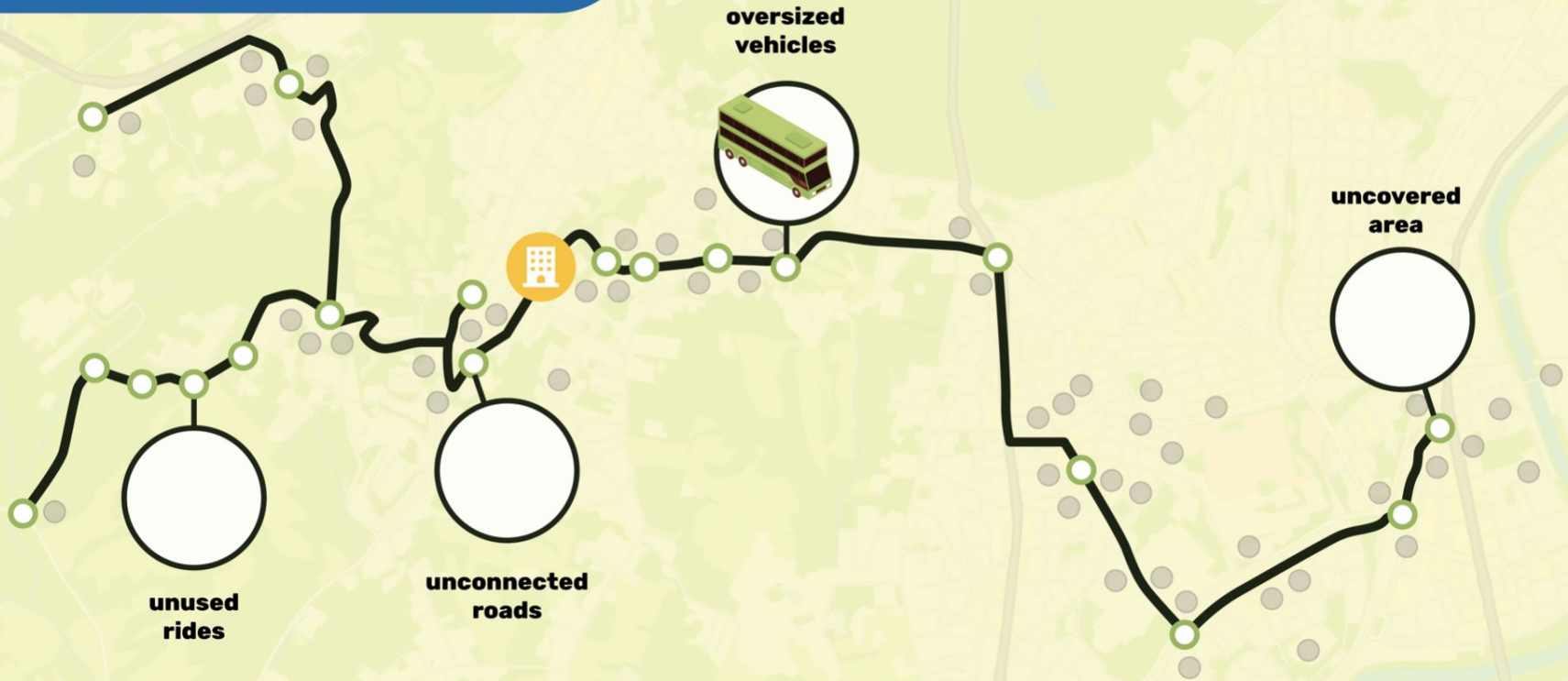
BEFORE BUSFORFUN

powered by business BUSFORFUN



based on a real project

AFTER BUSFORFUN

powered by business BUSFORFUN

- 5k € per month

reduction of vehicle size

+ 30% users

increase in area coverage

shared shuttle

+ 25k € revenues on seats

grouping and optimization of routes

- 10k € per month

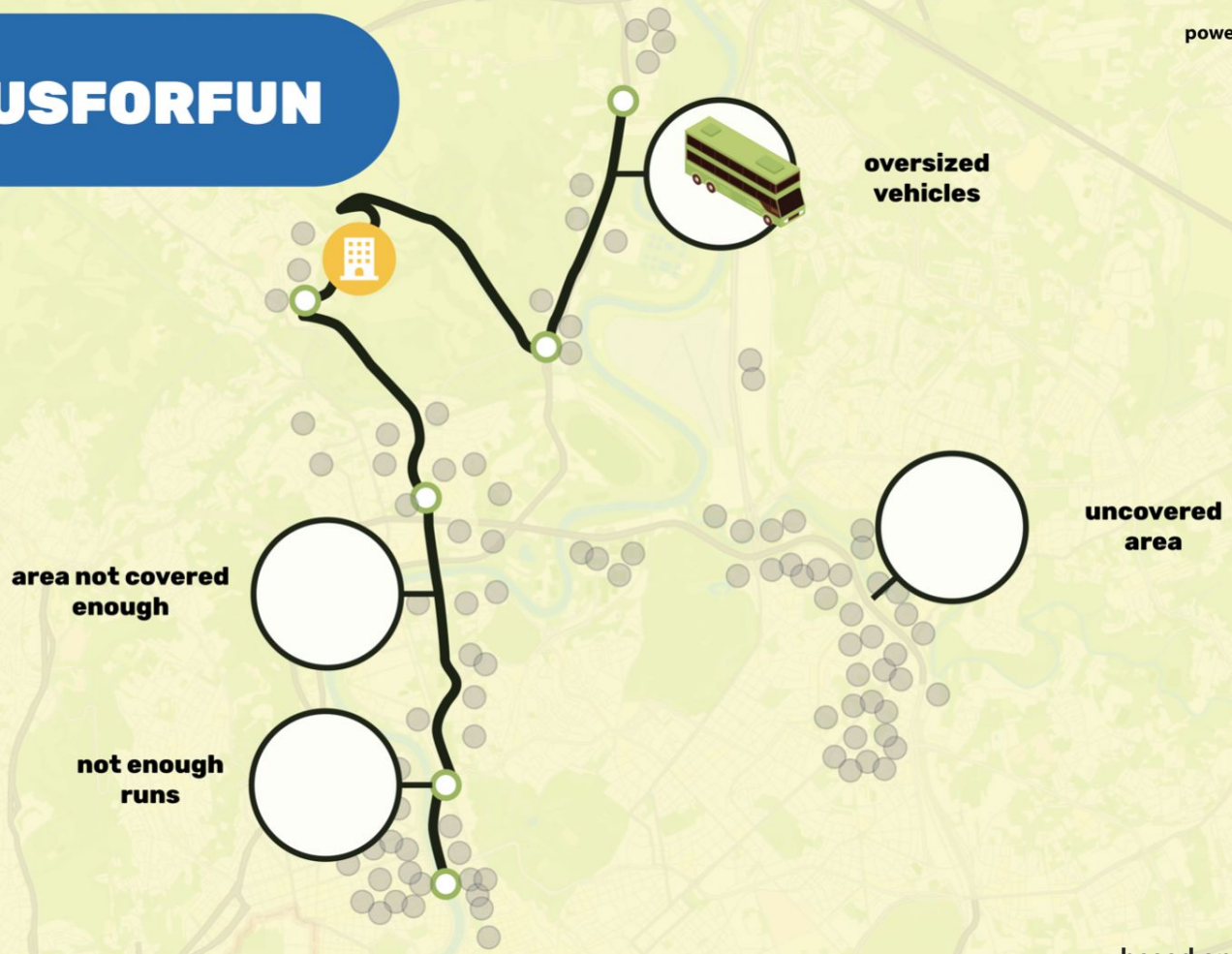
removal of unused rides

- 15 min

based on a real project

BEFORE BUSFORFUN

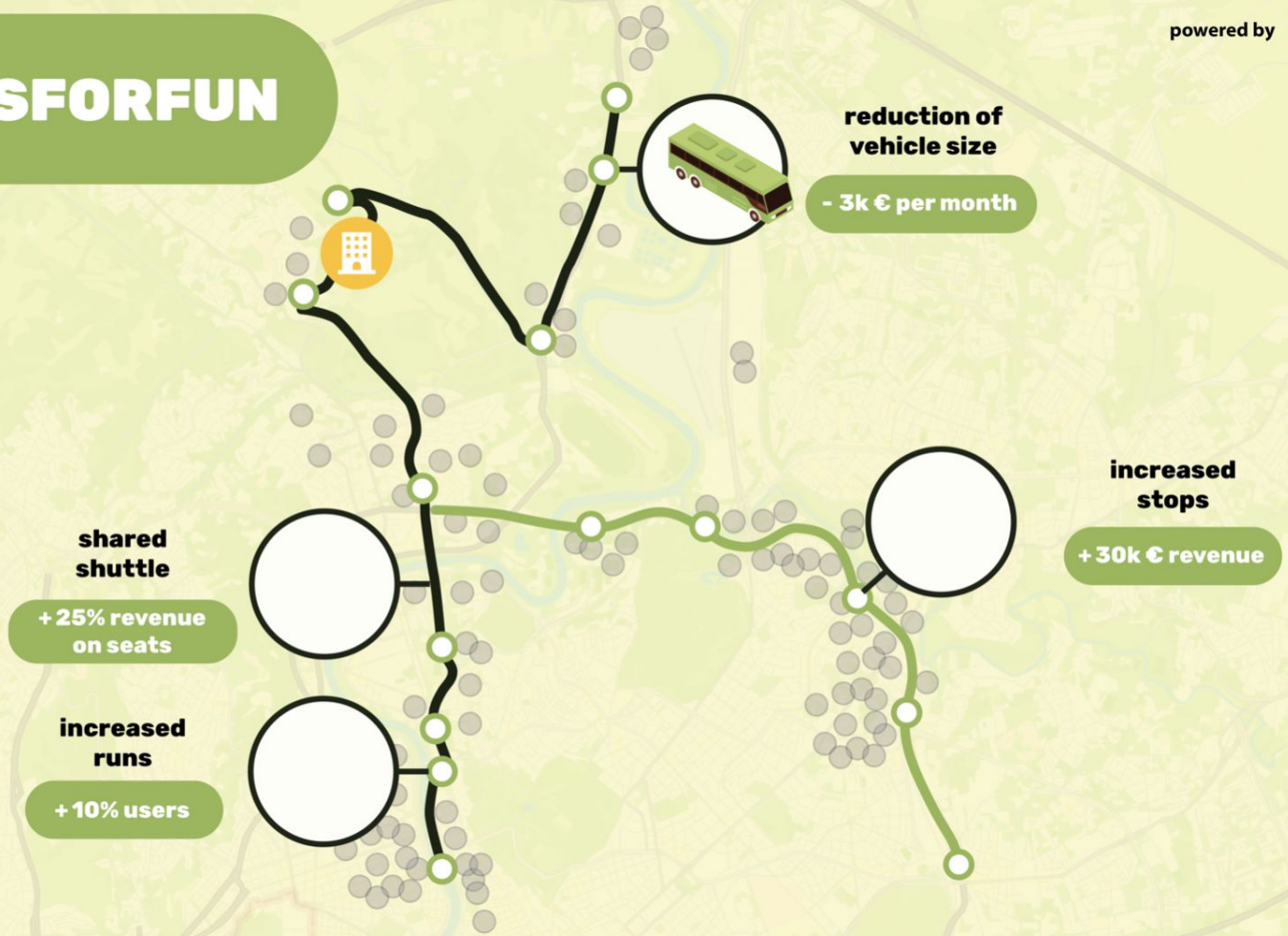
powered by business BUSFORFUN



based on a real project

AFTER BUSFORFUN

powered by business BUSFORFUN



reduction of vehicle size

- 3k € per month

shared shuttle

+ 25% revenue on seats

increased runs

+ 10% users

increased stops

+ 30k € revenue

ADVANTAGES OF THE PLATFORM

Example of new home-work travel plan constitution and related actions and strategies carried out by BusForFun Business

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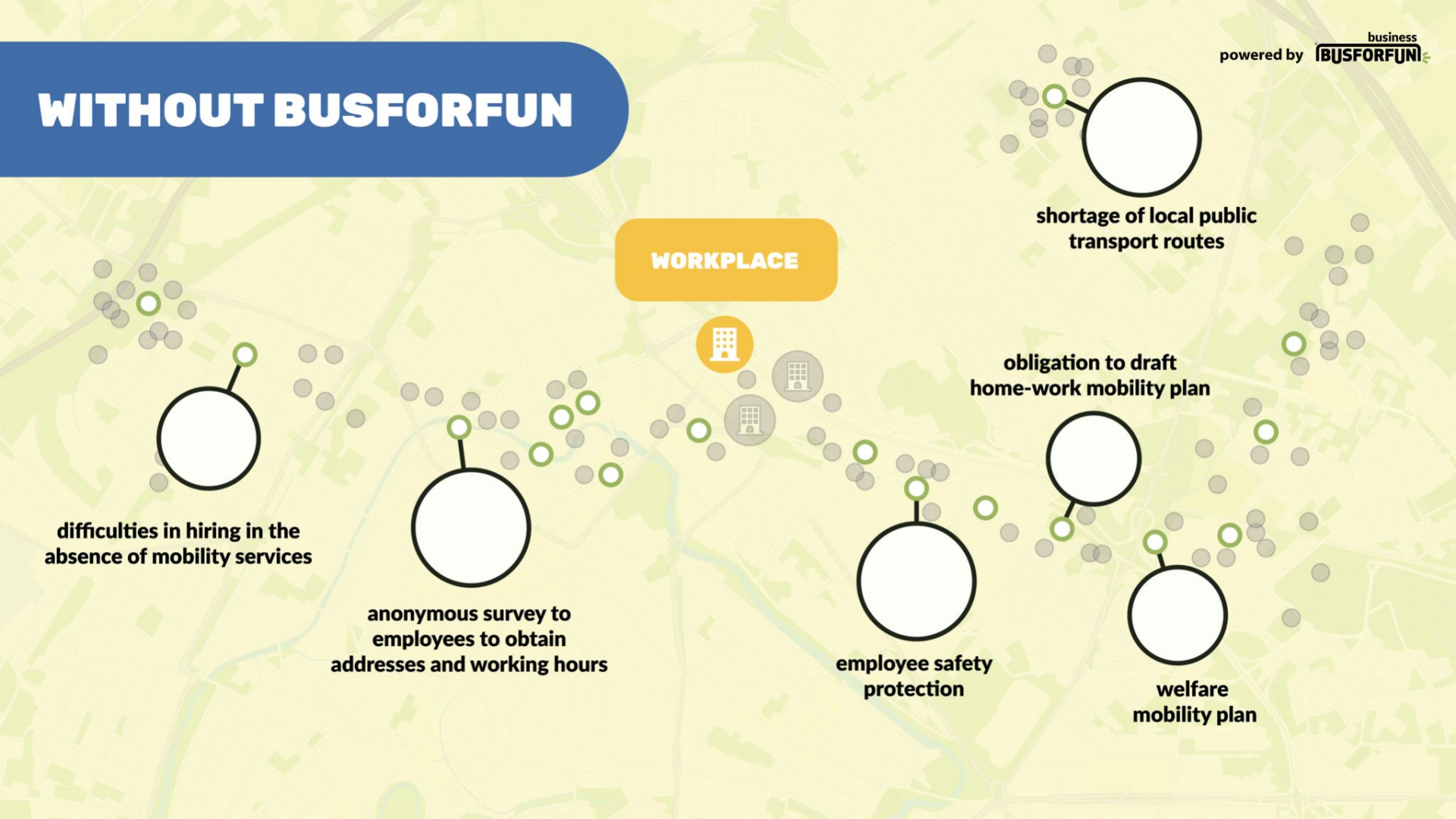
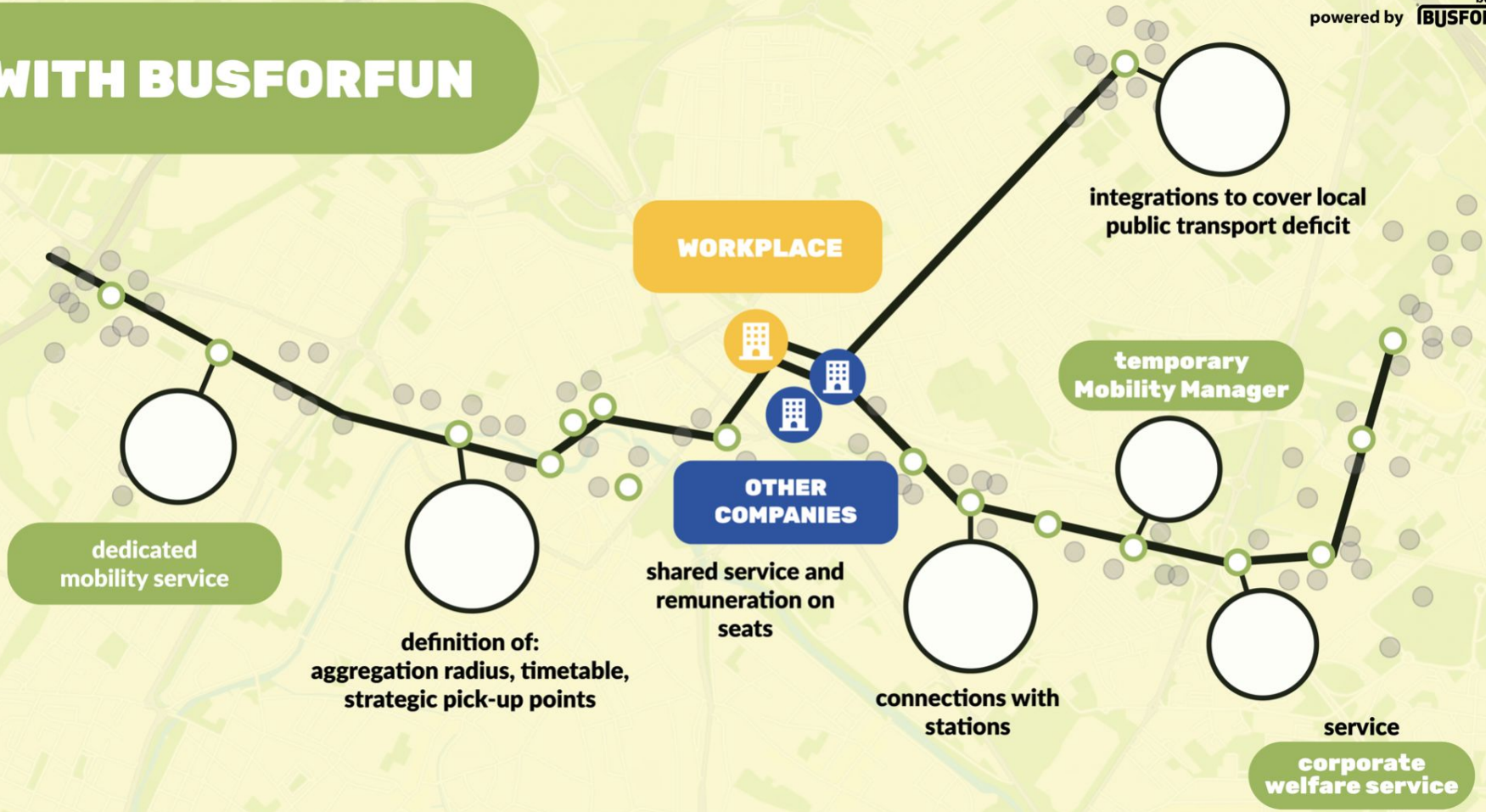
WITHOUT BUSFORFUN

powered by business BUSFORFUN

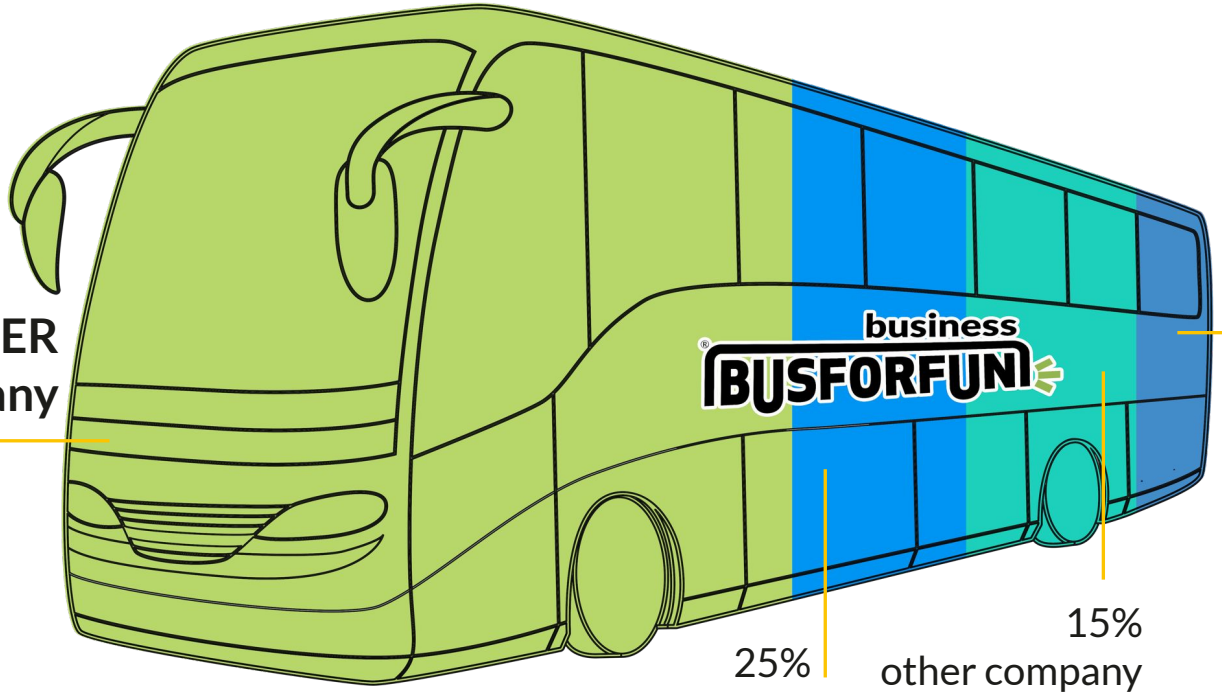


WITH BUSFORFUN

powered by business BUSFORFUN



BUSINESS CLUSTER MODEL



50% MASTER company

10% other company

25% near companies

15% other company

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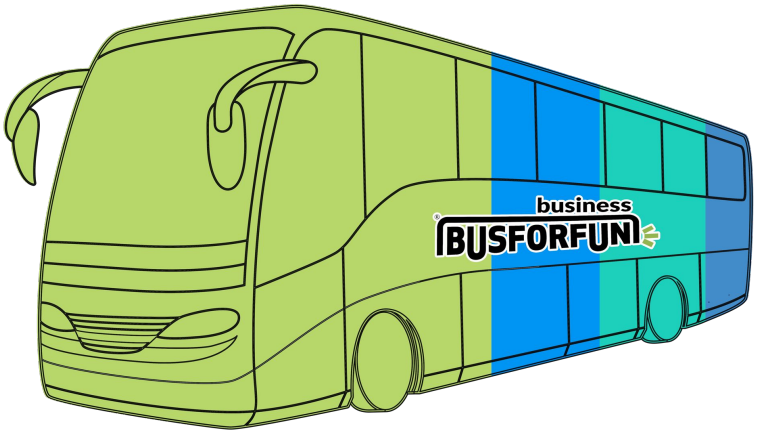
CONSEQUENCES



PROMOTION

SUITABLE FOR 55%

in line with the EU targets for reducing net greenhouse gas emissions

at least 55% by 2030

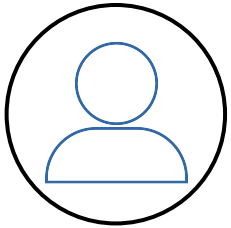
WHO PAYS?

BUSINESS SERVICE

service costs charged to the contracting company

MIXED SERVICE

charged to the employee + company



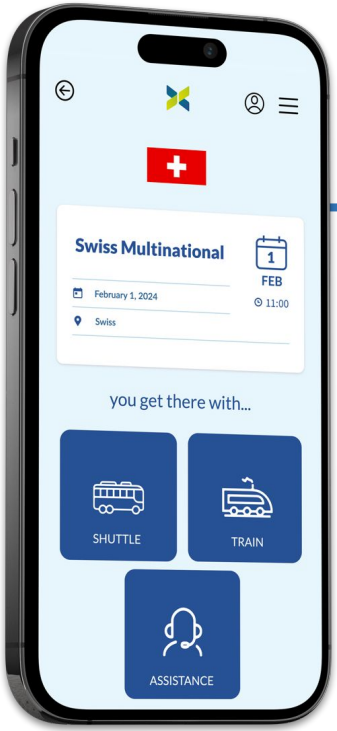
WELFARE SERVICE

charged to the employee with welfare credits

MARKET ADOPTION

SWISS MULTINATIONAL

05.09.2022
21.12.2023



Cross-border transport Italy-Switzerland
train + dedicated shuttle

34,748 cars removed from the road

176,808 kg of CO_2 saved
2.171.774,81 km saved
(54 Earth cycles)

economic savings of 18%

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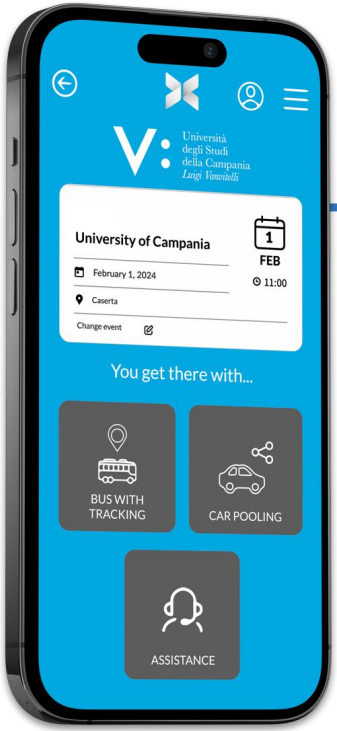
UNICAMPANIA

01.09.2023
31.12.2023



Bus with geolocation or carpooling service

771 unique users
469 buses (**8.354** total runs)
3.904 cars removed from the road

2.937 kg of CO_2 saved

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PROJECT PORTO DIFFUSO

In 2021, as a result of the emanation of the **Great Ships Decree**, the transit in the Saint Mark-Giudecca Canal has been forbidden to the units that exceed 25.000 tons and consequently the arrival of the same ones in Marine Station to Venice. Contextually, in order to continue to accommodate in the lagoon city those ships that exceeded such limits, it has become necessary to identify of the alternative moorings near the **Port of Fusina** and the **Commercial Port of Marghera**.

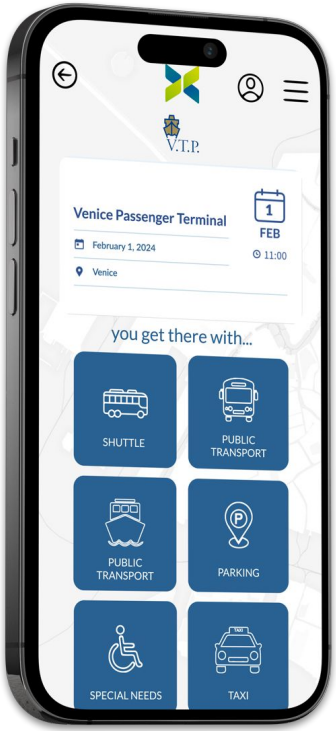
From 2022 Busforfun.com takes care of the management of the mobility of the **cruise passengers in port of call to Venice** with professionality and competence, assuring the development of the service in the most efficient possible way, in compliance with the regulations in force and with a constant presence on site in the days of operation.

In December 2022 BusForFun is grouped in ATI with local Venetian carriers and in February 2023 it wins the three-year tender launched by **VTP-Venice Passenger Terminal** for the organization and management of ground transport of passengers between the Maritime Station of Venice and the moorings of Marghera and Fusina, officially identified as Porto Diffuso (first case in Italy).

The mooring docks are customs areas included in the security circuit subjected to continuous surveillance, all and everything that enters or leaves these areas complies with security procedures and is constantly controlled at the gates of supervised access:
Both vehicles and operators must be entered in special lists to be allowed access, are subject to specific controls at the beginning of activities and must comply with the regulations indicated throughout the shift.

As the sole reference operator for the mobility of the Porto Diffuso, Busforfun.com interfaces with VTP, collaborates with the Ground Agents and Port Agents of cruise companies and manages a range of bus rental carriers, **maintaining functional, effective and flexible a complex operating mechanism** that always adapts to individual and different needs.

THE STRENGTH OF NUMBERS



in the period of operation 2022

160 managed ships

for a total number of about 1850 buses

in the period of operation 2023

over 200 managed ships

for a total number of about 2000 buses

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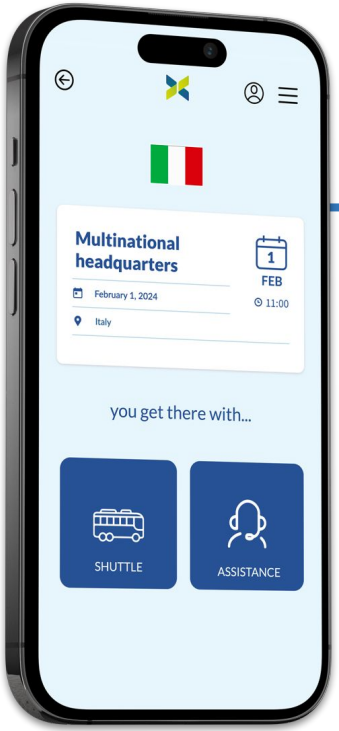
LEADING MULTINACIONAL IN TELECOMMUNICATIONS

05.05.2022
31.12.2023



11 headquarters
+10k buses
+98 k cars removed from the road

130 kg of CO_2 saved

613 km saved
(20 Earth cycles)

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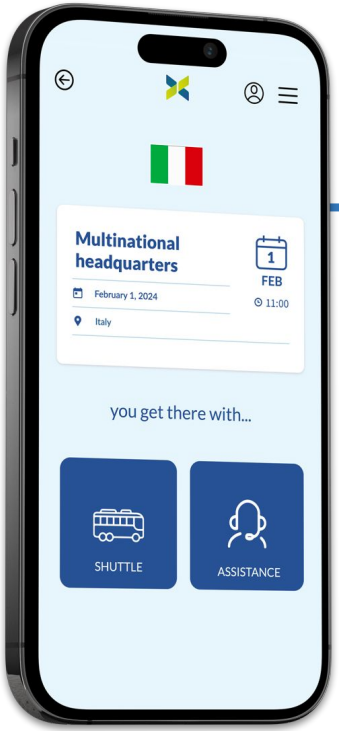
2023

CORTINA SKI WORLD CUP



CORTINA
AUDI FIS SKI WORLD CUP

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2.064 passengers carried

1.000 km saved

57.349 kg of CO_2 saved

PARKFORFUN

611 reserved vehicles

1.287,38 kg of CO_2 saved

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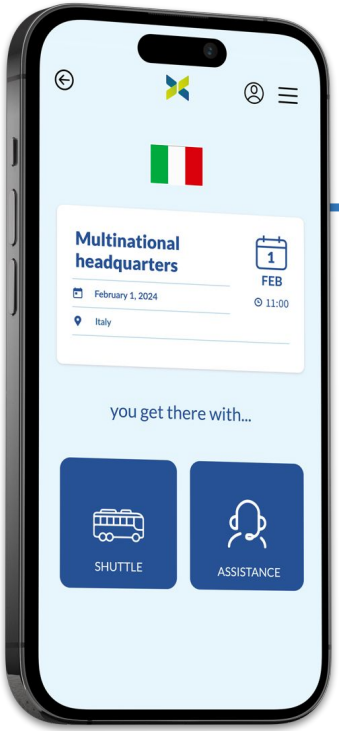
CORTINA SKI WORLD CUP

2021
2022
2023



CORTINA
AUDI FIS SKI WORLD CUP

SERVICES

traffic information
bus
parking lot
rental bus
rental with driver
skipass
hotel

57.349 kg of CO_2 saved

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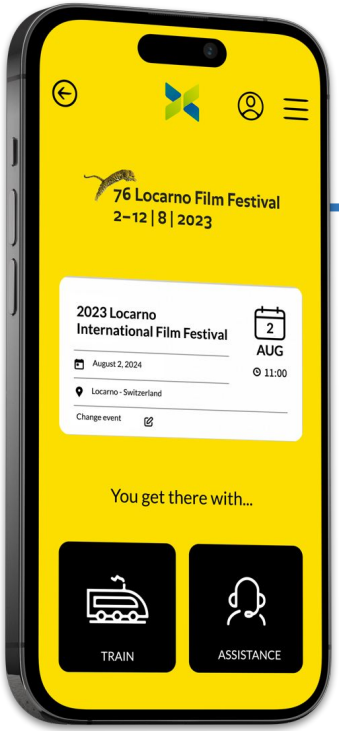
LOCARNO FILM FESTIVAL



Train

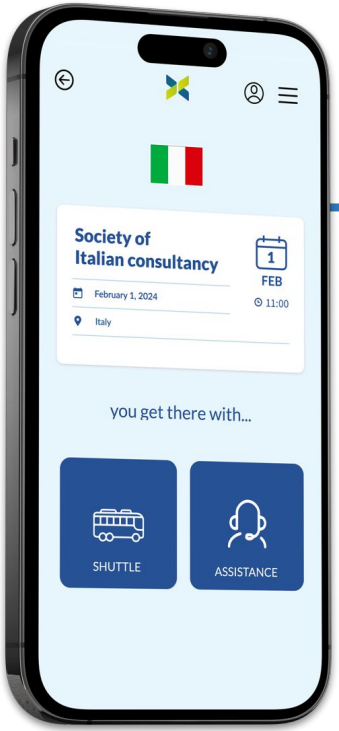
5.577,33 Kg of CO_2 saved

141.886,00 km saved
(3,5 Earth cycles)

exclusively Internal use

TECH COMPANY

01.02.2023
31.03.2023



Drafting **Moving Home-Work Plan**

IN JUST 2 MONTHS OF USE

103 kg of CO_2 saved

3.120 km saved

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JRC - JOINT RESEARCH CENTRE

2023

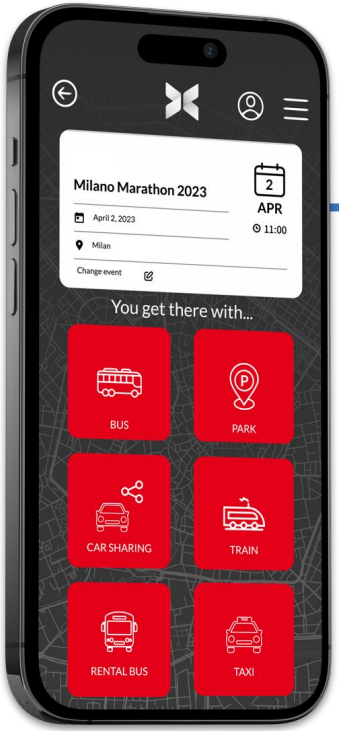
BusForFun and JRC collaborate in the field of intelligent mobility with a focus on *Mobility As a Service* and sustainable mobility.

BusForFun.com has joined the Call for Expressions of Interest for the Living Labs project with a proposal entitled "**maac, Mobility as a Community**" addressed to the Ispra headquarters.

For the occasion, BusForFun offered the **FlexyMob** platform specifically tailored to the **needs of the community**, including all transport services available for every mobility need.

MILANO MARATHON

2022
2023



MILANO
MARATHON

SERVICES

- buses
- taxi
- trains
- metro
- car sharing
- parking lot
- rental buses

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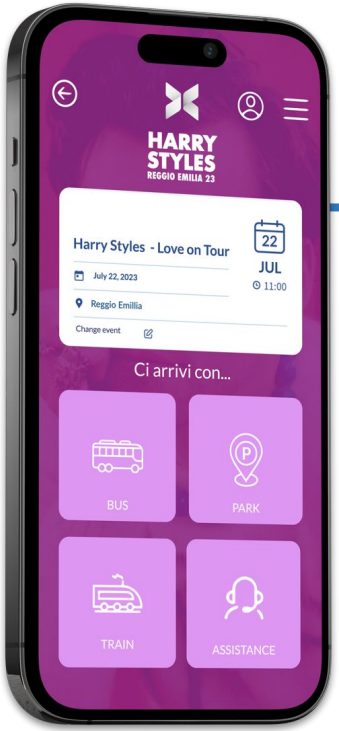
2023

HARRY STYLES - REGGIO EMILIA



HARRY STYLES
REGGIO EMILIA 23

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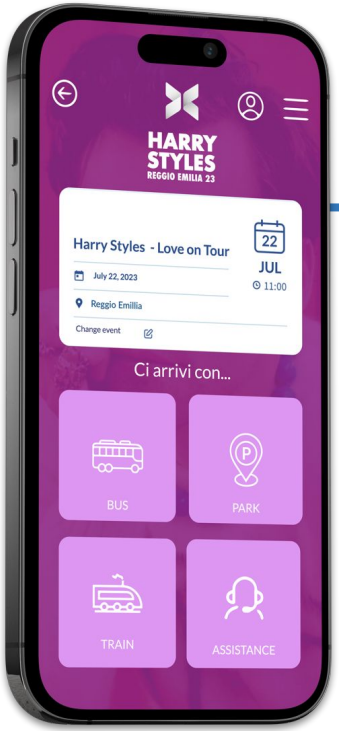
39 buses
4 trains
6.150 persons carried
251.380 kg of CO_2 saved

PARKFORFUN

12.154 cars
306 buses
22.460 kg of CO_2 saved

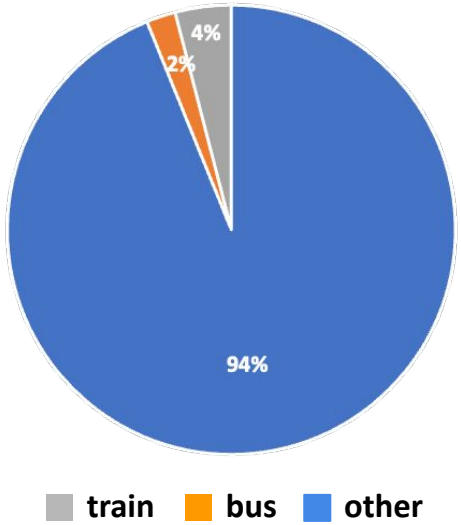
2023

HARRY STYLES - REGGIO EMILIA



HARRY STYLES
REGGIO EMILIA 23

Persetage of audience raised by Busforfun.com



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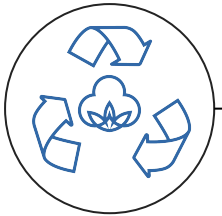
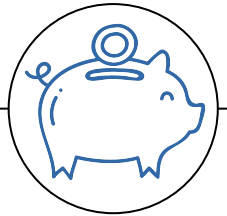
ESG



sustainability report of saving CO_2



economical saving

ANALYSIS & REPORT

Sharing of the results with the client financial statements

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SUSTAINABLE DEVELOPMENT GOALS

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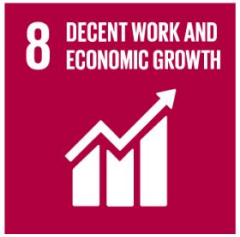
SUSTAINABLE DEVELOPMENT GOALS



We promote **development-oriented policies that support innovation** through up-to-date, modern and technological services;

Thanks to the mobility and accommodation solutions for large events of our FlexyMob platform, we promote **sustainable tourism**.

The solutions promoted help **modernise industries** to make them more sustainable.

We empower client companies to provide access to **safe**, **sustainable** and **affordable** transportation systems for everyone.

The collaboration with WOWnature is developed through **environmental redevelopment** and **planting projects**.

We provide **reports** to be included in company financial statements as they help to measure performance according to ESG parameters

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SCIENTIFIC STRENGTH

CISET

SBS MASTER
SPORTS BUSINESS STRATEGIES

UNIVERSITÀ DEGLI STUDI DI MILANO

24 ORE business school

European Commission

Università degli Studi della Campania *Luigi Vanvitelli*

UNIVERSITÀ DEL SALENTO

Università Ca'Foscari Venezia

Computer Science

Dipartimento di economia

Politecnico di Torino

POLITECNICO MILANO 1863

IUSVE
Istituto Universitario Salesiano Venezia

E T I F O R
valuing nature

wow nature

https://www.wownature.eu/aziende/i-nostri-partner/busforfun/

SOCIAL RESPONSIBILITY

3 GOOD HEALTH AND WELL-BEING

proud partner of Villa D'Oro Volleyball
for the first Sitting Volleyball Team

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MARKET ADOPTION

exclusively Internal use

LET'S TALK ABOUT IT

commuting@busforfun.com

commuting.es@busforfun.com

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Viale De Pietro, 17 (73100) Lecce - Italy
Corso di Porta Romana, 61 (20122) Milan - Italy
Via Casilina 3, (00182) Rome - Italy
C/o European Commission - Joint Research Centre (21027) Ispra (VA) - Italy
Via Somaini, 10 (6900) Lugano - Switzerland
Plaza de Cataluña, 1 (08002) Barcelona - Spain

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