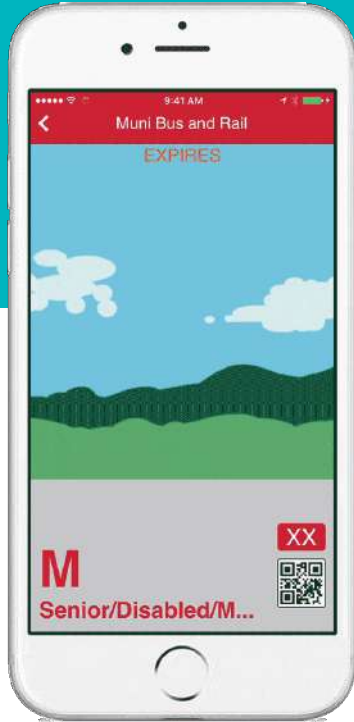


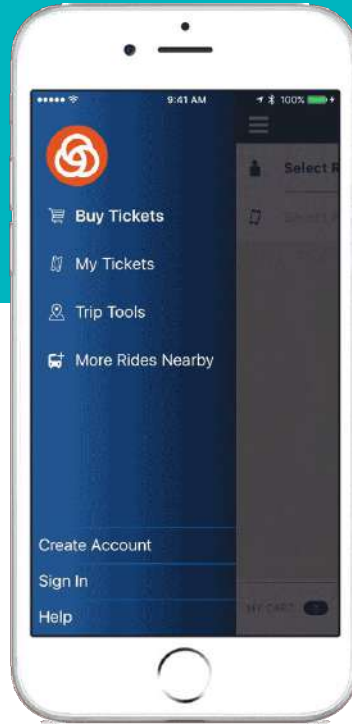
moovel & Mobility on Demand



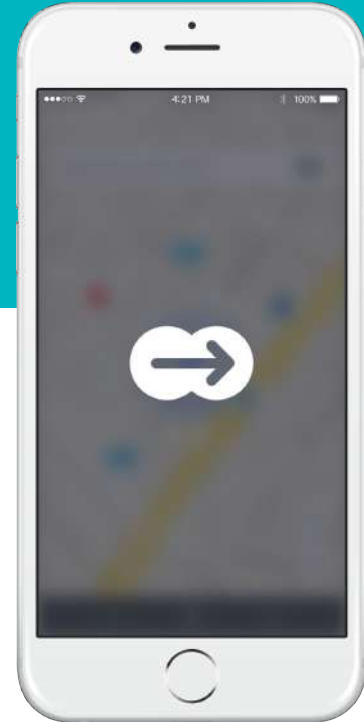
moovel Products



moovel transit

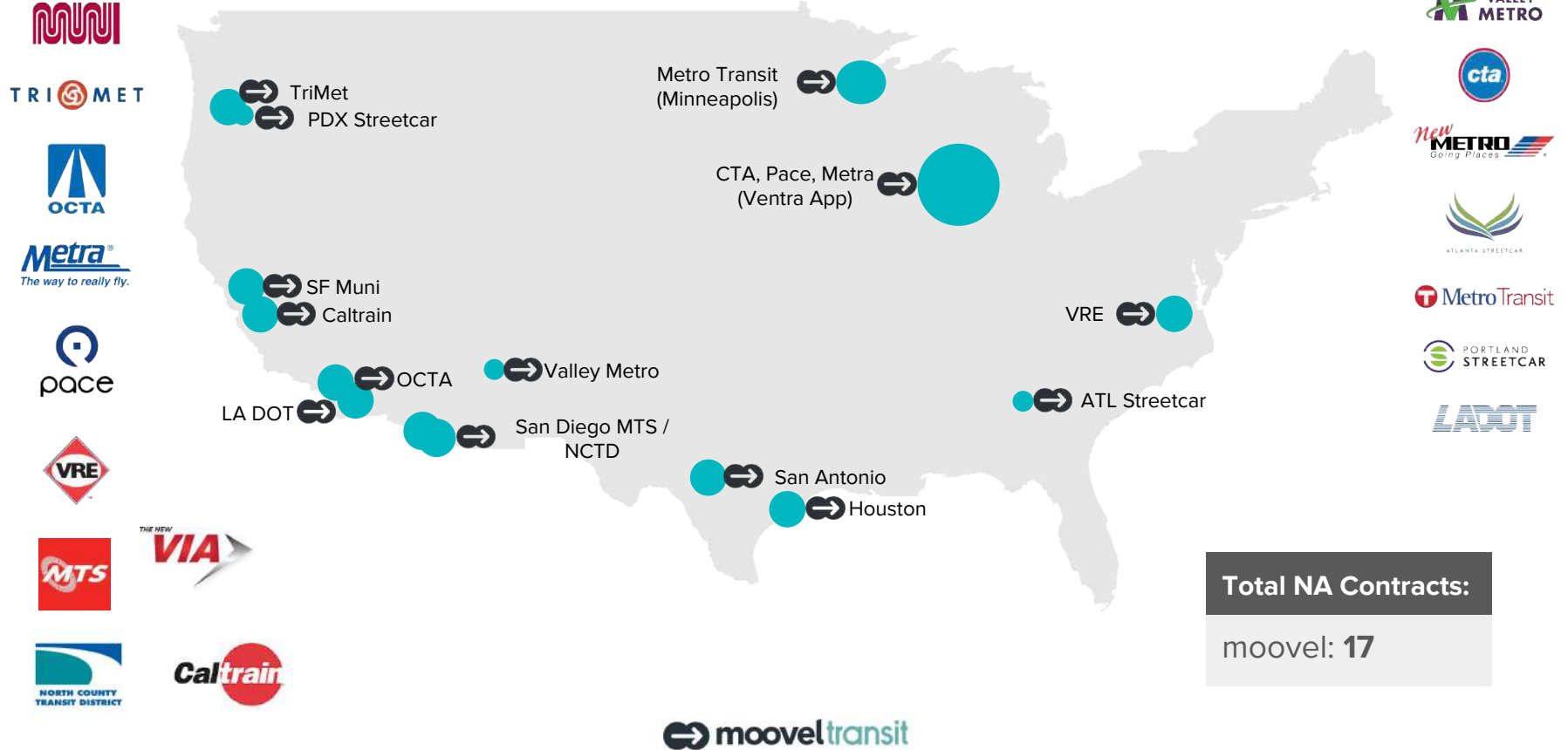


RideTap



moovel app

moovel transit: The U.S. leader in public transit mobile ticketing & payment



moovel transit: Platform overview



1 Rider App

2 Rider Web

3 TOMS - Transaction & Operations Management System

4 Inspector Application

RideTap: A network of current and future transportation partners

RideTap is the first real-time **multimodal transportation network** for apps.





The RideTap SDK

- Single-point integration - a one-time implementation task
- Scalable transportation partnerships - diverse, localized ride providers across a growing network
- Easy implementation with just a few lines of code and clear documentation
- Customizable to meet your unique UX and design needs
- Build transit customer loyalty by providing a safety net of transportation alternatives



RideTap TriMet Partnership

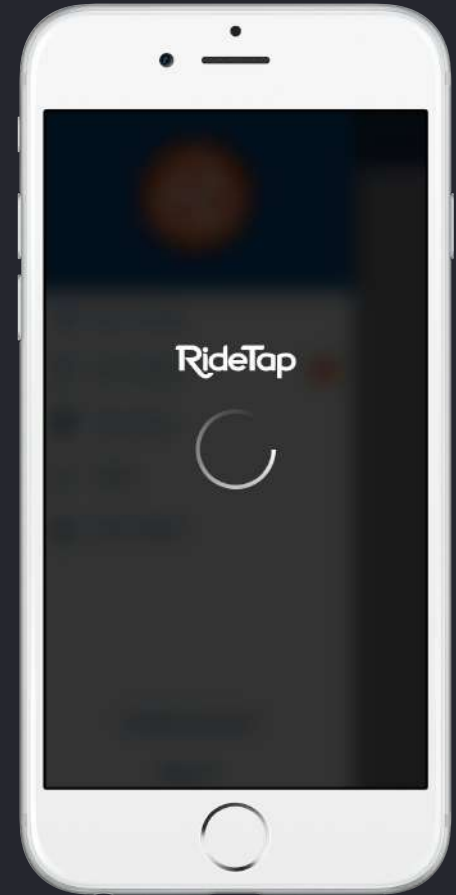
- Launched in early May 2016
- Partners: TriMet (Portland transit agency), Lyft (rideshare), car2go (carshare), and BIKETOWN (bikeshare)
- Transit riders can find a nearby Lyft or car2go within the transit app
- Solves first- and last-mile problem for transit
- Provides alternatives during transit service outages and off hours

The user experience:

First time users are introduced to RideTap



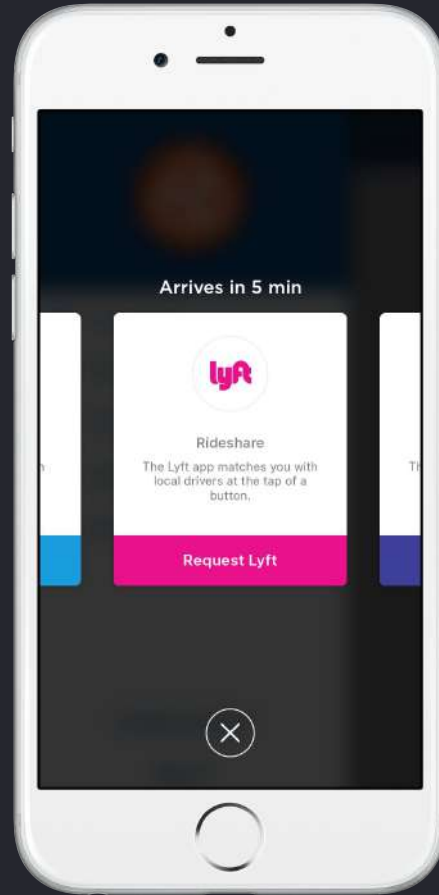
1st open



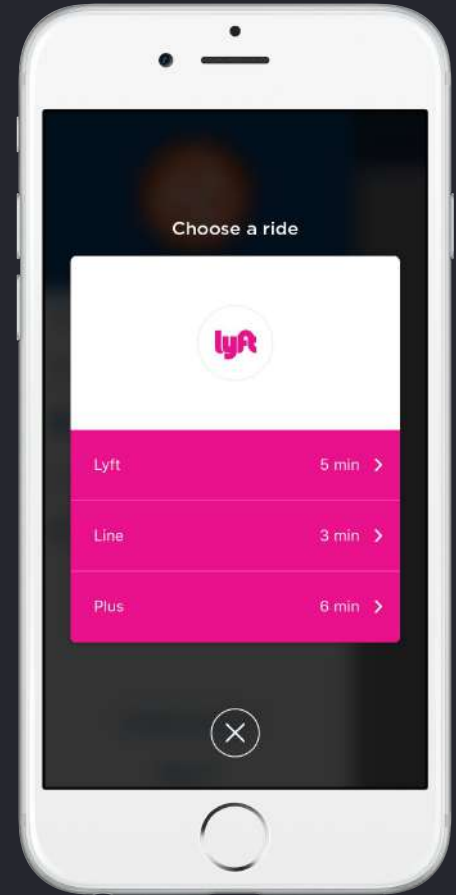
subsequent opens

Results are displayed in a ride card carousel that is intuitively swipeable.

The recommended ride option appears first.



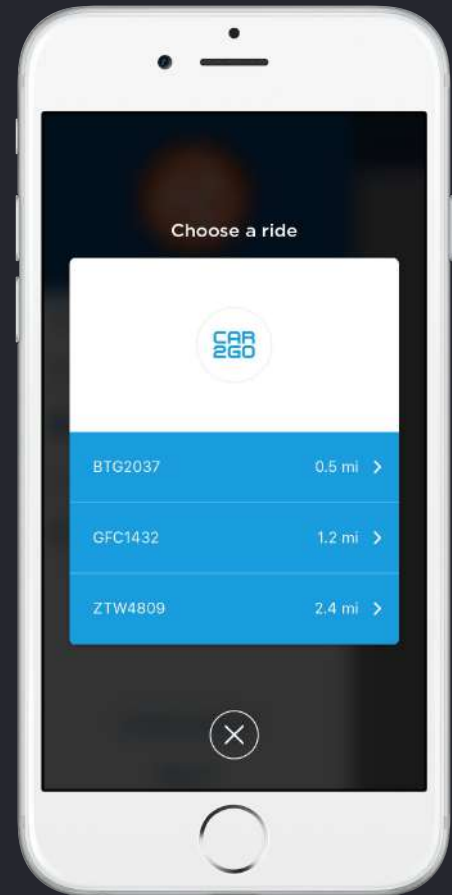
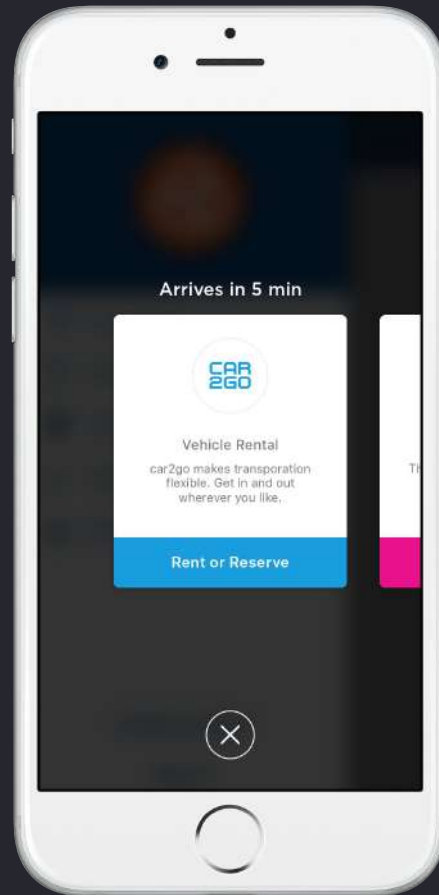
Ride card results



Tap for detailed ride card (optional)

A variety of ride types are supported.

As the RideTap network grows, so does your offering to users. No update required!



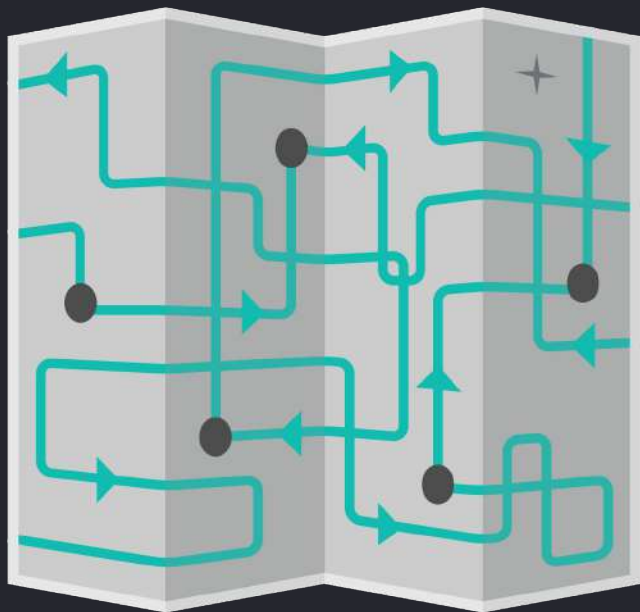
RideTap: Partners





FTA MOD Sandbox

- TriMet OTP SUM: forging path forward for integrated payments
- Valley Metro (Phoenix): integrating mobile ticketing and multimodal trip planning
- Chicago Transit Authority: incorporating local bike sharing company, Divvy, into existing trip planning
- Palo Alto: incentives for reduction of SOV commuting



Thank You!

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Further information:

<http://www.ridetap.io>

<http://www.moovel-transit.com>