



University of Antwerp  
| TPR | Department of Transport  
and Regional Economics

# Business Models for eHUBS

What kind of value can shared (e-)mobility hubs create?  
A business modelling approach

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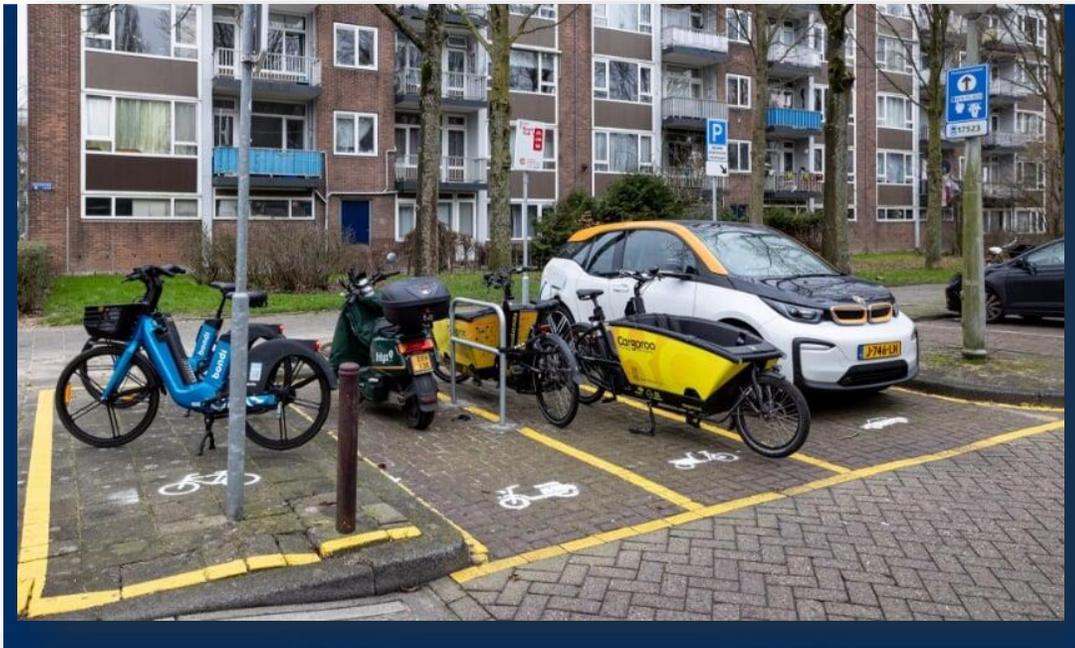
Prof. Dr. Ann Verhetsel

# Bio

- **Doctoral candidate @ University of Antwerp, Department of Transport and Regional Economics**
- **Dissertation topic**  
*Analysing the supply-perspective of the shared mobility transition: The current and future landscape of shared mobility services and the role of mobility hubs.*
- **eHUBS – WP LT: Focus on value proposition of eHUBS' networks**

# The Mobility Hub?

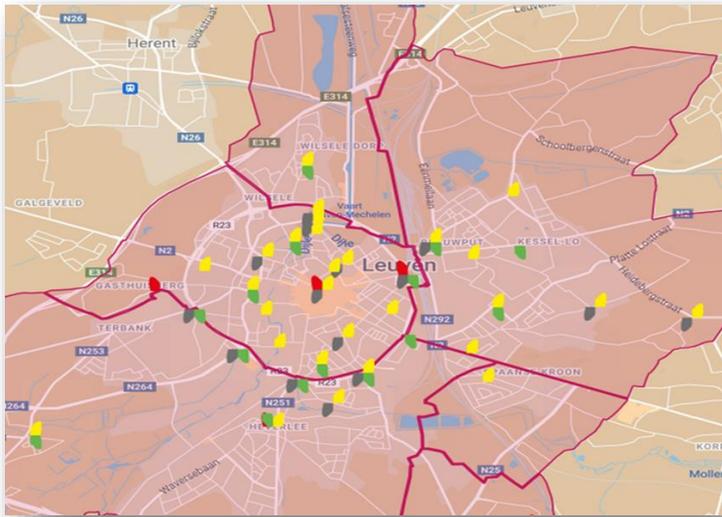
Amsterdam



Leuven



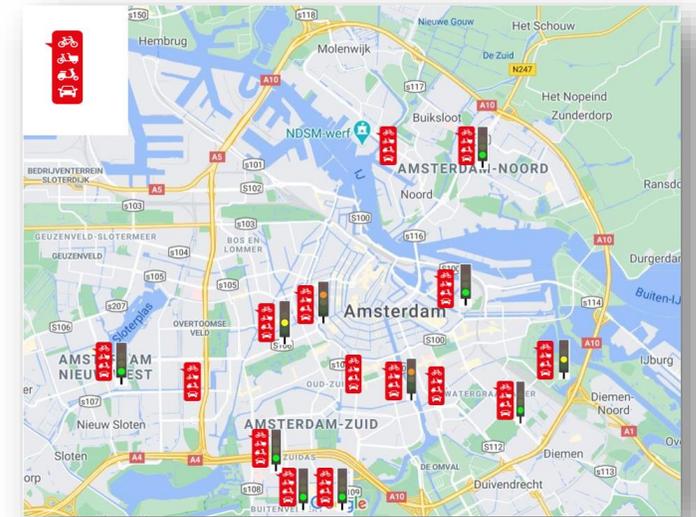
# The Network?



Leuven

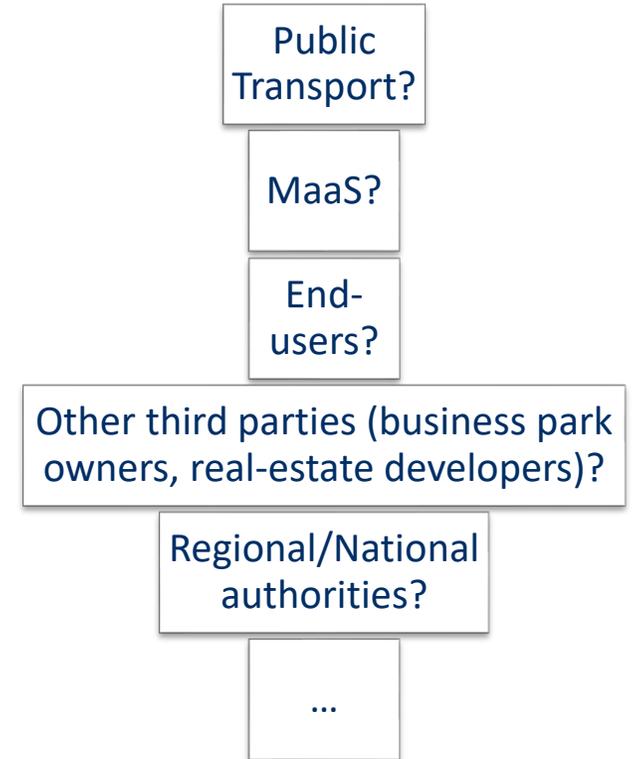
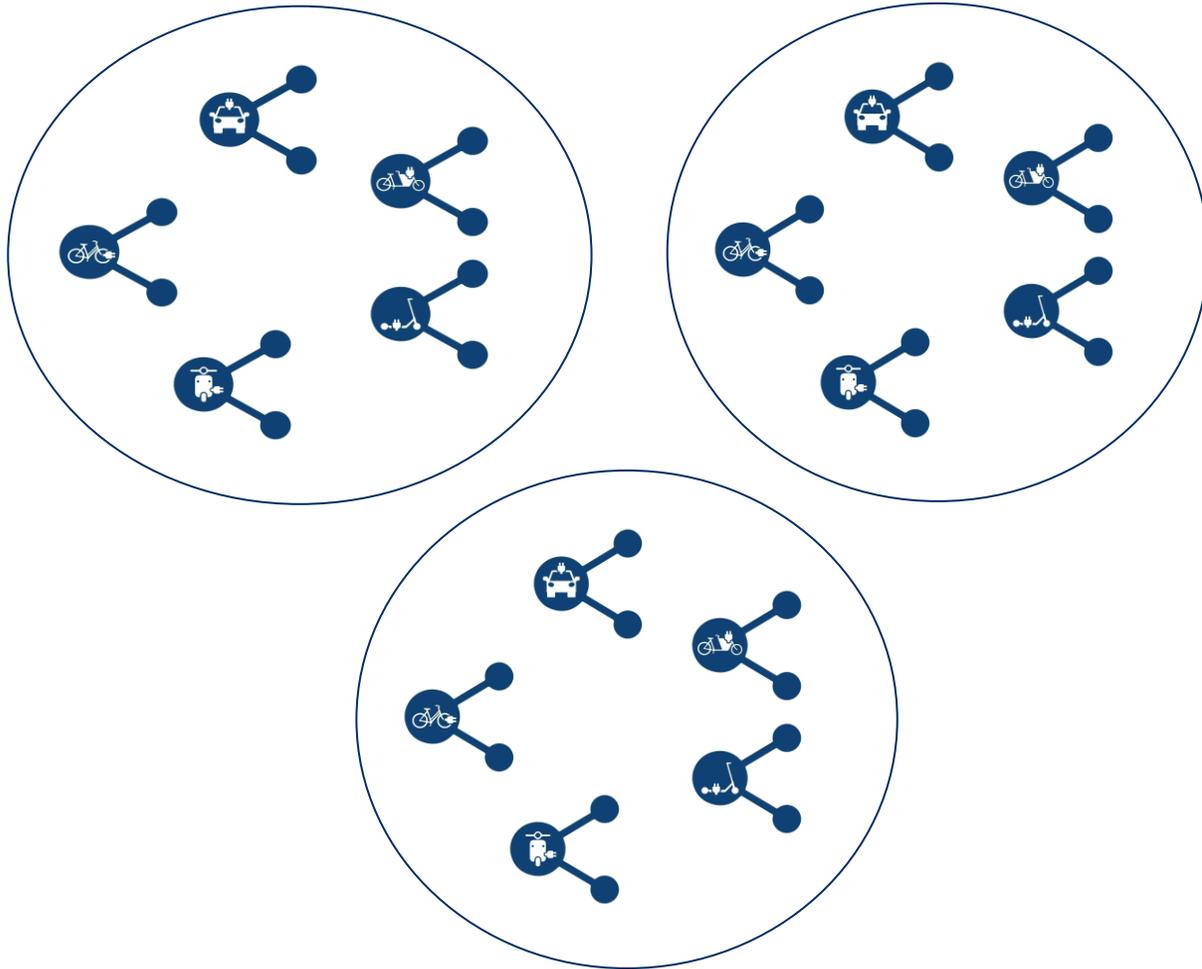


Dreux



Amsterdam

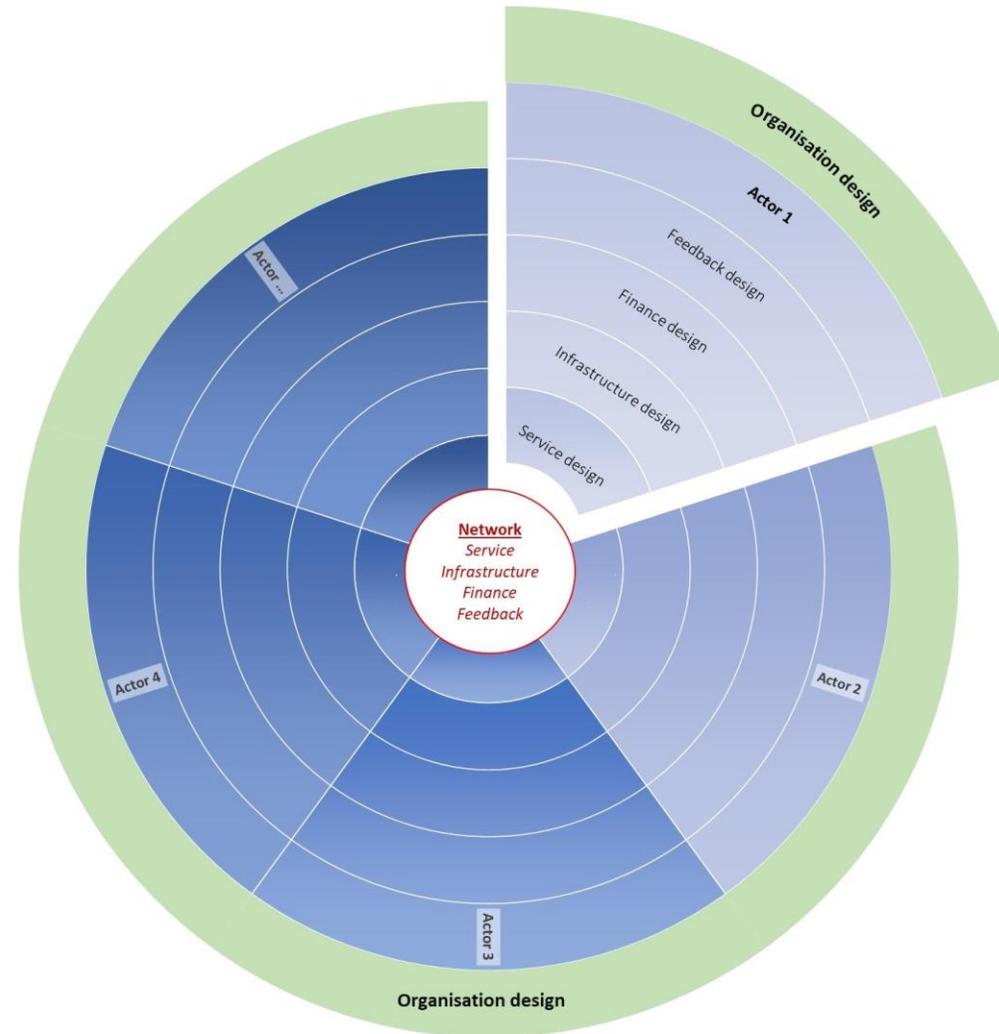
# The Network?



# Research Aim

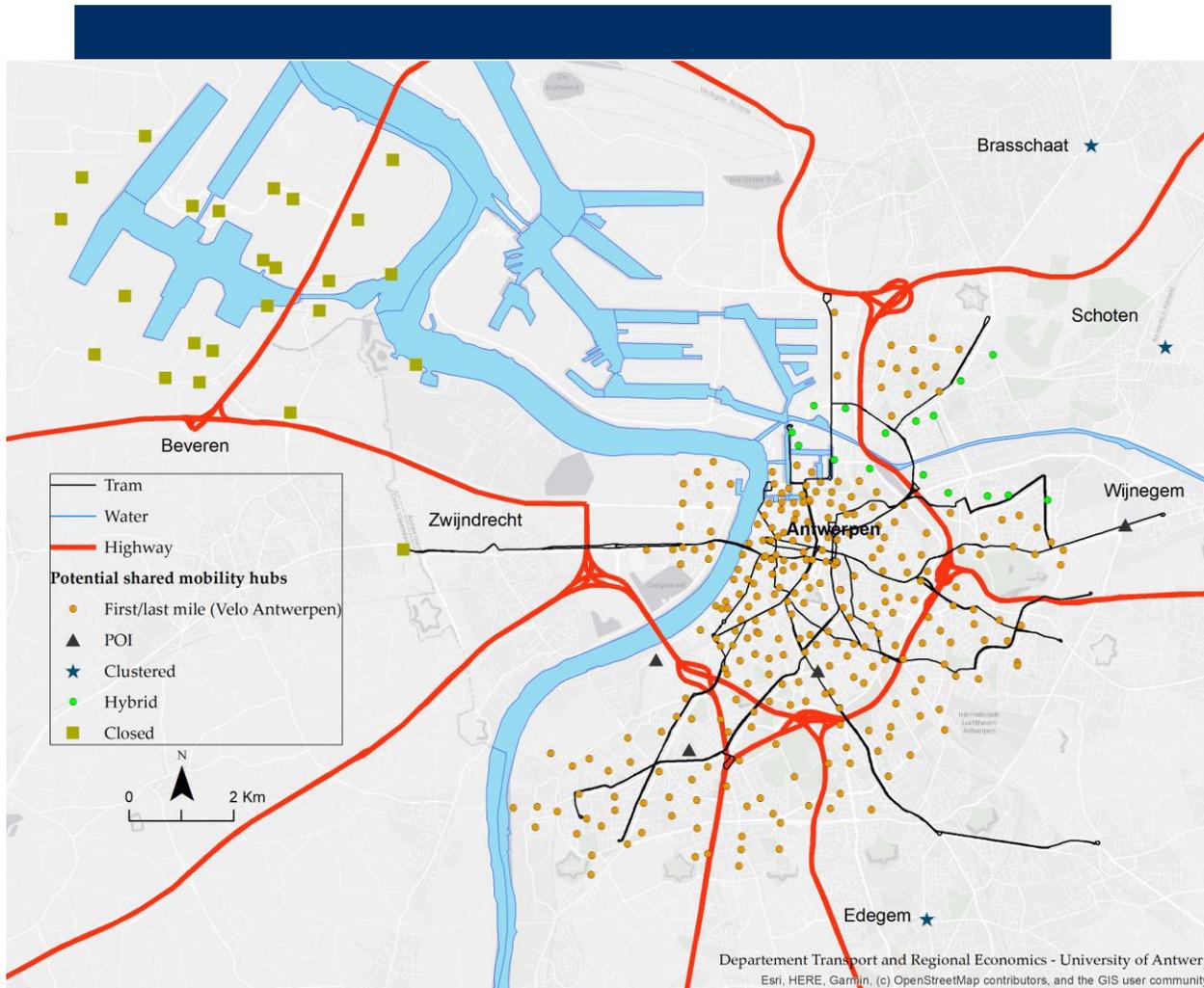
- **The eHUBS Network – An exploratory approach**
  - Which kind of value(s)?
  - For which target group(s)?
  - Which stakeholders, activities, resources, risks are involved?

# Business Modelling Approach



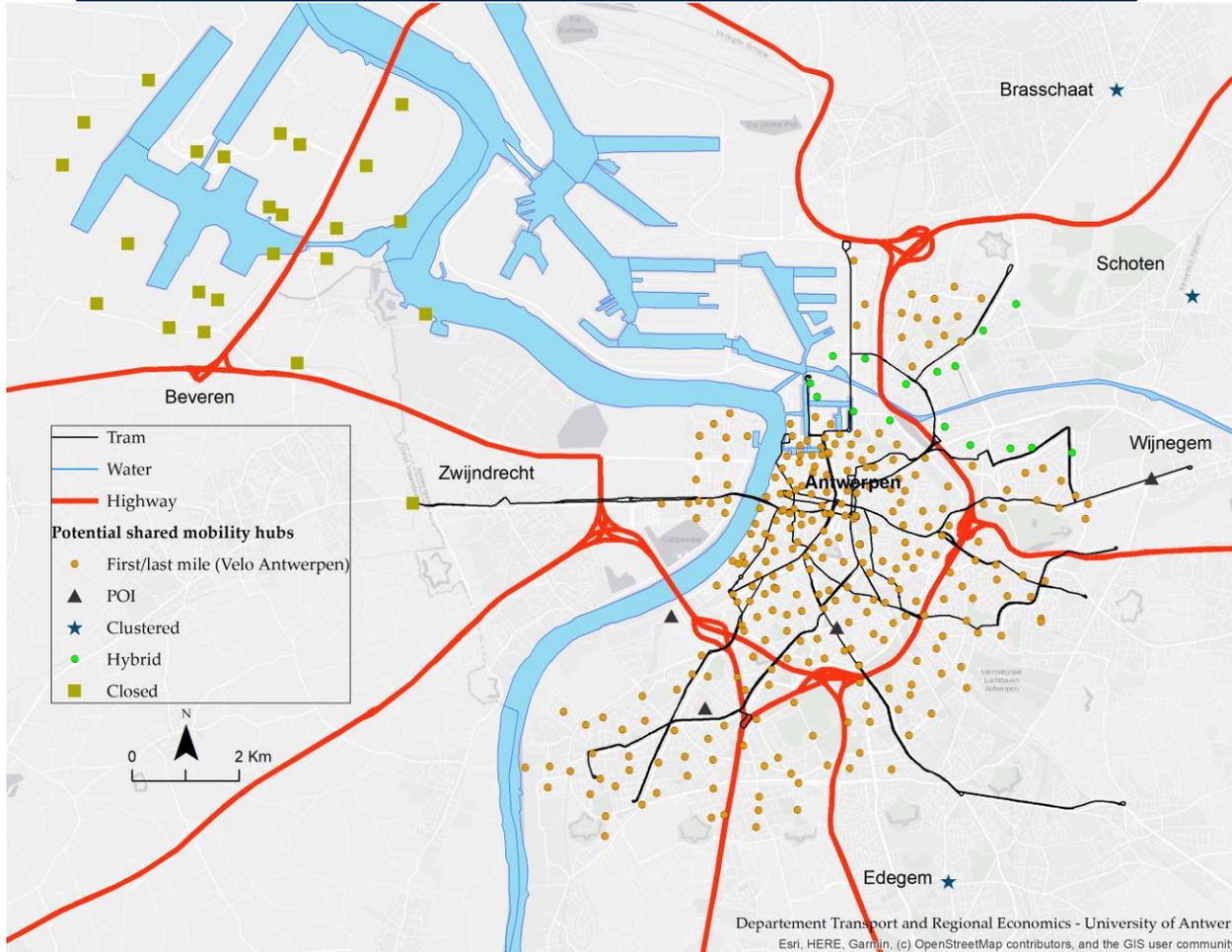
# Results

- **Five different kinds of eHUBS' network**
  - First-/last-mile
  - Clustered
  - Hybrid
  - Point-of-Interest (POI)
  - Closed



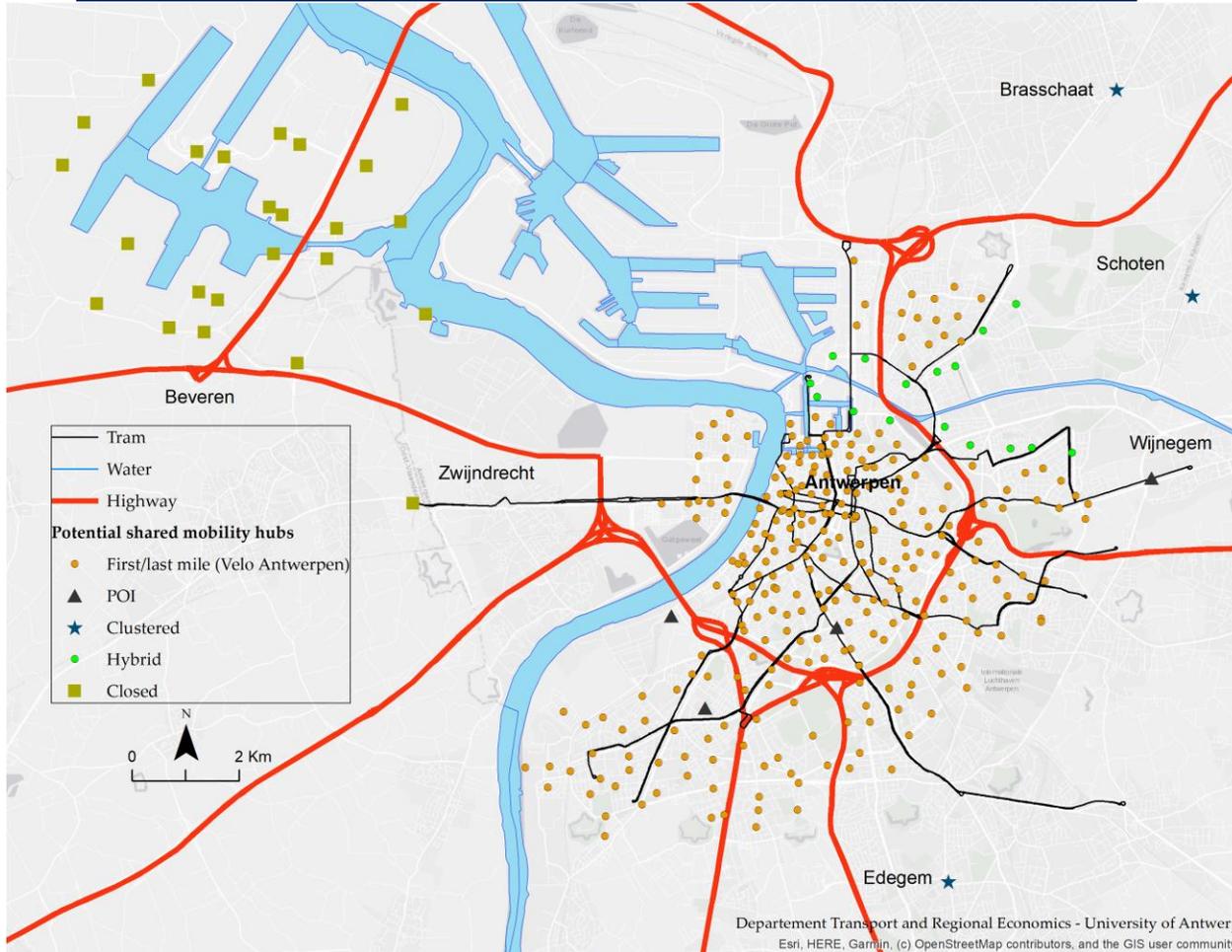
# ” First-/Last-mile Network

The first-/last-mile network’s main value proposition is **stimulating intermodal travel behavior** by implementing a first-/last-mile solution, that **complements public transport**. This requires a **fine mesh** shared mobility hub network that is integrated within the public transport network, thereby **extending the catchment area of public transit** and reaching more potential users.



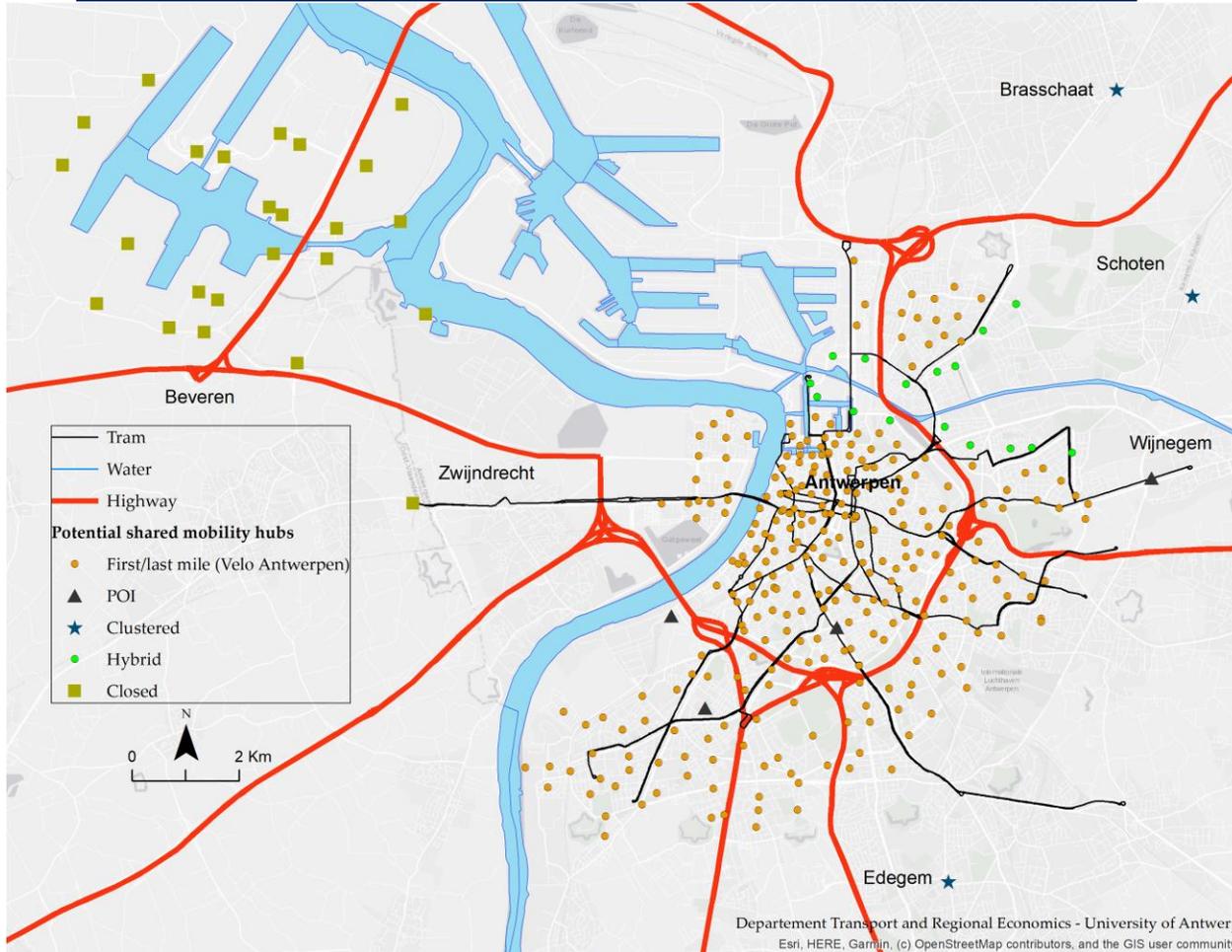
## ” Clustered network

The clustered shared mobility hub network focuses on clustering shared mobility services, **enhancing awareness** about shared mobility and thereby generating demand for these services. The shared mobility hubs are mainly located in **suburban neighborhoods** or small city centers, **centralizing the supply of shared mobility modes in that region**. This, together with infrastructure provisions such as charging stations, will stimulate shared mobility providers to be active in otherwise **underserved areas**.



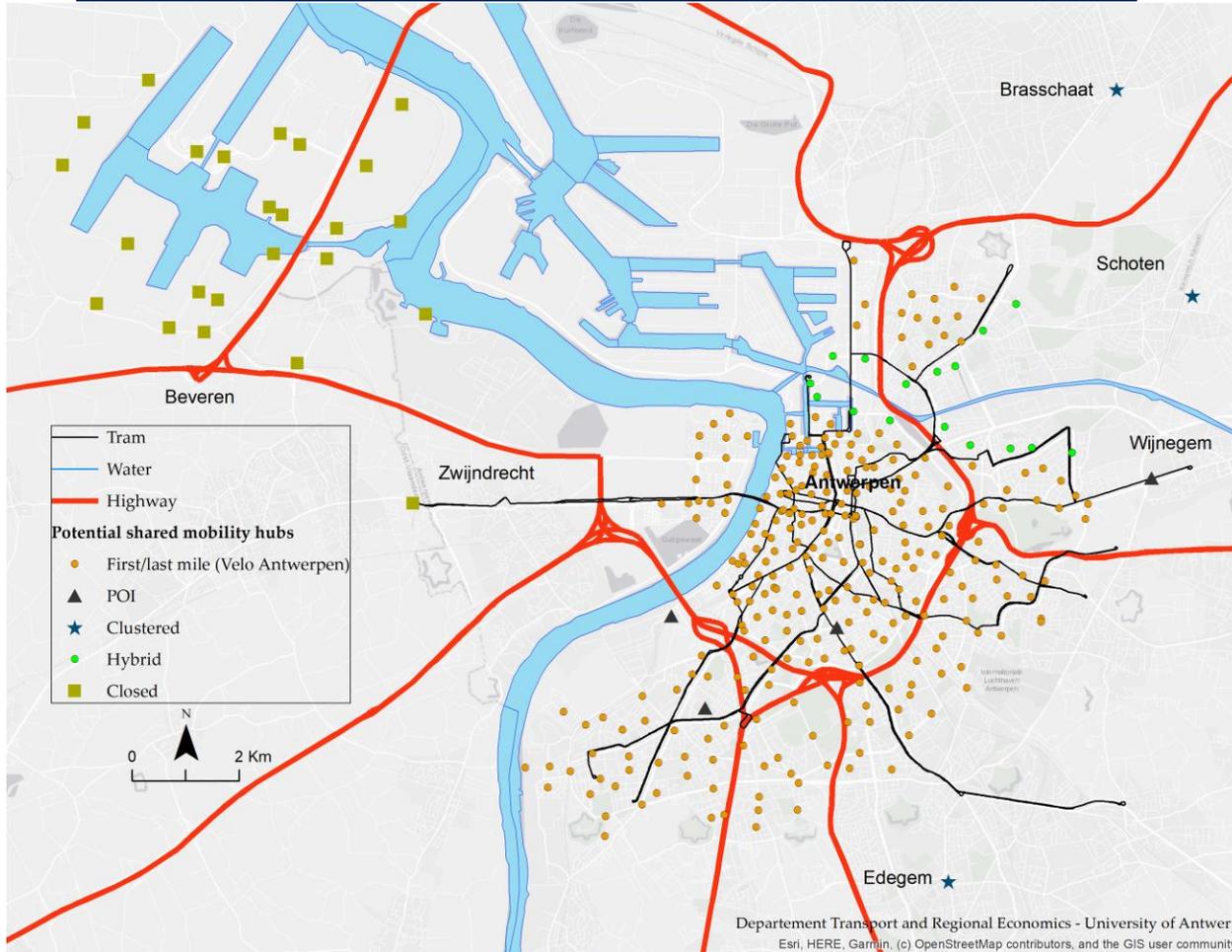
## ” Hybrid network

The hybrid mobility hub network focuses on the formation of a hybrid network of shared mobility hubs that provides an extensive range of transportation modes, from **free-floating** to **station-based** shared mobility services. The combination of free-floating and station-based schemes **increases the services’ flexibility and the area covered by them, with a view to enable door-to-door transportation.**



## POI Network

The point-of-interest (POI) mobility hub network establishes a network that connects different point-of-interests, so that these high demand areas can be more easily reached by alternative modes of transportation. This extends the transportation options visitors have, thereby increasing the attractiveness of the POIs and lowering the car dependency.



## ” Closed network

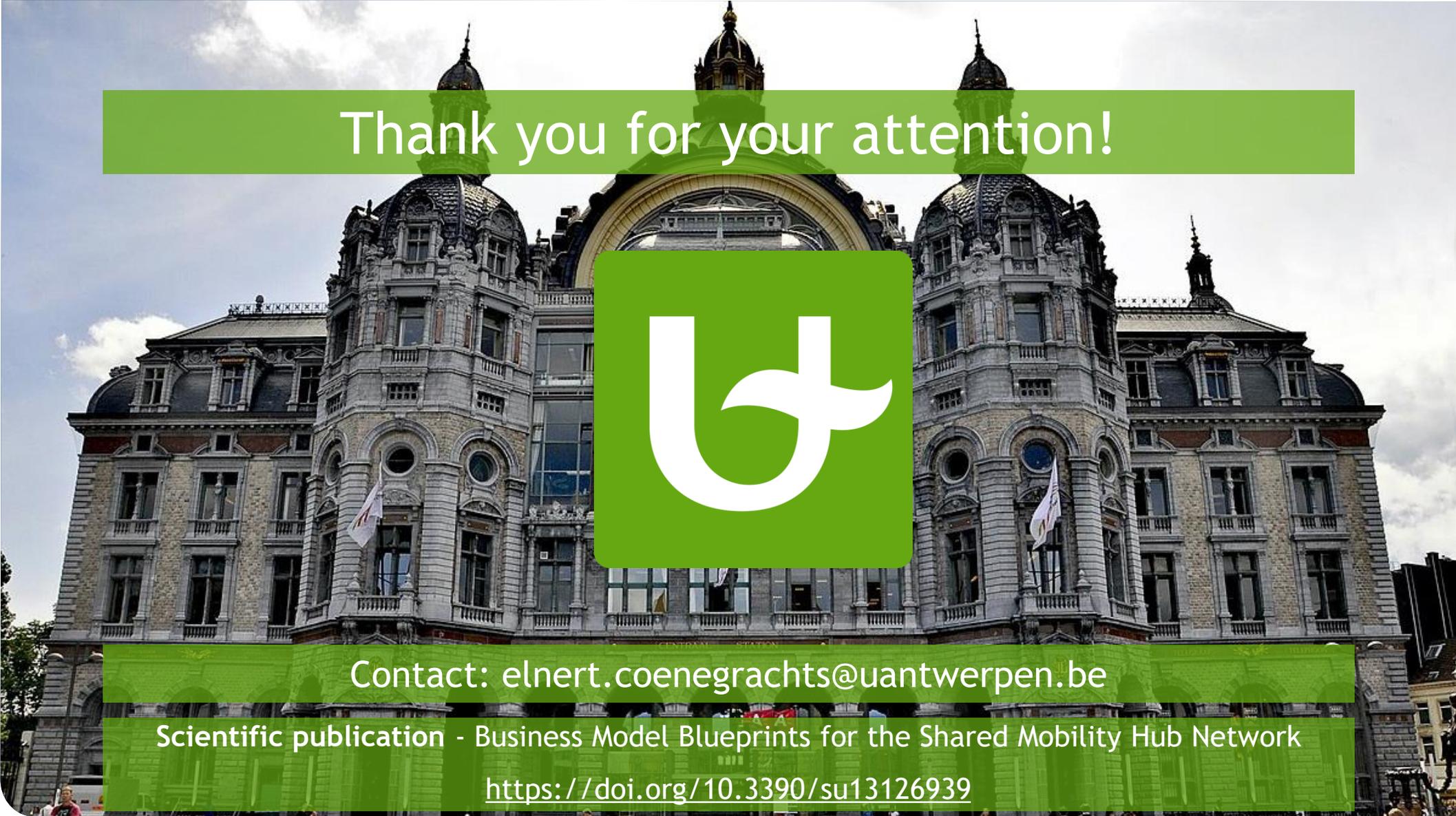
The closed mobility hub network focuses on the formation of a closed network of shared mobility hubs that is grounded on a demand from residents or private companies (e.g., business park owners, real estate developers). The **availability of shared mobility services is ensured** at these hubs, since they are for the **exclusive use of subscribers**. This model also enables private companies to provide **additional value for residents and employees** by expanding their transportation possibilities.

# In Practice

- Objectives of authority  $\neq$  Value proposition and composition of the network
- Difficult to integrate other (key) stakeholders
- Business model of the shared mobility provider(s) not aligned
- Public transport?

# Concluding remarks

- The local (policy) context determines the network
- Theoretical models, no quantification of *success*
- Long-term planning necessary
- Stakeholder management + subsidy model?
- Other networks/created value(s)?



Thank you for your attention!



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Scientific publication - Business Model Blueprints for the Shared Mobility Hub Network

<https://doi.org/10.3390/su13126939>

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