What is Meep?

Meep works with cities to provide a **mobile applications** (iOS & Android) **that integrate all available modes of transport** - public and private - into a single platform. Users can **search for, reserve and pay** for trips in one transaction, eliminating the need for several apps.

Meep shows all transport nearby to a current location and contains a journey planner, which allows users to combine different modes of transport in one route, establishing new connections and reducing the pain points of transfers. Users can select **travel preferences**, which Meep incorporates into its suggested routes. Once in transit, users can follow a **real-time**, step-by-step route guide within the app.

Meep has also developed **Meepath** - a proprietary analytics tool that employs artificial intelligence to generate actionable insights for public and private providers. The dashboard enables data-driven operational decision making.

Why Meep? The challenges in current city transportation

- While city transportation has evolved, it often remains **inefficient, congested and above all, disconnected**. Users cannot reserve or purchase trips through a single, simple platform, nor can they truly see all their options or incorporate their travel preferences.

- Further, wait and arrival times are not updated in real time or aggregated into an accessible platform.

- Meep provides a solution to these challenges and **encourages a shift** in transportation use.

- In a moment when cities are experiencing rapid growth and new technological developments, Meep connects what results in a highly diverse transportation ecosystem, ensuring that resources are not wasted and that riders have a much better user experience.

Meep technology:

Meep technology puts the user at the center of all city transportation. Our algorithm aggregates public and private operators and incorporates real-time information and user preferences to create custom, multi modal, previously unexplored routes.

Achievements:

Meep has expanded into seven European cities and four countries (Lisbon, Málaga, Valencia, Malta, Sevilla, Asturias and Cyprus) operating in coordination with public institutions, public transport operators and private mobility companies in order to provide users a frictionless mobility ecosystem. Also, Meep has launched three white label solutions in Málaga, Malta and Cyprus and is looking into new projects for the future.

Contact:

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Target market:

Mid-sized cities with 250K - 1M inhabitants with a diverse transportation ecosystem (i.e. at least 2 operators for each type of transport) that is technologically developed, which we define as having sufficient smartphone usage and operator technology.

Business Model:

- Meep deployments - Commission per trip. This is our primary source of revenue, only requested when the operator is fully integrated.
- White-label MaaS apps - Revenue Share. Creation of agency-branded apps to deploy in a higher volume of cities that prefer to have their own branded apps.
- Data management - Subscriptions and reports. Dashboard licence for operators and cities that are interested in the AI solution.
- Ancillary services - Commission per lead driven by Meep app, participation in lead marketing campaigns and in-app advertising.

Market size:

$1.5T
Total transport market for personal mobility

20%
Potential Growth by 2030

2.3 billion
Annual private cartrips replaced by MaaS by 2030