

Application:

Organization legal name:

OurGreenCar Sweden AB

Website / Facebook page (link):

ourgreencar.se

Location:

Malmö, Skåne, Sweden

A. QUICK PITCH

Let's begin with the opportunity to make a strong first impression. Share the most succinct and compelling overview of your proposal. This Quick Pitch should stand alone (requires no other context). We may reveal this information to the public, other potential funders, and leaders in Sweden and around the world, who are change-makers and investors in the future of sustainable mobility solutions.

PROPOSAL TITLE (10 words)

Provide a brief title that describes your overall proposal.

OurGreenCar provides the greenest vehicle pool in the world

EXECUTIVE SUMMARY (50 words)

Provide a concise summary of the most powerful aspects of your proposal. Keep your summary to one paragraph. We may use this content to describe the most promising solutions on our website.

OurGreenCar is the greenest vehicle pool in Sweden and provides our solution for closed groups. Our fleet consists only of electric vehicles and we supply to everyone who wants to make a change.

B. YOUR ORGANIZATION

Help us understand the leadership, structure, and capabilities of your organization.

LEADERSHIP (upload)

Upload a PDF file (size cannot exceed 10 MB) that includes resumes/CVs for up to the top three members of leadership team. You are only allowed to upload one file and only include information for up to the top three leaders in order to remain eligible.

The Three Founders.pdf

STRUCTURE (200 words)

Describe your management structure, using the name/title for each team member and an overview of key roles for overseeing delivery of your solution. Include descriptions of any partners who are integral to your project's success. If two or more organizations are included, describe each partner's specific role to support the work being done.

The full team consists of 6 persons and the three key roles are:

Thomas Droben (CEO and Co-Founder)

Kenneth Falk (Sales Director and Co-Founder)

Magnus Jönsson (CTO and Co-Founder)

All are based in Malmö except for Simon that works in Stockholm with our existing pools there and is a part-time employee.

Our head quarter is located in the city of Malmö where we are currently stationed at MINC (Malmö Incubator).

Today we all work as a team with implementing our solutions. Magnus works primarily with the technical development and implementations. When the customer demands a charging point we involve our partner E.ON to manage and implement everything connected do that infrastructure. When it comes to cleaning the cars we use different methods but an example of a local company that works with environmental friendly solutions is BringWash, whom we are using for our pools in Malmö for example.

TRACK RECORD (250 words)

Describe your prior success, achievements, and/or specific experience proving you are well-positioned to implement a safe and stable mobility solution in Sweden. Emphasize the credibility of your team and include endorsements and/or other examples of support that speak to your ability to deliver results.

As of now, we have sold a lot of vehicle pool solutions but yet only implemented three in Malmö and Stockholm).

Never the less, the outcome have been widely successful with great feedback from both the customers and the end users. Here is a quote from the facility manager at E.ON being responsible for bringing our solution in (4 bikes, one electrical scooter and two cars) and what he thinks of the delivery so far:

"The implementation here in Malmö was done November 2018 and from then until now has been a great journey with the guys at OurGreenCar, as they have worked in a innovative way with flexible solutions, a fast working manner and customized for us exactly as we asked for. The support works 24/7 and the answer for a question is very instant. They have under a short matter of time given us the impression of working with the customer in focus, as well as they live up to our hard demands of being a green service provider. I would recommend OurGreenCar to companies that have a travel intensive organisation any day." / Cristian Silva, Facility manager EON Malmö.

Another customer is Peo Westin at the company "Riksbyggen". Peo is very happy with us a provider for a large BRF in Stockholm, in which we have worked allot with the transformation of owning your own car, to start using the vehicle pool solution we provide.

COLLABORATION (150 words)

We are looking for safe, stable, and serious solution providers offering sustainable and healthy business models. Those providers need to demonstrate their ability to coordinate within the transport systems of a region. Explain ways you successfully collaborate with others to support the larger mobility ecosystem. Describe any past or current partnerships that demonstrate your ability to operate within those systems. If you are a collaboration between two or more organizations, present a clear case as to why this will be an effective partnership.

We are very active and discuss our solutions with state instances as a complement to the public transport systems all around Sweden, this is one of our main focuses. We have dialogues with Trivector, Trafikutredningsbyrån, several municipal urban construction offices and large parking corporate.

Recently we got contacted by NOBINA as a candidate to deliver car pools in Järfälla Kommun outside Stockholm, as a complement to the train and bus stations.

Our solution on its own is not a one point solution. It should be treated as a complement to the public transport system, both from the environment point of view, as well as the experience. Take the train to your workplace, rent a car or bike from OurGreenCar, travel when travel is needed - and take the train home. This complete mobility circle demands frequent meetings with the above organisations in which we allocate a lot of time.

C. YOUR SOLUTION

We envision a future where the daily commute within our communities is improved through fossil-free options that offer competitive pricing to reduce the need for a private car, and that combines offerings from different transport providers into a single seamless mobile service, removing the hassle of planning and one-off payments. Showcase your business model, plan, key tactics, and other technical aspects to deliver your proposed solution.

SOLUTION NARRATIVE (250 words)

We are looking for a solution that is built on an open and scalable platform, that enables secure integration with other systems, and that can improve over time, including the possibility to add new services and/or complement other third-party solutions. Provide a general description of your solution, including your current status and any description of locations where your solution is currently implemented (if applicable).

We have a platform that allows integration to standard third party portals/systems.

This has been key for us as we early figured out that it would be asked for as soon as we incorporate more heavy customers and organisations, for example the MaaS project with Järfälla Kommun in which we will integrate our platform with their portal by building a specific API. We have yet to make our first full implementation with other IT platforms, and we are already having a dialogue with Riksbyggen, as they wish to integrate our platform with theirs - all together with other features in their platform with for example "Booking laundry-room", etc.

The platform itself works fine as stand alone as well, and it is in that way we run our existing "live" vehicle pools today.

BUSINESS MODEL (250 words)

Explain how you plan to implement and manage your proposed solution. Include a general description of the required resources, estimated cost per use/user, and the feasibility of your approach. You may include schematics, photos, and other visual representations of your solution, and image size cannot exceed 10 MB. For **physical mobility service providers**, describe your ability to finance your modes of transportation. For **platform or product/service aggregators**, describe how you address interconnection of multiple products/services. Please ensure that your description of the customer interface includes an explanation of a single-point-of-payment functionality.

When contacting customers with our solutions, it is really important that we ourselves see the need for OurGreenCar there as a complement for their existing travel methods.

In general, we make a study of how many potential end users there are, how the public transport system looks,

surrounding the building/office, how is the demography of the group and what interest points nearby might be travel intense for this group of users. We also have to look into ourselves where we physically can place our vehicles in the best matter of way and in the most accessible place for the users. When all above is worked out, we transport the solution there, and it is financed through a monthly fee from the customer for each vehicle, in which we do not only provide vehicles and booking system, we also take care of service, insurance, cleaning and maintenance. It is a customer simplified "plug and play" solution. The profit for us lays in the rental fee itself for each booking made with our vehicles. Our hourly rates are strongly competitive when compared with our branch colleges. We've attached a couple of photos to show you how our pools look in particular.





USER PROFILE (150 words)

Demonstrate your understanding of your customers. Who are you serving? What obstacles do your customers face? Show that you have taken time to understand those conditions and how your solution will address them. Demonstrate that you have taken the time to understand their needs. You may also provide an explanation of any broader challenges that you may be serving, such as climate change and/or environmental remediation.

We serve companies, housing association, municipalities and developers, sharing the same solution. Our customer typically aim to change the way of using vehicles for everyday travel, to a more sustainable way of travel. For example we encounter companies with several cars used by everyone as they are needed, without a booking system and key-handling, they often end up with several leased vehicles, standing still, taking up parking spots, not being utilized the most effective way. This is where OurGreenCar is well fitted, without the hassle of tire changes, cleaning and maintaining the vehicles. Our booking system also allows a end customer to book a vehicle and make empty seats available for other members of the pool to join the booked trip, heading for the same destination. This optimize the possibility to travel as many end users as possible in one single ride, minimizing the energy used per person and kilometer.



STAKEHOLDER ENGAGEMENT (150 words)

In order to be effective, any solution provider needs support from local stakeholders. Either describe how you have engaged community representatives where you have previously implemented your solution or how you to intend to engage local stakeholders in Sweden, should you be chosen to introduce your solution within a local community. You have already described your record collaborating with others, so this is your opportunity to describe how you plan to engage stakeholders effectively going forward. What are the tools and tactics that you intend to utilize to ensure support from those stakeholders?

For every new city or town we implement our solution, we engage the local businesses to provide such services as cleaning and maintenance (environmentally friendly/certified partners only), wheel/tire-workshops for storage and swapping, as well to look after potential partners where OurGreenCar-users can get discounts on other travel needs, or bicycle repair discounts for example. We always aim to use the local businesses and stakeholders to contribute to the thriving in the town we implement a vehicle pool.



SUPPLY CHAIN ALIGNMENT (150 words)

While you have previously described your record as a collaborator and your approach to stakeholder engagement, this is your opportunity to describe how you intend to align your solution within the supply chain of other product or service providers. Please identify those interests who are most relevant to your supply chain needs.

The vehicles themselves are off course of essence to our business. We work with SIXT for example which provides us with the electrical cars we need. SIXT is not attached to one specific car producer, and can therefore deliver whatever electrical car we wish to use in our pool. The bikes comes from various providers and we are not tied to a specific brand here neither. The electrical vehicle branch is fairly new and under constant change, therefore the above selection of providers that can offer different brands / types is of utter importance as we want to be able to provide the best vehicles for their respective purpose, without getting locked to only one brand.

INNOVATION (150 words)

Share how your solution will more quickly and/or more cost effectively lead to cleaner, more convenient, speedy, reliable, safe, and sustainable mobility, and how it differs from, improves upon, and/or bolsters existing methods/practices in Sweden and/or around the world. Highlight unique features of the solution that you have or will develop. Provide any other information to demonstrate the creativity of your approach.

There are a lot of MaaS-providers in Sweden - and globally. What makes us stand out is most definitely that we are aiming to remain being the most environment friendly solution on the market. Being a MaaS-provider doesn't automatically make you green. We work constantly with our "Bra Miljöval"-licens to live up to "Naturskyddsforeningens" hard demands for licensed companies, as well as we are involved in tree planting projects to - not only climate neutral the production of the electrical cars - we also compensate with an extra 100%, meaning that every electrical car we install becomes climate positive. Being as sustainable as we are costs both time, energy and money, but we see that our way is the only way to seriously reverse the climate change to the positive. Other than that: we offer customers the whole loop of MaaS, providing the vehicles, charging posts, and solar cells to charge the vehicles.

D. ACCELERATED MARKET INTRODUCTION

The Swedish Energy Agency will facilitate accelerated Market Introduction for the winning solutions that offer new, seamless, personal transport services to meet the underlying needs of today's commuter. Those solutions must be flexible, easy to use, and replace the need for privately-owned cars. The Sustainable Mobility Challenge has created a network of proactive stakeholders with shared needs - including cities, large companies, and property owners - all of whom are ready to test and invest in impactful, feasible, and scalable solutions that take us one step closer to a sustainable future. Winners will be invited to negotiate their market introduction projects with participating stakeholders in Sweden in Summer 2019, and the market introduction period is intended to last for up to 12 months starting in the Autumn 2019.

MARKET INTRODUCTION PLAN (250 words)

Daily commuter travel is responsible for a substantial part of CO2-emissions in Sweden, and we are determined to reach a fossil independent transportation sector in Sweden by 2030. Describe your plan, timeline, key requirements, and other considerations for a successful Market Introduction. Explain how you would plan to enter a new marketplace. Demonstrate your understanding of the particular needs of the Swedish market.

What we have noticed today is that many people commute to work with their own fossil car, having it available to travel to meetings, do business or just go to lunch.

This is where we come in. Having an OurGreenCar solution in direct placement to the workspace, we allow people to commute with bike, bus or train to work - still always having a vehicle available for the meeting-trip, without them being forced into bringing their own vehicle to work. This is actually something that is happening in every large company by the day. We install a local solution, allowing personnel travel in a sustainable way, when a car is really needed - let us be there with the natural choice - the greenest choice.

One of our demands placing a vehicle pool is that the electricity must be renewal and "green-licensed". This makes the actual trip as green as possible.

The same goes for our pools connected to a housing cooperative. People might commute by train or bus 90% of the time, but those 10% they need to take the car for any reason, we are there with the greenest possible solution, allowing people

to get rid of their old fossil car, renting a car when they need a vehicle. This releases a lot of space and a pool-car can easily release 5-10 corporate cars or "2nd family cars".

METRICS & OUTCOMES (250 words)

The winning solutions will have a net-positive environmental impact and prove to be profitable and sustainable over time. Define success, your measurable results, other outcomes, and any process for evaluating, tracking, and gathering metrics to substantiate claims. This may include metrics for fossil free transport (such as reduced CO2 emissions), effective mobility that does not cause increased traffic or congestion, cost efficiencies, time savings, consumer accessibility and ease, and long-term impact. Offer any relevant data to back up claims of effectiveness, including how you are well-prepared and best suited to successfully introduce your proposed solution to Sweden.

This is something we work hard on, but with limited words we will stack it up clean and simple. We use only electrical vehicles, hooked up to charging posts provided with clean and renewable electricity. This makes the actual trip clean. As earlier stated, the production of an electrical vehicle is CO2-intense compared to fossil ones. Therefore we have engaged in tree planting projects planting 2 times the CO2 equivalence of production of one single electrical car with a 40kw-battery - becoming the only climate positive MaaS supplier. "Naturskyddsföreningen" gets our trip-reports to check that the KW usage per person / trip/ mile is within their thresholds for being a "Bra miljöval" (Good environment choice) licens parameters. One car replaces 5-10 "2nd cars" or "extra cars" which in the long run will replace more cars on the road with fewer ones, traveling cleaner. Instead of having 5 fossil "backup cars" running on the roads, taking a lot of space in parking spaces, running 3000 km each/year, the city ends up with one climate positive electrical car traveling 150000 km on green electricity.

RISK MANAGEMENT (100 words)

Identify any specific operational or tactical hurdles, principal risks or challenges to the short and long-term success of the project and your plans to address them. We want to understand whether you are anticipating any specific issues that you will need to overcome to deploy your solution in Sweden.

Insurance complications is one of our biggest risks - many people with access to a vehicle pool. The vehicles are at risk of being sabotaged, parking accidents or other incidents. We have a close dialogue with the insurance company, constantly looking for good backup-solutions if a vehicle breaks down or needs to be replaced. Our platform - needs to be up and running in order to book, and open/close the vehicles. Therefore we guarantee that our up-time is over 98,5%, and the redundancy on the servers is very good, mirrored once a hour, just in case if the system goes down.

OUTREACH PLAN (100 words)

Please describe your approach to outreach and communications, explaining how you intend to introduce the solution, explain why it matters, and activate your target community.

We work a lot throughout social medias with LinkedIn, Facebook and Instagram. We try to connect with as many relevant customers as possible through articles that adress their daily MaaS-challenges with our sustainable and complete solution. The spread and result is good, and as we also have had a couple of successful press releases, we actually get much

feedback from customers contacting us, through these media channels. Other than that, the old fashion "Mouth to mouth" method is working well and the hit rate of booked meetings is really positive.

SCALABILITY & ADAPTABILITY (150 words)

Share your vision and explain how your solution is prepared to expand beyond the market introduction phase. Describe plans to sustain your solution with less dependency on any public subsidies and to scale your solution as a model that can be applied or adapted to meet the diverse needs of many communities throughout Sweden (and around the world).

We see that the partnership with E.ON is of great value when it comes to both scalability and adaptability. E.ON is also interested in expanding our solution internationally. Their wide presence is a key for a future expansion and together with them and because of their size and local knowledge we see that taking the next step will be much easier when the time comes.

BUDGET (150 words)

Offer a narrative description of your total budget needs, please list and describe items and administrative costs for the Accelerated Market Introduction of your proposed solution within a 12-month timeline. Explain any contingency plan, should you not secure any necessary additional resources. If additional resources have already been secured, please reference those sources of funding or other resources. Please describe any potential to leverage additional resources to scale your project (including the name(s) of any current funding prospect(s), amounts, and type of those resources).

It is very important to keep up the pace and show the market and our competitors that it is important to actually do something about the global warming. Stop focusing on costs (approx 20-30% more expensive than the cheapest competitor) and see the bigger picture - supporting the most environment friendly solution. To do this we need financial support, cover the additional costs for:

- The license "Bra Miljöval"
- Continue finding and supporting local companies (support, service, cleaning)
- Continue investing in sustainability projects abroad that climate compensate our cars and also make them climate positive by investing in certifications/emission credits.
- Educational movies that help users understand how they can make a difference using OurGreenCar
- Ensure consultancy to help users changing their behavior

A total of 950 000 SEK is needed to remain and strive to be the most sustainable mobility solution that actually will reverse the negative climate change locally - eventually globally.

OTHER CONSIDERATIONS (100 words)

This is your final opportunity to raise any other considerations. Here, you may emphasize or expand upon a previous point or provide new information, as necessary.

OurGreenCar is the greenest mobility solution on the market and intends to be. Everyone just needs to stop talking about

solutions it, instead do what ever it costs - because there is no "planet B".

Our Green. Is Actually Green.

E. YOUR VIDEO PITCH

You are required to submit a video presentation that captures why your approach should be funded. You will upload a short digital film using YouTube (set the Privacy Settings on your video to Public or Unlisted - do not set them to Private). Your video may be extracted from your submission and made available to the public.

Your Video Pitch should comply with the following guidelines. If it does not, your submission may be invalid and no longer eligible for an award.

- A length of no more than 90 seconds.
- Only one to two people should present during the video.
- Dialogue should be in English, or if in another language, subtitled in English.
- Not contain identifiable children without parent consent.

Here are general suggestions for delivering a high-quality video pitch:

- Introduce yourself and your organization or team.
- What problem are you trying to solve?
- What is your approach?
- What is unique about your approach? And how could it expand its reach?
- How would you achieve greater impact if you had the necessary resources?

Hone your content:

- Keep your description and language simple.
- Demonstrate passion through your words and enthusiasm.
- Focus on providing a personal connection and telling us about why your work matters; we are not looking for Hollywood production quality. This is about showcasing your passion and approach, not your movie-making chops.

View in new full window



F. ADDITIONAL INFORMATION

If you are chosen as a Finalist of the Sustainable Mobility Challenge, you may be required to provide additional information. The following list is only intended to illustrate some of the basic additional information that may be required of you, and the Swedish Energy Agency reserves the right to require other information, as necessary.

- A more detailed work plan, timeline, and/or evaluation plan.
- Existing policies, if any, addressing conflicts of interest, whistleblower, internal controls, anti-money laundering, intellectual property, code of conduct, ethics, gifts, and any similar policies governing the principal organization and partners.
- Reports on progress and the status of the solution.