



voi.

# Voi Technology

## ERSCharter webinar E-scooter

2019-10-22

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# Background

One of Europe's largest providers of micro mobility and the fastest growing startup in Europe.

## Voi metrics

**4M** users

**10M** rides

**11** countries


**40** markets



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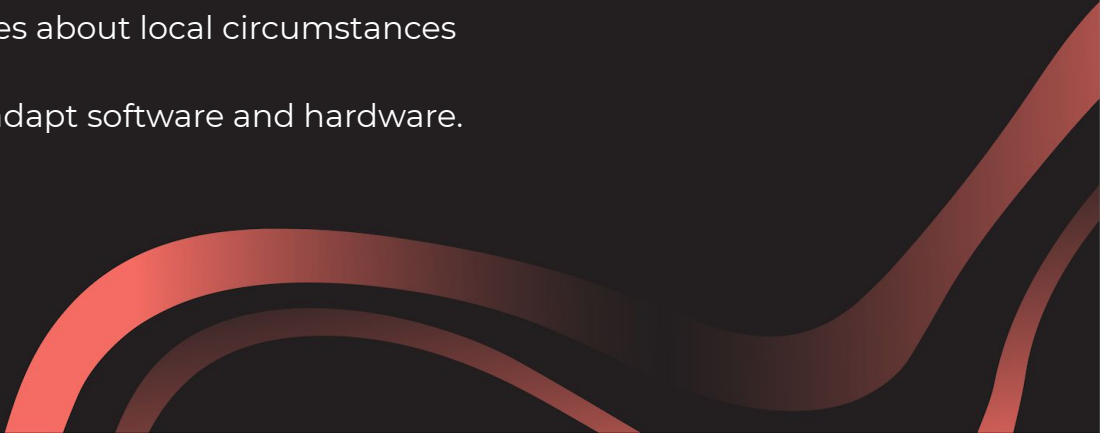
# Regulatory differences between countries

**Users are similar but regulations are not**

- Classification
  - Where can they be driven? Are sidewalks and in pedestrian areas allowed?
  - Differences in speed levels
  - Differences in parking rules
  - Age limitations
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## How Voi adapt to regulation differences

- We have a baseline for safety in all countries and adapt to national rules
    - ◆ Insurance
    - ◆ 18 years
    - ◆ Responsible riding and parking - including wearing a helmet.
  - Close dialogue with municipalities about local circumstances
  - Engineering and product team adapt software and hardware.
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## **Voi approach to road safety**

Cities

Product

Users

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# Safety on e-scooters in today's cities

- Clear regulation and rules are necessary to make scooters a safe way to travel
- Safety on e-scooters begins and ends with infrastructure
- Licensing in cities create an equal playing field - and a common approach to safety in a city.



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# Product

## Vehicles

- Development of features

## App

- Technical improvements
- Implementation of slow zones (6 km/h)
- Incentivized parking zones & NPZ



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# Users

- Safety events in our cities to educate users
- 20.000 helmets given out
- In-app communication
- Social media communication
  - ◆ Normalizing helmet use
  - ◆ Tutorial videos with cities
- Campaign: Ride Like Voila



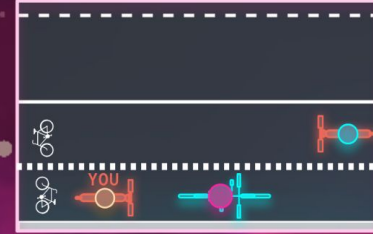




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# Ride Like Voila

- Traffic test for e-scooter riders
- 130k completed test this first month
- Insight in user's difficulties
  - ◆ Priorities when turning left
  - ◆ What is reaction distance



You want to pass the bike in front of you but someone else is approaching in the opposite bike lane. What should you do?

Pass on the right side of the person in front of you

Slow down and let the vehicle in the opposite lane pass

Pass the person in front of you. The vehicle in the opposite lane must wait