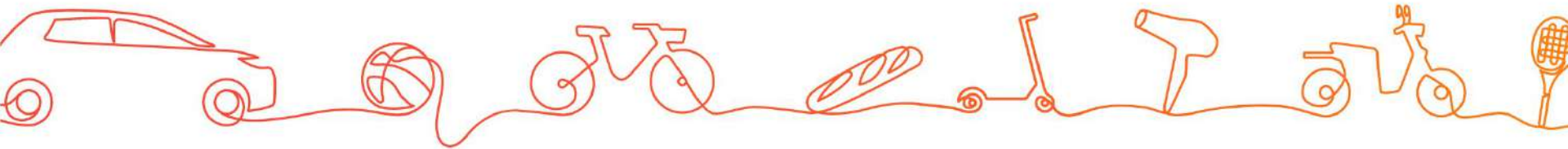


The logo consists of a stylized, red, curved arrow-like shape pointing upwards and to the right, positioned above the word "gaiago".

gaiago

Mobility as a Marketplace



SUMMARY

- Vision, Mission, Purpose
- Our Proposition
- GaiaGo x Communities
- Proof of Market
- Proof of Concept
- Marketplace
- GaiaGo's ecosystem
- Benefits of the GaiaGo's platform

GaiaGo is an Italian SME founded in 2014 as a spin-off of H3, insurance brokerage company. GaiaGo has developed the first platform that integrates mobility into physical spaces (such as businesses, residential projects, hotels, municipalities and retail), aggregates public and private forms of mobility whilst promoting local and national economies.

Vision

A world where every community can move for free using shared and sustainable mobility

Mission

Our Mission is to aggregate every form of mobility to make it accessible and free

Purpose

When people move, they create value for themselves and the community they live in

Our Proposition

Game Plan Our Strategic Pillars & Key Actions

To Secure Mobility Integration standard.

Hardware & Software for Infrastructure Integration and aggregation with all forms of mobility.

To Secure Integration with Communities Infrastructures. (Residential, Corporate, Educational, Entertainment, Retail, Public Spaces, HoReCa, Car Dealers)

To Secure Integration with Communities Inhabitants. (Inhabitants, Employees, Students, Fan & Spectators, Shoppers, Tourism, Guests, Mobility Customers)

To Secure Integration with Mobility Players. (Secure Software & Hardware aggregation with mobility players to offer diversified forms of mobility)

To Monetize with Advertisers. Create conversion standard for Mobility, Educate Advertisers to Subsidized and conditional mobility.

Mission

What is our Master Plan to get there?

Secure Mobility Integration standard .

Integrate with communities infrastructures.

To Secure Integration with Communities Inhabitants.

Aggregate with Mobility.

Monetize with Advertisers.

Vision

What do we envision in 25 years?

A world where every community can move using electric vehicles for free!

Purpose

Why do we do this?

When People move, they create (economic) value for them selves and the community they live in!

The image features a white car, possibly a hatchback, parked at an electric vehicle charging station. The car has the 'gaiago' logo on its side. The charging station is a large, grey, industrial-looking unit with multiple charging ports and cables. The entire scene is overlaid with a semi-transparent orange filter. A blue rectangular box is positioned in the lower-middle part of the image, containing the text 'REAL ESTATE / COMMUNITIES' in white, bold, uppercase letters. There are four small white plus signs (+) in the corners of the image, suggesting it's a page from a document or a social media post.

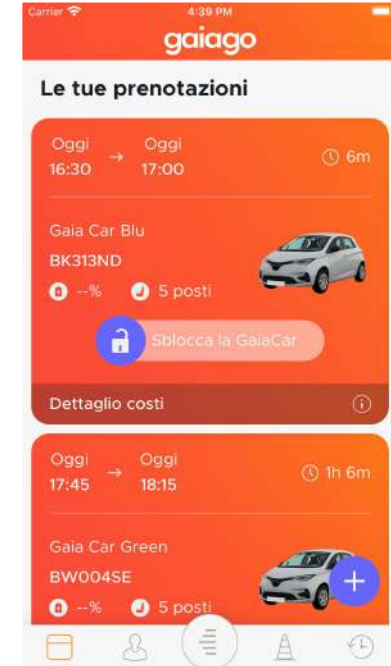
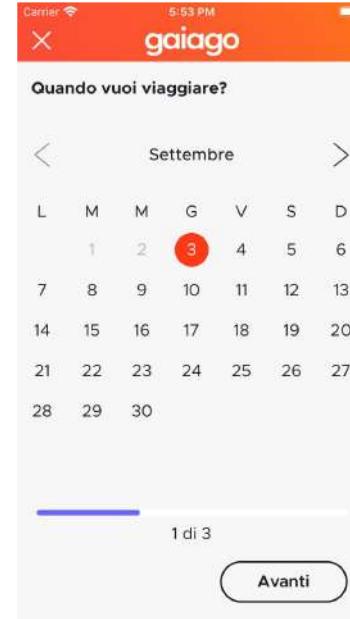
REAL ESTATE / COMMUNITIES

GaiaGo x Communities

“Community Mobility Sharing”

GaiaGo has developed the first **mobility platform** integrated into spaces, to provide a community (corporate, residential, hotel) with an accessible, sustainable, shared and optimised mobility service. GaiaGo’s **inclusive ecosystem** enables to build a shared **community** within a public or private space. Users will have an electric fleet of vectors (cars, bikes, scooters) at their disposal and will be able to plan their trips in advance via the GaiaGo App.

For each community, the number of vectors is **optimised** as it’s based on the number of mobility hours users need to get around. At the end of each trip, they will receive a report that will show them how many Co2 they have saved and how many KM they have travelled.



- **GaiaGo x Urban planning & Regeneration projects**

To remain inclusive, safe and resilient cities need a mobility service that aggregates all forms of mobility in an efficient, optimised and sustainable way, that is in full connection with people's **living spaces** and finally, that strengthens ties with the **territory**.

In close synergy with the Agenda 2030 "Sustainable Development Goals", GaiaGo's model plays a crucial role in the intersection of **architecture, urban mobility, urban design and energy transition**.

As partner of Milano Arch Week by La Triennale Milano and mobility partner of Reinventing Cities by C40, GaiaGo is working towards the creation of a **construction standard** that defines its inclusion in urban regeneration projects at an international level.

The logo for Reinventing Cities, featuring the text "Reinventing Cities" in a blue sans-serif font. The word "Reinventing" is on the top line and "Cities" is on the bottom line. There are three small green heart-like shapes above the "i" in "Reinventing" and two above the "i" in "Cities".

Reinventing
Cities

The logo for C40 CITIES, consisting of a solid green square with the text "C40 CITIES" in white, bold, sans-serif font. "C40" is on the top line and "CITIES" is on the bottom line.

C40
CITIES

**A global
competition for
innovative,
carbon-free and
resilient urban
projects**



• Real Estate Integration: Mobility Building Certification

The sustainability certifications carry out a global assessment of the buildings starting from a plurality of aspects: energy efficiency, the choice of the site, the social values, the efficient management of the water, the materials used for the construction of the building, the waste disposal, comfort and healthiness of interior spaces.



GaiaGo is including the process of verifying compliance with the LEED and WELL "product mapping" protocols with the aim of certifying in the world of certifications that GaiaGo solutions meet the requirements of the certification systems.

PROOF OF MARKET

Albergo Etico (Hotellerie)



GaiaGo integrated its platform into the first **ethical hotel in Rome**, not only to provide clients with an accessible and green mobility service but also to make the hotel the main mobility hub of the whole neighbourhood.

Sorgenia (Corporate)



The first **Community Mobility Sharing** project, in partnership with Sorgenia. The corporate community of 350 employees has an electric fleet of 3 vehicles at their disposal. Via the App, they can plan their trips and book a car. The number of cars has been chosen based on the number of hours the community need to move around

PROOF OF CONCEPT



*The "GaiaGo Mini" project, in partnership with Mansutti S.p.a, MiMoto & GoVolt, represents a simulation on a small scale and in a limited area of Milan of the GaiaGo **Marketplace**. The goal is to recreate its ecosystem which integrates mobility into spaces, aggregates private and public forms of mobility whilst connecting them with local shops. For every purchase users make, they receive a voucher with mobility credits they can use with MiMoto and GoVolt.*





MARKETPLACE

GaiaGo's Mobility as a Marketplace

In addition, GaiaGo, as an **aggregative platform**, is building a Marketplace for **mobility time credits** that enables users to earn credits and travel with different mobility operators at low cost, simply by watching content and/or making a purchase.

Indeed, GaiaGo enables advertisers to subsidise mobility hours thus offering users mobility at low cost. users will have to watch/click on advertising content in the Marketplace ("**conditional mobility**").



MOBILITY AS A MARKETPLACE



Watch & Earn

Watch video ads and answer a question about the video



Online promotions

Check different promotions you can access online or buy directly on the app



Come to the store

Different promotions in stores, where you can earn mobility hours based on your shopping



Fill the form

Answer questions about yourself and your habits

- Our Model



Communities



*Watch adv
content and
special
promotions*



Marketplace



*Collect & redeem
mobility hours
to get around
for free*



Sustainable &
shared mobility

GaiaGo's Ecosystem

Aggregation of mobility providers

Sharing Mobility
(bike, car, scooter,
kick scooter)

Public transport

Trains



Urban regeneration
and redevelopment
projects, social
housing interventions,
new neighborhoods,
companies ...

Advertisers

Large
organized
distribution
; national
brands

Local shops



Benefits of the GaiaGo's Platform

- **Mobility** is not only sustainable (as it's electric and shared) but it's also **accessible and optimised**, as the number of vectors for every community is based on people's actual mobility needs.
- The integration of mobility into spaces increase the **property's value** and transform the building into a smart mobility hub.
- GaiaGo's ecosystem aims to build **inclusiveness** within a community and becomes a constructive standard for redevelopment and urban regeneration projects
- The **aggregation** of multiple forms of mobility is aimed at simplifying the complex and fragmented mobility framework and allow providers to maximise the use of their vectors
- Its Marketplace enables to enhance and **promote local economies** and generate drive to store for both national and local advertisers



Sorgenia

affaritaliani.it
Il primo quotidiano digitale, dal 1996

Home > Economia > Sorgenia e GaiaGo firmano il primo progetto di community mobility sharing

Sorgenia e GaiaGo firmano il primo progetto di community mobility sharing

La digital energy company avrà a propria disposizione un parco di veicoli elettrici gestiti direttamente dalla piattaforma di mobilità progettata da GaiaGo



Sorgenia e GaiaGo firmano il primo progetto di community mobility sharing

Al fianco di partenza il primo progetto di e-mobility condivisa in una struttura aziendale: Sorgenia, digital energy company, e GaiaGo, piattaforma di mobilità elettrica integrata negli edifici, si alleano per dar vita a un progetto che segna un importante passo verso la mobilità sostenibile.

Affari Italiani, 13/02/2020

Sorgenia e GaiaGo firmano il primo progetto di community mobility sharing

Sorgenia

Il Sole 24 ORE

Italia Mondo Economia Finanza Mercati Risparmio Norme & Tributi ...

Sorgenia, al via lo sharing di elettriche tra i dipendenti con piattaforma GaiaGo

di Danilo Loda



EV e giovani imprenditori insieme per ripartire

Meccanico in crisi - Produzione disincentivata

Un piano di rilancio del settore

Il numero di veicoli è stato scelto in base al calcolo delle ore che i dipendenti Sorgenia passano al di fuori dell'azienda per esplicitare le proprie mansioni.

Il Sole 24 Ore, 18/02/2020

Sorgenia al via lo sharing di elettriche tra i dipendenti con piattaforma GaiaGo

GaiaGo Mini

Spese nel quartiere contro code e smog

Per ogni acquisto accordi sui mezzi elettrici e condivisione impresa di Milano testa il progetto europeo GaiaGo

Prove di ripresa **Economia Lombardia**

Perché Milano torni a trainare l'intero Paese

Un piano di rilancio del settore

Il numero di veicoli è stato scelto in base al calcolo delle ore che i dipendenti Sorgenia passano al di fuori dell'azienda per esplicitare le proprie mansioni.

Il Giorno, 26/06/2020, Spese nel quartiere contro code e smog

GaiaGo Mini

MarkusAuto HOME CHI SEGUIAMO TOP MARCHI AUTO TUTTI I MARCHI INTERESSI

GaiaGo Mini, compra in quartiere e hai lo sconto sullo sharing

PUBBLICATO IL 23/06/2020 09:58:10 UTC



Share

Nuova iniziativa ideata da GaiaGo, ormai piattaforma di mobilità elettrica condivisa integrata negli edifici (leggi in partnership con MarkusAuto Spa di Milano, leader storico nell'ambito dell'insurance, si chiama GaiaGo Mini.

Convenzioni con i negozi per i dipendenti di Milano

Per i prossimi due mesi i dipendenti della MarkusAuto Spa riceveranno una mappa delle attività commerciali che hanno aderito all'iniziativa (tra cui gelaterie, ristoranti, bar, pasticcerie, panifici, centri estetici). Ogni acquisto effettuato presso di loro sarà accompagnato da codici sconto univoci da utilizzare in servizi di mobilità condivisa.

I mobility provider sono Mikoto, primo servizio di scooter sharing in Milano, e GoVet, startup che offre servizi di micro-mobilità in sharing. Riforniranno i loro scooter e monopattini elettrici e permetteranno ai dipendenti di avere 15 minuti di mobilità gratuita grazie ai coupon rilasciati dai commercianti.

Markusauto, 29/06/2020

GaiaGo Mini, compra in quartiere e hai lo sconto sullo sharing

TEAM



Giorgio Meszely
Founder & CEO



Andrea Vettore
Operation Manager



Mattia Zara
Marketing Manager



Carola Simoncini
Marketing Specialist



Davide Bellani
UX/UI Designer



Bartolomeo Tiralongo
Full Stack Developer



Alessandro Marchesani
Senior Mobile
Developer



Cesar Perales
Technical
Specialist



Simone Carugati
Graphic Designer




gaiago

