



An integrated Management
Consultancy and Startup
Studio specializing in
mobility.

Why we started Beta Mobility

Today transport accounts for 25% of global emissions. With 2.5 billion people moving into urban areas over the next 30 years, transitioning to a new transportation paradigm is imperative.

Cities have always adapted, yet with infrastructure comes legacy failing to meet the rapid change ahead. That's why we need to work on mobility in new ways. Experimenting, learning and validating is how we solve the movement of ourselves and our goods going forward.

Putting **new mobility into beta**.

Mobility as a domain and industry brings together technology, human behaviour, policy public-private partnerships and touches a multitude of adjacent markets. Mobility has unique characteristics requiring specialized understanding of integrations, regulation and policy.

That's why we're starting **a specialized, management consultancy** with deep vertical knowledge setup for lean delivery.



Beta as a co-founder

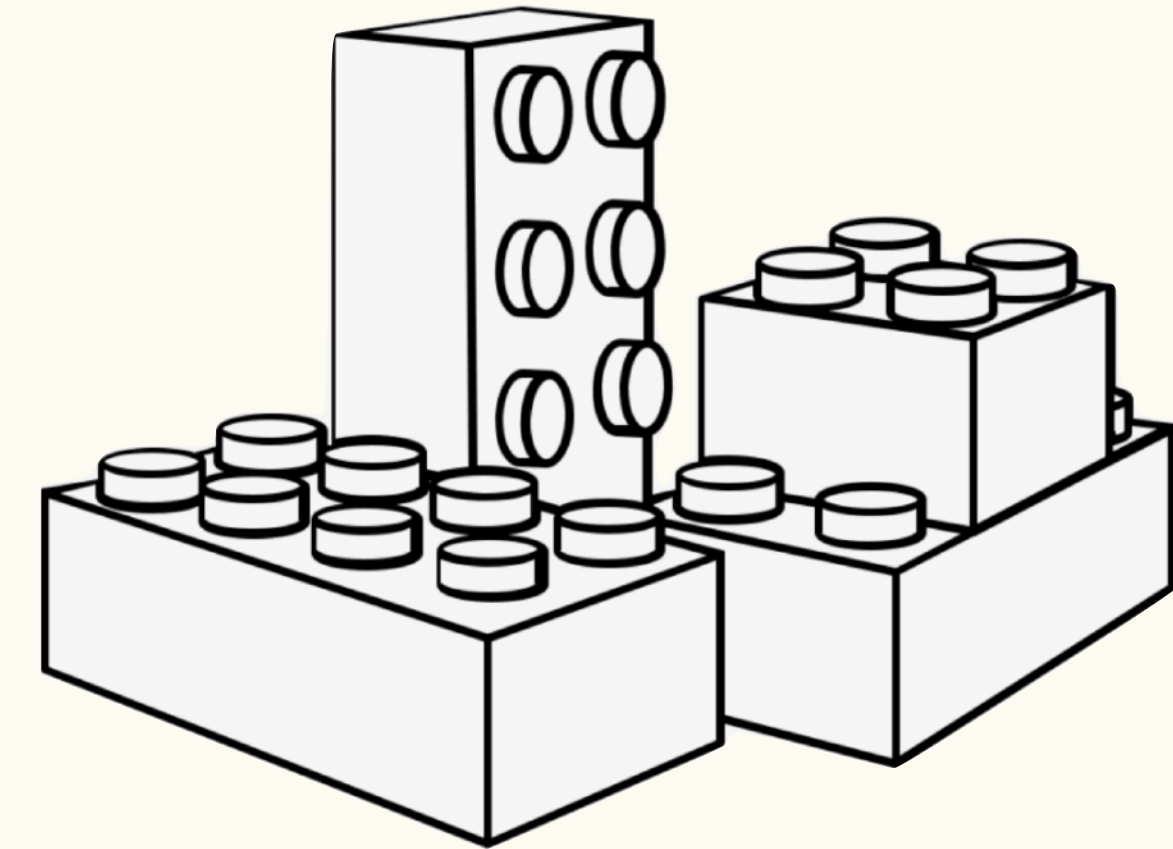
Building new teams and companies around a problem.

For certain cases, Beta Mobility is set up to build products and companies based on a common structure of technology and operational playbook originating from three different models:

Self initiated: Where we build our own product based on market insight and spin this out to become an independent company.

Co-founded: Where we join forces with another founder that either brings an idea, funding or other relevant assets and we form a company around the collaboration.

For hire: Where Beta Mobility offers our mobility startup playbook for clients, setting up at team getting a new company or service off the ground.



Self initiated.

Co-founded.

For hire.



Data & Collaboration

The innovation that needs to happen begins with stakeholder alignment and common access to data.

Freight on transit (FOT) is perhaps most known from academic papers and a handful of infamous garbage trains. Yet, with growth and structural changes happening in logistics new possibilities emerges.

A few hypothesis and observations:

- Institutional barriers are bigger than technical challenges to achieve FOT.
- Standardized (open) data within logistics is still lacking and of inconsistent quality.
- There is a movement towards consolidation of warehouses and more terminals for transloading at city (center) limits.
- Routing becomes dynamically populated and real-time adjusted.
- Exponential growth in both online shopping and expectations of same-next day deliveries.
- Non-optimized utilization across total fleet.



Entur for parcels?

Ruter has a unique role in understanding aggregated movement and intention.

Ruter process highly relevant information in when, how and why we are on the move. Owning multiple of the touch-points and UX also represents great potential.

Based on a data-position:

- Can shared data be used to time- and place-shift deliveries to off-peaks, avoiding congestion?
- Could shared data unlock potential of co-utilized fleets?
- How can travel data help optimize positioning and utilization of delivery/pickup points?
- Are bus-stops a potential network of multi-use mobility/pick-up points?
- In the far future - how does this lay the groundwork for Autonomy and Podification in logistics?
- Develop product relevant for other EU PTAs (licensed or exported by Ruter).





Open Innovation

A «neutral» position as a PTA holds great potential for databased, PPP-collaborations.

Innovation in private-public partnerships is one of the greatest untapped potential in mobility. The organizational hurdles are often the real show-stopper, and legal procurement challenges are likely to be blamed.

Successful pilots and 3P-projects:

- Have sufficient and clear mandates
- Have dedicated sponsors and «champions»
- Have well designed partner alignment
- Have processes that take into account the organizational differences (Startoff is doing great work in this regard).
- Ensures that the learning and know-how developed remains in the organization(s) and ideally back into the public domain (open innovation).
- Have a sustainable model for ownership and responsibility beyond a pilot.
- Are the ones that actually ship and are deployed into the real world.

What's in beta?

A team with a vast network and wide background from the European mobility industry.

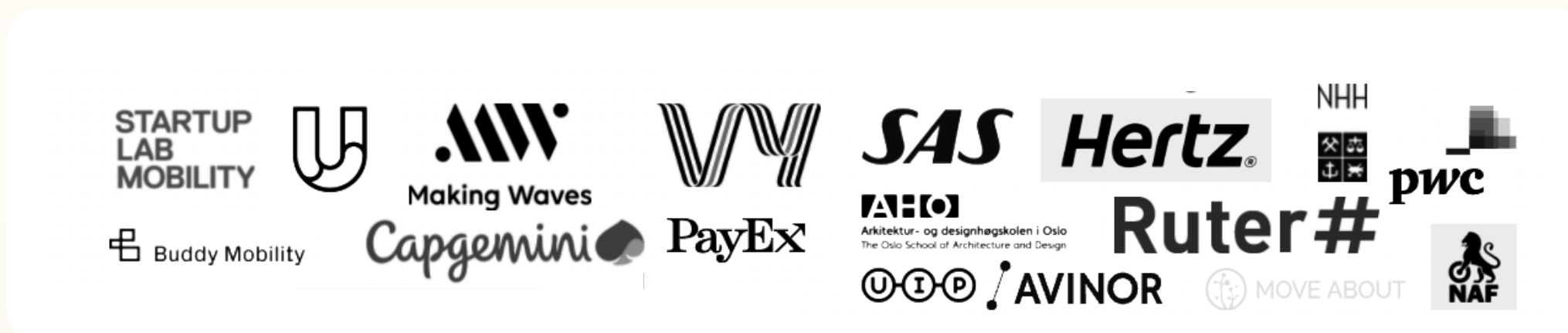
Beta Mobility offer specialized and industry specific consulting to aid clients in transition to lower emission services, adapting to new behavior and transform legacy structures.

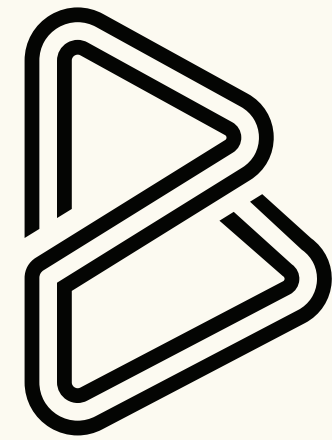
Our primary verticals are **Urban Mobility, Public Transport, Logistics** and **Electrification**.

The team comes from various backgrounds in Mobility, Micromobility, Public Transport, Airline Industry, Car-sharing, Payment, Strategy & Business Development, Product Management, Startups and Fundraising, Soft-funding and Policy development.

Mobility specific

- **Strategy & business development**
- **Market research and analysis**
- **Pilots & Project Management**
- **Launch of new mobility services**
- **Product Management**
- **Procurement**
- **Policy Advice**
- **Sustainability Tracking**
- **Due Diligence**
- **Soft Funding**
- **Fund Raising**





beta mobility

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