



ECOMOTION
SMART TRANSPORTATION COMMUNITY



כנס תחבורה היום ומחר, נובמבר 2017



2012: EcoMotion Smart Transportation Community





The EcoMotion Vision

To position Israel as a global innovation center
for Smart Transportation



EcoMotion

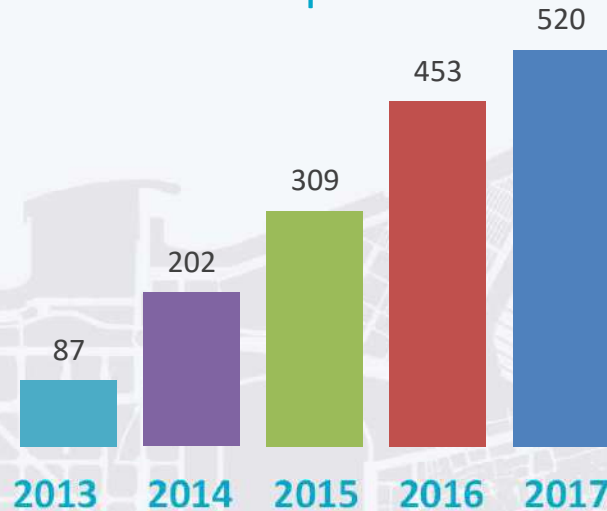
Smart Transportation Community





2013-2017

Israeli Smart Transportation Start-Ups





ECOMOTION

SMART TRANSPORTATION COMMUNITY

**Connected &
Autonomous**



**Electrification
& Energy**



**Urban
Mobility**



**Drones &
Aviation**



**Shared
Mobility**



Fuel
Choices and
Smart Mobility
Initiative



**INVEST
IN ISRAEL**

MINISTRY OF ECONOMY
AND INDUSTRY
STATE OF ISRAEL



**ISRAEL
INNOVATION
INSTITUTE**

TRANSFORMING INNOVATION TO SERVE SOCIETY



6th ECOMOTION MAIN EVENT ** May 23rd 2018**

EcoMotion 5th Main Event:

- 1460 Attendees
- 280 Start-ups
- 250 International guests
- 240 B2B meetings
- 109 International companies
- 70 Start-ups in the exhibition
- 1000 Liters of beer





Current mission – Innovation Implementation!





Orlie Dahan

Executive Director

orlie@israelinnovation.org.il



A stylized city skyline composed of white line-art buildings. Above the buildings are several blue icons: a cloud, an airplane, another cloud, and a third cloud. Below the skyline, a series of colorful lines (yellow, green, blue, red) run horizontally across the page, with some lines curving upwards and downwards, resembling a network or data flow.

Move different

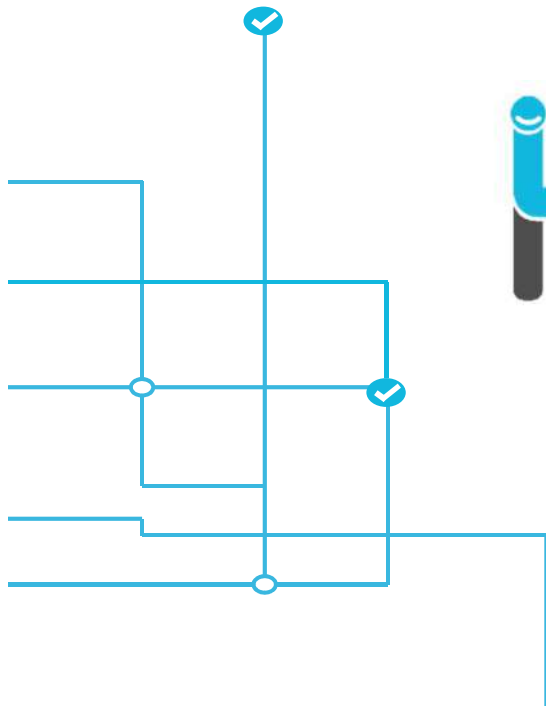


ECOMOTION
SMART TRANSPORTATION COMMUNITY



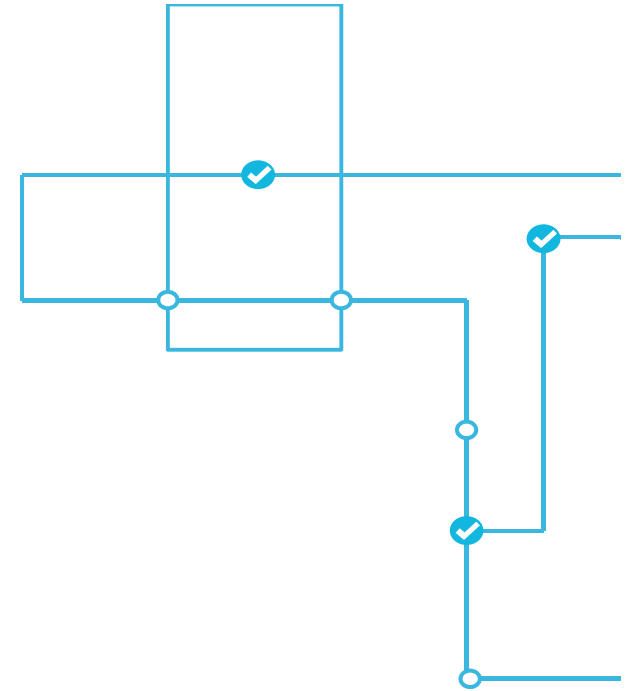
HopOn

Amir Rosenzweig, CEO



HopOn

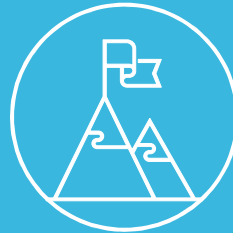
Travel smart



AWARDS & RECOGNITION

 <p>W2NYC GLOBAL INDUSTRY CHALLENGE</p>	 <p>amazon web services AWS summit 2014</p>	 <p>verizon POWERFUL ANSWERS AWARD</p>	 <p>TRANSPORT TICKETING & PASSENGER INFORMATION GLOBAL AWARDS</p>	 <p>STARTUPAUTOBAHN powered by PLUGANDPLAY</p>	 <p>FinTech Village Powered by ING</p>
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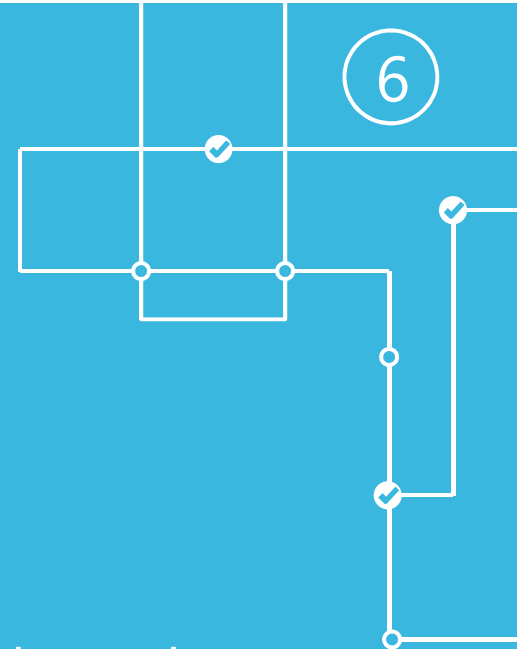
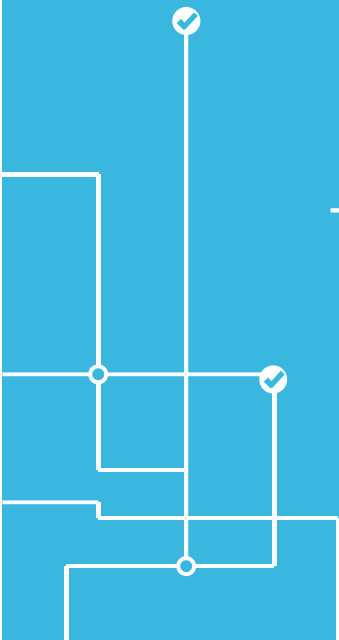




HopOn's Vision

To modernize the experience of ticketing through real time seamless mobility and to transform the mass transit industry through analytics and **Big Data**

6

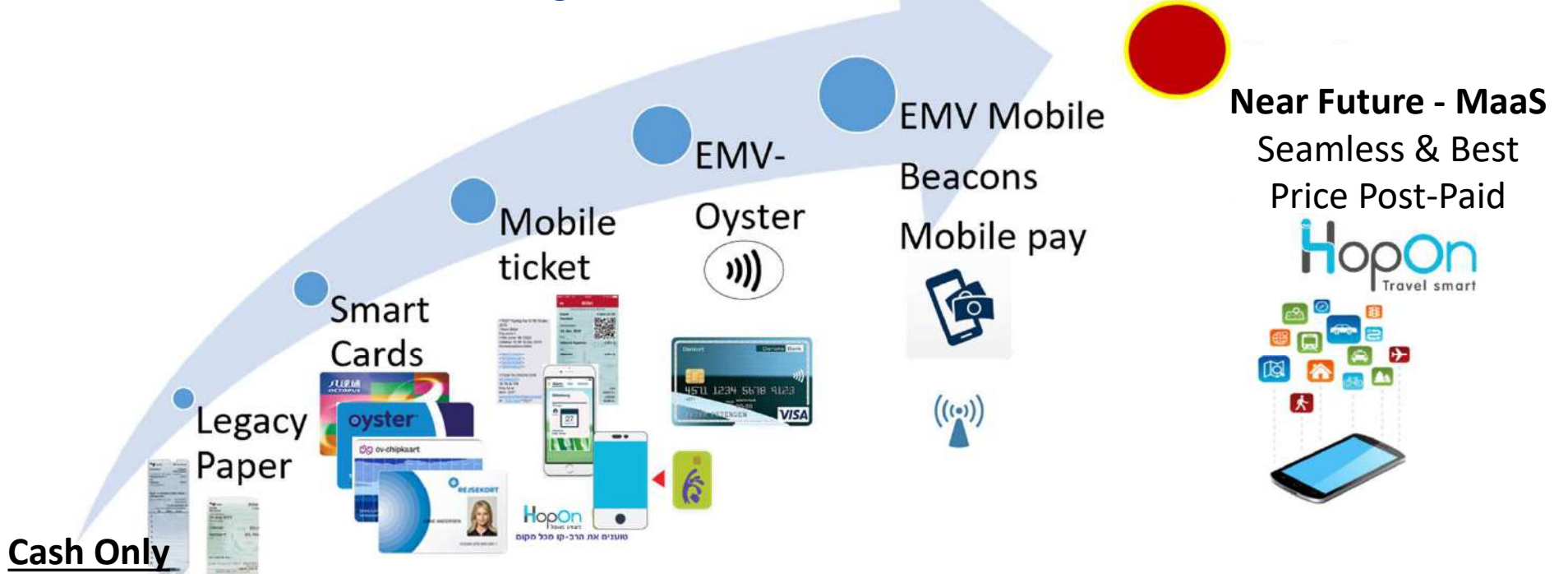


Transit Ticketing Evolution



From:
Operator Oriented –
“Use Our Ticket” - “Pull” Ticketing

Towards:
Customer Oriented –
“Use What You Have” - “Push” Ticketing



Cash Only

CICO Enabled

CIBO/BIBO - Enabled

— Welcome to the "Hardware Free"
Future



\$2,000
Ticket
Validator



\$30,000
Ticketing
Machine

VS



\$50
HopOn
Beacon

HopOn's Technology Flow

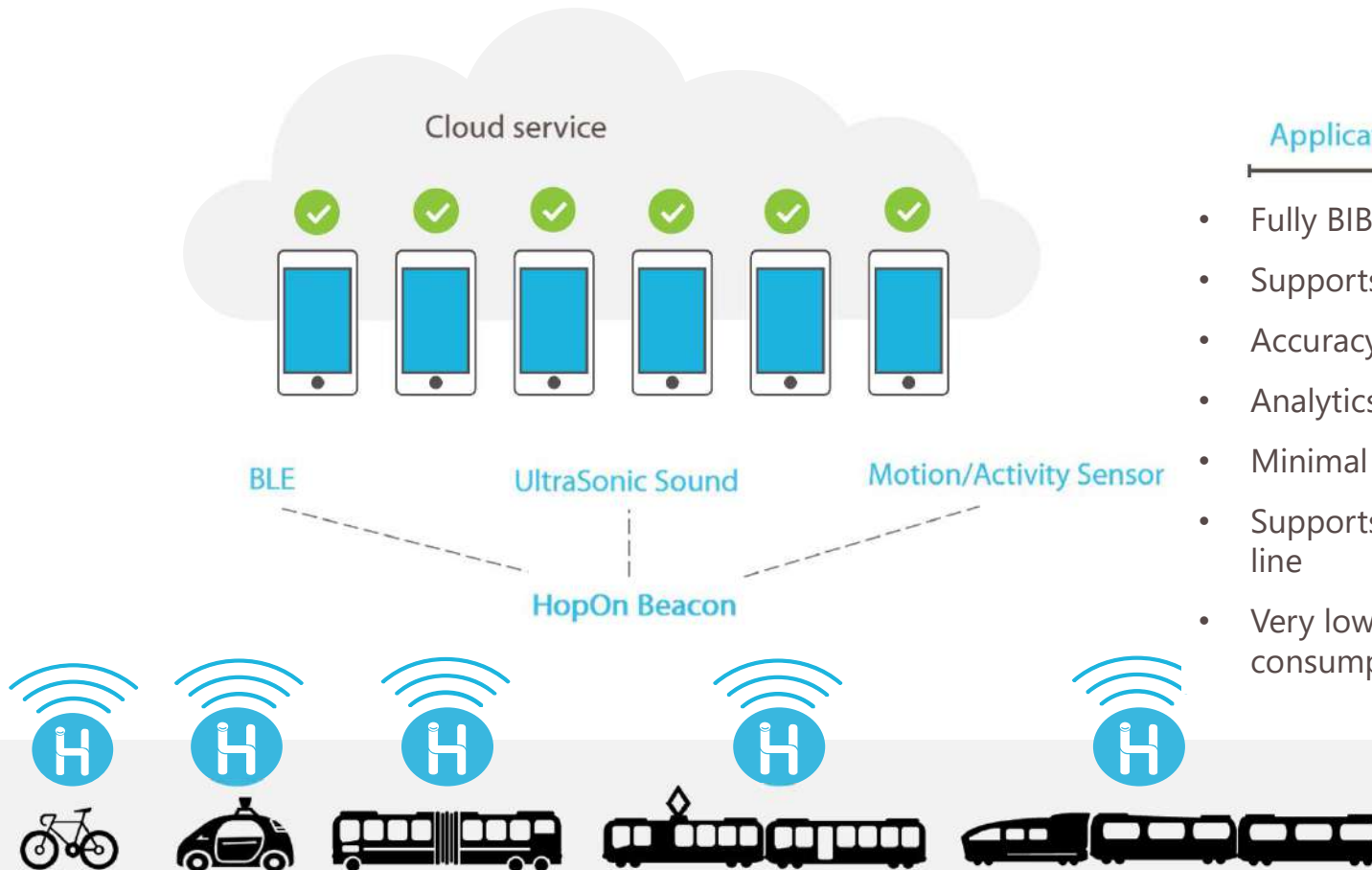


Applications include

- Fully BIBO enabled
- Supports Post-Paid
- Accuracy > 99.7%
- Analytics
- Minimal time for Validation
- Supports both Off-line & On-line
- Very low battery consumption



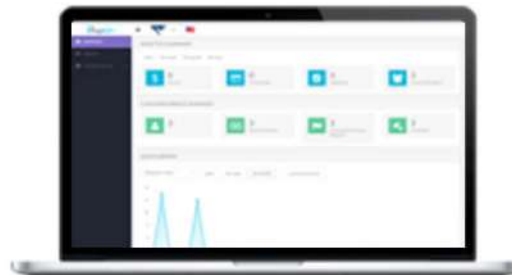
SERVICE LEVEL 1



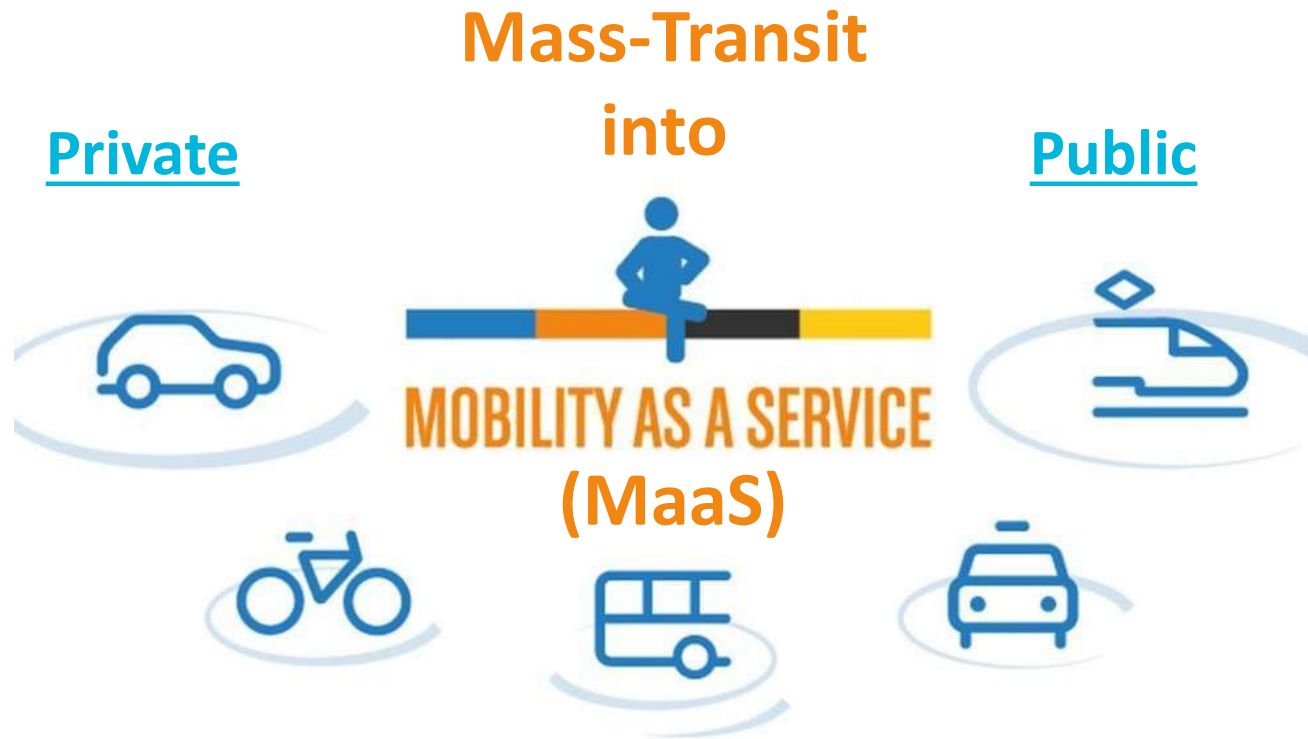


Consumer App/SDK:
Cross Platform and Device Agnostic

Back Office System:
Creating Brand New Opportunities in Big Data

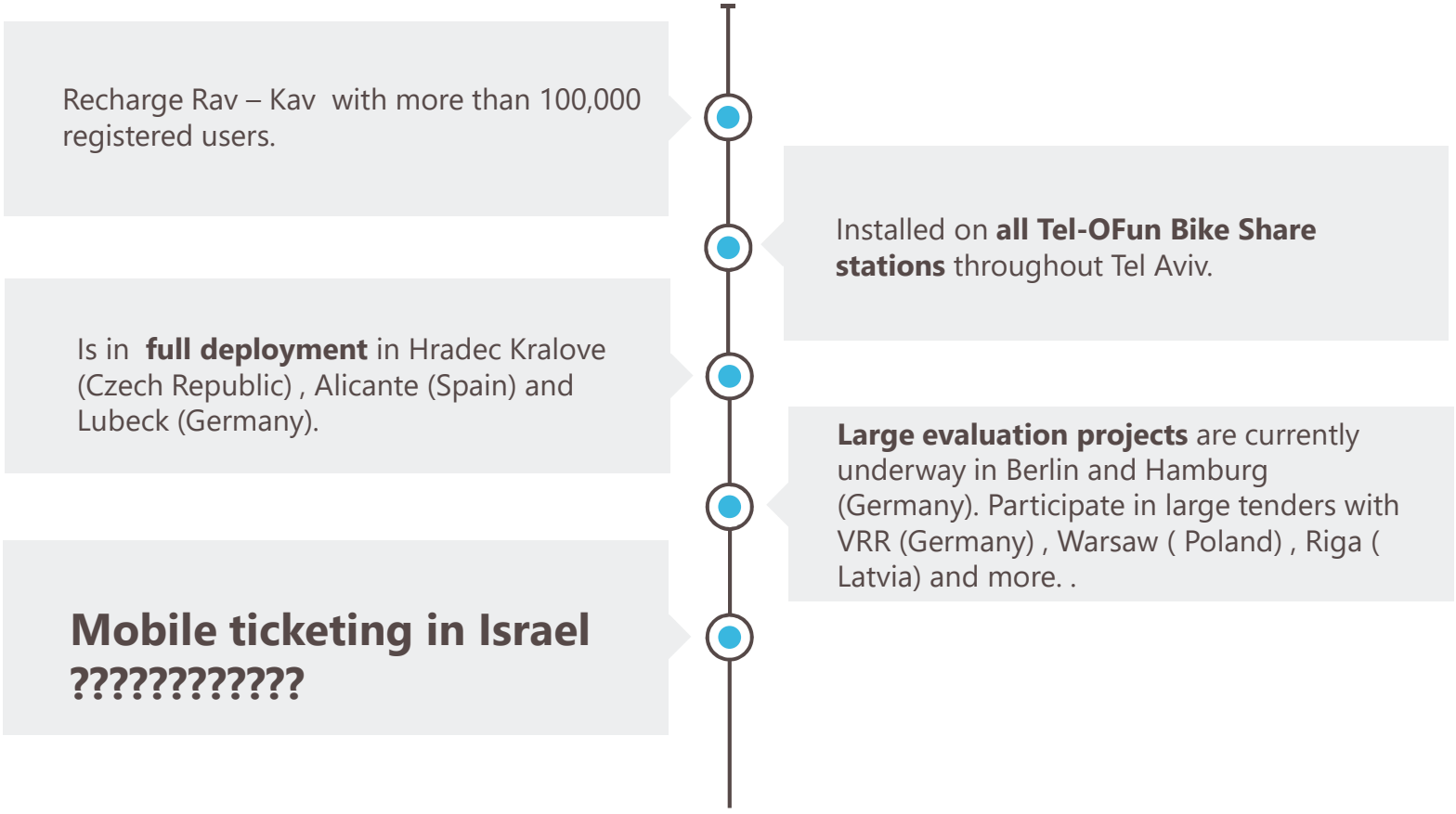


HopOn Inspect:
Fraud Prevention and Risk Management Tools



Seamless Ticketing

—○ Developments to Date ○—



Travel Smart

From Cash to Electronic Payment

From Hardware-based solution to Software-based solution

From Pre-paid to Post-Paid / Best available price

From Pull to Push

From "Card-Centric" to Account Based Ticketing

Seamless
Travel

Seamless Mobility and Big Data

Thank You



The image features a stylized city skyline in the upper half, composed of white line-art buildings. Above the buildings are several blue icons: a cloud, an airplane, and another cloud. Below the skyline, a series of colorful lines (yellow, green, blue, red, purple) are drawn in a step-like pattern across the width of the image. The background is a light gray map of a city grid. In the center of the map, the text 'Routevalet' and 'Motti Sigel, CEO' is displayed in a bold, dark blue font.

Routevalet

Motti Sigel, CEO

ROUTEVALET



THE APEX OF MOBILITY

Presentation for Ecomotion:

תחבורה היום ומחר

November 23rd 2017

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CEO

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