flexigo

flexigo provides corporate and campus mobility Software as a Service (SaaS) platform. Incorporated in Europe in 2016, in Delaware in 2021, and registered in California in August 2022.

Mobility Services

- Commute analysis
- Carpool / vanpool
- Fixed line and on-demand dynamic shuttle service
- Pool car management
- Rideshare

Website

- https://www.flexigo.com/en/

Contact

- Dave Gallon, Managing Director - US West, dave.gallon@flexigo.com

References

- Sisecam (Istanbul, Turkey)
- BNP Baribas, TEB (Istanbul, Turkey)
- Garanti BBVA   (Istanbul, Turkey)
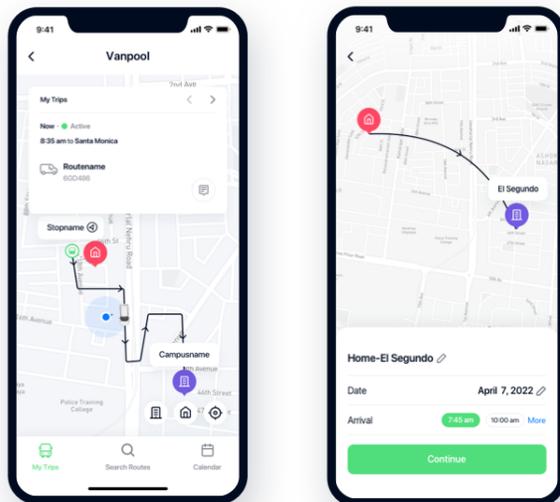
Experience

flexigo has been operational in Europe for over 6 years. They currently serve over 40,000 daily users managing over 4,000 shared vehicles (cars, vans and shuttles) on its platform. Most flexigo customers are corporations providing subsidized commute solutions to their employees. flexigo expanded to the US in 2021 with a main focus and offices in California.

Services

Some of flexigo corporate customers provide 100% subsidized commute solutions to their employees. Their main motivation is to provide equitable and sustainable access to work for employees across different income levels. While this benefits people living in disadvantaged communities by removing the barrier of commute to work, it also helps employers to improve their talent acquisition and retention.

The core model of their platform is to aggregate demand either originating from or destined to a single location. Work sites and campuses are good examples for this. When the work site employs lower wage job group employees, they tend to live in disadvantaged communities. Hence deployments in such scenarios serve more than one disadvantaged community by leveraging the pooling power (heading to the same destination) of dynamic routing. Pooling and aggregation results in higher ridership, lower cost and emission per trip.
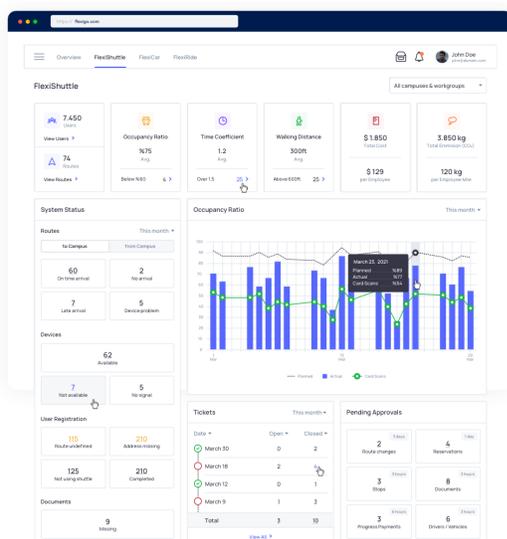
Equity

Engagement

One way in which flexigo supports community participation is through its online platform, which allows users to easily search for and book shared commute options. This platform also allows users to provide feedback and make suggestions for improvements, which helps to ensure that the services are meeting the needs of the community.

Language

flexigo supports language equity by providing access to its app in a variety of languages. This helps to ensure that users who may not speak English as their primary language are able to fully understand and participate in the shared commute program.

Unbanked

Finally, flexigo supports access for the unbanked by offering payment and reservation solutions that do not require a credit or debit card. This helps to ensure that everyone, regardless of their financial status, is able to access and use the shared commute options provided by the program.

Financial
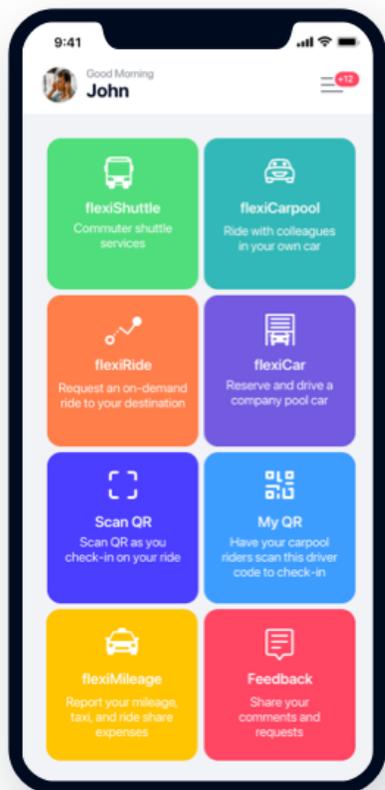
Cost
flexigo would expect 50% of the project cost to be covered by CMO funding and 50% by the partnering work sites and/or communities.

Pricing
flexigo provides solutions on a SaaS model. The monthly minimum retainer is $10,000, and flexigo charges per active user per month or per vehicle per month depending on the deployment model.

The per user per month varies from $2 to $10 per user per month, and the per vehicle model varies from $100 to $700 per vehicle per month depending on the type of service provided. Flexigo has a monthly $10,000 minimum license fee.

Revenue
On the SaaS model, flexigo has a single point platform providing various travel modes and does not use any external software partners. For consultancy and deployment recommendations to organizations, they are willing to partner with and develop revenue sharing agreements with Transportation Demand Management (TDM) consultants and Transportation Management Organizations (TMOs). For Transportation as a Service (TaaS), deployments that combine the tech platform as well as the vehicles and/or drivers, the transportation partners would get their share of revenue.

This would depend significantly on the project type. Two main factors include if the project is SaaS or TaaS and which modalities are deployed (shuttles, vanpool, carpool, carshare, rideshare).

Financial Sustainability
flexigo can support projects at every stage such as planning, development, testing, operational launch, ongoing operational execution, and reporting.

Corporate, state or federal funds would need to be involved in such projects for sustainability. One of the core strengths of the platform is the ability to

measure, simulate, launch, manage and analyze more than one modality through a single platform. Hence following the initial phase substantial data and analysis could be leveraged to prove (if it is the case) that the Key Performance Indicators (KPI's) of the above funds would be met going forward that would facilitate further funding.
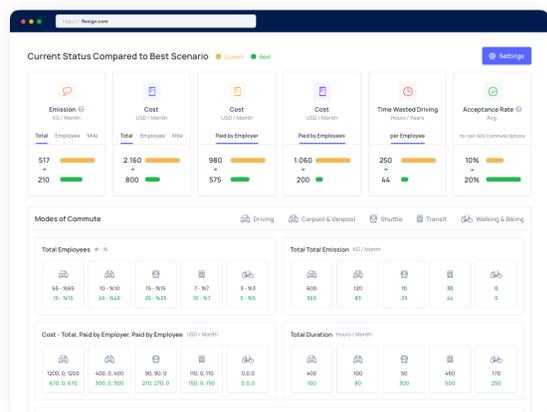
Data

Data Ownership: flexigo deems the end user the main data owner. Depending on the project type and agreement structures, raw and/or processed data might be shared with project panthers with prior consent of end users. The organization does not share data with other third parties unless any project has specific such requirements and it is defined within the project and end user agreements.

Data Storage: All servers and storage is located within the US at Amazon Web Services (AWS) in North California. flexigo performs periodical data breach tests on systems.

Data Sharing: flexigo is open to share data with project panthers as long as these are clearly defined within the project agreements as well as the appropriate consent is acquired from the end users.

Data Protection: They do not share nor export data to third parties without prior consent of the end users and/or project partners.