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# Virtual Agency to Maximise the use of existing resources to meet all mobility demands

**Brian Masson FCILT**

Founder Director Multi Modal Transport Solutions Ltd (2003)

Online workshop:

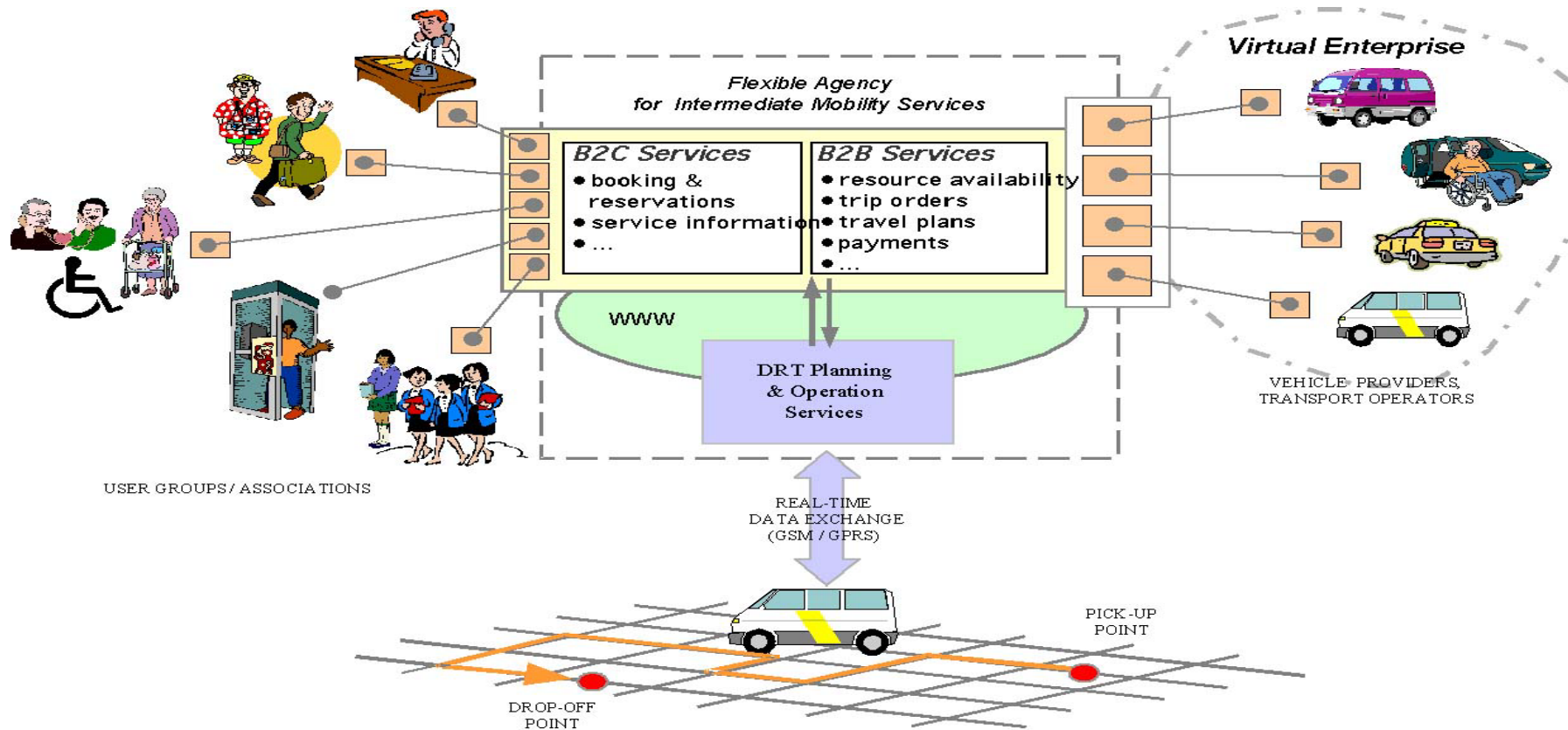
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# FAMS Multi Modal Virtual Agency Business Model



## FAMS Creation Process

To scale up technology, service and business models currently adopted in Demand Responsive Transport and support the evolution **from single DRT applications** towards the concept of a **Flexible Agency for Collective Demand Responsive Mobility Services**.

Will enable:

- ✓ to **innovate** the DRT business and service models implemented through the adaptation, extension and trials of new IT infrastructures and e-Commerce/e-Business services to support their operation within the Flexible Agency concept
- ✓ to **build confidence** for authorities and investors (operator, communities and suppliers) by the ability to plan, organize and deliver:
  - ❖ a quality product that meets the needs of users who have, until now, been marginalized by the transport offer
  - ❖ substitute mobility products that are cheaper and more attractive than non-viable conventional services
- ✓ to lead to **deployment** of DRT and Intermediate Transport concepts based on innovative Flexible Agencies

## Evidence of Success

Using Lean, Co Design, Co Creation involving multi stakeholders leads to developing Multi Stakeholder Business Models.

EU NEWBITS project tested various models and returned between 2.5 and 13 times return on investment.

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# Thank you!

Brian.masson@btinternet.com

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+44 7957 645202

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