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| **MaaS INVESTMENT FUND**  **BUSINESS CASE**  Company name:  Date: Click to enter date  Completed by: |  |

****Please complete the Business Case in conjunction with the information contained in the Guidance Note and return with your completed Application Form and supporting documentation.

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| 1. Describe the Scottish public transport network related challenge that you aim to address with your MaaS solution | Evaluation weighting  5% |
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| 2.a. What is your MaaS technological solution? | Evaluation weighting  15% |
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| 2.b How will it be applied within the realm of Scotland’s public transport (traditional, active or emerging) and travel networks |  |
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| 2.c If there is any additional work required to bring this MVP to a competent state for pilot progression, please provide details below and outline key deliverables for this and the accompanying timeframe (to be ready for launch no later than 31 March 2020). |  |
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| 2.d. what is innovative about your solution? |  |
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| 3. Which Scottish Government agenda(s) are you looking to address with your maas pilot (modal shift, active/sustainable transport, digital innovation within public transport arena) | Evaluation weighting  15% |
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| 3.a How does your MaaS pilot address this agenda(s)? |  |
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| 4. Which of the thematic area(s) are you looking to address with your maas pilot (Rural, Islands & Communities, Tourism, Tackling inequalities, accessibility and mobility barriers) | Evaluation weighting  15% |
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| 4.a How does your MaaS pilot address the thematic area? |  |
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| 5. What is the intended impact(s) and benefits of your MaaS solution to the end user (eg. passengers)? Provide evidence based assessment or research. | Evaluation weighting  10% |
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| 6. Where is your intended MaaS solution pilot location within Scotland and explain why you have chosen this location? | Evaluation weighting  5% |
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| 7. Outline your commercial strategy, demonstrating a sustainable and scalable business model, expected growth and/or development potential, within current Scottish market conditions. | Evaluation weighting  5% |
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| 8. If a co-creative or similar approach to the pilot has been taken, please outline your key stakeholders, their role within the project pilot and provide letters of commitment (or equivalent). | Evaluation weighting  5% |
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| 9. Explain how your MaaS solution will be inclusive and accessible? | Evaluation weighting  5% |
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| 10. What are your key risk and mitigations in delivering your MaaS solution project? (for example unintended impacts, technology, finance, commercials etc) | Evaluation weighting  5% |
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| 11. Demonstrate how your MaaS solution is compatible with, or working towards integration with, exisiting Scottish public transport smart technology infrasture/specification (e.g. cEMV, mobile and/or ITSO). | Evaluation weighting  5% |
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| 12. How will you effect sustained behavioural change with your target audience and stakeholders? | Evaluation weighting  5% |
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| 13. What monitoring and evaluation process do you have planned to assess success, and in which areas – for example uptake, behavioural change, rate etc - for both stakeholder and public? | Evaluation weighting  5% |
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