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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 technical solution? | *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 30 June 2021). |
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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 (i. National Transport Strategy transport priorities; ii. Modal shift; iii. Active/sustainable transport; iv. Digital innovation within public transport arena)? | *15%* |
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| 3.a How does your MaaS pilot address this (these) agenda(s)? |
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| 4. Which of the thematic area(s) are you looking to address with your MaaS pilot (i. Rural, islands and communities; ii. Tackling inequalities, accessibility and mobility barriers; iii. Urban environments; iv. COVID-19)? | *15%* |
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| 4.a How does your MaaS pilot address the thematic area(s)? |
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| 5. What is the intended impact(s) and benefits of your MaaS solution to the end user (e.g. passengers)? Please provide evidence-based assessment or research. | *10%* |
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| 6. Where is your intended MaaS solution pilot location within Scotland and explain why you have chosen this location? | *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. | *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). | *5%* |
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| 9. Explain how your MaaS solution will be inclusive and accessible. | *5%* |
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| 10. What are your key risks and mitigations in delivering your MaaS solution project? (for example, unintended impacts, technology, finance, commercials etc.) | *5%* |
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| 11. Demonstrate how your MaaS solution is compatible with, or working towards integration with, existing Scottish public transport smart technology infrastructure / specification (e.g. cEMV, mobile and/or ITSO). | *5%* |
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| 12. How will you effect sustained behavioural change with your target audience and stakeholders? | *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? | *5%* |
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