DIGITAL SUMMIT
2-4 JUN 2021
BUS - MOTORCOACH - SCHOOLBUS
www.busworldnorthamerica.org
Survival

Mobility & Travel Restricted
None or limited government support
Shift of user behaviour

Covid-19

Opportunity

Digital Acceleration
Post-Covid trends in favour of bus
Rethink Mobility - new modals
Solutions from the market

Restart of network – rebuild but smarter
National Express

Invest in User understanding and transfer to digital and marketing
Mobility ADO, Marino Bus

Use technologies for smarter and more flexible route management and pricing
Grupo Flecha Amarilla, Oliver Wyman, City of Kolkata

Opportunity for new business – e.g. Employee transportation, Intermodal, direct to door
Flibco, Zeelo, University of Milano (study)

Digital services to handle Covid better. Pay as you earn services.
Vy / Turnit, CDOT / Betterez

Invest in own E-Commerce set-up. Pays-off fast
Civa
John Bailey
President @ Bailey Coach
How Bailey Coach Diversified During The 2020 Pandemic

John W. Bailey
President
Where We Started
March 2020

To all Bailey Coach Employees–

I wanted to provide you with an update of Bailey Coach operations. Effective yesterday, March 18th, 95% of staff was laid off, vehicles have been parked, and vehicle insurance was removed until further notice.

So what is next? Our plan is to use the tools we have to get business another way and bring employees back to work as revenue comes in. As many of you know, we have been using a special system in the vehicles to disinfect them since 2017 and have offered our services to area businesses. If you know of anybody that may need an area disinfected they can contact us at info@baileycoach.com or visit this link for more information: https://baileycoach.com/services/disinfecting-services/

To bring in revenue and keep the mechanics employed - We are also trying to increase the “outside vehicle work” side of our business by utilizing our existing mechanical staff and garage space. If you know anyone who needs a state inspection or vehicle maintenance please share this link with them: https://baileycoach.com/services/shop-services/ or have them call Ryan at 717-880-4728 to schedule.

The following are:

- Free COVID-19 testing
- Zoning to areas businesses and disinfecting
- Online reservations, and scheduling
What Next…?

- Use existing tools
- Educate yourself
- Create efficiencies
- Set-Up Procedures
- Marketing
How a York County entrepreneur turned his bus company to a cleaning service

By: Justin Henry
March 30, 2020 12:20 pm

Like many employers, John Bailey of Bailey Coach in Spring Grove, Pennsylvania, didn't make the coronavirus when he started hearing of the first reports of cases in January.

Anticipating a supply chain pinch, Bailey told his maintenance staff to stock up on materials for the company's auto shop and start looking for alternative sources.

"I told my maintenance staff that any part that comes from China that we have, I said order anything you need, order it now — tires, belts, brakes — so we have them in our shop," Bailey said.
Bailey’s Zero Hazard Was Born
Where We Are Today
www.BaileysZeroHazard.com

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Poll 1: Market Shifts
Fernando Aguilera
Head of Sales & Expansion
@ Reservamos SaaS
The market is being reset!
An opportunity to capture market share with customer oriented innovation.
9 out of 10 users are looking for experience / quality over price

Fuente: Google trends worldwide
Direct to Consumer (D2C) brand explosion is a trend in every market

Founded in 2011, Dollar Shave Club focused 100% on providing the great service coupled with a robust digital strategy. It captured 53% of the online market and 8.5% of total share by 2018.
Competing against massive marketing budgets is tough.

- **The core**: Inventory management system
- **The enabler**: Ecommerce suite: data, tech, & payments
- **More revenue**: Dynamic pricing suite
- **Much more revenue**: Ancillary products suite
20% of bus brands **do not** have an e-commerce site

The right time to double down on digital.

An opportunity to increase sales and market share

*Source: Reservamos SaaS research*
Key Takeaways

1. The market is being reset. A tremendous opportunity for all.

2. Customer oriented innovation is the key to success.

3. Direct to Consumer (d2c) brands are exploding across all categories.

4. Competing in digital requires focus, investment, and strong partners.

5. Focus on strengthening your brand.com over any other sales channel.
About Reservamos Saas

We help bus companies **outperform** by enabling smarter selling in the digital economy

Hit me up  
fernando@reservamos.mx

Head of Sales & Expansion
Poll 2: Sales Channels
Mike Costa
@ The Yankee Line, Inc.
Reimagine your assets

Yankee Line – Mobile Vaccination Units
Yankee Line – Mobile Vaccination Units
Reimagine Your Assets

▪ Define your assets (can your existing product be pivoted?)
▪ Discover the need (take note of supply chain issues, accessibility issues.)
▪ Dream the solution (build it and they will come....probably.)
▪ Deliver the product.
▪ Retain, sustain and grow.
Poll 3: Software Automation
Barak Sas
Head of Corporate Development
@ Zeelo
March 2020-2021

Market diversification and sales strategies
or
How we learned to stop worrying and love* Covid-19
A year of Covid-19

UK bus and coach registrations decline -32.0% as Covid hits 2020 market

ABA report estimates motorcoach industry will lose $11B due to COVID-19

Covid Relief Could Leave Bus Companies Behind
The motorcoach sector has been devastated by the drop in pandemic-era travel, but there's been little federal aid for this 3,000-company transportation industry.
The opportunity: essential employee commute

Essential employees are continuing to go to work

Fear and loathing of public transportation

Businesses are worried
Zeelo = smart bus platform for organizations

A fully managed and integrated 10* service

1. Intelligent routing targeting public transport deserts
2. Easy-to-use booking apps & tracking tools with subscriptions
3. Connecting to a pool of ‘000s of coaches through vetted fleet operations and technology
4. Transparent and actionable reporting; used for optimisation of services
5. Supported by real people; 24/7 support and data, operations and marketing experts
Pivoted to corona-safe services for the benefit of riders and businesses

Contact tracing • Cap # of seats • contactless payment • Managed social distancing • temp checks • Anti-viral sanitization • Air filtration • PPE for drivers
Experienced growth in 2020

- Revenue increased by X2.5
- 50K rides monthly
- United States flag
Building back: Future of Work

- Answering Commute volatility -> smart daily routing
- Flexible supply -> 12 seater to DD flex supply
- Empowering transportation managers -> decision making and reporting portal
Building back: Electric Back-to-Office

- Financing
- Demand generation Zeelo
- Charging infrastructure
- Motorcoach distributor
Working **together** with you

- Client Account Management
- Planning (RINA algorithm)
- Marketing
- Rider management - 24/7 customer service & live-ops
- Management portal & driver app
- Client Data & reports
ZeeRide TaaS

- Rider & driver app as-a-service
- Empowering operators
- Live in the UK
- Ready to roll out internationally
*I hate Covid-19
Webinar 22 April:
Lessons Learned: Keeping Passengers Safe During a Pandemic

DIGITAL SUMMIT 2-4 June:
Bus – Motorcoach – School Bus

For more info on how to become an attendee or sponsor of the event, VISIT:

www.busworldnorthamerica.org