

The **6 easy ways** to a profitable sharing business

Wunder Mobility



According to [The McKinsey Center for Future Mobility](#), in July 2021 almost 70% of respondents would use a bicycle, moped, or e-kickscooter to commute to work.

With all the diversity of options to travel sustainably, no wonder people are gravitating towards micromobility. Meanwhile, the number of shared mobility operators is surging everywhere.

If you're starting a business as a sharing operator, you probably have a lot of questions. We are here to answer the most imminent one: How can my shared mobility business become profitable?

After making a high initial investment and facing slow subsequent growth, many operators are avidly searching to find the recipe for success. Here are a few things that will help you in the initial phases of starting a profitable business.

- 1. CHOOSE QUALITY VEHICLES** 
- 2. CHOOSE QUALITY SOFTWARE** 
- 3. OPTIMIZE OPERATIONAL COSTS** 
- 4. MONITOR YOUR DATA** 
- 5. CHOOSE THE RIGHT CITY** 
- 6. GAIN AND RETAIN CUSTOMERS** 



CHOOSE QUALITY VEHICLES

The purchasing price of a vehicle **only makes up 30% of the total cost of its ownership**, the rest is spent on maintenance and operation. Choosing the right vehicle is a strategic choice, related to daily operations and infrastructure. Still, many mobility companies only realize after some time that they didn't go for the best option. Whether it be an e-bike, scooter, moped, or car, the hardware might have a short lifespan and before the sharing operator becomes profitable, it already needs to be replaced. Finding good hardware with strong and reliable technology will make vehicles last longer, and protect them from vandalism, theft, and other incidents. Let's look closer at what makes your vehicles **sharing-ready**.





How to select the right vehicle:



Maintenance & repair: Maintenance is a 24/7 topic. Vehicle parts need to always be on hand and easy to repair. You need to be able to buy them straightforwardly. And you can also store some parts bearing in mind this will take up storage space.



Reliability: The design of your vehicle needs to be bullet-proof and resistant to vandalism. In the event of a small accident, the parts should be strong enough to resist without cracking.



Sharing-ready: Choose a vehicle that is based on a model from the B2C market, but is sharing-ready. The B2C market is more mature and there is a lot of benefit from the long-term experience, stable supply chain, and scalability of their production processes.



Batteries: It's important to have powerful batteries with high-end technology. You want batteries to be used the maximum time possible so that you don't have to collect them often for recharging. Also, a fast charging time guarantees higher availability for users.



Connectivity: To have a smart, sharing-ready, connected vehicle, you will need an IoT device. It is also recommended to have a multi sim card so that you are not dependent on a single internet provider.

E-BIKE WD150



Range: 120 km **Top Speed:** 25 km/h
Motor: Bafang rear hub motor 36V 250W
Brakes: Front disc brake/Rear drum brake
Battery: Swappable 36V 20Ah
IoT: Native built-in

Highlights

- Motor & smart lock
- Designed for European markets
- LED head and rear lights
- LCD Screen
- Brakes with power-off function



Discover our vehicles

E-MOPED G5L



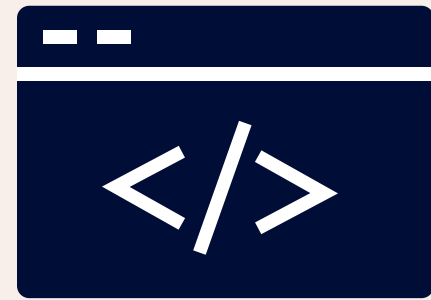
Range: 110 km **Top Speed:** 45 km/h
Motor: 2300W Hub motor
Brakes: Hydraulic disc
Battery: Double 72V 20Ah swappable lithium battery
IoT: Native built-in

Highlights

- Non-breakable plastic parts
- Top case fits two helmets
- 70x201d LCD digital display
- Spare parts in stock in Europe

co-developed with Yadea

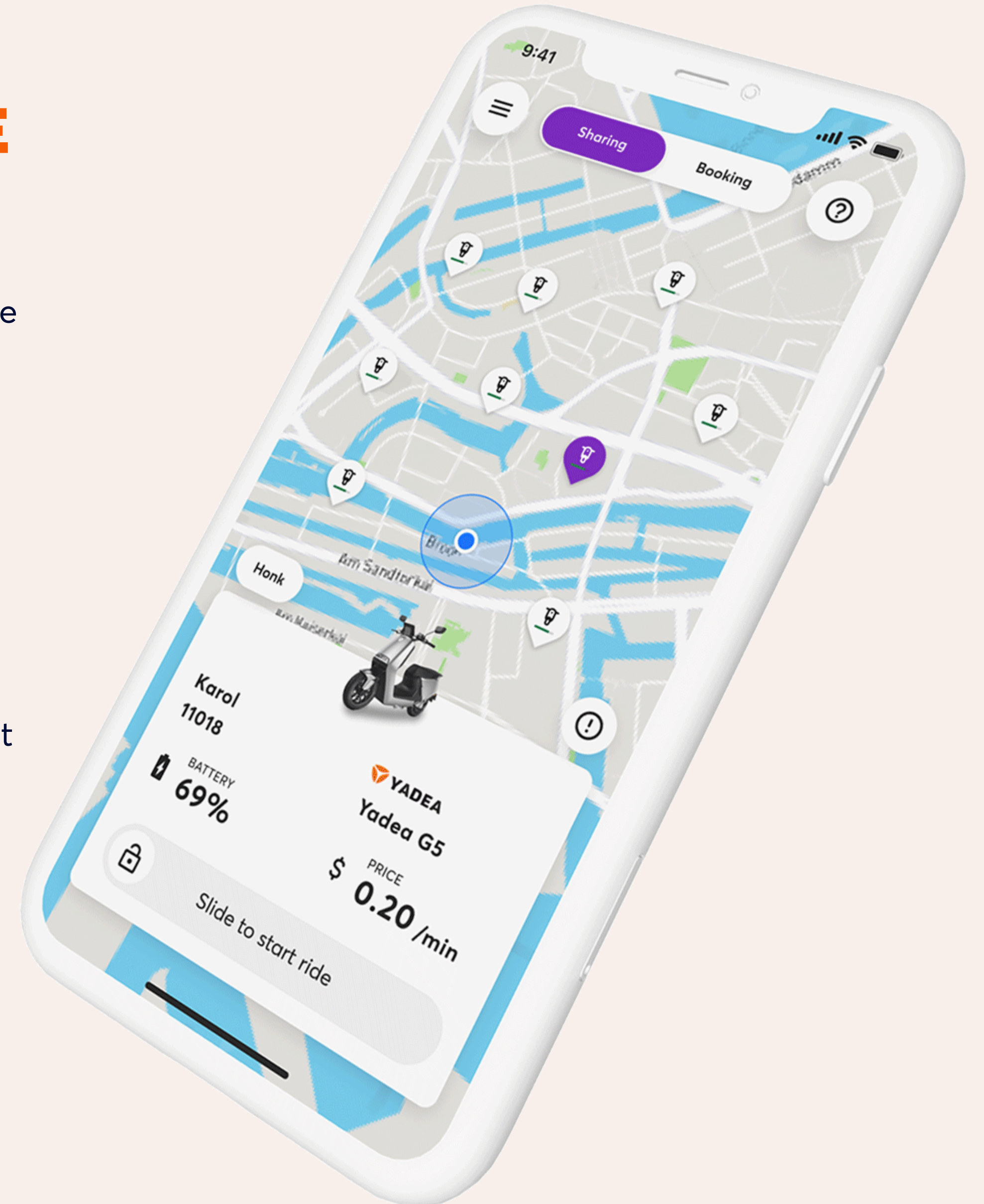
[FIND OUT MORE](#)



CHOOSE QUALITY SOFTWARE

Quality software is one of the foundations of profitable mobility sharing businesses. The backend will be the backbone of your business where you manage your entire fleet. It is where you will be able to track each vehicle, offer customer support, accept payments, and more. A good software, such as the one we offer at Wunder, with guaranteed 99% uptime, can significantly save time, reduce operational costs and increase revenue.

In addition, your app is where customers will have all their interactions with your service, such as finding, reserving, unlocking, and booking vehicles. It is important that your app works seamlessly for your customers, with an excellent UI and UX.





A few benefits of outsourcing your software:



Time management: When building your own software, a lot of trial and error is involved and deadlines can be harder to meet. Outsourcing guarantees that you can get your business up and running quickly.



Fewer costs: Outsourcing is an all-around cheaper option. You will not spend on overhead costs, you won't have to worry about renting an office space, paying for server-structures, or any other aspect of maintaining developers in-house.



Expertise: Starting a software business includes a specific set of technical skills and tools. With a software provider, you have the support, knowledge and consultation of experts who can also take care of any issues with the system.



Growth perspective: Outsourcing will guarantee you an efficient support system for scaling up. So, if you plan to go big, outsource! A big service provider will be prepared for every growth opportunity.



OPTIMIZE OPERATIONAL COSTS

Operational costs such as maintenance, relocation of vehicles, and daily charging or swapping of batteries can all impact profit margins in the shared mobility sector. If you want to be affordable for your customers, but still be profitable at the same time, make sure to reduce your operational costs as much as possible. This will ensure a reasonable margin and a competitive price.

How you can be efficient with your operations:



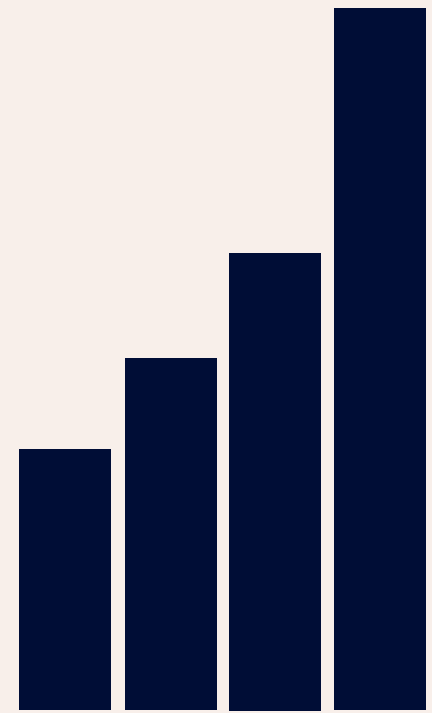
Automated messages: Some software allows you to select all vehicles that need attention. Whether they need a battery swap or have a hardware problem, you are able to send automated messages to your operations team to solve the problem right away.



Collaboration: Collaborating with companies that have a different focus is an interesting way to integrate other services into your operations. Outsourcing things such as insurance, to third-party providers can be a strategy to reduce operational cost.



Vehicles: As mentioned above in the section "Choose the right vehicle" - batteries, maintenance, and reliability of your vehicles all play an important role in optimizing your operational costs. The less downtime your vehicles have, the better.



MONITOR YOUR DATA

To avoid wasting money and labor on operations, it's important to have advanced data analytics. By looking at usage patterns, you can better understand where to strategically place your vehicles as opposed to agglomerating them in busy places such as central stations. Data will help to orchestrate the movement of your vehicles throughout the city.

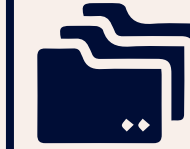
How data can help you to...



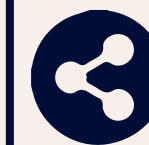
Realize your targets: Data can help you with your goals. Whether your strategy is to grow your business, improve your service, increase loyalty or drive down costs, data can give you the exact information to achieve your business objectives.



Understand your users: You can understand a lot through data, like what's the average household income of your customer, their willingness to pay, information about your potential competitors, how much discount they are giving, etc.



Keep track of operations: Separate data in time frames such as seasonal data, monthly data, weekly data. You can look at the data in a way that makes sense with your KPIs and use it as a parameter for strategic or tactical decisions.



Increase utilization: In order to increase utilization, operators need to make sure vehicles are well distributed throughout the city. Data can help you with this, as well as to find out where your highest demand is and where your competitors are located.



CHOOSE THE RIGHT CITY

Some markets have complicated regulations for mobility providers while others are easier, for example, in the Netherlands it is possible to drive mopeds in bicycle lanes, while in London, scooters need to be parked in specific bays

and can't be free-floating. In Rotterdam, for a long time, there was a regulation limiting the number of mopeds on the streets. Is the city open to taking operators' needs into consideration in the near future? If the city is not cut out for your business you will need double the work to achieve your goals.



A few things to consider:



Infrastructure: It is important to choose a city based on mobility infrastructure. Does your city have public transport, bike lanes, wide sidewalks, slow streets, and secure parking?



Long-tail cities: Operating in long-tail cities is less price-sensitive and you can have more brand awareness. In case you have competitors or partners in this location you could collaborate, for instance, sharing storage or repair facilities.



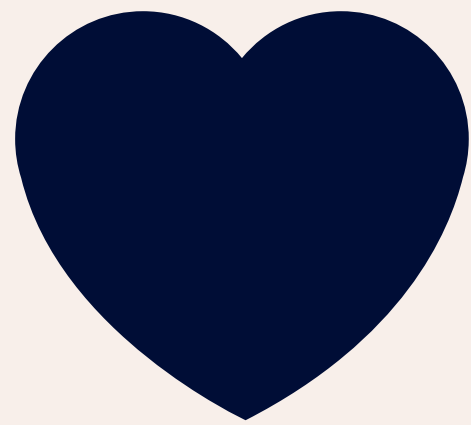
Seasonality: Micromobility suffers a seasonal impact. The most profitable seasons are the not-so-cold ones. This means, some places in the world are better suited for operations all year round. See [here](#) how seasonality affects ride-hailing rates in different cities.



City fees and legal requirements: The city in which you operate probably has city fees and legal requirements. Always factor these in your planning. You don't want to be caught off guard by bureaucracies, the city should be one of your greatest allies.



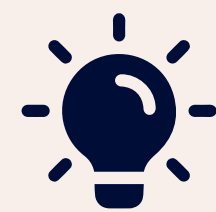
Openness with data: Some cities exchange data with mobility providers. This is very helpful for starting operators because they can have a greater view of the market. And for cities because they can use the data to improve infrastructure.



GAIN AND RETAIN CUSTOMERS

Gaining and retaining customers are both key objectives for a fruitful business. It is just as important to retain the customers you already have as it is to gain new ones. Ensure that customer retention is a KPI to measure your success.

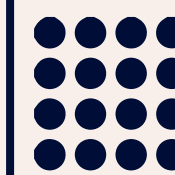
Think of:



Branding: Define your brand well to stand out in the market. Choose a name, a logo, and create assets such as brand guidebooks. Your branding will be seen in the streets when people look at your vehicles, but also on your app and website.



Loyalty: Brand loyalty is something you'll need to establish to survive in a competitive market. For that, you'll need to deliver quality and value. Be consistent, guarantee a great customer experience and make sure customers want to use your vehicles again.



Density of vehicles: The more people see your brand, the better. The density of vehicles on the streets will actually increase the utilization of vehicles rather than their downtime. Plus, users don't want to walk for more than a few minutes to find a vehicle.



Packages & memberships: Regular users of shared mobility might be very inclined to buy a package or acquire a membership. Customers pay a monthly fee to receive credits and are able to use the vehicles for a discounted price.



Points of Interest: The Wunder Mobility software allows you to mark points of interest on the map. For example, a local store that you partner with or a local historical site. This boosts engagement with your user as well as the local businesses.

How did you like our guide? If you're more confident to start your business, we reached our goal. Now, to get the details right, this guide might not be enough. It's good to have industry experts at your side who can support you through every step of the way. Wunder Mobility is a one-stop-shop with all-around solutions to help you start and scale your business. With more than 50k vehicles on our platform, activity in 900+ cities, and over 22m shared rides, we're able to offer you the professional planning and support that you need.

Launch and scale your shared mobility business today

[Get started](#)

Wunder Mobility

