

April 29, 2016

At **Moovit's** headquarters in Israel (Nov/14). First on the left: Roy Bick, Moovit's co-founder and CEO. First on the bottom-left: Fernanda Torós, Sabra's co-founder and CEO.



Picture by Fernanda Torós, Nov/14

**Mobileye's** presentation at Sabra's conference "Israeli Startups 2015: A High-Tech Look Into the Future" (Jul/15, Rio de Janeiro, Brazil).



Picture by Fernanda Torós, Jul/15



## Israel: Disrupting Transportation

Here we list 3 Israeli companies that have been disrupting Transportation.

### Mobileye:

Mobileye is a technology company that develops vision-based advanced driver assistance systems providing warnings for collision prevention and mitigation, therefore reducing the number and severity of traffic accidents. Consequently, it saves lives and reduces several costs such as insurance bills, costs to repair fleet, downtime, hospitalization and sick leave of drivers, legal and administrative costs, fuel costs, maintenance (tires and brakes), among others. The gadget with the technology can be easily installed in any car, truck or bus – or can be a standard feature of the vehicle. The chip inside the gadget process visual information and alerts the driver whenever there is risk of collision seconds before the collision is supposed to happen – therefore giving enough response time for the driver to react. Its clients range from automotive manufacturers, such as BMW, General Motors and Volvo, to rent-a-car companies, for example. In 2015, Tesla Motors announced that it is using Mobileye's technology to enable its self-drive solution, which will be incorporated into Model S cars. Mobileye is listed at NYSE.

### Moovit:

Moovit is a public transit app and mapping service. It offers real-time public transit information across transit modes, including buses, ferries, metro, trains, etc. It shows live arrival and departure times for these modes, up-to-date line schedules, local station maps, service alerts, and advices that may help passengers plan their trips. Users can access a live map, and view nearby stops and stations based on their current GPS location, as well as plan trips across transportation modes based on real-time data. The app is community-driven and integrates official public transit data from transit operators with real-time data collected from users via crowdsourcing. In addition to passively sharing data, users can actively send reports including reasons for delays, overcrowding, satisfaction with their bus driver, etc. Moovit is currently present in 65 countries and 850 cities, and has 35 million riders. It is in its D round and has raised over US\$ 82 million so far.

### Via:

Via enables passengers to share their ride with others headed the same way. Via's algorithms dynamically match passengers with available seats instead of entire vehicles, creating a highly affordable, convenient, and premium car/SUV/van/bus service, while keeping trip durations similar to a private taxi. Ride prices start at \$5 plus tax for those who prepay on the app. Contrary to its competitors, Via doesn't offer door-to-door services; rather, the app books multiple passengers headed in the same direction and drops them off within a block or two of their requested destination. Via is expected to disrupt not only the taxi industry, but the whole public transportation industry by creating "the public transit system of the future". Via is currently present in NY and Chicago. It is in its C round and has raised US\$ 137 million so far.