METROPOLIS:LAB
BARCELONA

Metropolis:Lab

a Startup in SEAT Group

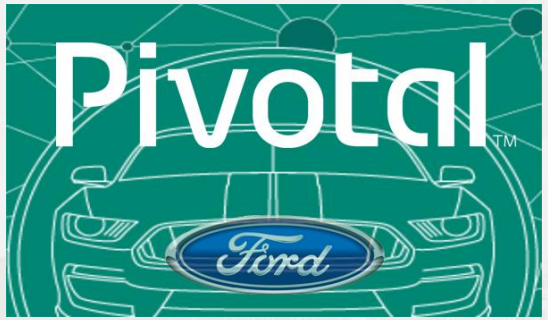
2017: Why open a Lab?

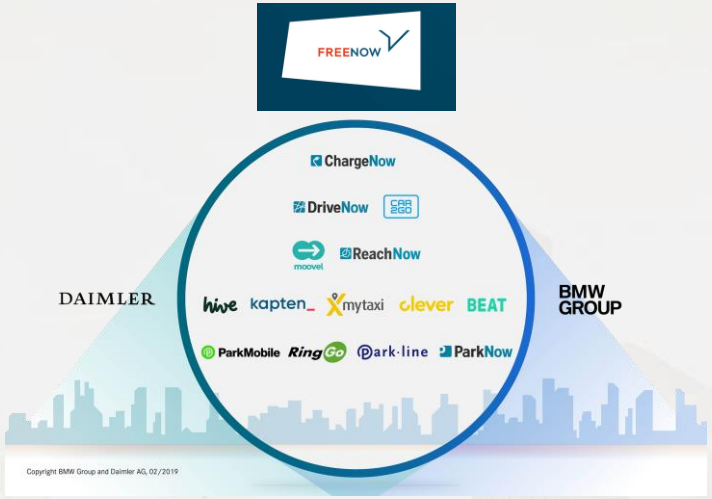
SEAT –> Smart Mobility –> Barcelona

How can big, traditional companies keep **innovating**?

How can a car company remain **competitive** and **relevant** in a world dominated by software, data, and a new ownership model?

A changing landscape





A “start-up”

Smart, dynamic, engaged

Creating a new entity, with the freedom to be:

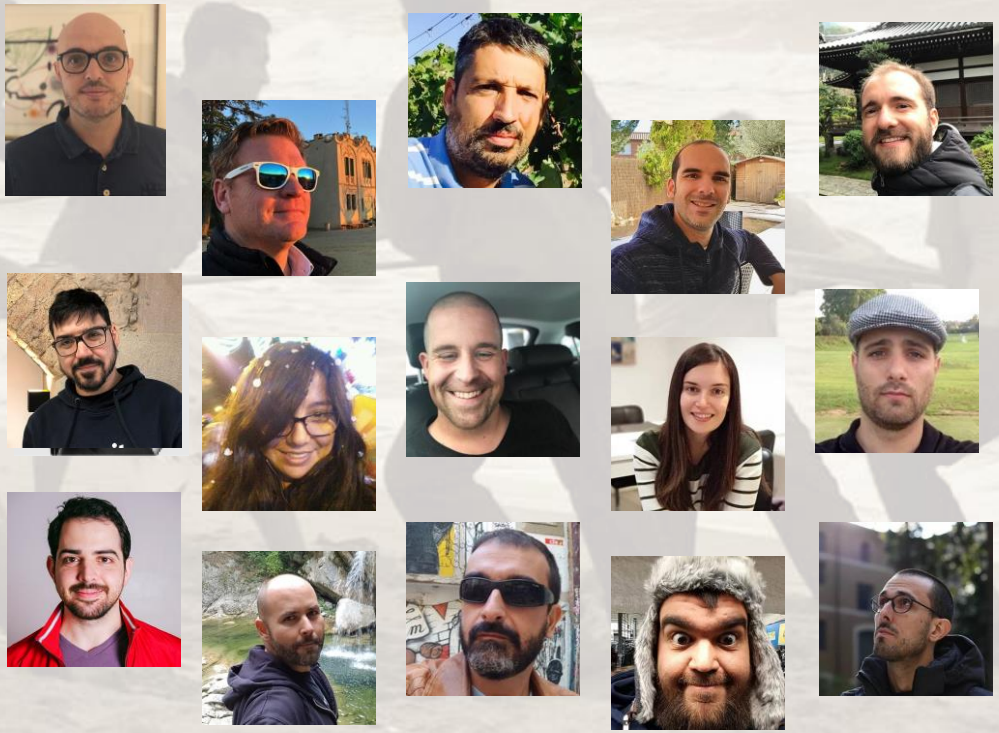
- Structured as a **startup**
- Independent, self-contained
- Flat hierarchy
- “Whatever works” methodology
- Great people

Remaining competitive and relevant

Location

People

the key to whatever we do



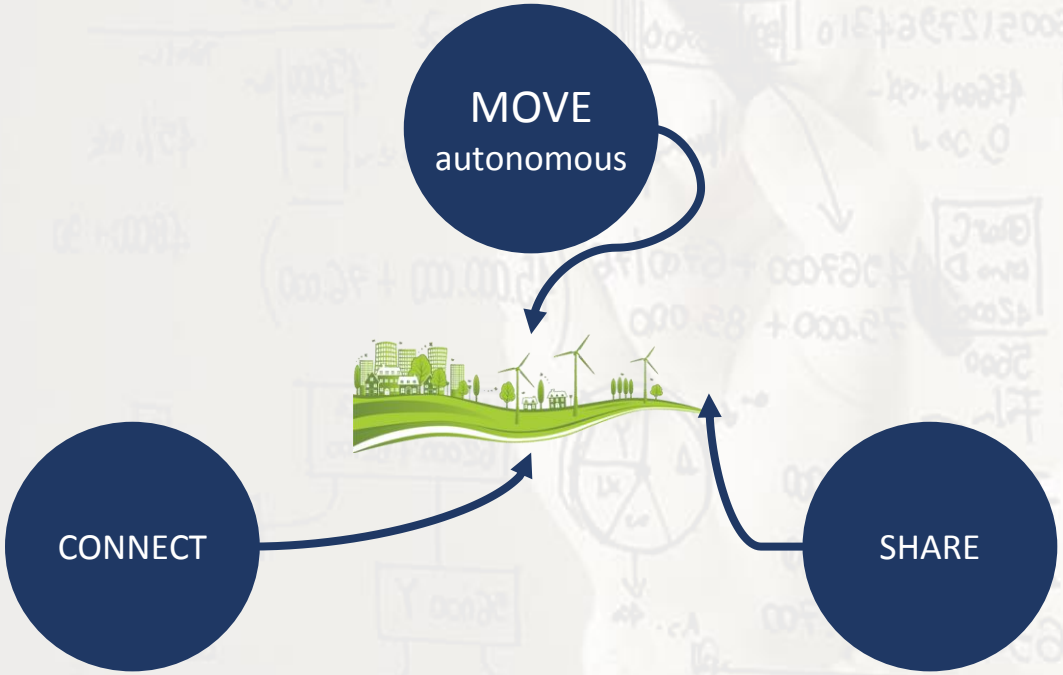
- Smart, engaged, creative, curious, talented, and nice
- Good people produces good software

A bit of process helps...

But too much control does not!

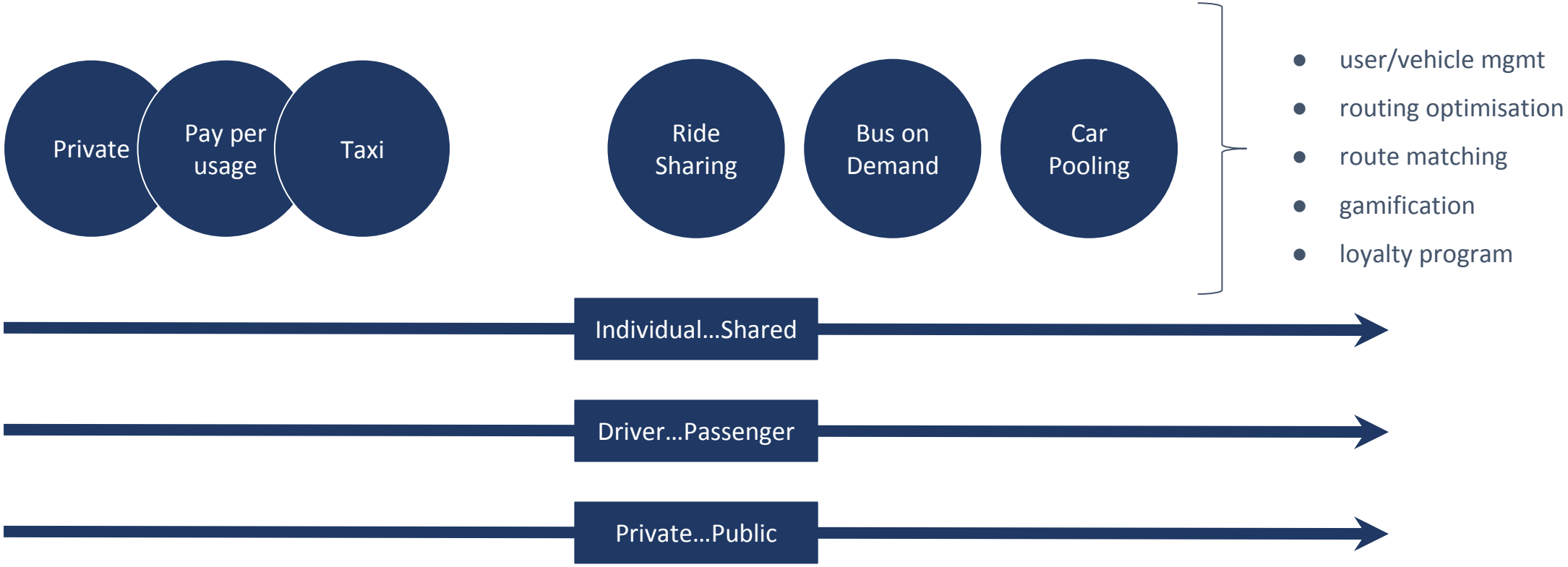
Future of mobility

Innovations and a greener city



People and things **connected**, **sharing** (data, position), and **moving** in more integrated and **autonomous** vehicles.

Evolution of ownership - building a sharing platform



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aboutit

Overview

aboutit shows users the data set that Barcelona makes available to everyone (open data).

- Users can select what type of POI they want to see, and leave feedback about their accuracy
- Delivered early, with 3 datasets (electric chargers, bike docks, gas stations)
- Beta version shows accident heat map

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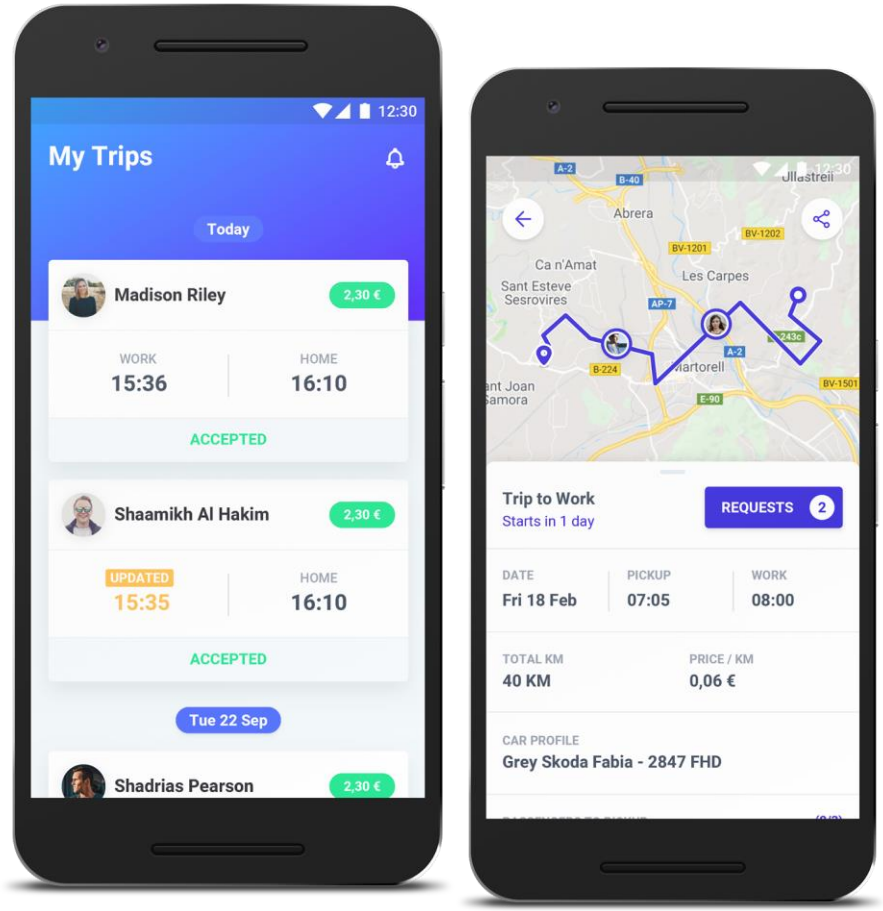
komuti



Our Vision

Ridesharing aims to make commuters' lives easier. The project will provide a single app for both passengers and drivers to arrange the fastest and most convenient commute.

The ultimate goal: save money (for both roles), reduce the number of cars on the road, reduce the load on parking at the workplace, and (help to) save the planet.

Products created in Lab

Komuti

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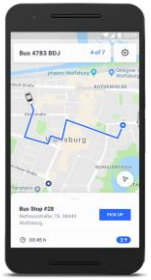
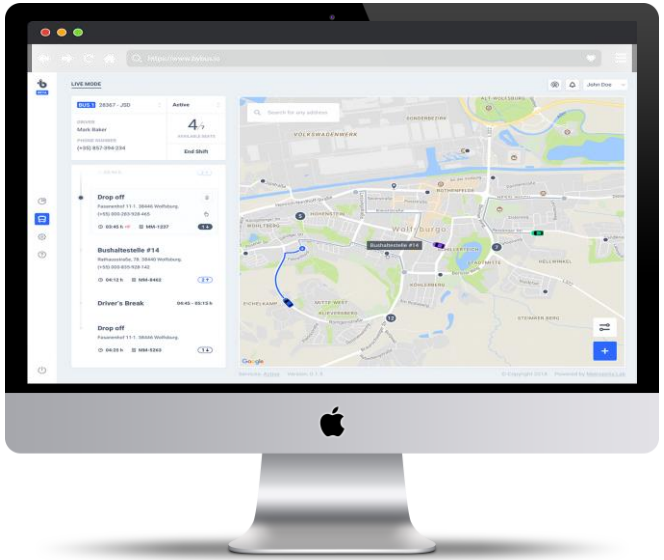
bybus



DRIVER App

USER App



SERVICE Manager

Our Vision

Bybus aims to handle, with a collective transport, trips that would not be feasible with a regular transport line.

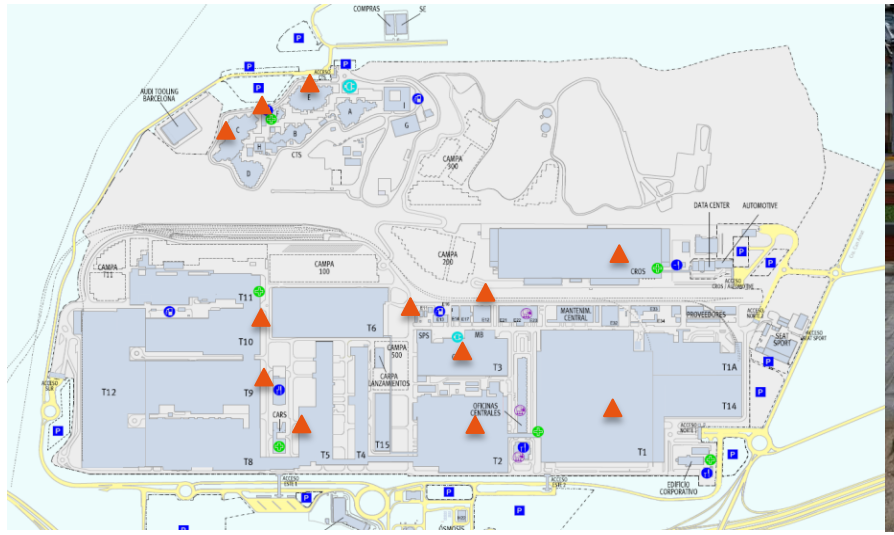
Bybus platform uses an Artificial Intelligence algorithm to distribute booking requests to go from point A to point B in any of the available buses in the platform, providing an optimal distribution of the passengers and minimising the environmental impact of cars moving without passengers.

The Platform

Bybus is an On demand flexible platfrom that can be delivered to any mobility operator, public or private.

Is posible to customize all the platform for every operator with the look&feel needed in every case.

The flexible on demand system is usable with cars, vans, mini-buses and buses.



https://www.metropolis-lab.io/

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