



## The myScotty start-up

January 2018

- ▶ **Established** June 2016, as a start-up within Robert Bosch Start-up GmbH
- ▶ **Location** Ludwigsburg, Germany
- ▶ **Workforce** The team currently comprises 15 associates from six countries (Germany, Italy, Kazakhstan, Pakistan, China, Slovakia), and brings together experts from the fields of software development, design, marketing, and sales.  
Founders: Sebastian Tietz (37) and Till Hoerseljau (31)

## The myScotty app

- ▶ **Idea** One app for all the different mobility services in big cities, such as car-, scooter-, and bike-sharing services, taxis, and car-rental companies.
- ▶ **Features** Just a few clicks of the myScotty app are enough for users to find out what mobility services are available, allow new services to access the app, and book the services on offer.
- ▶ **Benefits**
  - Clarity:** On a single map, myScotty shows what shared vehicles are available. They can be reserved and booked directly.
  - Simple:** A single sign-on grants access to many different providers at once, and thus to a variety of cars, scooters, taxis, rental cars, and bikes.
  - Fast:** A video chat on the move is enough to verify the user's driver's license online. Verification by providers themselves is no longer necessary. This saves users time.
  - Free:** Using myScotty to sign on means no registration fees have to be paid to providers.



- ▶ Reach                    MyScotty is already available for a number of German cities (including Berlin, Munich, and Hamburg). It already has 15,000 users. There are plans to move beyond Germany.
  
- ▶ Vision                    To integrate mobility services worldwide and make them simple to access. MyScotty will be a mobility assistant accompanying users on city trips.