



Open Innovation Programme

## Background on TravelSpirit

The TravelSpirit Foundation was established in Manchester, UK, in 2016 to provide an open framework needed to usher in a new era of integrated mobility through services that are universally accessible.

To successfully achieve our goal we are building a global network of transport operators, software developers, businesses, policy makers, organisation development experts, planners, and activists. Naturally, this vast network is diverse, featuring a range of entities with different aims and objectives. We stay united by a shared vision for open and accessible mobility, underpinned by four core values:

**Universal Mobility as a Service:** We believe that an integrated, connected, multi-modal MaaS system provides the path to sustainable and equitable transportation for all.

**Open Innovation:** We believe in open innovation practices that reward the sharing of information and resources with colleagues and competitors alike, maximising impact and value.

**Global Community:** We believe that by connecting people through a global network, we are better equipped to tackle the toughest mobility and transport challenges.

**Local Benefit:** We believe that our work must be grounded in its ability to demonstrate positive change by and for local communities and regions.

Through a decentralised regional market development approach, we support the bottom-up development of Mobility as a Service (MaaS) and Connected & Autonomous Vehicle (CAV) eco-systems and supply-chains. We promote open business model development, create routes to market and provide thought leadership through white-papers, advocacy and events.

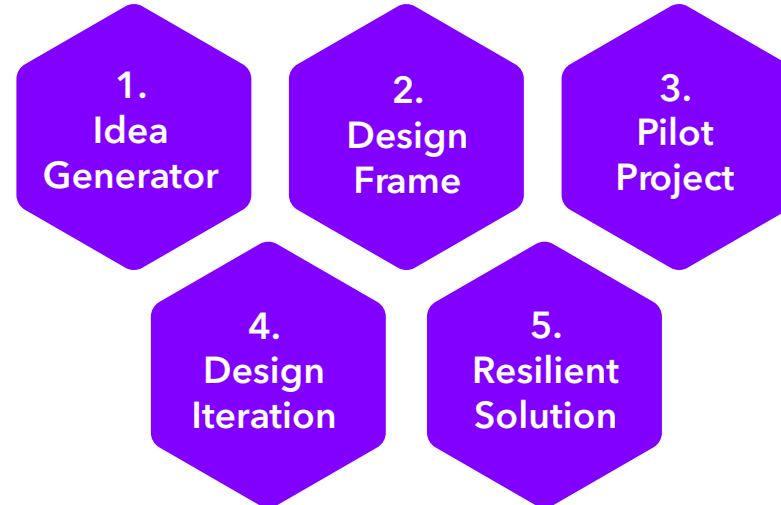


## Our approach

Creating an environment of boundless creativity is highly challenging for large and hierarchical institutions. This poses a particular problem for governments, companies, and organisations that wish to support open innovation.

As one of our four core values, open innovation is central to everything we do at TravelSpirit. We established the TravelSpirit Open Innovation Programme to capture and magnify the value generated by our community projects and accelerate them for maximum impact.

Our Open Innovation Programme is designed to generate resilient solutions to known mobility challenges. We shepherd innovative ideas through a project pipeline that leverages experience, skills exchange, open source tools and assets from the TravelSpirit community.



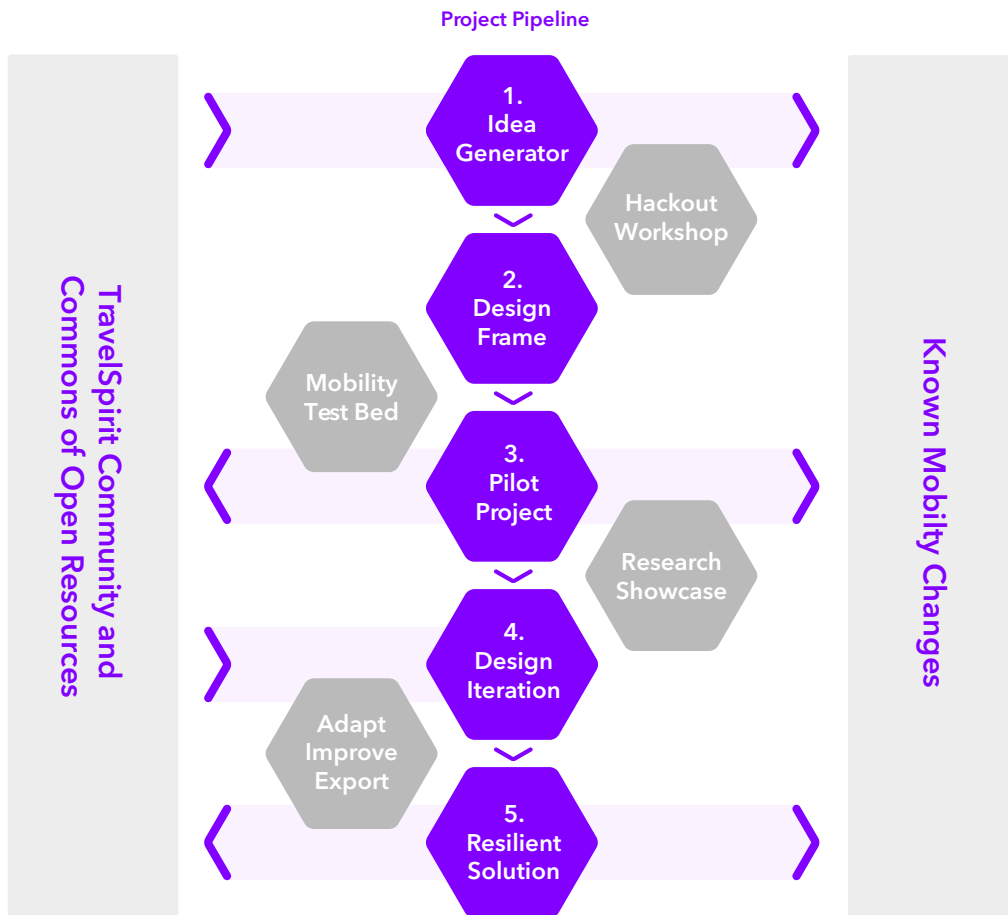
There are five stages to the Open Innovation Programme project pipeline.

1. Idea Generator
2. Design Frame
3. Pilot Project
4. Design Iteration
5. Resilient Solution

As innovation moves along the pipeline from idea to implementation, we work with project teams at four intervention steps, sometimes bringing new clients, partners and stakeholders to the table to help improve the project.

1. Hackout Workshop
2. Mobility Test Bed
3. Research / Showcase
4. Adapt / Improve / Export

The TravelSpirit Hackout series forms the base of our innovation program, combining the first two stages of the project pipeline into a workshop step, typically taking place over a single week or weekend. Our Hackouts combine the activities typically found at a hackathon - such as development of base code and UIs - as well as business model scoping, pitch coaching, and exploring potential funding pathways.



## The Big Idea: The TravelSpirit Hackout

Mobility is a network, with countless moving parts all working together. Our products need to reflect the complex interconnectivity of the challenges we seek to meet. We don't want individual solutions to individual problems that fail to account for the big picture. Rather, we want to create innovative new mobility tools and transport services that work well together.

This makes our Hackouts different from a typical Hackathon event. We encourage new ideas, but the best ideas are those that leverage existing assets to solve known mobility challenges. This is why we include time for participants to become familiar with the tools and resources available through our Code Base and partner projects.

### What else makes a Hackout different from a Hackathon?

**Momentum from the Network.** Our teams draw from and contribute to a robust, growing commons of open resources software, tools, skills and experience. This helps foster an open innovation community and encourages the best industry standards to rise from the bottom-up, as practitioners develop and test new technologies in real world situations and learn from each others innovations.

**Dynamism from Diversity.** Working within diverse teams helps protect against insular thinking and blind spots, leading to more resilient and robust products. We intentionally mix teams up where possible, to create teams with different skills, values, and backgrounds, to generate solutions that work for all people, not just a lucky few.

**Creativity from the Unknown.** We encourage participants and potential participants to think big, listen to and connect with people and ideas they don't know, and stretch into unfamiliar territory. This is how we create the most fertile ground for outside-the-box ideas.

### How We Do It (a typical Hackout agenda)

1. Outreach and invitation. We want to ensure that we have a diverse guest list of professionals, students, developers, activists, and policy makers. Invitations and outreach provide a crucial opportunity to introduce specific hackout challenges and introduce tools and resources from the code commons.
2. Practical familiarisation with challenges and stakeholders, to ensure that ideas get a contextual head-start. This can include interviews, documentation, presentations, recorded interviews, first-hand exploration of situations and overviews of existing solutions.
3. Brainstorming, team formation, including code development assistance as required.
4. Business model coaching, assessment and funding options exercises.
5. Pitch practice and coaching, including input from industry specialists and stakeholders.
6. Project showcase and Network kickstart. Connecting participants with potential clients and collaborators in the TravelSpirit community.