



Horizon 2020 ETC 636126

Business Case ABT

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Deliverable 3.5

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1. About this document

This document is deliverable D3.5 within Work Package 3 of the Horizon2020 funded *European Traveller Club* project, registered under number 636126.

The present document is the final version of the Business Case for the ETC (it is a pdf. version of an excel spreadsheet). It is used for Deliverable 3.4 Business Plan for the ETC. The model and its assumptions are further explained in chapter 5 of that deliverable.

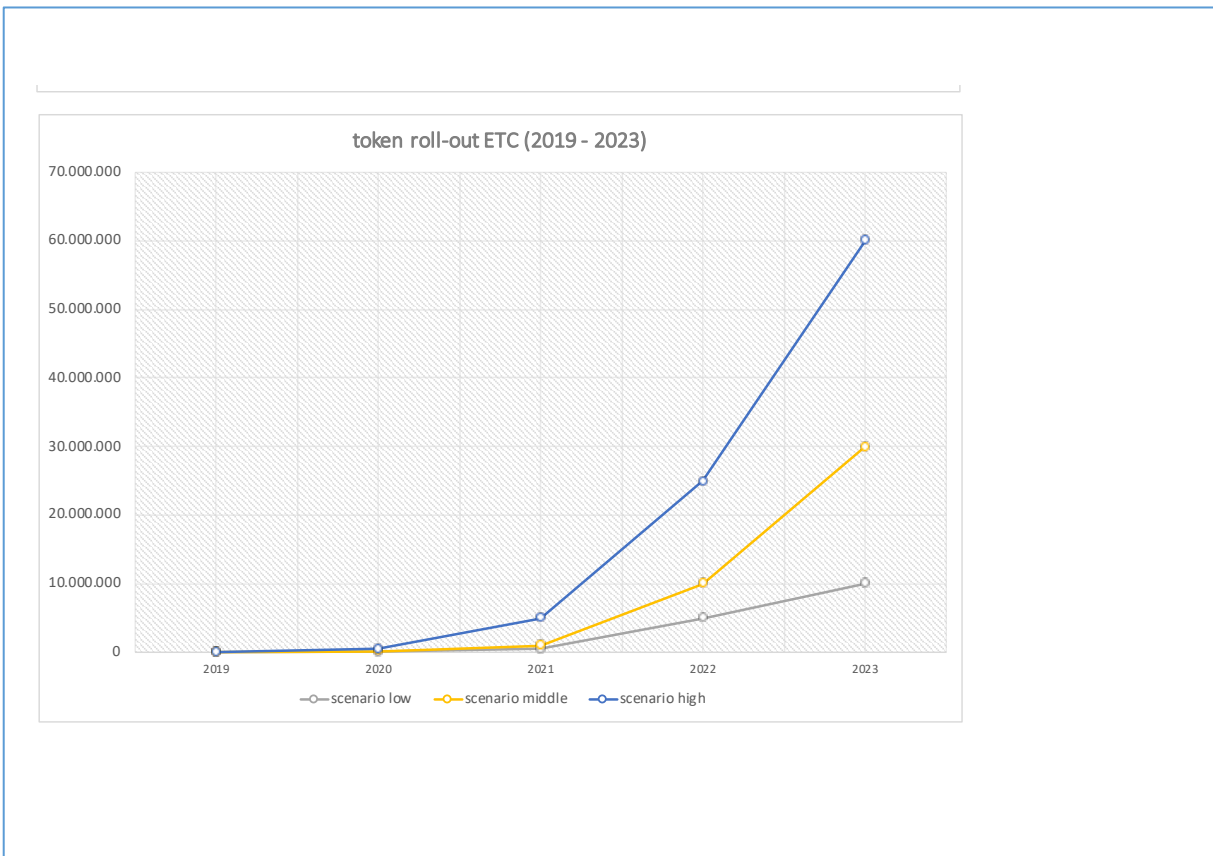
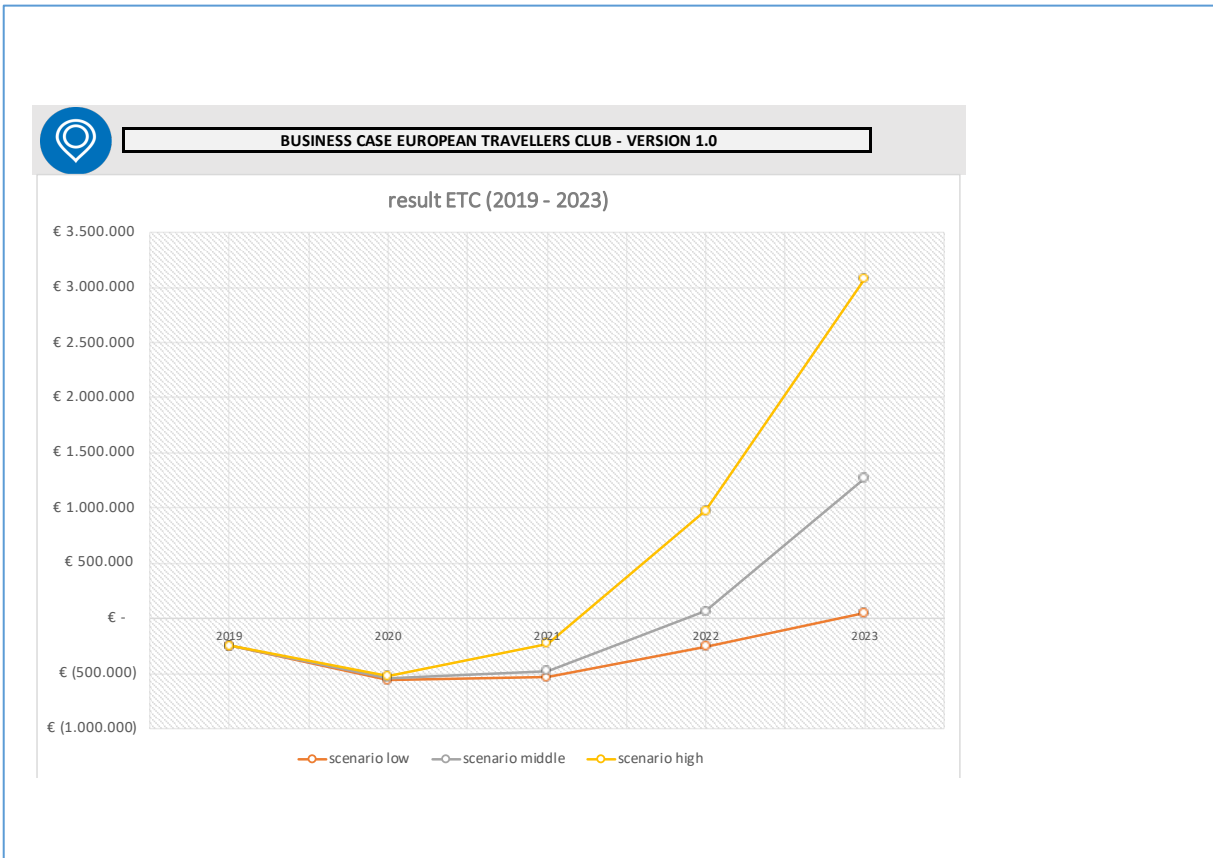


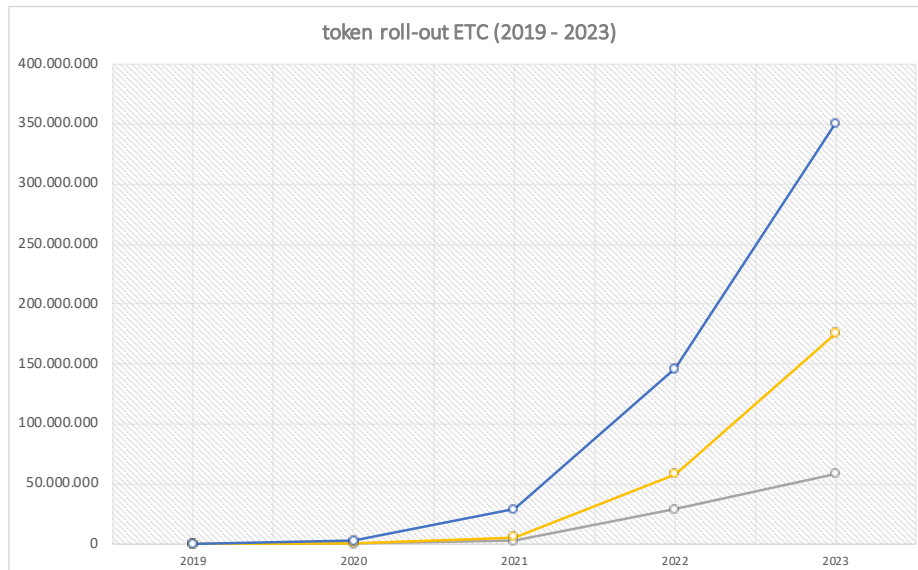
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1 Business Case ABT – spreadsheet overview





BUSINESS CASE EUROPEAN TRAVELLERS CLUB - VERSION 1.0

ASSUMPTIONS AND FIGURES

1.	market size	350.000.000
	population Europe	500.000.000
	potential for public transport	70% age categories between 12 and 80 years
2.	maximum number of tokens issued	350.000.000
3.	number of trips per year	52 average
	number of trips per week	1
4.	percentage of cross-border (interoperable) journeys	7,5% as a % of the total number of journeys
5.	number of transactions per journey	1,5 both check in / check out as well as ticket journeys
6.	maximum figures	
	maximum number of persons for identifiers	350.000.000
	maximum number of cross-border trips (per year)	1.365.000.000
	maximum number of cross-border transactions (per year)	2.047.500.000
7.	average number of transactions per identifier (token)	5,85
8.	tariffs	
	transaction fee (interoperable or cross-border transaction)	€ 0,0075
	identifier (token) distribution fee	€ 0,015
	membership fee (per year)	
	e-TSAP	€ 2.500
	ACCEPT	€ 10.000
	implementation support / or consultancy support	daily fee


BUSINESS CASE EUROPEAN TRAVELLERS CLUB - VERSION 1.0
ROLL-OUT VOLUME

1.	token roll-out volume	2019	2020	2021	2022	2023
	scenario low	15.000	100.000	500.000	5.000.000	10.000.000
	scenario middle	25.000	150.000	1.000.000	10.000.000	30.000.000
	scenario high	25.000	500.000	5.000.000	25.000.000	60.000.000

The low scenario is based on a slow growth and finally in 2023 a volume of 10 million issued tokens.

The middle scenario assumes a slightly faster growth and a volume of 30 million per 2023.

The high scenario assumes a rapid growth and a total volume of 60 million per 2023. This volume represents approximately 17% of the total number of potential passengers in public transport in Europe.

2.	interoperable transactions	2019	2020	2021	2022	2023
	scenario low	87.750	585.000	2.925.000	29.250.000	58.500.000
	scenario middle	146.250	877.500	5.850.000	58.500.000	175.500.000
	scenario high	146.250	2.925.000	29.250.000	146.250.000	351.000.000

The number of interoperable transactions is calculated by multiplying the average number of transactions per token (identifier) by the number of tokens provided.

3.	membership volume e-TSAP	2019	2020	2021	2022	2023
	scenario low	16	16	17	17	18
	scenario middle	16	17	19	21	23
	scenario high	16	17	21	24	28
	membership ACCEPT					
	scenario low	7	7	7	8	9
	scenario middle	7	8	9	10	12
	scenario high	7	8	10	12	15


BUSINESS CASE EUROPEAN TRAVELLERS CLUB - VERSION 1.0
REVENUES

1.	interoperable transactions	2019	2020	2021	2022	2023
	scenario low	€ 658	€ 4.388	€ 21.938	€ 219.375	€ 438.750
	scenario middle	€ 1.097	€ 6.581	€ 43.875	€ 438.750	€ 1.316.250
	scenario high	€ 1.097	€ 21.938	€ 219.375	€ 1.096.875	€ 2.632.500
2.	identifier (token)	2019	2020	2021	2022	2023
	scenario low	€ 225	€ 1.500	€ 7.500	€ 75.000	€ 150.000
	scenario middle	€ 375	€ 2.250	€ 15.000	€ 150.000	€ 450.000
	scenario high	€ 375	€ 7.500	€ 75.000	€ 375.000	€ 900.000
3.	membership e-TSAP	2019	2020	2021	2022	2023
	scenario low	€ 40.000	€ 40.000	€ 42.500	€ 42.500	€ 45.000
	scenario middle	€ 40.000	€ 42.500	€ 47.500	€ 52.500	€ 57.500
	scenario high	€ 40.000	€ 42.500	€ 52.500	€ 60.000	€ 70.000
	membership ACCEPT					
	scenario low	€ 70.000	€ 70.000	€ 70.000	€ 80.000	€ 90.000
	scenario middle	€ 70.000	€ 80.000	€ 90.000	€ 100.000	€ 120.000
	scenario high	€ 70.000	€ 80.000	€ 100.000	€ 120.000	€ 150.000
	membership total					
	scenario low	€ 110.000	€ 110.000	€ 112.500	€ 122.500	€ 135.000
	scenario middle	€ 110.000	€ 122.500	€ 137.500	€ 152.500	€ 177.500
	scenario high	€ 110.000	€ 122.500	€ 152.500	€ 180.000	€ 220.000
4.	implementation support / consultancy services					
	<i>not included in revenues, equal to costs made</i>					
5.	TOTAL REVENUES	2019	2020	2021	2022	2023
	scenario low	€ 110.883	€ 115.888	€ 141.938	€ 416.875	€ 723.750
	scenario middle	€ 111.472	€ 131.331	€ 196.375	€ 741.250	€ 1.943.750
	scenario high	€ 111.472	€ 151.938	€ 446.875	€ 1.651.875	€ 3.752.500


BUSINESS CASE EUROPEAN TRAVELLERS CLUB - VERSION 1.0
COSTS

1.	personell	2019	2020	2021	2022	2023
	management / impl. support	€ 175.000	€ 350.000	€ 350.000	€ 350.000	€ 350.000
	IT	€ 62.500	€ 125.000	€ 125.000	€ 125.000	€ 125.000
	personell total	€ 237.500	€ 475.000	€ 475.000	€ 475.000	€ 475.000

Personnel concerns management, support, scheme management, implementation / pilot support. The minimum costs are approximately € 475,000 per year. Depending on the rollout volume, the costs for deployment support and management of the scheme increase.

2.	housing	2019	2020	2021	2022	2023
	housing	€ 50.000	€ 50.000	€ 50.000	€ 50.000	€ 50.000

Housing is approximately € 50,000 per year. These costs are stable over the years and almost independent of the growth in rollout.

3.	systems	2019	2020	2021	2022	2023
	systems	€ 75.000	€ 150.000	€ 150.000	€ 150.000	€ 150.000

The system costs amount to approximately € 150,000 per year. These costs increase if the system is rolled out further.

4.	TOTAL COSTS	2019	2020	2021	2022	2023
	personell	€ 237.500	€ 475.000	€ 475.000	€ 475.000	€ 475.000
	housing	€ 50.000	€ 50.000	€ 50.000	€ 50.000	€ 50.000
	systems	€ 75.000	€ 150.000	€ 150.000	€ 150.000	€ 150.000
	total	€ 362.500	€ 675.000	€ 675.000	€ 675.000	€ 675.000


BUSINESS CASE EUROPEAN TRAVELLERS CLUB - VERSION 1.0
RESULT

1.	result	2019	2020	2021	2022	2023
	scenario low	€ (251.617)	€ (559.113)	€ (533.063)	€ (258.125)	€ 48.750
	scenario middle	€ (251.028)	€ (543.669)	€ (478.625)	€ 66.250	€ 1.268.750
	scenario high	€ (251.028)	€ (523.063)	€ (228.125)	€ 976.875	€ 3.077.500