

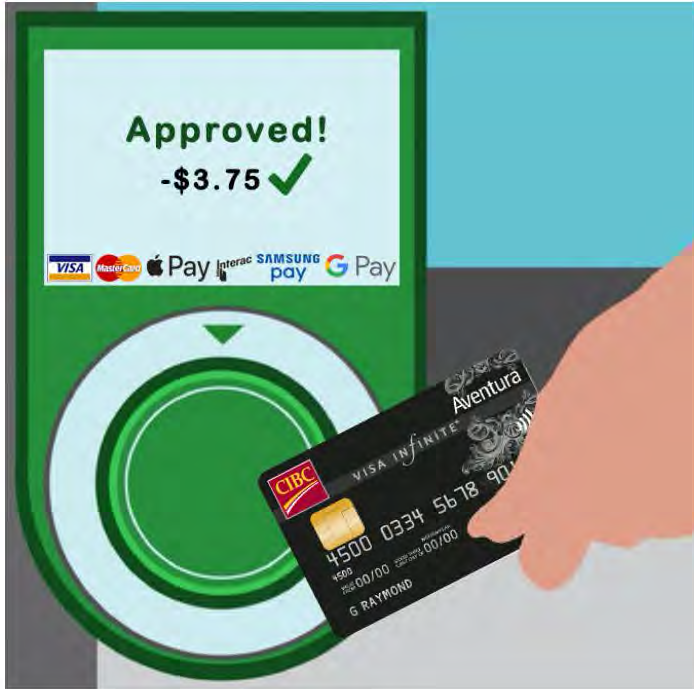
A city street at sunset with a train in the foreground and cars in traffic lanes.

# TapFlow

Metrolinx

# TapFlow by Metrolinx

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- **Pay for Public transit fares using**
  - Contact less credit and debit cards
  - Mobile payment apps (Apple Pay, Google Pay, Samsung Pay)

# Reasons for Potential Success

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## Relevant Trends

- Convenience
- Digitization and rise of mobile payments
- Contact less payments

## Difference from competitors

- Convenience
- Wider access

# Rational for new Product/Service

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- **Public transit should be convenient & reliable**
- **Technology is a major selling point**
- **PRESTO Success**
- **Increase in contact less purchases in Canada**
- **Tourists and first-time users of public transit**

# Target Audience

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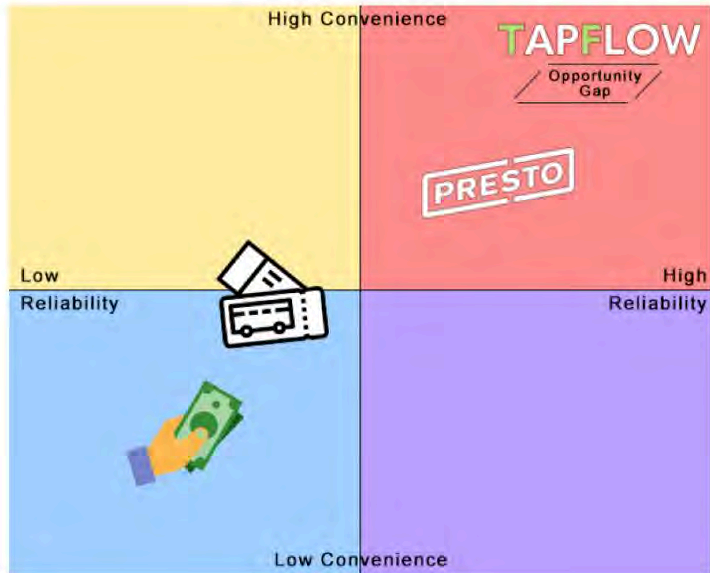
## Young Adult Commuters & Tourists

- GTHA region in Canada
- 18-34 with all type of employment status from high school students to employees in various field
- Frequent users of new technology through mobile devices
- Focus widely on speed, efficiency, convenience, accuracy, ease of use, responsiveness, and security

## Middle Class Professionals

- GTHA region in Canada
- Aged 35 - 45 years old a mix of Generation X and millennials in managerial position level or entrepreneurs
- Focus on speed, efficiency, convenience, accuracy, safety, and ease of use
- Medium users of the public transit system with high use of mobile apps focusing on banking services and mobile card systems

# Positioning



**TapFlow will be positioned as a transit fare payment medium that offers very high convenience and reliability**

# Product

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- **TapFlow is a new stand-alone service being introduced by Metrolinx**
- **Pay for their fare using a contact less credit or debit card or mobile payment apps**
- **Tap smart device or card against the fare collection terminal to pay the fare**

# Price

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- **Same fare for youth, adult fare and senior on all of the transit agencies that currently use PRESTO**
- **Card clash might occur**
- **Amount will be pre-authorized**
- **Riders might also have to tap while getting off a transit medium**



# Distribution Plan

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- **Greater Toronto and Hamilton area (GTHA) and Ottawa**
- **All the transit services that accept PRESTO will also accept TapFlow**

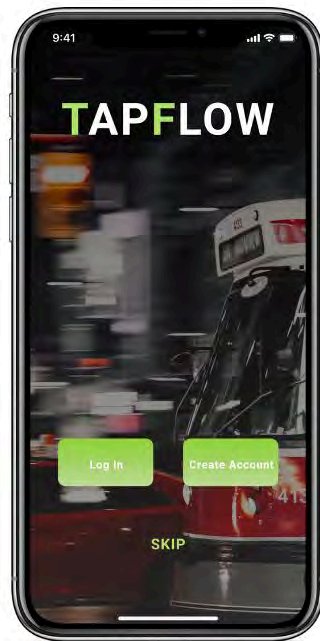
# Promotional Plan

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- **Advertisement near the most popular tourist attractions in the GTHA**
- **Extra loyalty or reward points**
- **Discounted fares for using TapFlow during the holiday season**
- **TapFlow users will also be given cashback**
- **Advertised at terminals and other stations throughout the GTHA**
- **Advertisements for TapFlow on PRESTO website and app**

# TapFlow App

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# TapFlow Facebook Page

The screenshot displays the Facebook page for TapFlow. At the top, the navigation bar includes the TapFlow profile picture, a search bar, and user options like Arpan, Home, Create, and Settings. Below this, the page navigation menu shows options like Page, Inbox, Notifications, Insights, Publishing Tools, Ad Center, and More. The main content area features a cover photo with the text "Accepted Payment Methods" and a list of supported payment methods: Visa, MasterCard, American Express, Apple Pay, Google Pay, and Samsung Pay. The profile picture is a black circle with "TapFlow" written in white. The page name "TapFlow" and the URL "Create Page @Username" are visible. The left sidebar contains navigation options: Home, Services, Reviews, and a "See more" link. Below these are buttons for "Promote" and "Manage Promotions". The main content area includes a "Create" section with options for Live, Event, and Offer, and a "Write a post..." section with options for Photo/Video, Get Messages, and Feeling/Activity. A "Page Transparency" section is also visible, stating "Page created - December 1, 2019".

TapFlow

Accepted Payment Methods

- Visa
- MasterCard
- American Express
- Apple Pay
- Google Pay
- Samsung Pay

Like Follow Share ... Watch Video

Create Live Event Offer

Write a post...

Photo/Video Get Messages Feeling/Activity ...

Page Transparency See More

Page created - December 1, 2019

**Thank You**