



sw:ft·fare

Innovation in Transport

# Agenda

About innovation

Use case: SwiftFare

How to foster innovation

## About innovation

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# What is innovation

“Innovation is taking two things that already exist and putting them together in a new way.”

— Tom Freston



# Models of Innovation

**Traditional Innovation**

Partnerships

Incentivised Innovation

Entrepreneurship or Intrapreneurship

Competitive or Disruptive

- + Maximum control over outputs
- Risky outcomes

# Models of Innovation

Traditional Innovation

**Partnerships**

Incentivised Innovation

Partnering with a company with similar goals to you

- + Can be mutually beneficial, with minimal cost and risk
- Sometimes difficult to find appropriate suppliers

# Models of Innovation

Traditional Innovation

Partnerships

Incentivised Innovation

Suits governments and corporates

Competitive or Disruptive

- + Maximises novelty, generally low risk
- Needs something of sufficient value to offer in exchange

About innovation

**Use case: SwiftFare**

How to foster innovation



# Meet Ben

Uses a wheelchair

Commutes to and from work by taxi

Prefers a regular driver

Has very limited use of his hands



Transport  
for NSW

**TAXI TRANSPORT SUBSIDY SCHEME**

WAT Incentive Claim (mark X) ☐

For use  
only in taxis  
within NSW

DRIVER'S  
NAME  
(please print)

DATE  
(day/month/  
year)

AUTHORITY  
NUMBER

TAXI PLATE  
NUMBER

INITIALED  
BY DRIVER

ACCOUNT NAME

TRIP DETAILS

FARE

\$

C

START

FROM:

AM  
PM

END

TO:

AM  
PM

METER

EXTRAS

TOTAL  
FARE

AMOUNT  
PAID BY  
PASSENGER

SUBSIDY  
AMOUNT

**NOT TRANSFERABLE**

**WARNING**

Fraudulent use of travel dockets or obtaining a benefit by deception is a criminal offence & will result in prosecution. This docket is to be used only in a licensed taxi. Payment may be refused if docket is not fully & legibly completed & submitted for payment within 28 days of the date of the journey.

This docket must be completed in full, signed by the passenger and initialled by the driver. Use of this docket confirms acceptance by the passenger of the Terms & Conditions of the Taxi Transport Subsidy Scheme as amended from time to time. By initialling this docket the taxi driver is certifying that the details completed on the docket are true and correct. The Terms & Conditions may be accessed through [www.transport.nsw.gov.au/ttss](http://www.transport.nsw.gov.au/ttss) or by phoning 1800 623 724.

PASSENGER'S  
SIGNATURE

Dollars

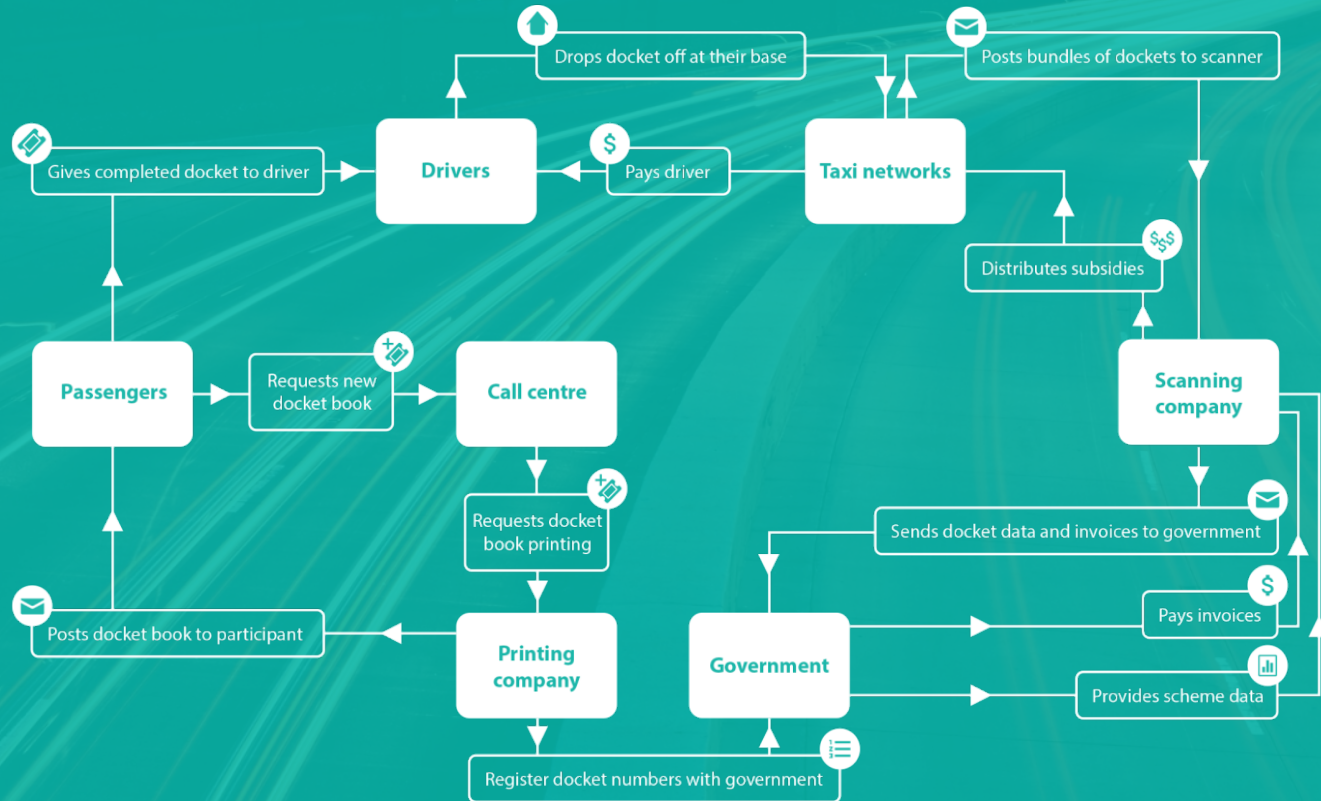
Cents

DO NOT MARK OR WRITE BELOW THIS LINE

(must not exceed 50% of the total fare  
to a maximum subsidy of \$60 per trip)



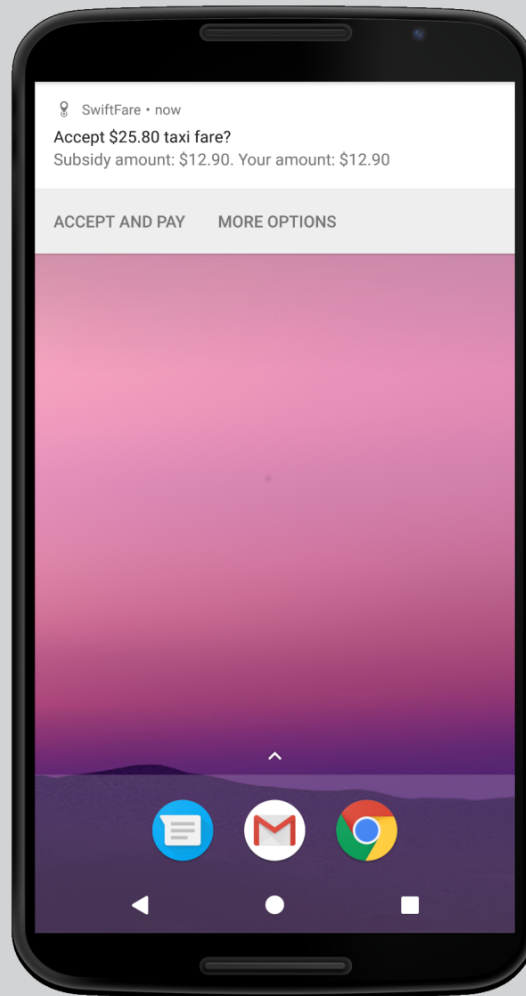
# Current Docket Processing



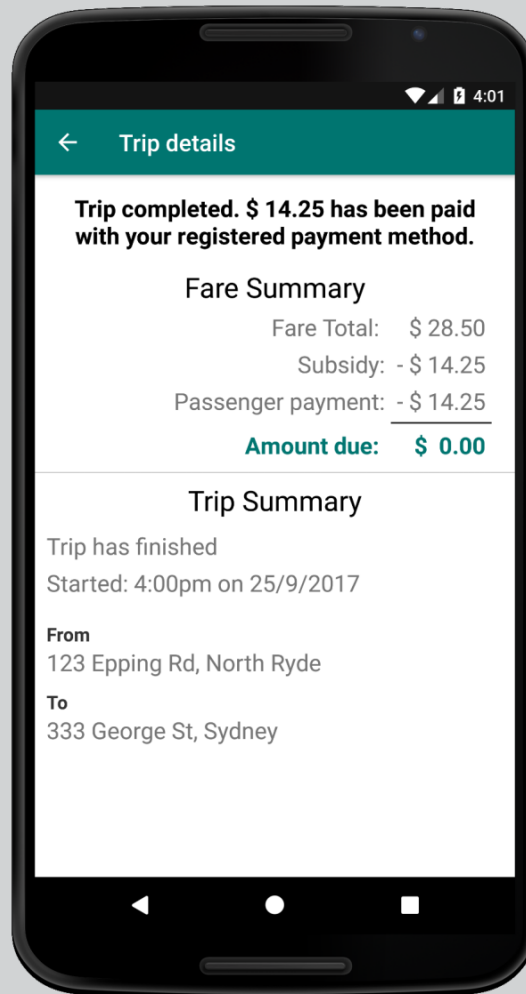




Time for a demo.



Ben gets notified of  
the correct fare.



Ben has paid his fare with a single tap.

“Using SwiftFare is great, one touch of a button and both your fare and subsidy are paid for.”

*- Ben, SwiftFare user*



# sw:ft·fare

## Benefits

Complete subsidy payment solution

Real-time visibility of trips

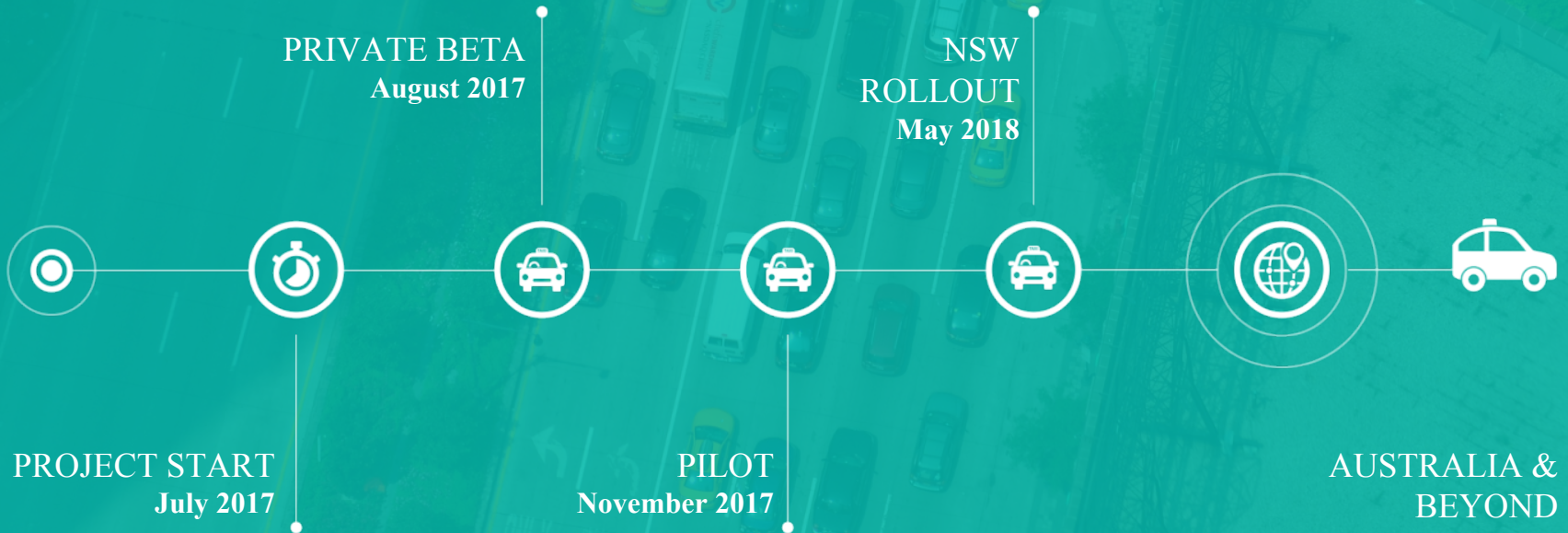
Improved reporting

Built-in fraud detection



# Rollout

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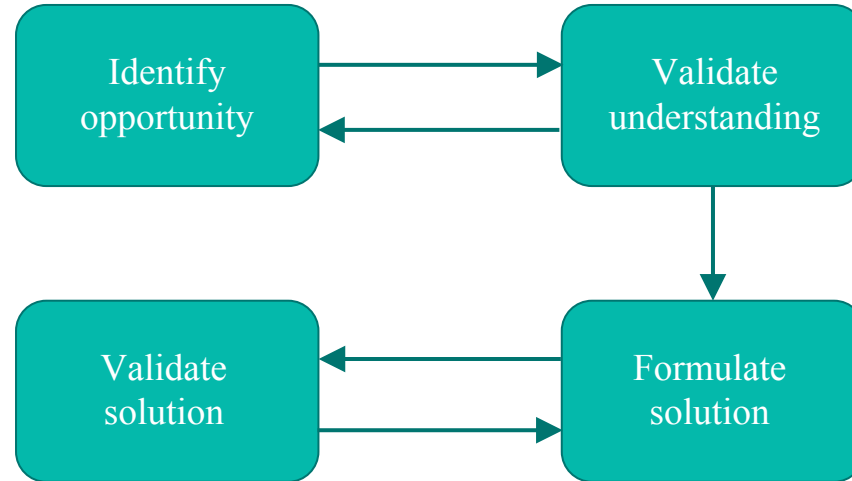
About innovation

Use case: SwiftFare

**How to foster innovation**



# Innovation process



# Identify opportunities and Validate understanding

Talk to your  
customers

Talk to your  
employees

Business and  
competitive  
analysis

# Formulate solution

Brainstorm

Research

# Validate solution

Talk to your  
customers

Measure  
objectives

# Homework

Identify problems in your organisation

Brainstorm potential solutions to  
problems with the biggest opportunity.

The background of the image is a photograph of a city street, likely in New York City, featuring several yellow taxis. A semi-transparent teal overlay covers the middle portion of the image, where the company logo and website information are placed. The logo itself is white and consists of a location pin icon integrated with the word 'swift', followed by the word 'fare' in a sans-serif font.

# swift·fare

[www.swiftfare.com](http://www.swiftfare.com)

Thank you