

# Broadleaf Co., Ltd.



- ❑ Address: Shinagawa-ku, Tokyo
  - ❑ Employees: 951 (as of December 2020)
  - ❑ Established in 2009
- <https://www.broadleaf.co.jp/english/>

- ❑ Business: Provision of software, IT solutions and various services to support field operations in a wide range of businesses/industries, mainly in the automotive aftermarket

## Outline of the demonstration project

- Demonstration project of smart mobility platform in the country of Philippines

## Cooperation with local companies/governments

- Local partner: Angat Pilipinas Transport Cooperative
- Details of cooperation and collaboration: Introduction of a cloud-based MaaS system, electric tricycles (e-tricycles) in the region, and implementation of a transportation service business for the local community.

### Broadleaf - Smart Mobility Gateway



## Targeted economic/social issues

- In the Philippines, chronic traffic congestion and environmental pollution due to rapid urbanization and population concentration are major issues.
- The government is promoting the electrification of transportation services as an environmental measure, but the introduction has not been very successful due to high vehicle prices, and there is an urgent need to improve profitability.

## Details of demonstration

- Establishment and development of a DX transportation service business using e-tricycles as a model for developing countries.
- Development and provision of a platform that can support drivers in operation, in addition to making fares cashless and accurate ride reservations.
- By analyzing usage data, it is aimed to further develop businesses through optimizing operational plans, finding new needs, and making advertisement of a nearby businesses.

## Expected outcome of beneficiary effects

- Reduction of greenhouse gas emissions, alleviation of traffic congestion, and promotion of smart cities by increasing the introduction of e-tricycles.
- In addition to e-tricycles, the system can be introduced to other transportation businesses using different types of vehicles such as automobiles or motorcycles.
- By utilizing the system of this project, it is possible to reduce the environmental impact and improve profitability with non-electric vehicles as well by improving operational efficiency.