



**EU INNOVATE**

**SUSTAINABLE INNOVATION IN ACTION:  
THE CASE STUDY “SNAPSHOT” SERIES**

**OTODOJAZOD**

Ridesharing Innovation in the Polish Mobility Sector



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[www.eu-innovate.com](http://www.eu-innovate.com)

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## **About EU-InnovatE**

Between 2014 and 2016, the EU-InnovatE project investigated the potential of citizen innovation and sustainable entrepreneurship to achieve sustainable lifestyles in Europe by 2050. The following is one of a series of case study “snapshots” illustrating how new enterprises are being created by passionate, visionary individuals to benefit society at large.

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### **The Case of Otodojazd:**

#### **Carpooling app helping users to find local rides quickly**

*A geo-location system and search engine that forms part of a website and 'phone app is successfully helping drivers and passengers in Poland to rideshare by providing information in real time – rides are just minutes away.*

To reduce costs and commuting time on Polish public transport systems, Symon Banaś shared return car rides with a colleague from their homes in Oleśnica to work in Wrocław. Arrangements worked well and they decided to find a third person to reduce the costs still further. However, they were unable to find a suitable candidate – and to compound matters, Banaś’s colleague changed jobs and his new commute involved an entirely different route.

However, Banaś wanted to continue making joint journeys and started to think about the best way of finding passengers. In discussion with friends and colleagues, he concluded that a carpooling service was needed. However, the available options in the local market were too restrictive for his and other people’s needs. Online websites lacked specific information about, for example, timings, routes, drop-off points, drivers and vehicle types.

Necessity being the mother of invention, he decided to create a carpooling solution that would offer the information he sought for his own commuting needs. Banaś saw the potential of a geo-location system and search engine that would form part of a website. With no intention of starting a business, he worked for almost a year in his spare time to devise a working platform. Unlike other Polish carpooling services, Banaś developed his website to not only bring drivers and passengers together, but to provide flexible travel arrangements and enable users to make choices by providing information about the people participating. In 2011, he launched the website as a public service and called it Otodojazd.

#### **Collaborative Innovation in Practice**

Friends and family members liked what they saw and began carpooling using the website; news about the effectiveness of the service spread fast by conventional and social media. A full company was set up in 2012 with funds from an investor and, by 2013, a mobile app was

created that provided even more convenience by identifying in real time drivers travelling through a given user's neighbourhood. By 2015, the app had been downloaded over 20,000 times, and each day up to 30,000 visits were made to the website, with dozens of new drivers and passengers registering to use the service.

From such humble beginnings, and thanks to the entrepreneurial efforts of Banaś – assisted by colleagues – Otodojazd quickly became one of four principal carpooling companies in Poland. In 2017, the company changed its name to 'inOneCar' and continues to grow its operations by focusing its service on the transport needs of commuters.

### **Summary of User-Driven Innovation**

The founder had his own transport concerns about the cost and time implications of his daily commute to work. It was solved by sharing car journeys with a colleague. Following a change in circumstances, Banaś addressed the issue of identifying different people to share rides by creating a web-based solution which acted as a carpooling brokerage. Although initially seeking to address his own need, he realised that his system would cut commuting costs, help to develop social ties within communities, reduce traffic congestion and – perhaps most importantly – improve the city's air quality through lower levels of vehicle emissions.

### **Influence on Core Business**

A positive public response to the effectiveness of the website and geo-location technology drove personal and social media recommendations, which fueled the growth of Otodojazd and attracted investment. The latter led to the company launch and app development that provided users with increased convenience, speed of response and flexibility of routes and timings.

### **Cross-Sector Relevance: Top Three Insights**

- Personal need, and a realisation that others have similar needs, can be the impetus that leads to the launch of a new business service.
- Creating a trustworthy cost-saving service which is reliable and offers users convenience and flexibility can be a recipe for business success.
- Just-in-time manufacturing processes, supported by technological innovation, can be adapted to provide consumers with a real-time personal service.

### **To Learn More About the Case...**

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### **Further Information**

inOneCar (Otodojazd): [www.inonecar.com](http://www.inonecar.com)

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