

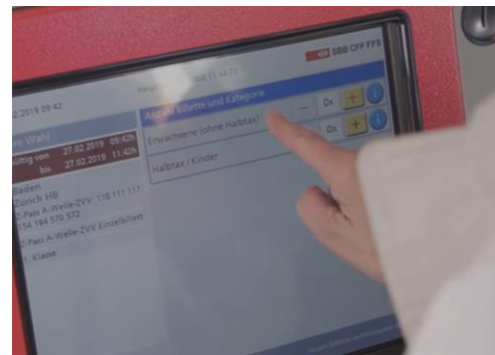
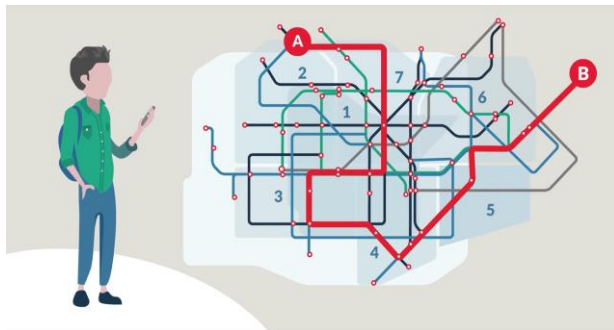


FAIRTIQ

The logo features the word "FAIRTIQ" in a bold, white, sans-serif font. The letter "Q" is stylized with a small white paperclip icon attached to its bottom right tail. The text is centered on a vibrant red background. Large, thick white curved lines are visible in the top-left and bottom-right corners, framing the central text.

FAIRTIQ

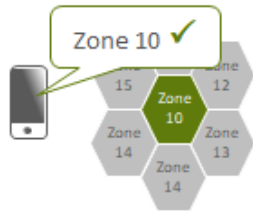




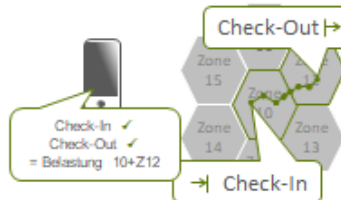
“Originalfolie” vom 6. März 2014

5 Schritte zu BIBO

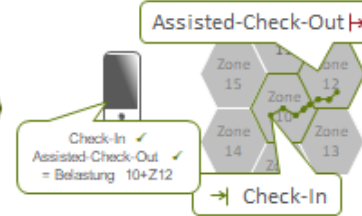
1. CI = Check-In



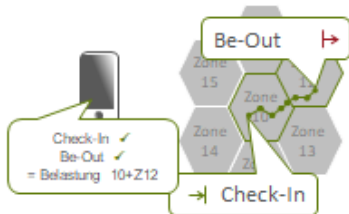
2. CICO = Check-In/Check-Out



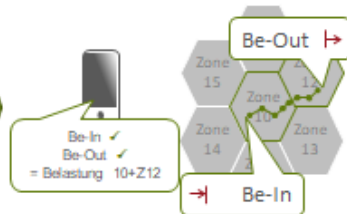
3. CIACO Check-In/Assisted Check-Out



4. CIBO = Check-In/Be-Out



5. *BIBO = Be-In/Be-Out



* aus heutiger Sicht neues Trägermedium (Karte) notwendig

VERTRAULICH; 6. März 2014, © schucan management ag, Bern

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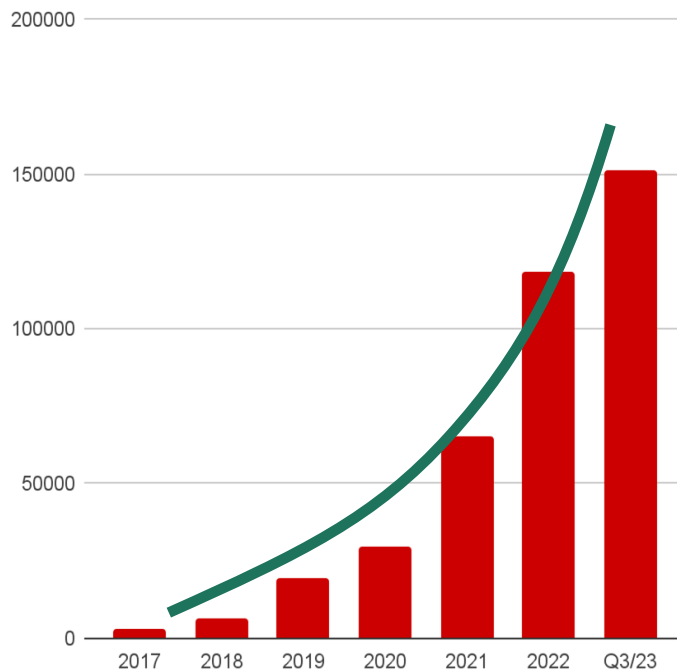


*“Bestmögliche ÖV-App im Moment.
Ein Gibbon-Affe mit drei Gin-Tonic
intus könnte sie bedienen..”*



Exponentielles Wachstum

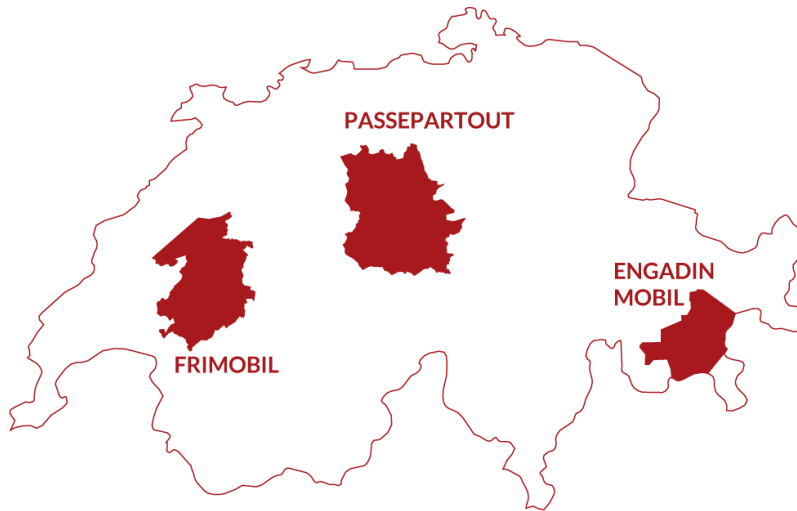
Anzahl Fahrten mit FAIRTIQ (Ø/Tag)



Total: > 120m Fahrten



Rückblende 2016: Start von FAIRTIQ in 3 Verbänden



 **SRF News** 
@srfnews 

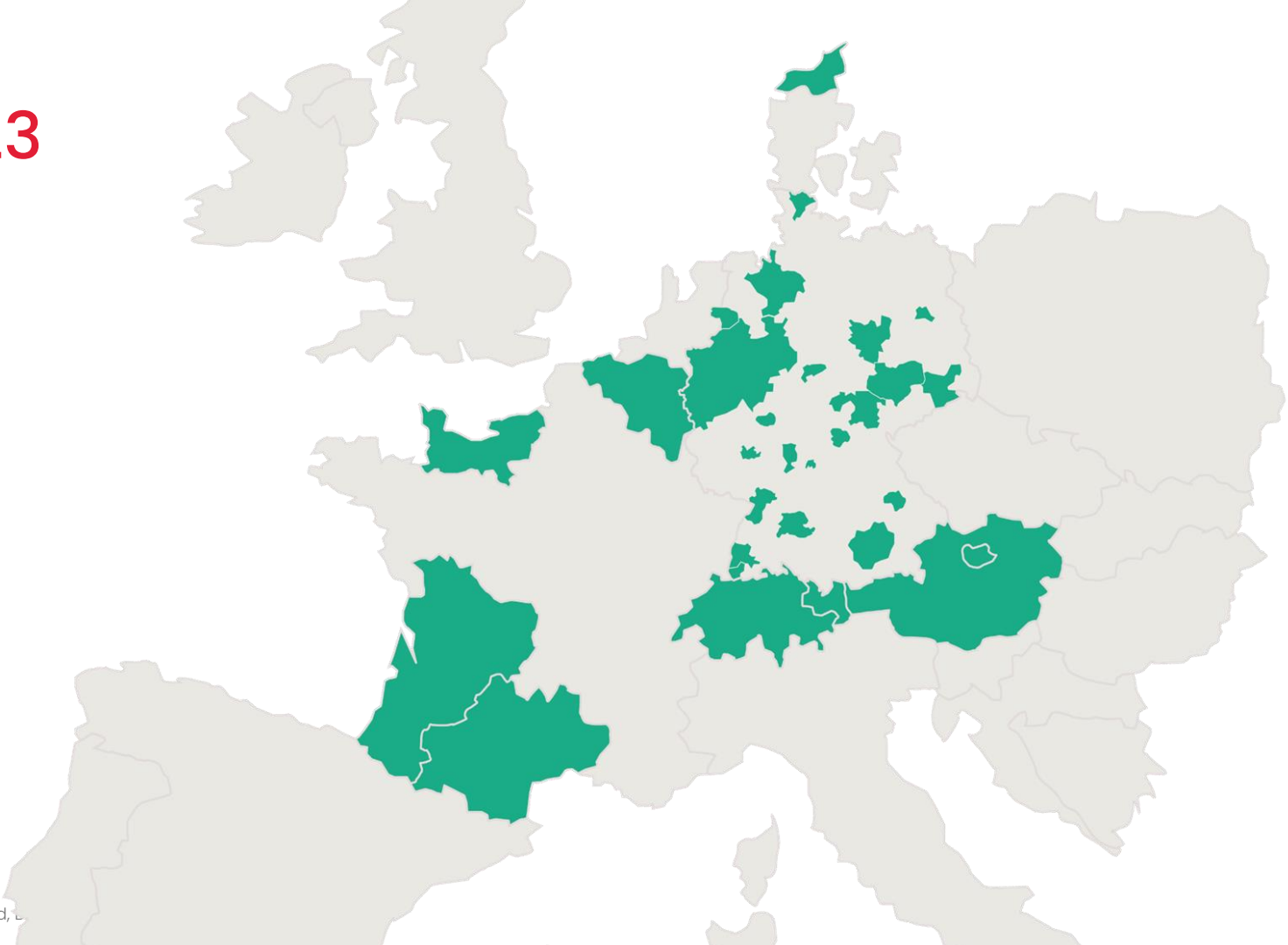
Verkehrsministerin [#Leuthard](#) kritisiert Ticketsystem mit verschiedenen Tarifen. Digital soll es nun richten.
[srf.ch/news/schweiz/l...](https://www.srf.ch/news/schweiz/l...) ^um

 Schweiz - Leuthard fordert ein Ticket auf einen Klick
Mit einer App Tickets für alle ÖV lösen: Das wäre für den Kunden ideal. Aber davon ist die Schweiz noch ...
[srf.ch](https://www.srf.ch)

7:39 vorm. · 30. Sep. 2016 



2023





FAIRTIQ



Erfolgsfaktoren

Fokus

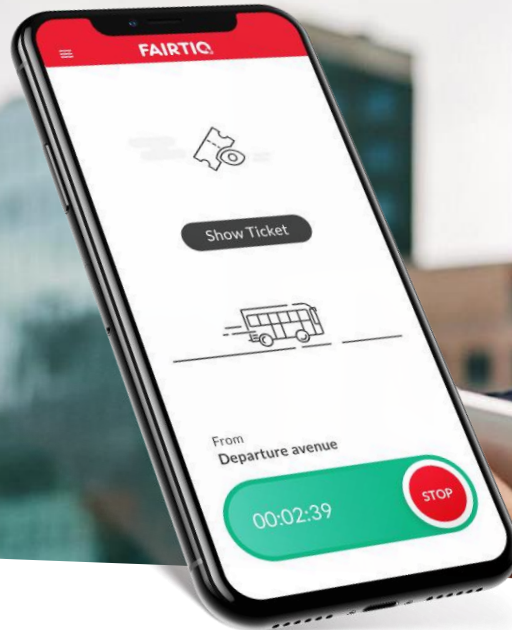


Vernetzung



FAIRTIQ

Public transport made easy.



A photograph of a woman and an older man sitting on a bus. The woman, in the foreground, is wearing a bright red puffer jacket and is smiling broadly, looking out the window. The man, behind her, is wearing a dark jacket and is also smiling. The bus is blue and white, and the scene is set outdoors during the day.

Danke!

