



ZEROLOGY

A Mobility Transformation, Inc. Company



An aerial photograph of the Wisconsin State Capitol building in Madison, Wisconsin, taken at sunset. The building's iconic green copper dome is illuminated from within, glowing with a warm light. The sky is a mix of orange, pink, and blue. In the foreground, there are lush green trees and a well-maintained lawn. Modern city buildings are visible in the background, some with their lights on. The overall scene is a blend of historic architecture and modern urban development.

By 2050

Madison projects

31%
Growth

Almost 150,000 new neighbors

A close-up photograph of a red car's rear, focusing on the dual exhaust system. Two large, dark, circular exhaust tips are visible, set against a red body panel. The background is slightly blurred, showing a textured surface.

More Traffic. More Pollution.

29% of Greenhouse gases are from vehicle emissions.

The Problems of Car Ownership

Individual car ownership has created unsustainable effects on the environment and world economics.

Costs

\$8,876 Household costs to own and operate

\$1.5-1.9M
Lifetime opportunity costs

Congestion

75% of US commuters drive alone to work.

63.5% of Madison commuters drive alone to work.

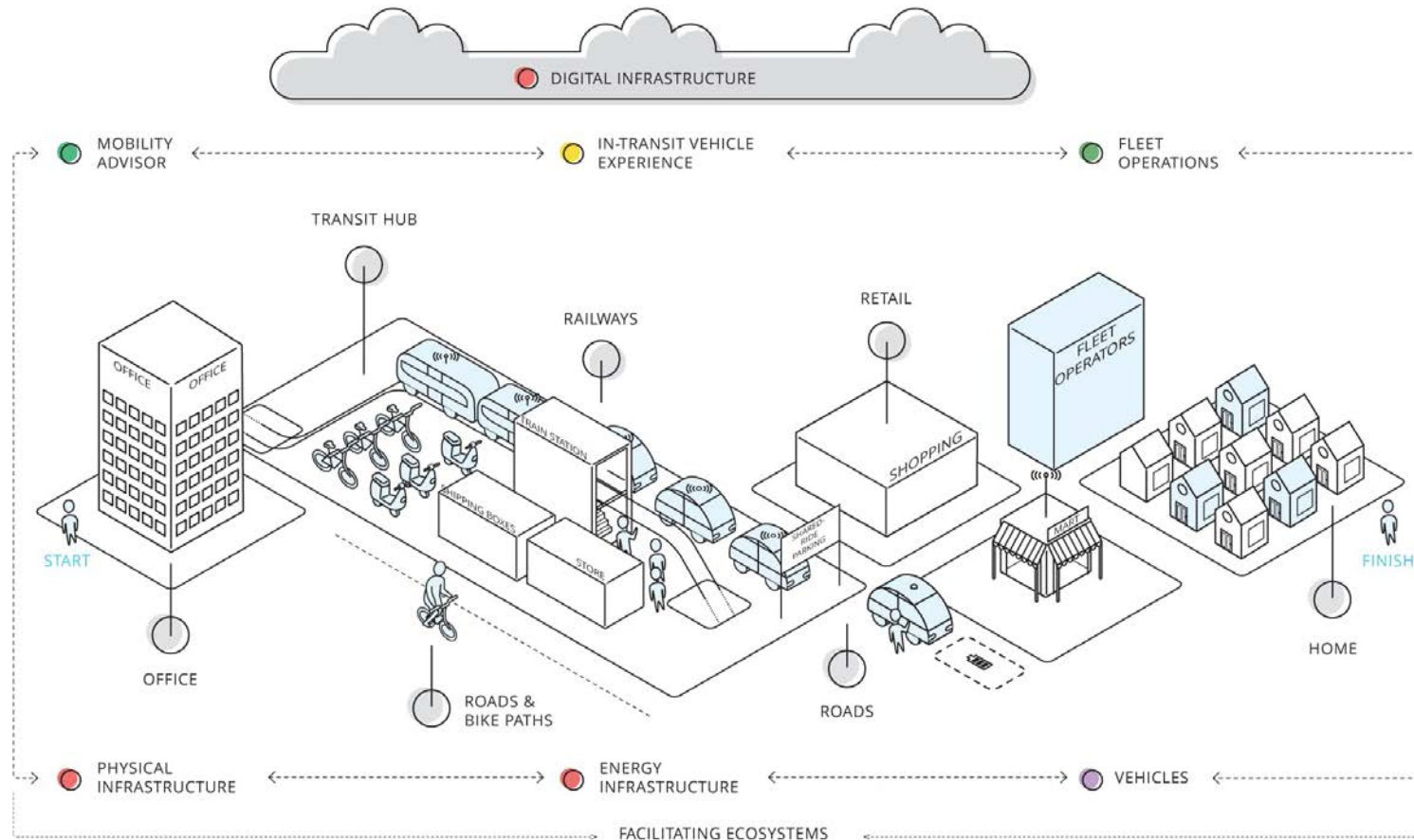
Emissions

28.9%

of Greenhouse gases are from ICE emission in 2017

The Solution: Transportation as a Service

Creating an ecosystem for shared mobility using electric vehicles for future sustainability.



Public Transportation

Shared Cars

Shared Rides

Powered by EVs

Rideshare with EVs



Carshare with EVs

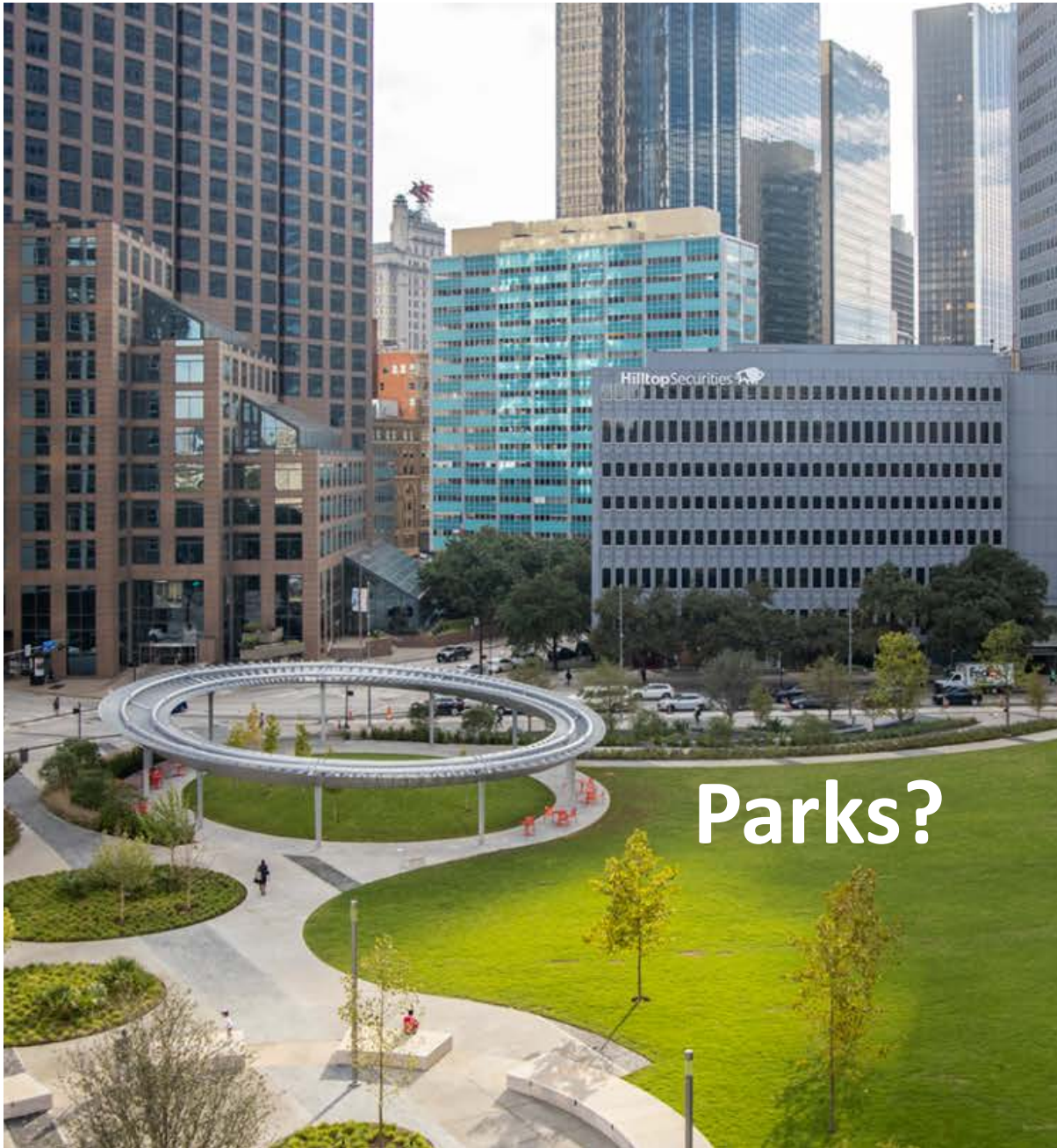


EV VanPool Services





Future Integrations





**What Madison will
we leave to future
generations?**