Problem: show directions on map for 2 persons

Solution:
Google map: Drive to point A, then point B, then point C
Route for 2: drive together with car to parking lot nearby the shopping center
Tarmo - walk 5 minutes and take bus 79
Triin - take bus 122
Goal: spend less time commuting to work

Core idea:
• survey commuters (car \ bus \ bicycle\ walkers)
• checkpoints, for example: only persons dring to Tallinn from Viimsi
Problem: walk from home to work

Solution:
Google map: Walk from Point A to Point B
Route for 2: Walk out of the door, then go to the coffee shop, enjoy good weather (sunny and 22 degrees outside), grab your favorite coffee and walk together with a friend to the office
Goal: routes based on emotional values \ quality of the route

Core idea:
• show small initiatives \ ads to the commuter in order to change the route
Looking for

- Developers
- Designers
- Survey clients

Connection with Telia: map based services, green initiatives\ environmentally aware companies, ads for mobile users

Missing piece of lego: how to make business out of it.