FROM 70-MINUTE COMMUTES TO SMART TRANSIT:

HOW AI & BLOCKCHAIN COULD IMPROVE ISRAEL'S PUBLIC TRANSPORT

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About me

1 Innovation Expert

An innovation expert in AI, blockchain, and digital transformation. With over 20 years of experience at EY, Accenture, and leading startups, she advises governments, investors, and tech companies on applying emerging technologies.

2 Founder & CEO

I’m the Founder of Pink Elephant Strategy and Co-Founder & CEO of Alsomine, a blockchain-based gift card platform.

3 Specialization

I specialize in turning complex technologies into practical, scalable solutions

3 OF THE CHALLENGES IN ISRAELI PUBLIC TRANSPORT

DEMAND MISMATCH

When & Where People Travel ≠ Fixed Schedules.
Public transport runs on rigid timetables leading to packed peak-hour trains and nearly empty off-peak buses.

INEFFICIENT SPENDING

More Money, Same Problems.
Despite 85% of trips being subsidized, service quality remains unchanged.

LACK SMART PRICING OR TRANSPARENCY

More needs to be done to optimize pricing and track if subsidies improve service, funds may fill budget gaps rather than improve efficiency.

HOW AI HELPED BERLIN & MUNICH REDUCE CONGESTION & IMPROVE TRANSIT EFFICIENCY

The Challenge

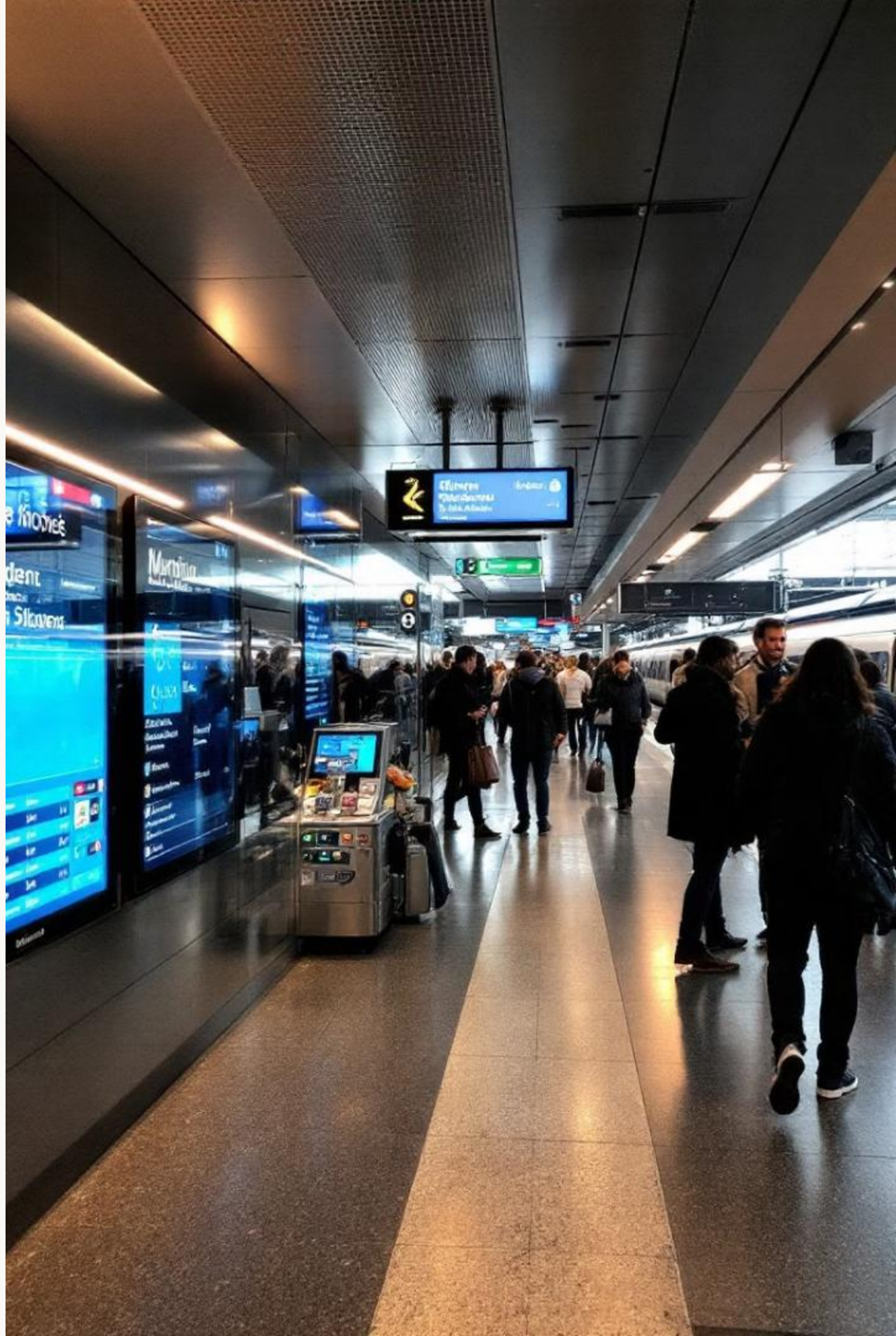
Berlin & Munich faced severe peak-hour congestion, while off-peak trains ran nearly empty, frustrating commuters and straining resources.

What Was Done

With a €50M AI investment, Germany introduced dynamic pricing to make off-peak travel cheaper, adaptive scheduling to automatically add more trains on crowded routes, and real-time occupancy tracking so passengers could choose less crowded rides.

Results

A 9% revenue boost, €10M in annual savings, and smoother, more predictable commutes with better passenger distribution.



HOW BEIJING USES AI & BLOCKCHAIN TO PREDICT DEMAND & OPTIMIZE TRANSIT

1

The Challenge

Despite major investments, Beijing's transit system struggled with unpredictable rush-hour surges and inefficient subsidy allocation.

2

What Was Done

By investing ¥500M in AI and blockchain, the city forecasted demand before it spiked, adjusted train and bus schedules in advance, and tracked ridership in real time to ensure subsidies went where they were needed.

3

Results

A 9% drop in wait times, 17% less overcrowding, and more transparent funding, improving both efficiency and public trust.

HOW SWITZERLAND USES BLOCKCHAIN TO ENSURE TRANSPARENT SUBSIDY DISTRIBUTION

The Challenge

Swiss taxpayers funded public transport, yet had no clear visibility into where subsidies actually went.

What Was Done

With CHF 20M invested in blockchain, every public transport subsidy became trackable in real time, and passengers received automatic refunds for major delays—restoring confidence in the system.

Results

A 23% increase in public trust, CHF 5M saved annually, and a more accountable, efficient subsidy system.

WHAT ISRAEL ALREADY DOES WELL

RELIABLE, SECURE DIGITAL PAYMENTS

Unlike Argentina & Dubai, with a strong banking system and advanced transit payment infrastructure, Israel doesn't need crypto-based ticketing—our existing digital payment solutions are already efficient and widely adopted.

NATIONWIDE SMART CARD & MOBILE TRANSIT INTEGRATION

Unlike the US & UK, while some countries struggle with fragmented ticketing systems, Israel's Rav-Kav & mobile payments already allow seamless, multimodal travel—meaning there's no need to reinvent the wheel here.

Thank you!

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