

A MuvMi electric tuk-tuk in Bangkok. Photograph: MuvMi.

The Last-Mile City: Krisada Kritayakirana's Electric Tuk-Tuk Experiment

MuvMi has turned the familiar tuk-tuk into an app-booked shared journey. Its founder's challenge is to make urban mobility work at the neighbourhood level.

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GCEIP Editorial Desk · 14 November 2026

A small journey with a big urban problem

The distance between a Bangkok home and a train station can decide whether public transport feels convenient. Yet that short journey is difficult to serve efficiently: taxis cost money, traffic steals time and walking in the heat is not always appealing. Krisada Kritayakirana, co-founder and CEO of Urban Mobility Tech, the company behind MuvMi, has helped build a response around electric tuk-tuks used as shared, app-booked microtransit. The service connects homes and everyday destinations to the mass-transit network.

Redesigning a familiar vehicle

Urban Mobility Tech, the company behind MuvMi, traces its origins to 2016 and began app-based electric tuk-tuk service in 2018. Its system uses defined pickup and drop-off points, called hop points, within service zones. Passengers may share a vehicle with others going in the same general direction. This differs from the traditional tuk-tuk experience, which is closer to a negotiated private ride. Pooling introduces scheduling complexity, but can help spread the cost of a vehicle, driver and charging over several customers. The electric format also removes exhaust emissions at the point of use.

From demonstration to routine use

The strongest evidence of transformation is the operational footprint described in reporting on the service. A 2026 examination of electric microtransit reported that MuvMi was handling roughly 28,000–30,000 passenger trips per day by October 2025, compared with around 20,000 in 2024. The account also described hundreds of active electric vehicles and drivers. Those figures should be understood as reported operating estimates, not audited ridership records. Nonetheless, a service with tens of thousands of routine rides faces a fundamentally different challenge from a promising demonstration project.

Scaling without losing the neighbourhood

For MuvMi, expansion is about more than buying vehicles. The company needs charging capacity, maintenance, driver recruitment, carefully designed zones and a reliable app. Because riders must use defined service points, route planning and coverage determine whether the product solves a real problem. A Bangkok district with dense rail connections may behave differently from a residential neighbourhood or commercial centre. The same system that enables pooling can frustrate customers if waiting becomes unpredictable. Krisada’s managerial test is to balance affordability and vehicle utilisation with an experience people will willingly repeat.

Public transport by another measure

An app may report thousands of trips without demonstrating how many car or motorcycle journeys it has replaced. The harder transport question is whether riders experience shorter, more predictable and more affordable door-to-door journeys. MuvMi could strengthen the case for its model by reporting average wait times, on-time service and passenger experience across neighbourhoods, while distinguishing trips made for convenience from journeys that would otherwise have required private transport. The environmental benefit also depends on vehicle occupancy and electricity sources. Such evidence would reveal whether the service improves a city as well as a company.

GCEIP Analysis

MuvMi depends on how well its routes connect with the rest of Bangkok’s transport network. Public mobility is frequently evaluated through large trains, buses or roads. Yet demand is also won or lost at street level. MuvMi’s growth suggests that shared electric three-wheelers can serve a genuine mobility niche. It also exposes the constraints of the model: passenger density must be sufficient, service zones must be intuitive and economics must survive without dependence on endless subsidies or promotional demand.

GCEIP View

Krisada Kritayakirana’s leadership story is a case in taking a familiar urban symbol and giving it a new operating system. More vehicles will help only if passengers can rely on the service and fares cover the work of drivers and the operating company.

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