



May 6, 2025

From Challenge to Solution: FREENOW's Firsthand Experience

Housekeeping



Trouble with audio?
Try dialing in!



Submit your questions live
for our Q&A at the end



We're recording!
We'll email you the link



Name/Surname

Henry Patishman

Business role

**Executive VP of Identity
Verification Solutions
at Regula**

Regula Key Facts

30+

years in the industry

100%

in-house R&D

15,000+

the most comprehensive library
of identity documents from
251 countries and territories

170+

countries covered by Regula
solutions

80+

border controls globally equipped
with Regula solutions

1,000+

clients



Name/Surname

Oliwier Migasiewicz

Business role

**Head of Operations
at FREENOW**



About **FREENOW** ✓

FREENOW is Europe's multi-mobility app with taxi offering at its core

Various mobility services within a single app

Taxis

PHV

Carsharing

Car Rental

eScooters

eBikes

eMopeds

Public Transport

9

European markets

Over

150

cities

**BMW
GROUP**

Mercedes-Benz Mobility



Let's get started!



Industry Highlights



Global Mobility Market Boom

The global mobility services market (including ridesharing, carsharing) is projected to reach \$615 billion by 2030, growing at a CAGR of 10–12% year-over-year.



Urban Shift

In major cities, consumers expect instant mobility options — car, scooter, bike — with minimal barriers, pushing platforms to scale rapidly.

Rise of On-Demand Services



Rideshare

FREENOW, Uber, Lyft, Bolt, and others now operate in over **700+ cities worldwide.**



Carsharing

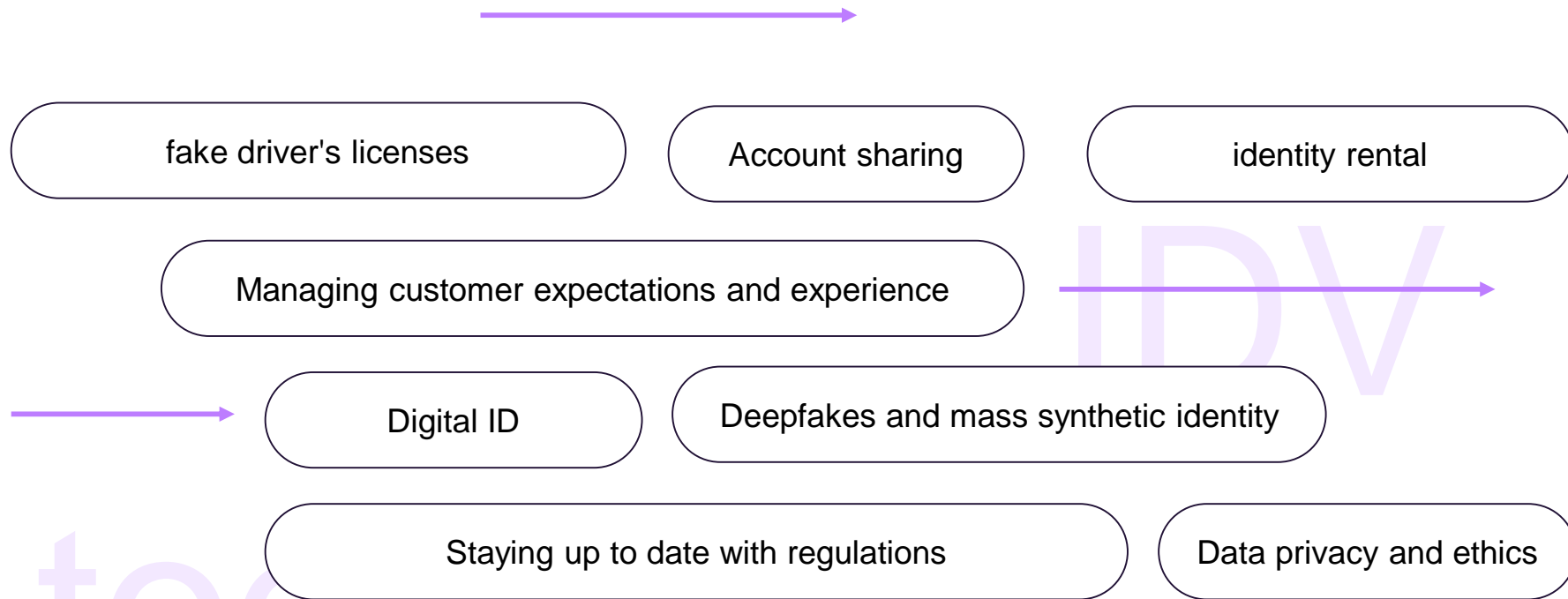
Companies like Zipcar, Getaround, and Free2Move are expanding as urban consumers prioritize access over ownership.



Delivery Services

Food, groceries, and parcel delivery markets (e.g., DoorDash, UberEats, Glovo) exploded post-pandemic, with lasting high demand.

Key Challenges



Variety of Identity Document Types



Traditional documents



Mobile DL

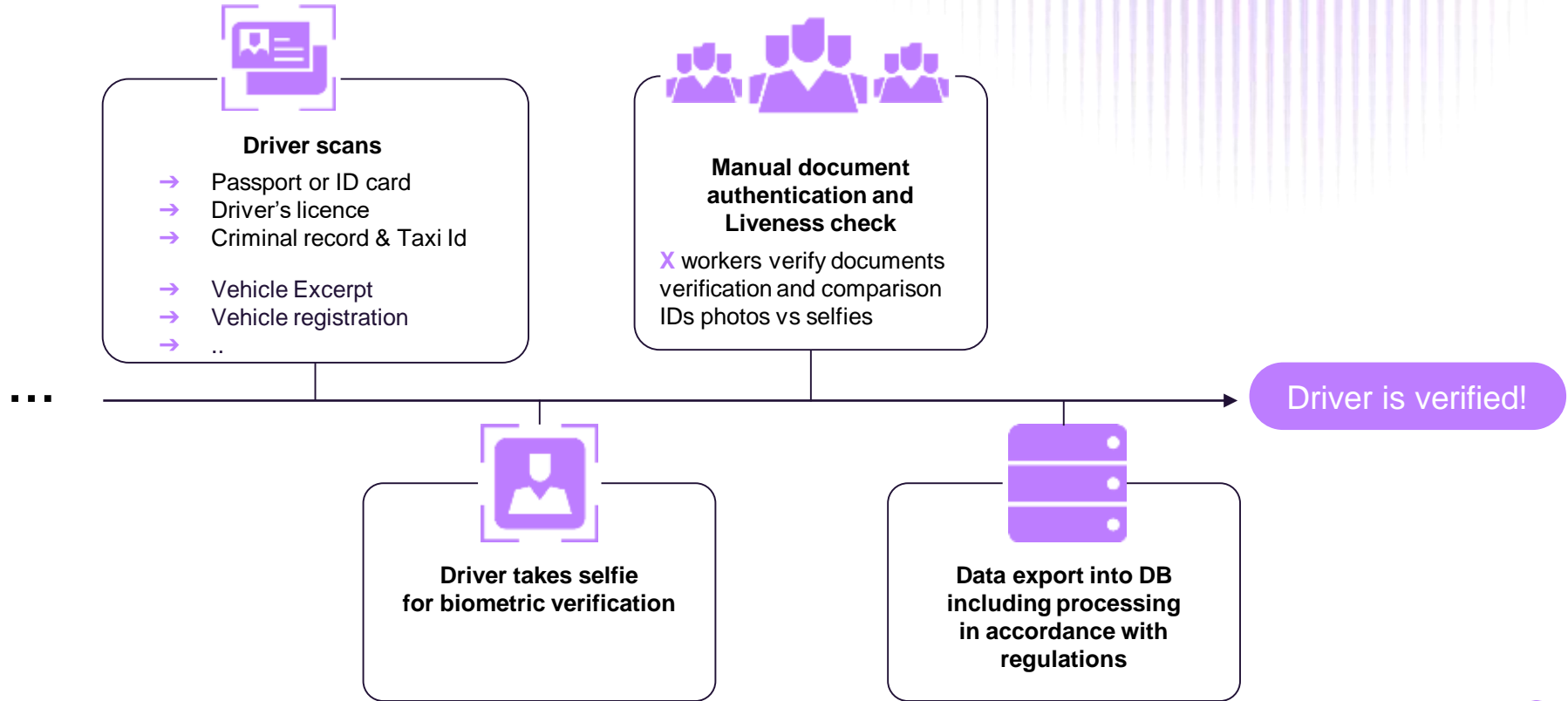
ID number
Name Surname
Date of birth

Decentralized credentials

- AAMVA estimates there are approximately **4 million** ISO-compliant mDLs that are interoperable and are verified with Readers in the United States/Puerto Rico.
- There may be as many as **5 million**, but not all are ISO-compliant digital IDs, with some states that have flash pass digital IDs.
- There are **5 to 7** additional states looking to launch programs in 2025, with more in 2026.

Driver's Onboarding Obstacles

Possible Steps of Manual Driver's Onboarding



Potential Issues



- Inconvenient and time-consuming process that leads to poor user experience
- Slow driver onboarding
- Manual verification that may cause errors



- Account takeover by non-authorized drivers
- Higher fraud risks due to human error during verification



How Has Complexity Exploded in Recent Years?

- Regulations tighten
- Fraud increased
- Privacy and safety concerns
- Global shift toward user-centric design



Importance of Regulatory Compliance

1. Users' safety (physical & digital) & meeting DRV's expectations
2. Meeting strict (Financial KYC-like) legislative requirements
3. GDPR & Data Privacy

Fines up to >€100k per case
& €20M or 4% of global turnover under
GDPR



Key Requirements and Business Goals

Need for Frictionless but Secure Driver Onboarding

Mobile-First Expectations



80% of drivers expect to complete onboarding entirely via smartphone, including document upload and biometric checks.

Speed: Fast, intuitive driver onboarding to fuel growth.

Security: Strong verification to prevent fraudulent accounts and ensure safety.

Challenges of Driver's License verification



OCR limitations



Poor image quality



Lighting, reflections, wear-and-tear on documents



Laminated driver's licenses



Multi-jurisdiction document formats



A variety of languages in driver's licenses

FREENOW Needed a Stronger IDV Process

FREENOW Builds a Robust IDV



**Regula
Face SDK**

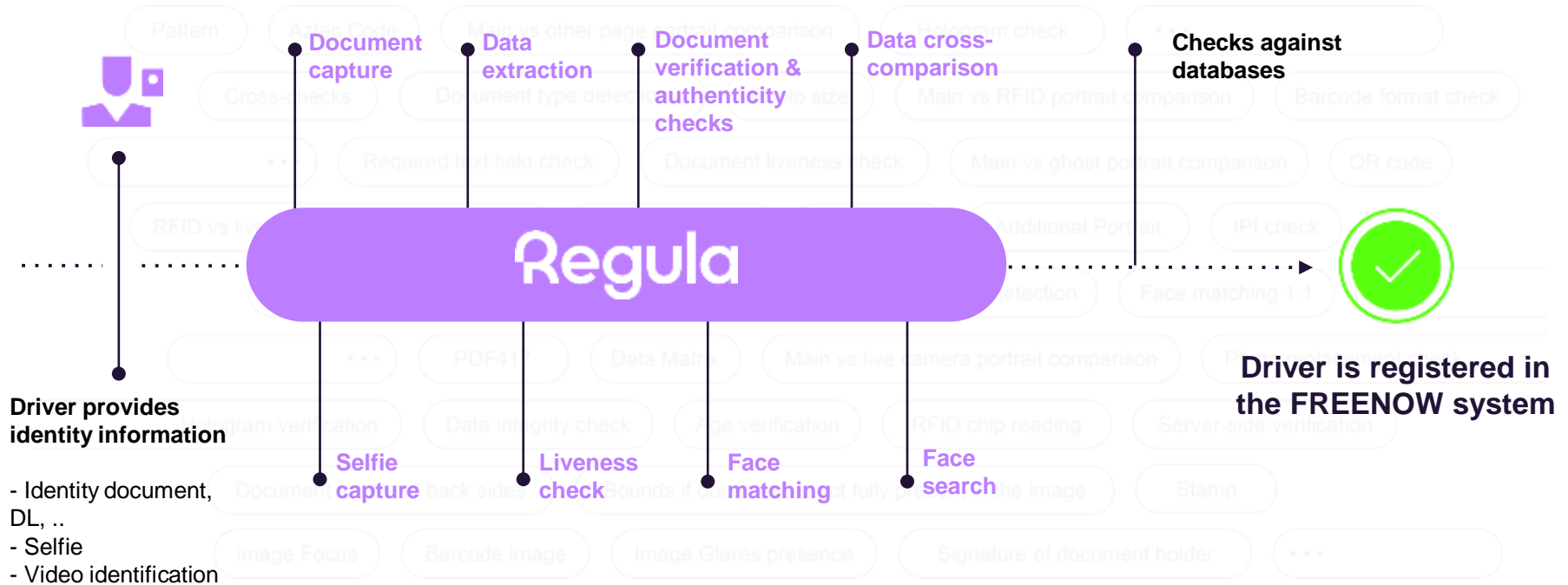


**Regula Document
Reader SDK**



Implementing the Regula solutions allowed FREENOW to build a robust identity verification system to properly check both identity documents and biometrics, as well as the criminal record of their employees.

Comprehensive Checks Along the Flow



How FREENOW Benefits with Regula

25 offices

in Poland covered

100.000+

taxi drivers verified

Instant

onboarding

Biometric

re-verification

New legislative

requirements and tight timeframe met

High User Appreciation



Everything is clear

...



Hello, the verification was carried out efficiently, professionally and in a pleasant atmosphere. Thank you and best regards.



Everything is super and the employees are very good and very caring. I got verified in 3 apps yesterday and none of them were as smooth and polite as you

...



Absolutely exemplary service and assistance



Yes, the visit went smoothly and satisfactorily



Everything is professional, as it should be. Efficiently and professionally

...



What Makes Driver's License Verification Truly Effective?

Driver's License OCR



Text detection

Identifies text areas within
the document



Text recognition

Reads and interprets
the detected text



Post-processing

Validates, corrects, and
formats the extracted data

PERMISO DE CONDUCCIÓN REINO DE ESPAÑA

1. APELLIDO1
APELLIDO2

2. NOMBRE

3. 01-01-1980 ESPAÑA

4a. 02-11-2004 4c. 99-00

4b. 02-11-2014

5. 01234567-X

6. 











7. 

9. AM A1 A2 A B1 B C1 C D1 D BE C1E CE D1E DE BTP

MUESTRA

PERMISO DE CONDUCCIÓN REINO DE ESPAÑA

1. APELLIDOS 2. NOMBRE 3. Fecha y lugar de nacimiento 4a. Fecha de expedición 4b. Fecha de caducidad 4c. Expedido por 5. Número del permiso 10. Válido desde 11. Válido hasta 12. Observaciones

	9.	10.	11.	12.
13.	AM 	02.04.95	02.04.95	101.78.75000
14.	A1 	15.10.91	04.10.96	101.78.75000
	A2 	01.12.02	01.12.02	101.78.75000
	A 	02.02.02	02.02.02	101.78.75000
	B1 			
	B 	02.04.95	02.04.95	101.78.75000
	C1 	01.12.02	15.10.97	101.78.75000
	C 	04.10.96	01.12.02	101.78.75000
	D1 	02.02.02	02.02.02	101.78.75000
	D 	01.12.02	01.12.02	101.78.75000
	BE 	04.10.96	02.04.05	101.78.75000
	C1E 	15.10.91	04.10.96	101.78.75000
	CE 	01.12.02	01.12.02	101.78.75000
	D1E 	02.02.02	02.02.02	101.78.75000
	DE 	01.12.02	04.10.96	101.78.75000
	BTP	01.12.02	04.10.96	101.78.75000

13. 70.23232323F 70.55555555RA.02.01.171.1.171.44.012345678123456789012345
70.23232323F 70.55555555RA.02.01.171.1.171.44.012345678123456789012345

PERMISO DE CONDUCCIÓN REINO DE ESPAÑA

1. ESPAÑOLA
ESPAÑOLA

2. CARMEN

3. 01-01-1980 ESPAÑA

4a. 02-11-2004 4b. 02-11-2014 4c. 99-00














5. 

6. 

9. 01234567-X 8

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	D 			
	BE 			
	C1E 			
	CE 			
	D1E 			
	DE 			
	btp			
12.				

Text in Security Features

OCR can also recognize text in MLIs—like the one in the Arizona's 2023 driver's license series.



Liveness and Authenticity Checks



A method of verifying a person's identity by requiring them during the verification process to demonstrate that they are a real live person, and that their identity document really exists.

NFC verification is the most secure way to verify identity



Add greater security for remote onboarding.

Read and verify electronic documents with RFID chips: e-Passport, e-ID, e-DL.

One-Shot Identification and Seamless UX

Compare a live photo and a portrait from
a document within one image **simultaneously**.





Questions?



Thank you!

Regula

Decades of Forensics for Seamless Identity Verification.
Bringing together 30 years of experience in forensics, border control
and business, to create industry standards to trust and follow.

