



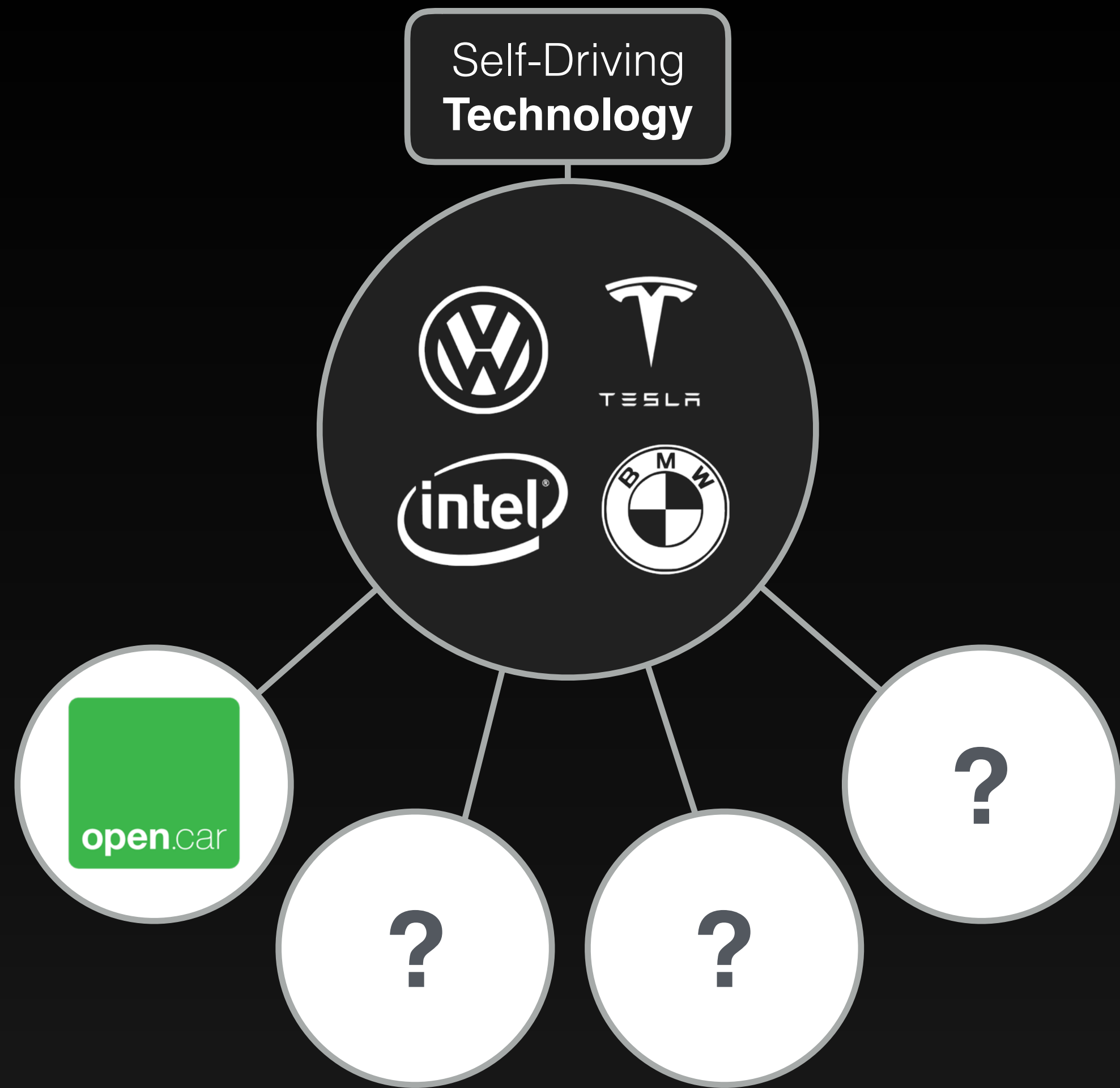
telephone
music player
radio
television
personal computer
internet
mobile phone
smartphone
shared autonomous vehicle



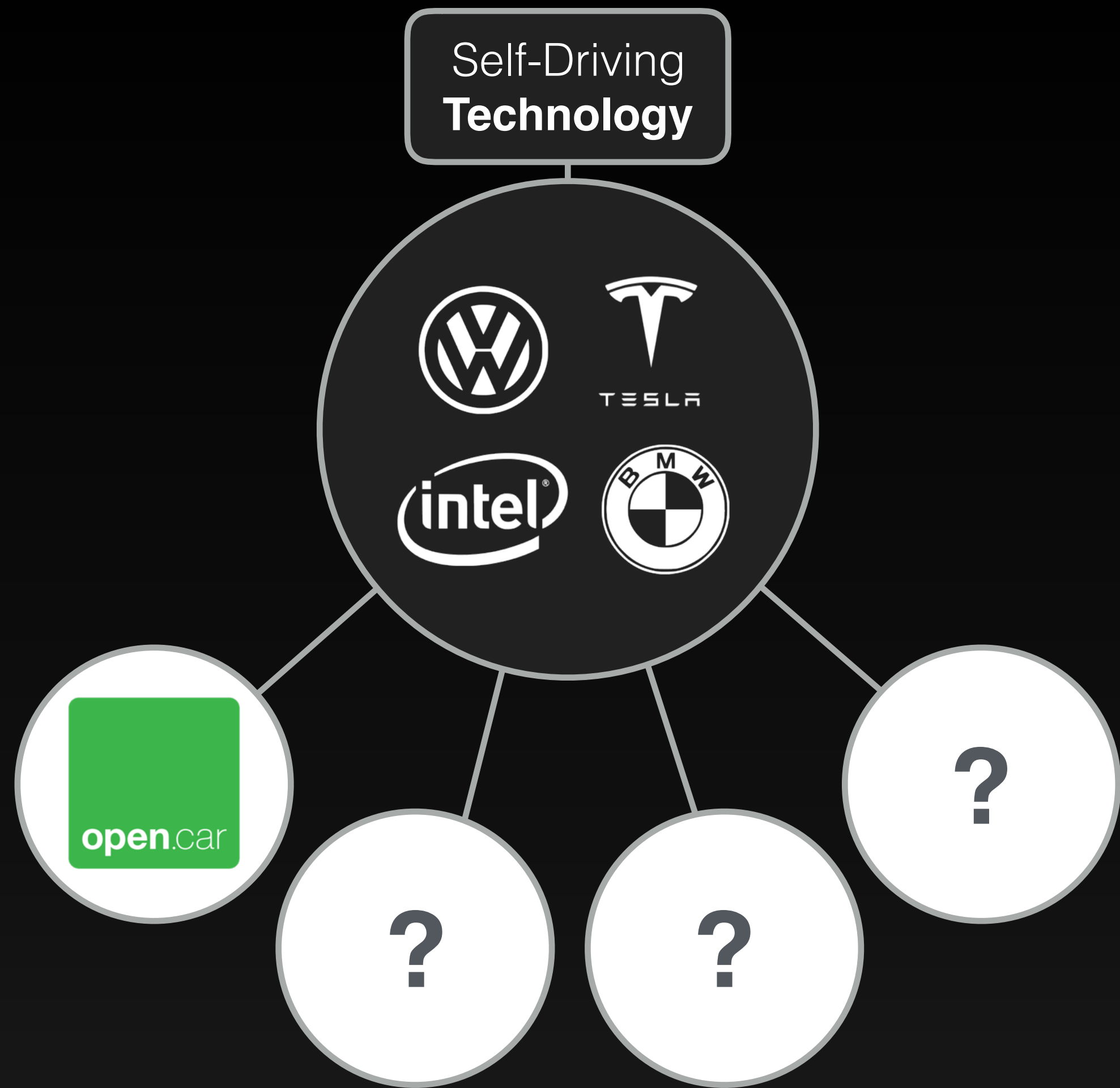
autonomous vehicles

“The technology with most potential to
change our lives in the next years”

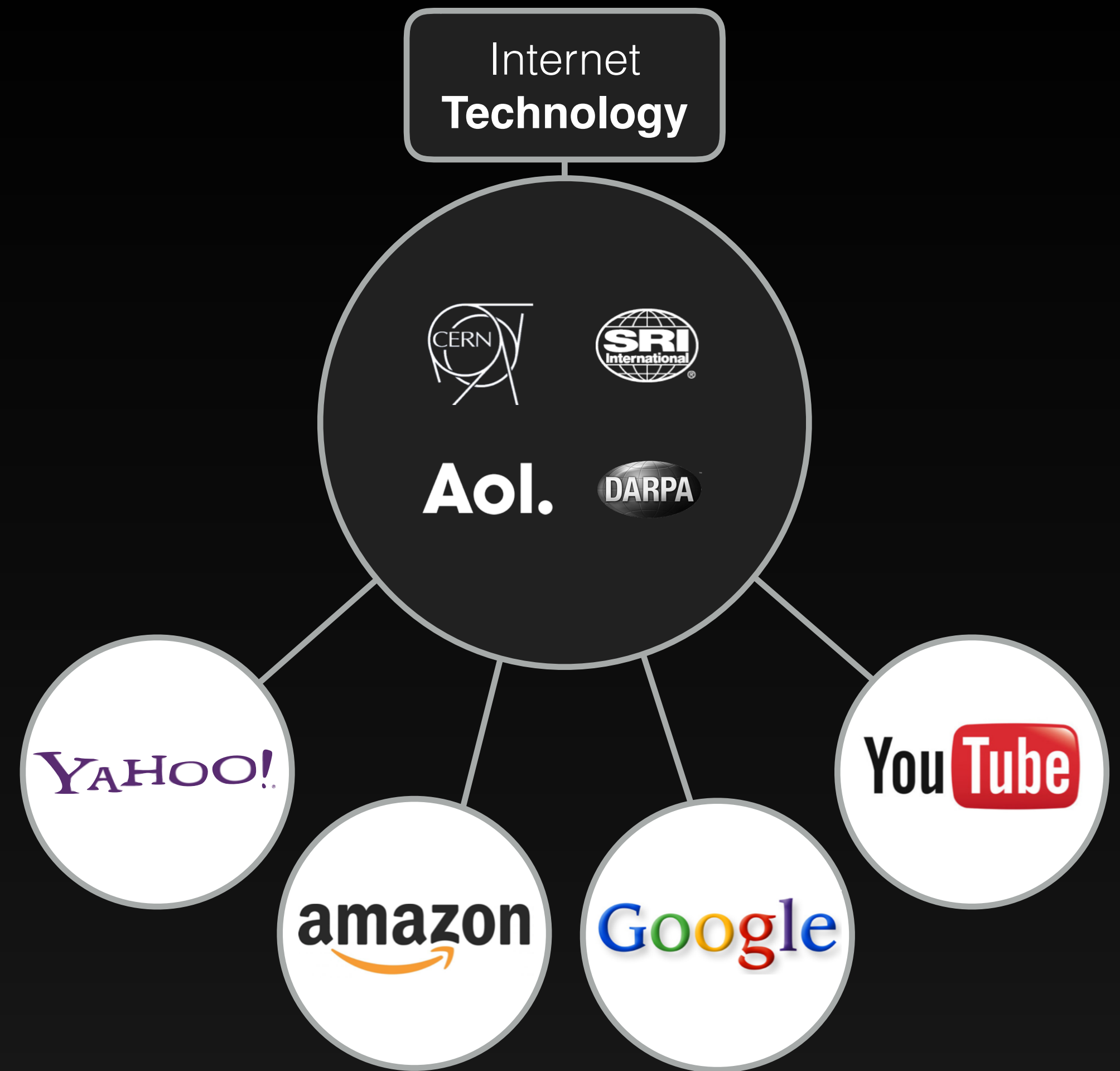
European Union report



Self-Driving based **Uses & Applications**



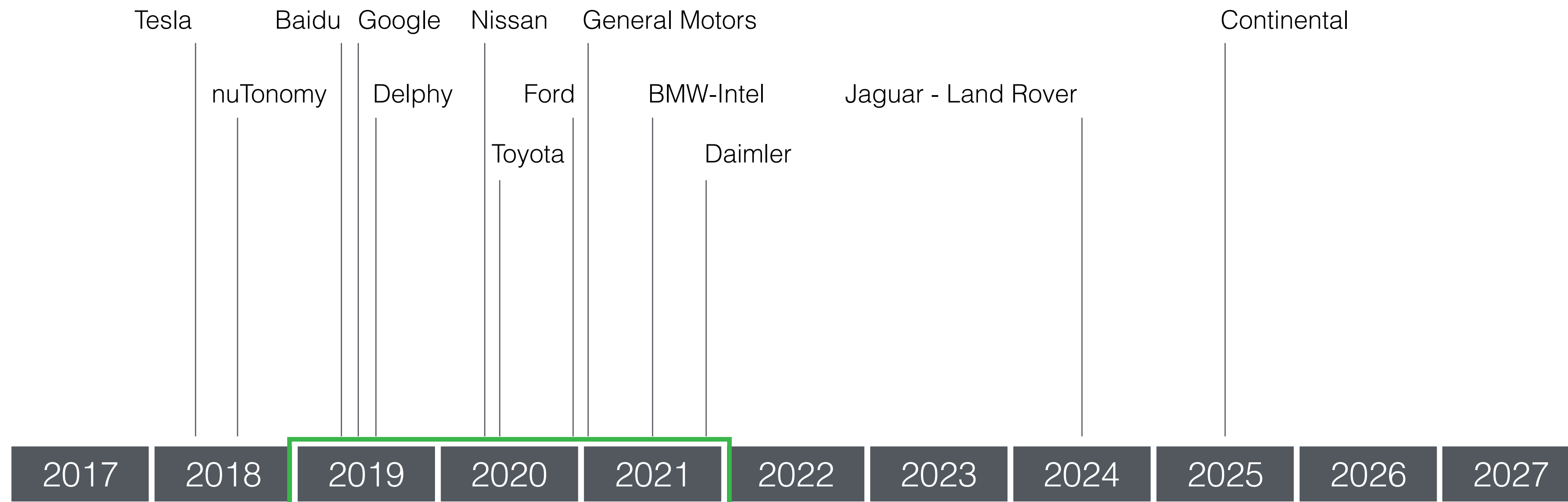
Self-Driving based **Uses & Applications**



Internet based **Uses & Applications**

When?

Ready for Public or Marketing Date announced by companies



"I expect the first such vehicles to hit the market in the next 2-4 years"

Johann Jungwirth - Volkswagen CDO (Digital Chief) -

“With the acquisition of Mobileye, Intel aims to supply a complete self-driving system to manufacturers”

Wall Street Journal

"Google's autonomous car is already working flawlessly 99,9998% of the time”

CNBC

Legalization advanced in
USA, UK, Australia & Korea



“The Trillion Dollar Market”

Travis Kalanick
Uber’s CEO

Market Size

Long-Term Predictions

Average Fare	8 %	Currently of 20% (Uber, Lyft, etc.)
Average Yearly Revenue/Vehicle	€6.000	Long-Term, Worldwide
Final Number of Vehicles	550 mill.	50% reduction from current number
Shared Self-Driving	28 %	
p2p Sharing Market Size (Fares)	110.880 mill.€	

Sources: Deloitte, The Economist, Internal



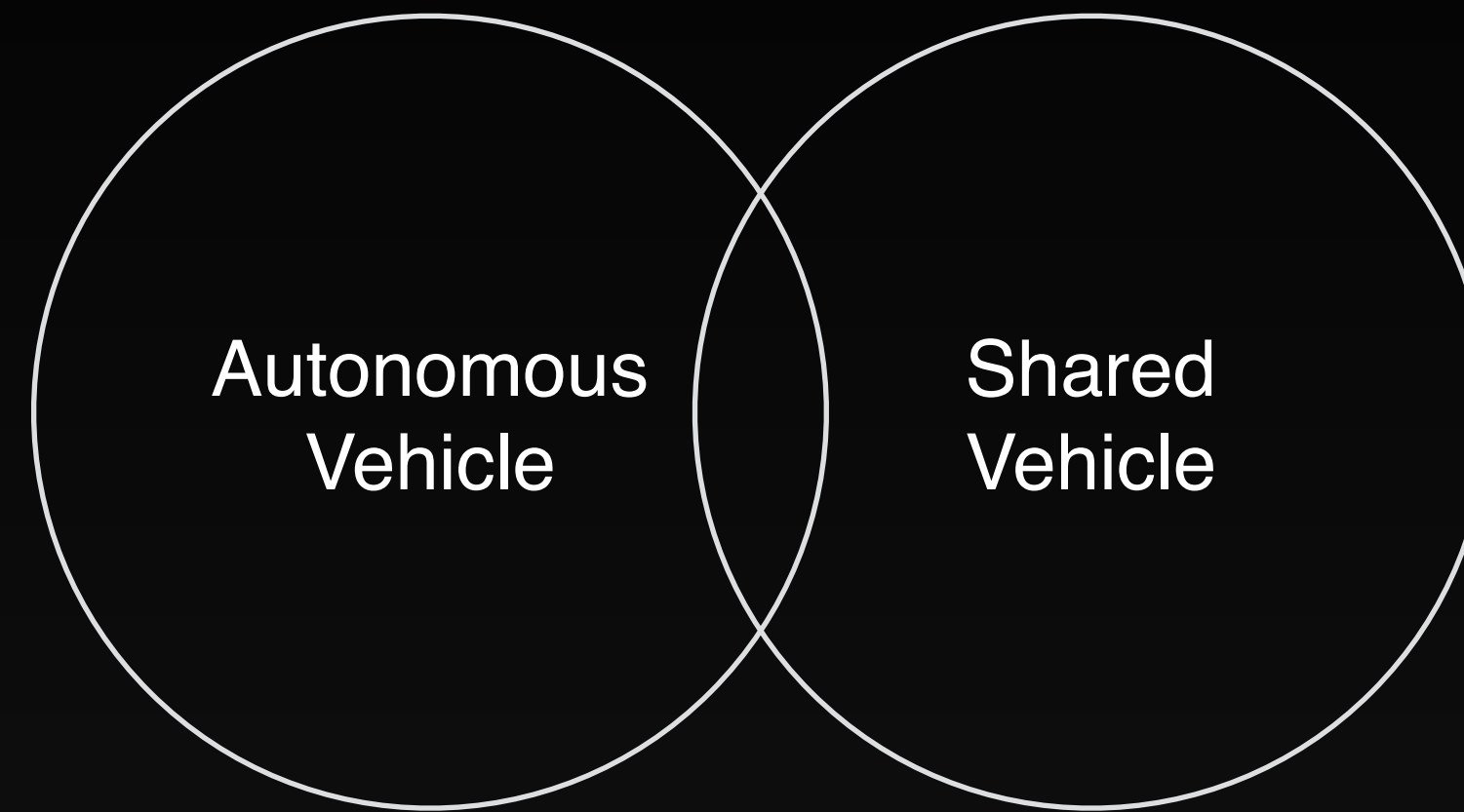
Connected
Vehicle

Autonomous
Vehicle

Shared
Vehicle

Electric
Vehicle

Backbone of MaaS
Mobility as a Service



**Remove human
driver cost**

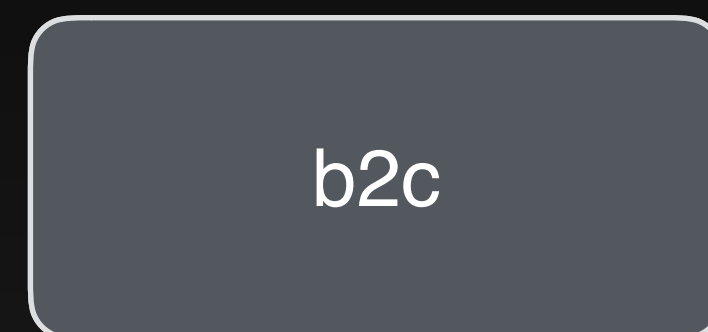
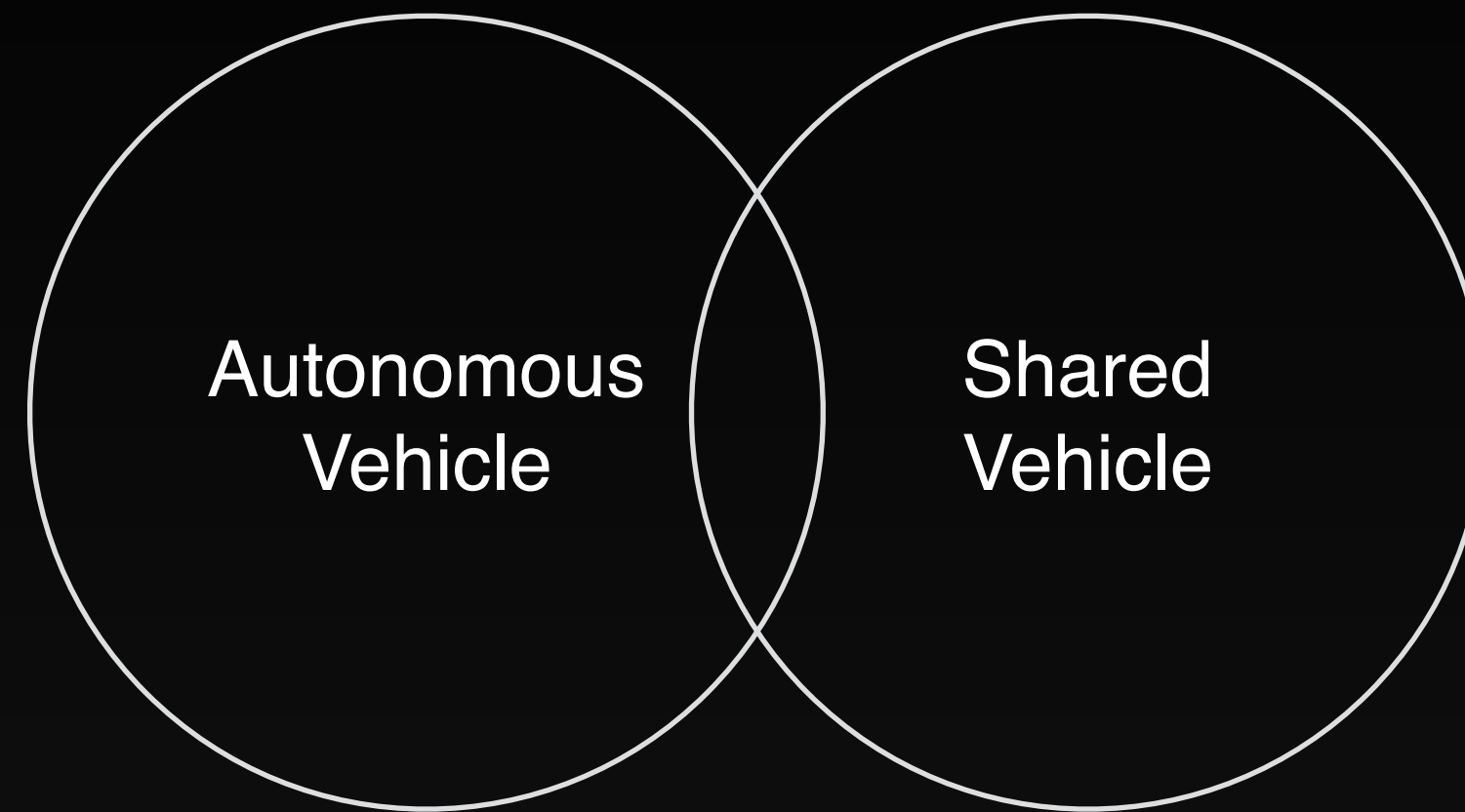
**Increase running
time efficiency
(24h)**

**Environmental
Sustainability**

“Taxi Service at Bus Prices”

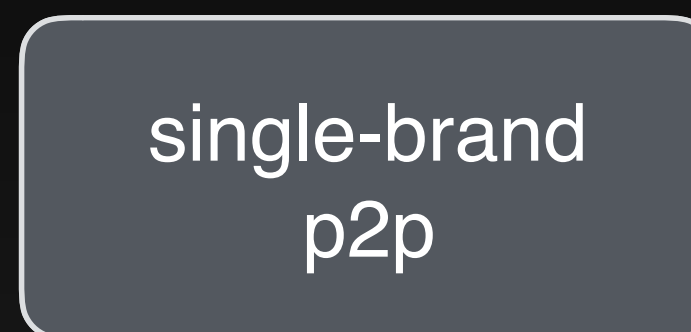
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Mobility as a Service



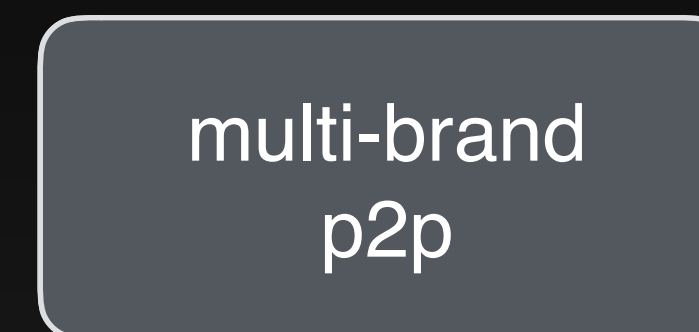
from companies
to particulars

Ex: Waymo, BMW



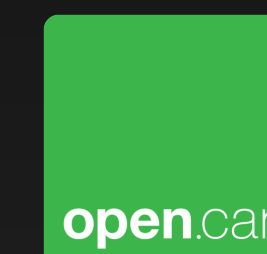
between individuals
(closed)

Ex: Honda, Daimler



between individuals
(open)

Ex: open.car




*(Airbnb for
autonomous vehicles)*



Any Brand
Autonomous
Private Car

+

 SHARING

 PAYMENT

 PERCENT



 ENERGY

 PARKING

 OTHERS

=



Part Time
Autonomous
Shared Vehicle

from companies
to particulars

Ex: Waymo, BMW

b2c

between particulars
(monobrand)

Ex: Honda, Daimler

closed
p2p

between particulars
(multibrand)

Ex: open.car

open
p2p

Easy to develop

Earns 100% of transactions

Bets on all technologies success

Global solution for the user

Solution for every demographics

Fast growth with little investment

Easy to develop	Green	Green	Red
Earns 100% of transactions	Green	Red	Red
Bets on all technologies success	Orange	Red	Green
Global solution for the user	Orange	Red	Green
Solution for every demographics	Red	Orange	Green
Fast growth with little investment	Red	Green	Green

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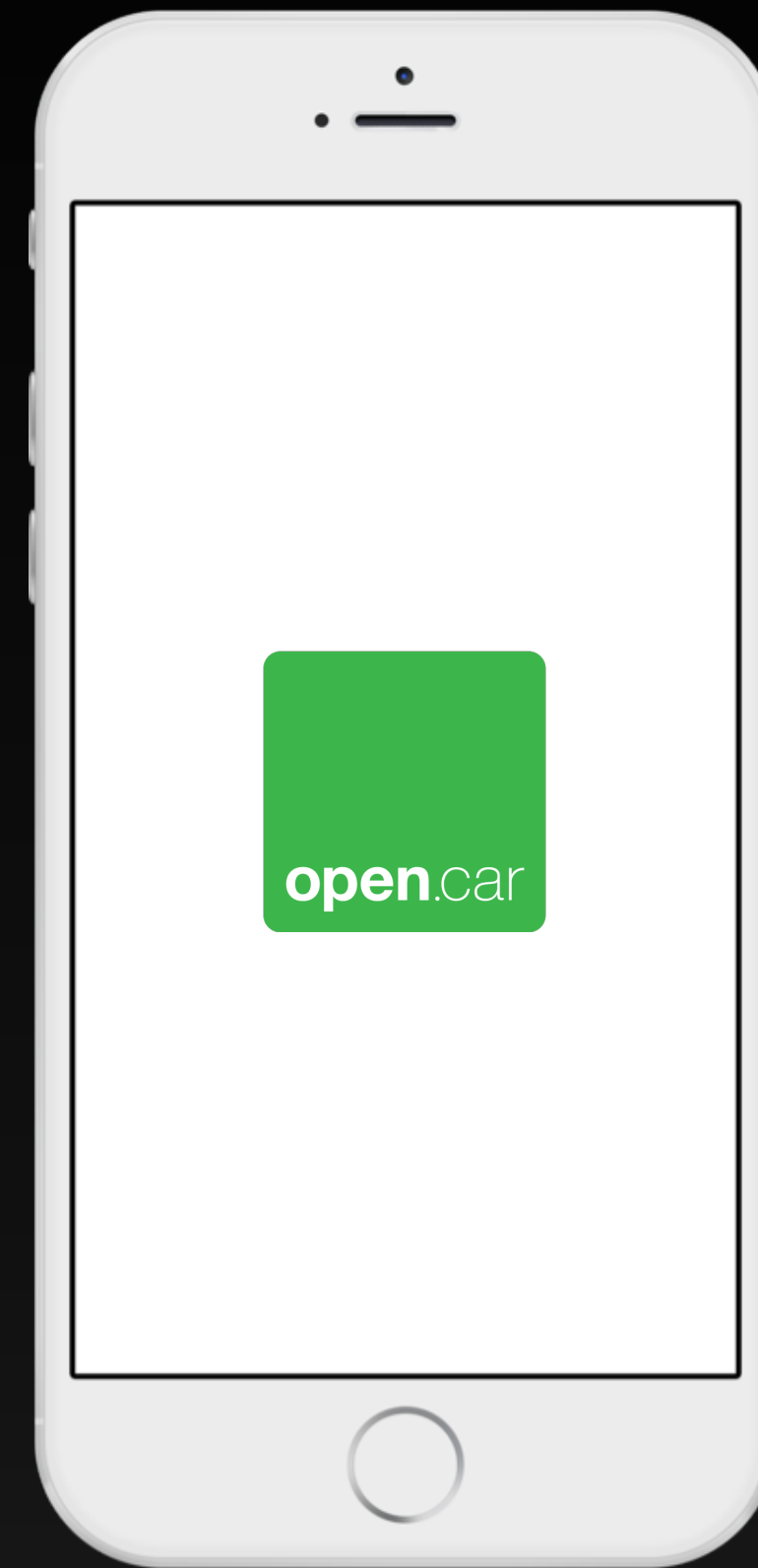
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Solution for every demographics

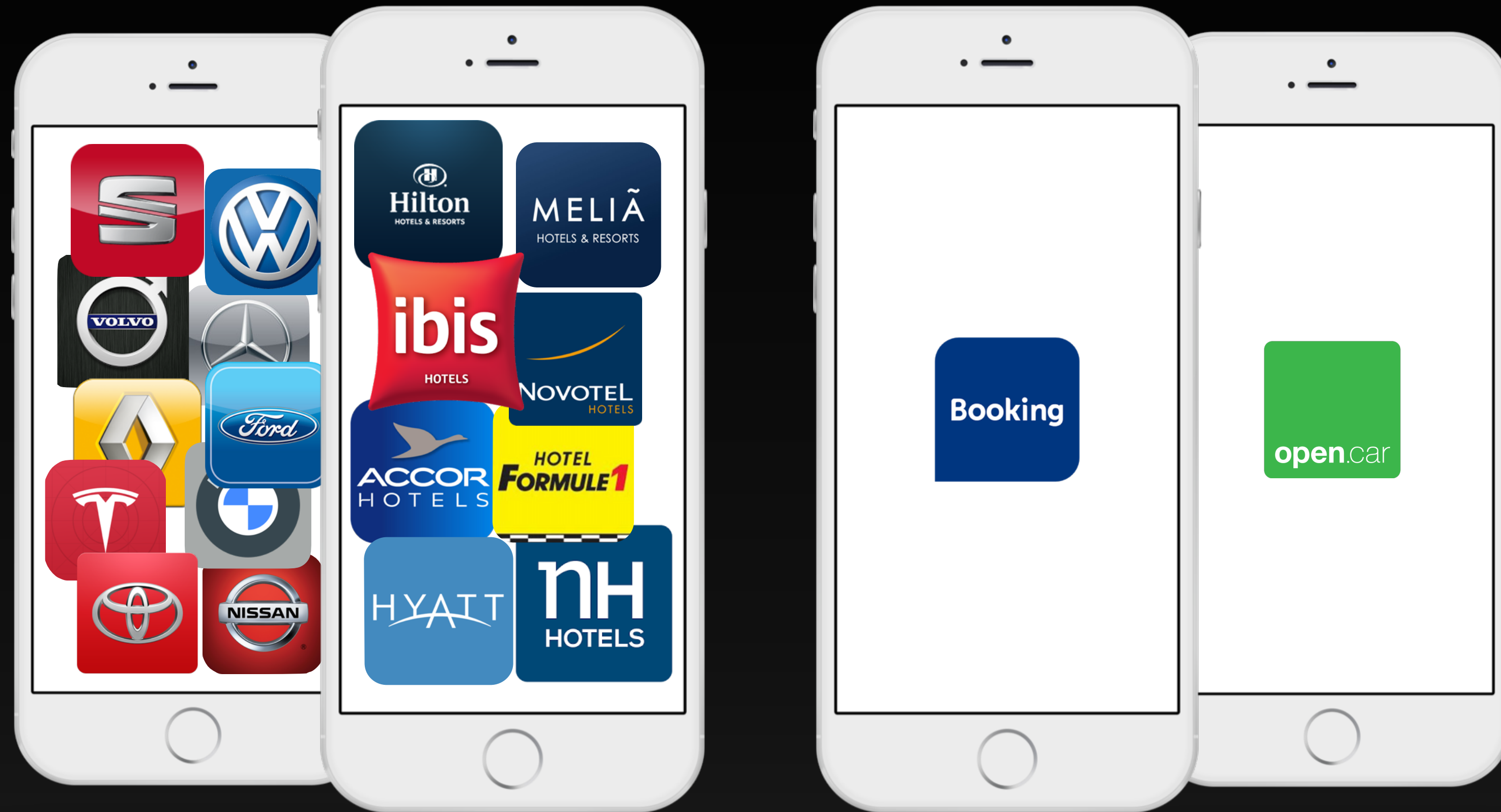
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Solution for every demographics

Fast growth with little investment





Solution for every demographics



Owners not open
to car-sharing
(except family)



Owners open
to car-sharing



Owners that build
a private fleet



Corporate
fleets



Solution for every demographics



Owners not open
to car-sharing
(except family)



Owners open
to car-sharing



Owners that build
a private fleet



Corporate
fleets

A car will be able to work
as a taxi while idle (up to
92% of the day) and pay
for itself in 2-3 years



Solution for every demographics



Owners not open
to car-sharing
(except family)



Owners open
to car-sharing



Owners that build
a private fleet

Small investors
"Taxi-Style"



Corporate
fleets



Solution for every demographics



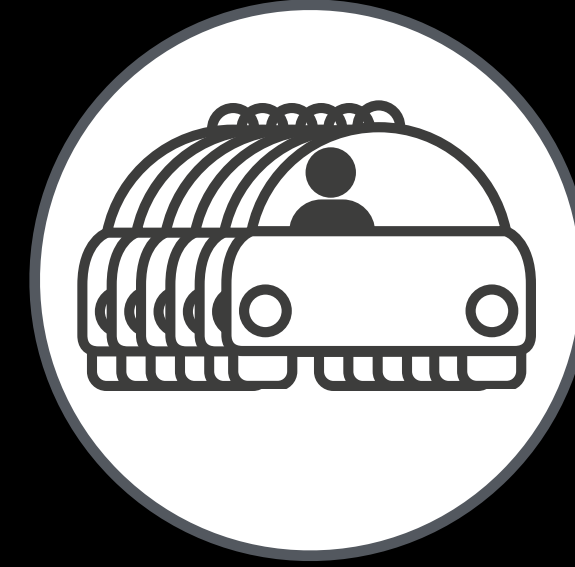
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Corporate
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Provide passengers to:
Rent-a-Cars (AVIS, Hertz)
Manufacturers,
Smart-Cities

...

like booking.com to hotel chains



Solution for every demographics



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Corporate
fleets

Big added value to sell an autonomous car + zero cost = potential default car equipment

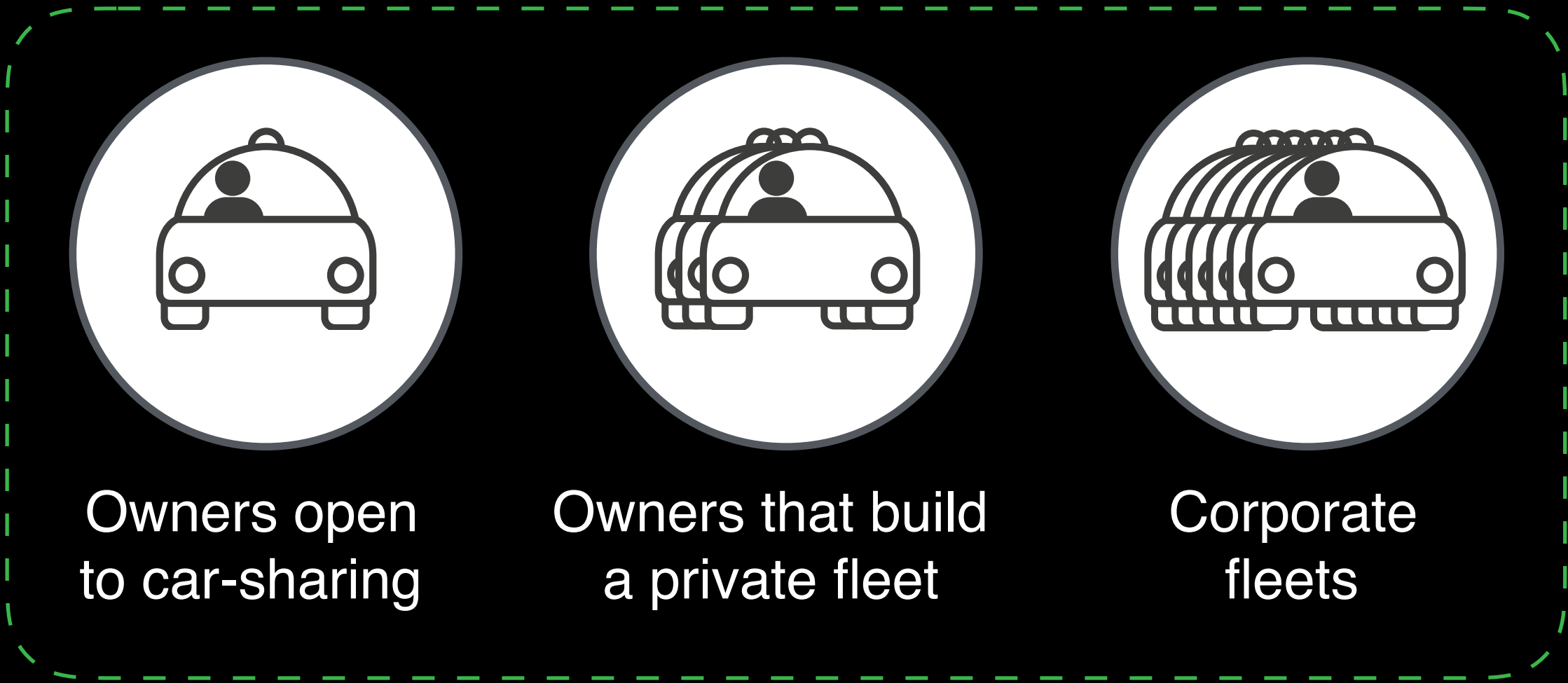
like Wi-Fi on a PC



Fast growth with little investment




Owners not open to car-sharing (except family)



Owners open to car-sharing

Owners that build a private fleet

Corporate fleets

→ Many Sources to offer **mobility as a service** for non-owners 

Like AirBnB, that has become the largest Hotel Chain worldwide with 0\$ invested in rooms

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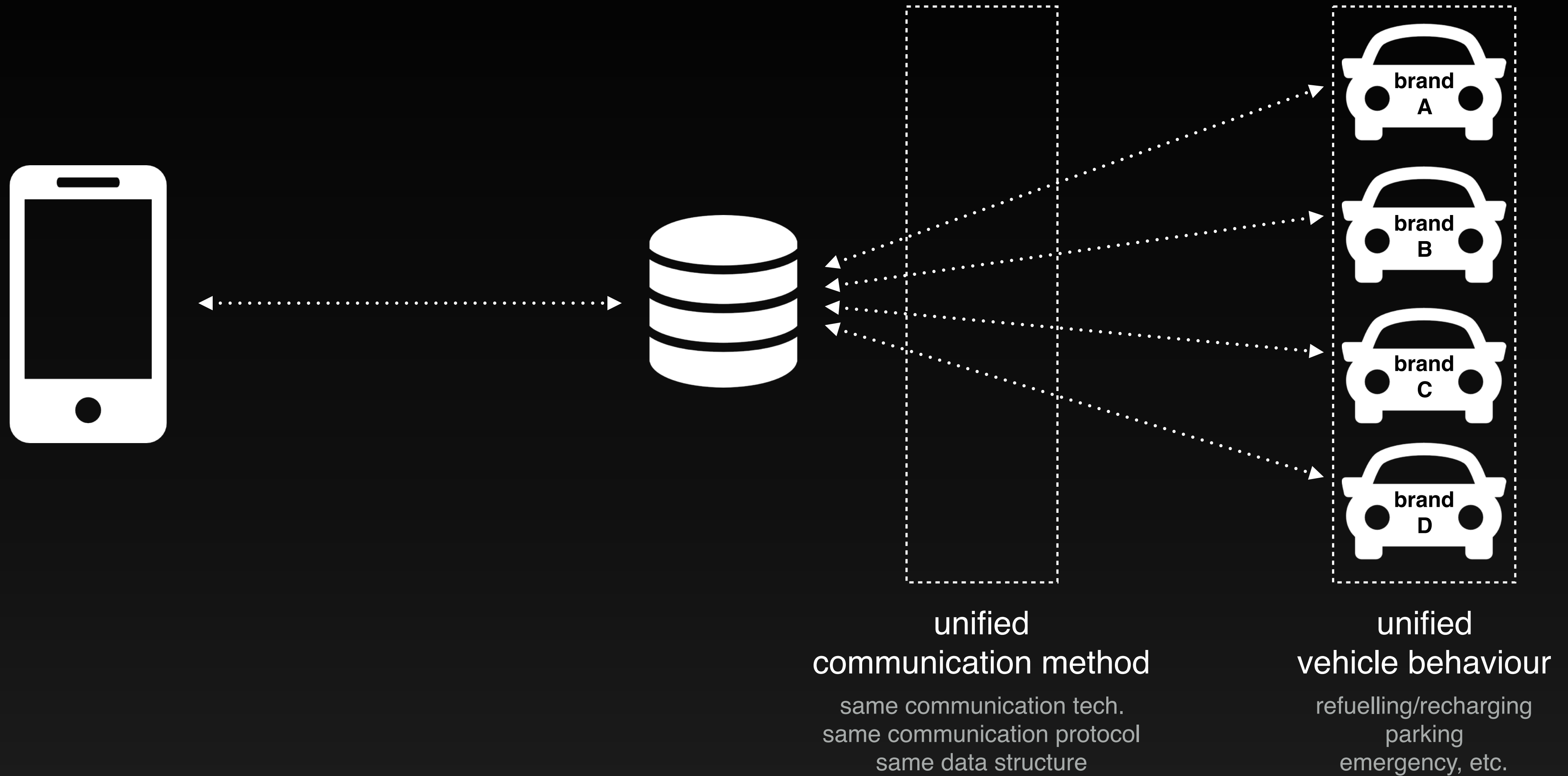
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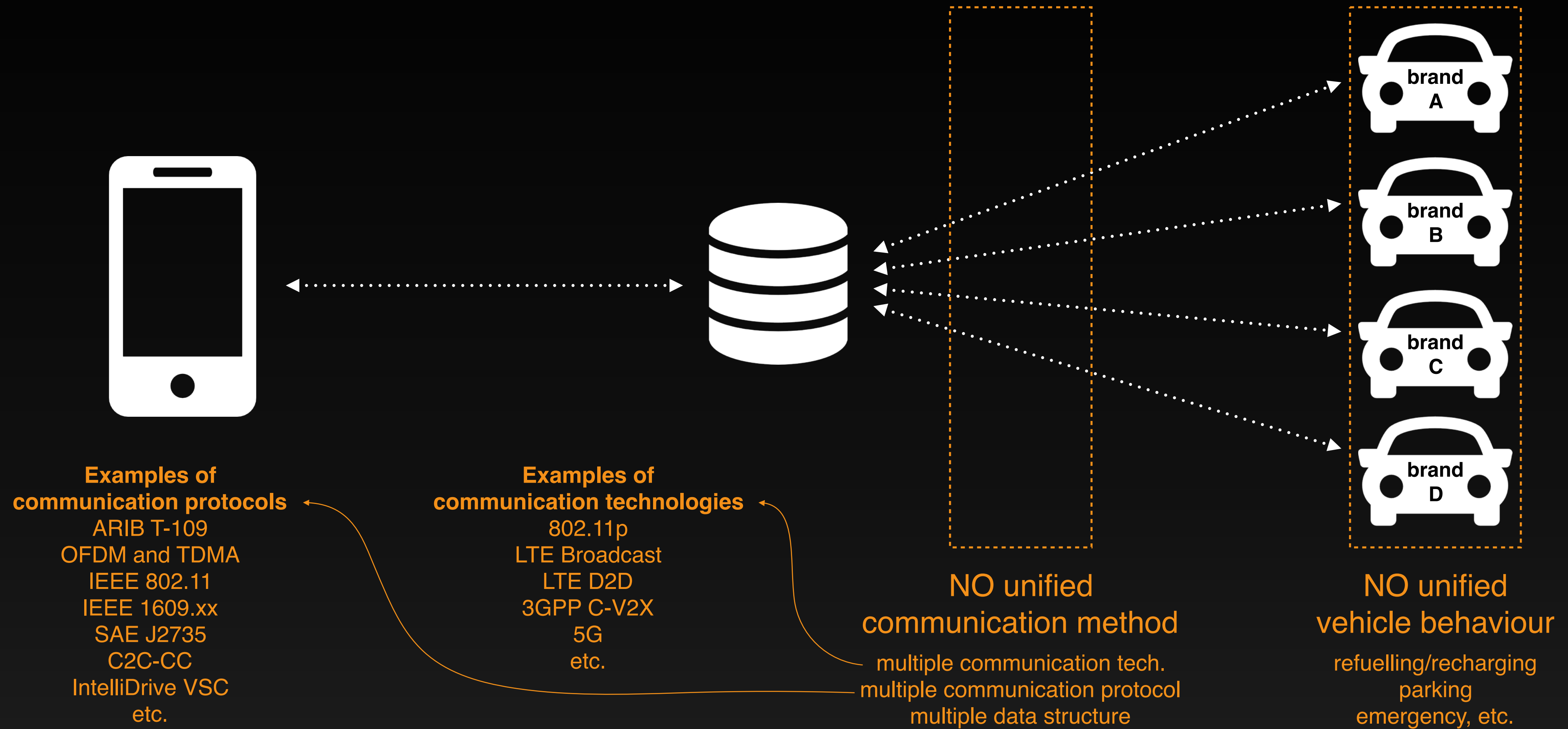
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Main problem: integrate in a fleet cars of different brands and different technologies



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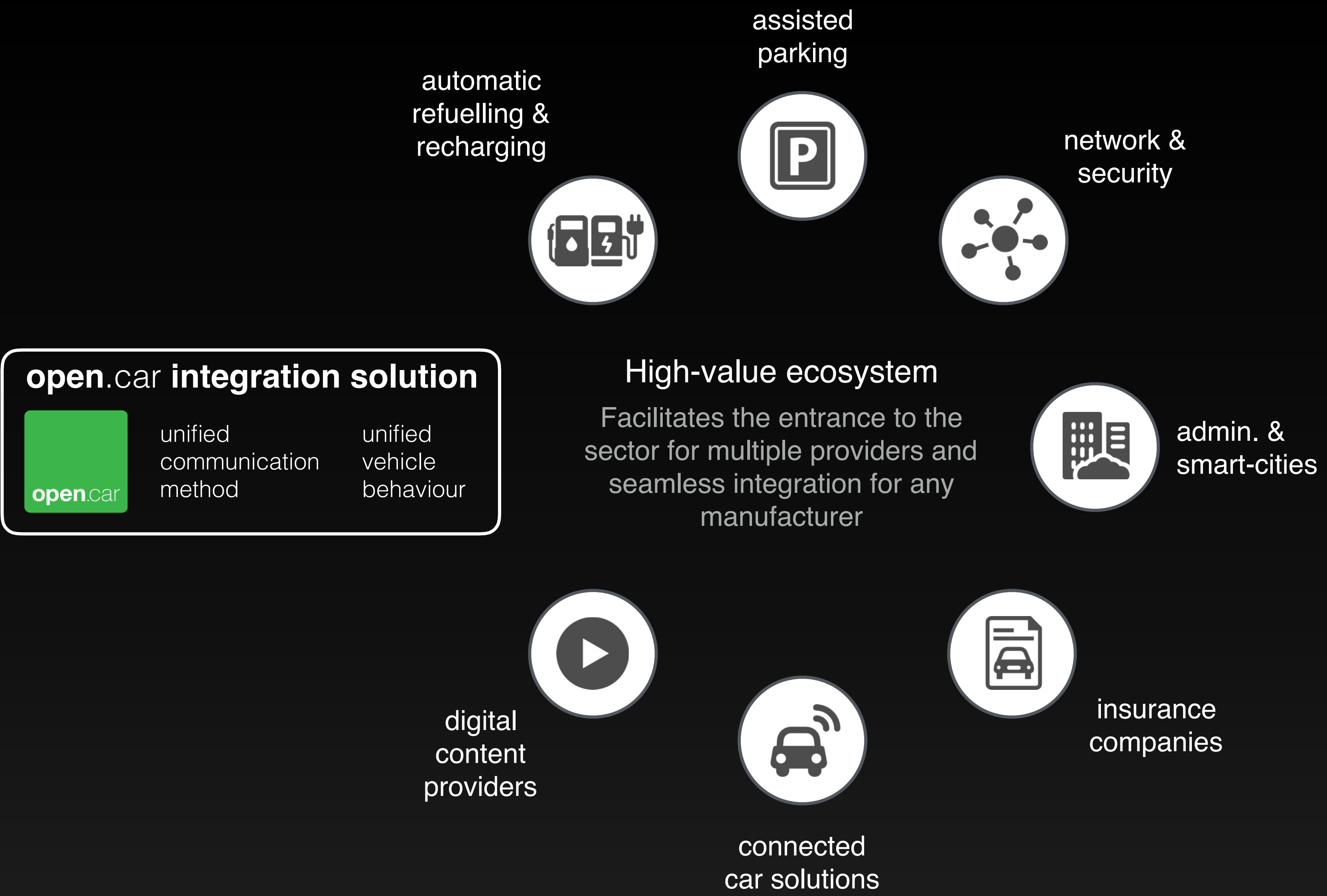


Main problem: integrate in a fleet cars of different brands and different technologies

Possible solutions

1. ~~Wait for the emergence of a standard~~
2. Adapt proactively your platform to all manufacturers





Roadmap

Take advantage of the time



A mature & tested platform
A complete ecosystem

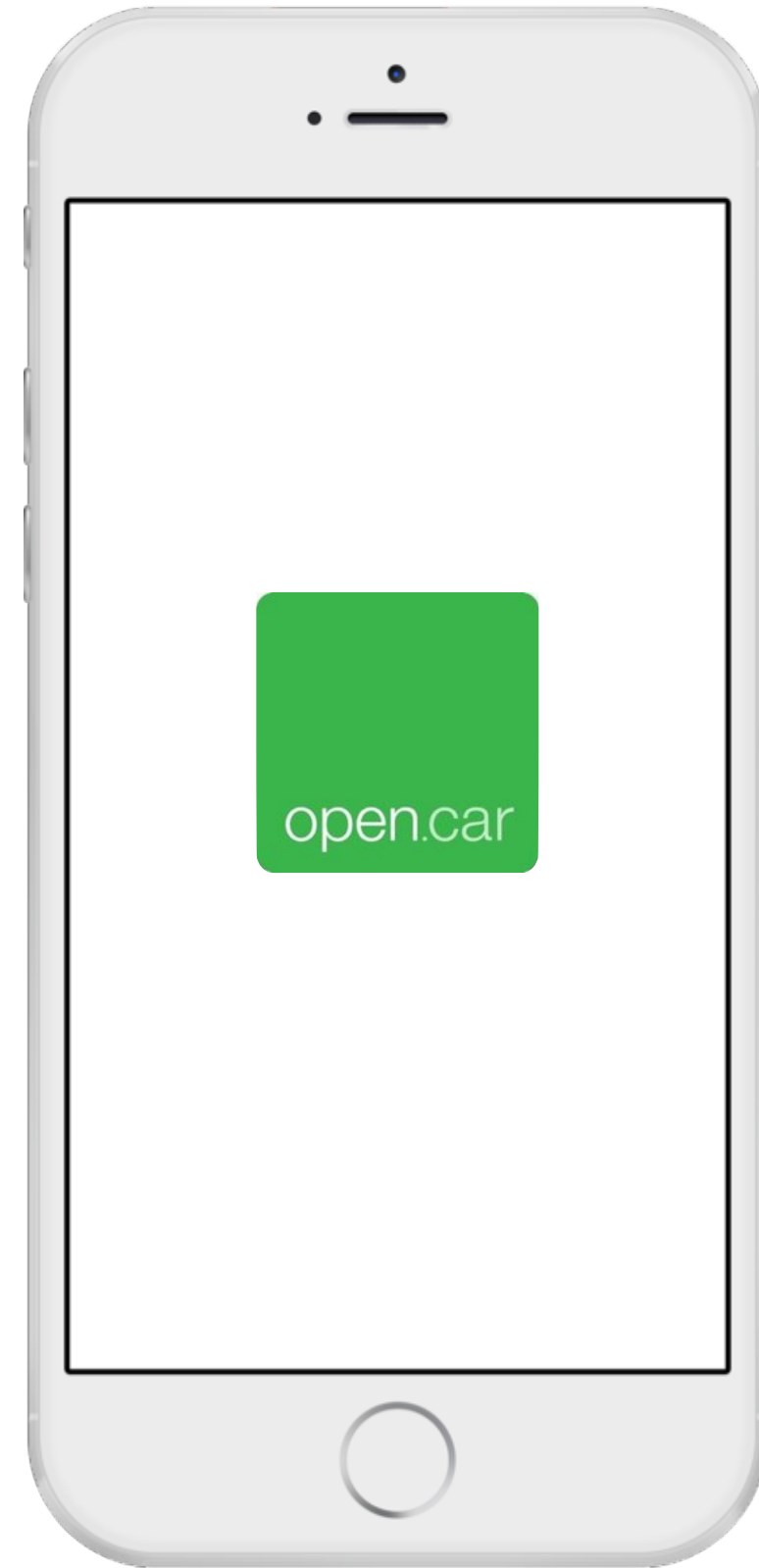
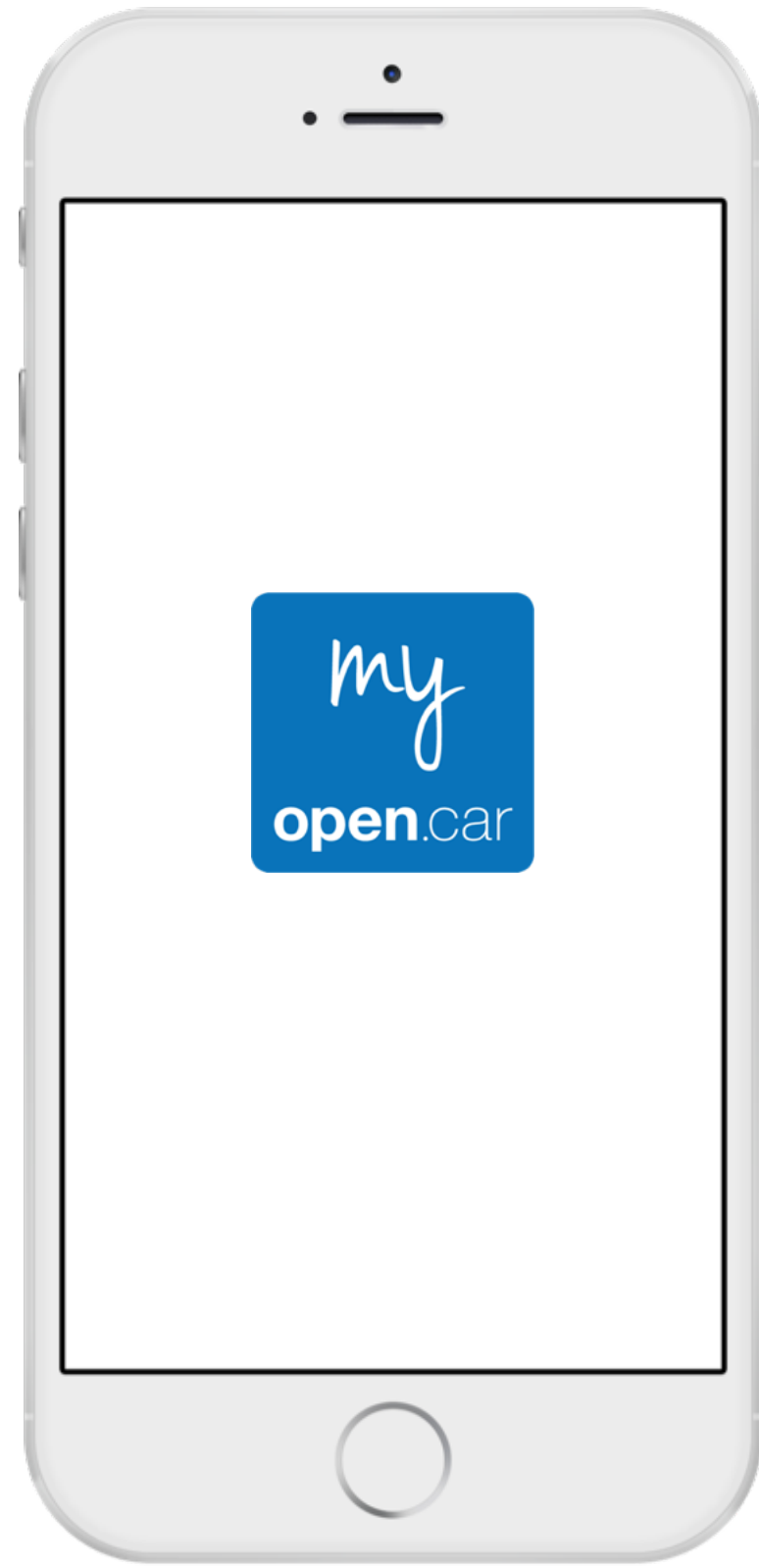
First to market
Key advantage for open-network models



No Standards



Autonomous Vehicles available to the public





“The best way to
predict the future is
to **create** it now”