Collaborative Business Models
for Automated Driving – Design and Evaluation

L3Pilot Final Event

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Exploitation and Innovation @ L3Pilot

Objectives:

- **Explore** and **promote** the potential of L3Pilot results wrt **new business** opportunities and business models

- Study the deployment potential of AD

Approach:

- Broad and open model, dealing with a range of **business environment scenarios**, promising **business models** and possible **deployment strategies**
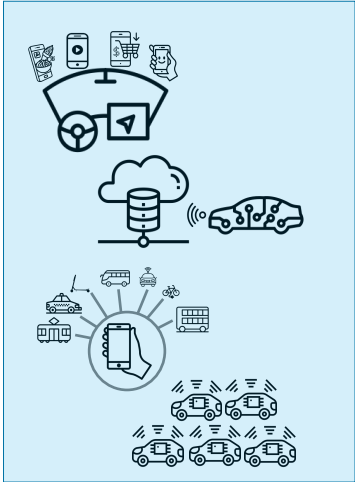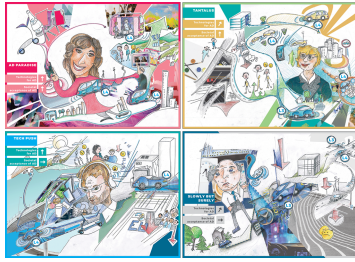
Can promising AD-related business models foster the market of AD technologies?
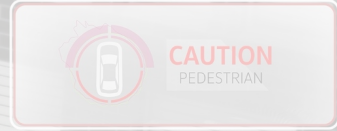
Motivation to invest

Motivation to bring together partners

„No business model, no business, no automated driving"

Approach

Review

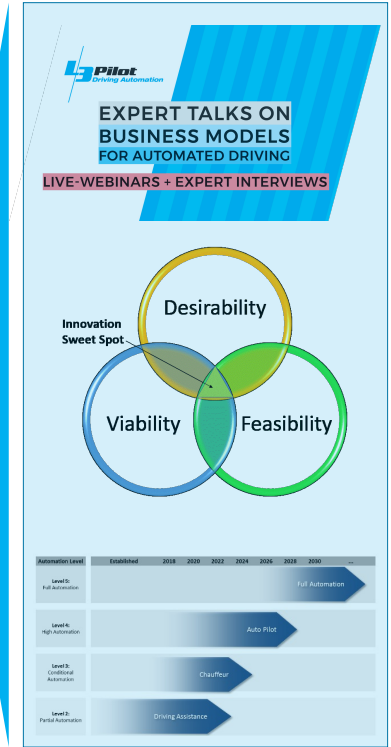| Business model selection and detailing |
| --- |

Stakeholder consultation

Business-scenario fit

Stakeholder requirements

Roadmap-check

Challenges and recommendations
for 4 collaborative business models
for automated driving

EXPERT TALKS ON
BUSINESS MODELS
FOR AUTOMATED DRIVING
LIVE-WEBINARS + EXPERT INTERVIEWS

Desirability

Innovation
Sweet Spot

Viability   Feasibility

Four collaborative business models and their co-created values in use

In-Car Services

Individual in-car service experience
Make the driving time more useful

Data$^+$ Platform

1 Stop data shop
Secure car and user data marketplace

A seamless on-demand mobility experience
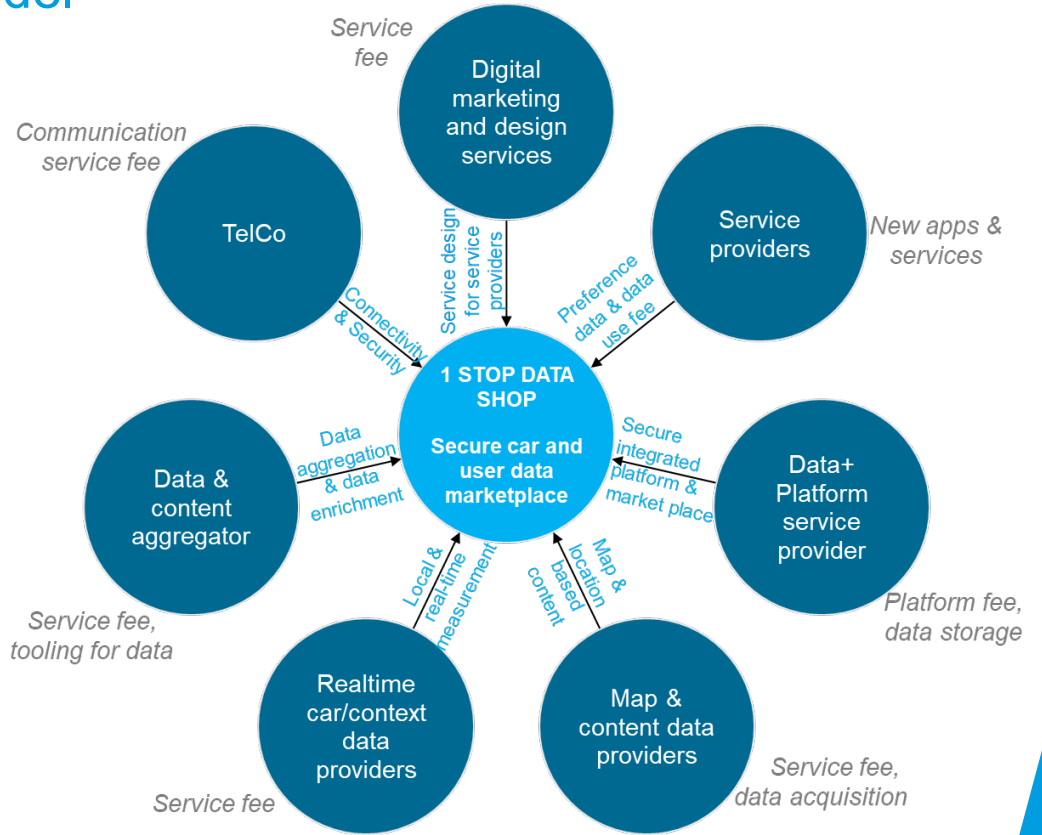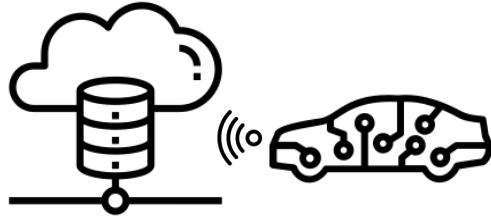
Useful and private urban commutes

MaaS – Mobility as a Service
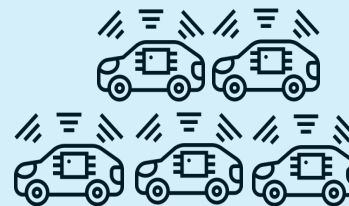
RoboTaxi

In-Car Services Business Model

Business Model Challenges

In-Car Services	Data+	MaaS	RoboTaxi
AD Technologies			
In-car hardware			
Data security and access to data			
Indirect relationship			
Role in the business model			
Discretion / confidentiality related to other passengers			

Data⁺ Platform Business Model

Business Model Challenges

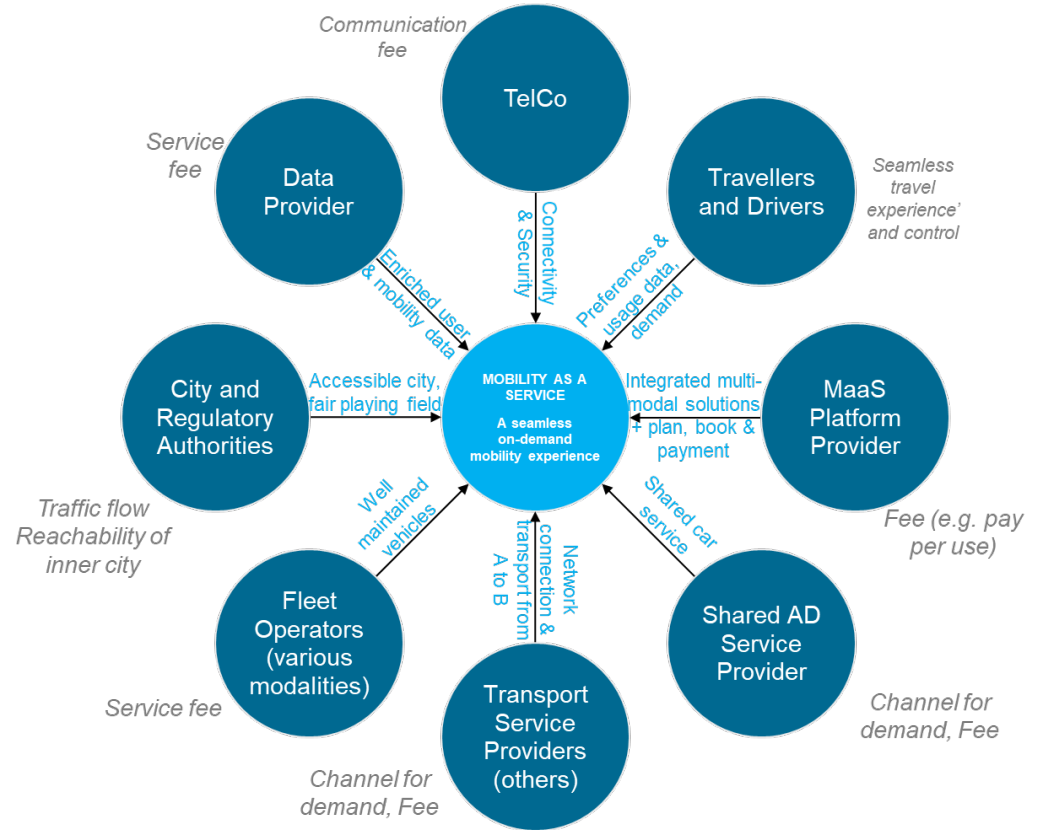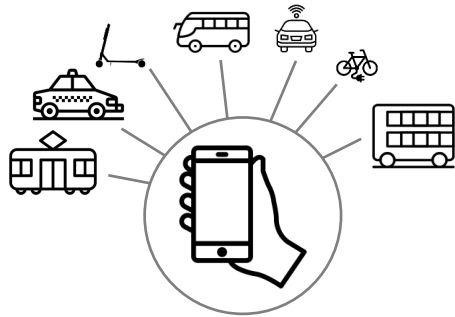| In-Car Services	Data+	MaaS	RoboTaxi
AD Technologies	New expertise needed		
In-car hardware	Upscaling, sustainable business model		
Data security and access to data	Data ownership, IPR		
Indirect relationship	Data privacy and data sharing business		
Role in the business model			
Discretion / confidentiality related to other passengers			

MaaS Business Model

Business Model Challenges

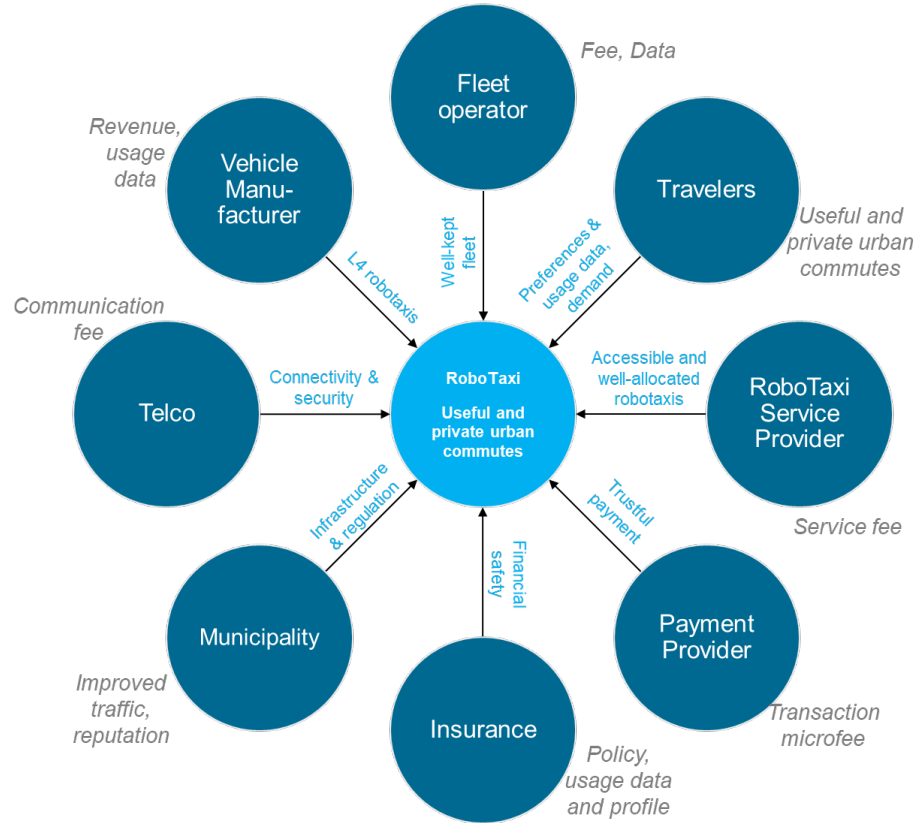| In-Car Services	Data+	MaaS	RoboTaxi
AD Technologies	New expertise needed	Granular geolocation data	
In-car hardware	Upscaling, sustainable business model	Infra built environment	
Data security and access to data	Data ownership, IPR	Reliable data sharing	
Indirect relationship	Data privacy and data sharing business	Indirect relationship	
Role in the business model		Local configuration	
Discretion / confidentiality related to other passengers		Emissions / reachability	

RoboTaxi Business Model

Business Model Challenges

In-Car Services	Data+	MaaS	RoboTaxi
AD Technologies	New expertise needed	Granular geolocation data	AD Technologies
In-car hardware	Upscaling, sustainable business model	Infra built environment	Liability
Data security and access to data	Data ownership, IPR	Reliable data sharing	Data ownership, access to data, privacy
Indirect relationship	Data privacy and data sharing business	Indirect relationship	Consumer trust
Role in the business model		Local configuration	Pricing
Discretion / confidentiality related to other passengers		Emissions / reachability	

… we would like to ask for your <u>personal</u> business model preference:

Please, **don't** vote in the name of your company/institution, just think **like a private investor.**

Imagine, you would have a venture capital of 3 bitcoins available.

How would you allocate these to the 4 presented business models?

AD-related business models drive the business of Automated Driving

- **Utilize AD in differing ways**
  - Free-time
  - Source and endpoint
  - Complementing modality
  - Fleet

- **Servitization, digitalisation and datafication**

- **Collaboration is key**
  - Existing partnerships, e.g. selling ADFs as extras
  - New ways of collaboration in an ecosystem
  - Role definition

Thank you for your kind attention.

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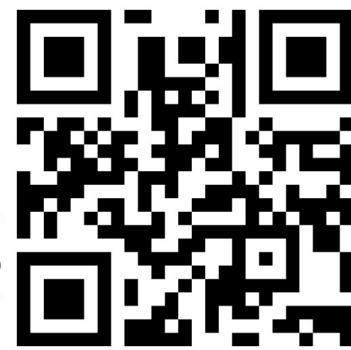
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Before we end …

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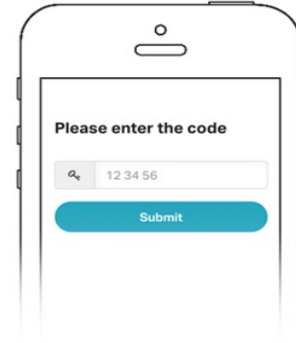
Please enter the code
12 34 56
Submit
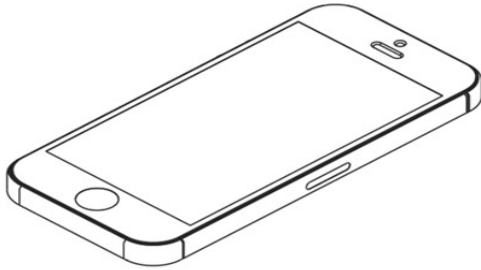
1 Grab your phone

2 Go to www.menti.com

3 Enter the code 9956 2445 and vote!

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