

OpenADx – xcelerate your Autonomous Driving development

Steering Committee Meeting – 8th October 2019



Time		
15:00	Welcome, Agenda	Protocol: ?? Participants:
	EclipseCon Community Day – 21st October 2019 • Ideas for Automotive@Eclipse	
	 Open topics Andy will connect Naci with the Eclipse team for a introduction to Hugo We will add a chapter on our wiki / web page a Q&A about how to participate in OpenADx and so on. Git/GitHub for the Steering Committee -> can Eclipse provide us this? (Andy contacts Wayne) 	 No update currently no answer on this request
	 We need a coordination of approaching OEMs (maybe a closed wiki page) -> Andy will make a proposal (after the Git/GitHub topic is clarified) Would we become the mailing list as a discussion platform e.g. articles, legal aspects Start a kind of survey with the community, what they want with the mailing list. 	 No update Community says: "Yes" (4 responses)



Time		
	F2F Workshop in Zwingenberg	Results: see protocol
		There are some leftovers:
		 OpenADx Working Group Scope definition OpenADx pitch deck (in 15 Minutes -> What is OpenADx and why should we participate?)
		 Communication Channels like LinkedIn and Twitter is "state-of-the-art" and should be used. Communication Plan
		How do we activate the community?
		 Participation of OEMs in OpenADx How can we activate them to participate? Lead Management - Who can help whom to contact xyz? We will start with Tuleap and an Excel for the Lead Management We need help to setup a tracker for our tasks, We need in general a short introduction to Tuleap as well as access rights for all SC members
	Projects, Project Proposals	Usage License
	Next steps	
	Next meeting dates	
16:30	End	



Name	When?	Where?	Participation / Speaker	Link to event
Eliv	16.10. – 18.10.2019	Bonn	Check for 2020	
Eclipsecon Europe	21.10. – 24.10.2019	Ludwigsburg	Paper submittedCommunity Day (Automotive) proposed	
BMW IT Fair	23.10 – 24.10.2019	Munich	Booth powered by Wolfram	
Euroforum - International Conference Software Drives - Transformation to large scale distributed automotive software	12.11. – 13.11.2019	Stuttgart	Paper accepted	
Auto:CODE	27.11. – 29.11.2019	Berlin	"Challenge your peers" accepted	
Embedded Software Engineering Kongress	02.12. – 06.12.2019	Sindelfingen	Paper accepted	
ASAM Conference	11.12. – 12.12.2019	Dresden		
Bosch ConnectedWorld 2020	19.02. – 20.02.2020	Berlin	Participation planned	



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Eliv	16.10 17.10.2019	Bonn	https://www.vdi-wissensforum.de/eliv/	Check for 2020
Eclipsecon Europe	21.10 24.10.2019	Ludwigsburg	https://www.eclipsecon.org/europe2019	Andy gives a talk and moderates the Automotive@Eclipse session
BMW IT Fair	23.10 24.10.2019	Munich		Wolfram has a booth there
IoT Solutions World Congress	28.10.2019	Barcelona	https://www.iotsworldcongress.com/ag enda/w1-intelligent-connected- vehicles-an-amplified-data- management-problem/	Andy gives a talk
Euroforum - Software Drives	12.11 13.11.2019	Stuttgart	https://www.euroforum.de/software- eng/	Andy gives a talk
auto:CODE	27.11 29.11.2019	Berlin	https://auto-code.eu/	Andy has a session "challenge your peers"
Embedded Software Engineering Kongress	02.12 06.12.2019	Sindelfingen	https://www.ese-kongress.de/	Andy gives a talk
ASAM Conference	11.12 12.12.2019	Dresden	https://www.asam.net/conferences- events/detail/asam-international- conference-2019/	
Bosch Connected World (Conference)	19.02 20.02.2020	Berlin	http://bcw.bosch-si.com/berlin/	
Bosch Connected Experience (Hackathon)	19.02 20.02.2020	Berlin	http://bcw.bosch- si.com/berlin/hackathon/	
Automotive Software Startegy Conference	03.03 04.03.2020	Munich	www.sv-veranstaltungen.de/software- strategies	Andy gives a talk
Autonomous Vehicle Software Symposium	16.06 18.06.2020	Stuttgart	https://www.autonomousvehicletechnologyexpo.com/en/conference.php	Paper submitted



Backlog OpenADx Steering Committee Meeting – 08.10.2019

Backlog - Topics

 Invite Bosch colleague for presenting current state of public funded projects with relation to OpenADx After contracts are ready
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OpenADx – xcelerate your Autonomous Driving development

Steering Committee Workshop – 13th August 2019



OpenADx Steering Committee Workshop - Agenda

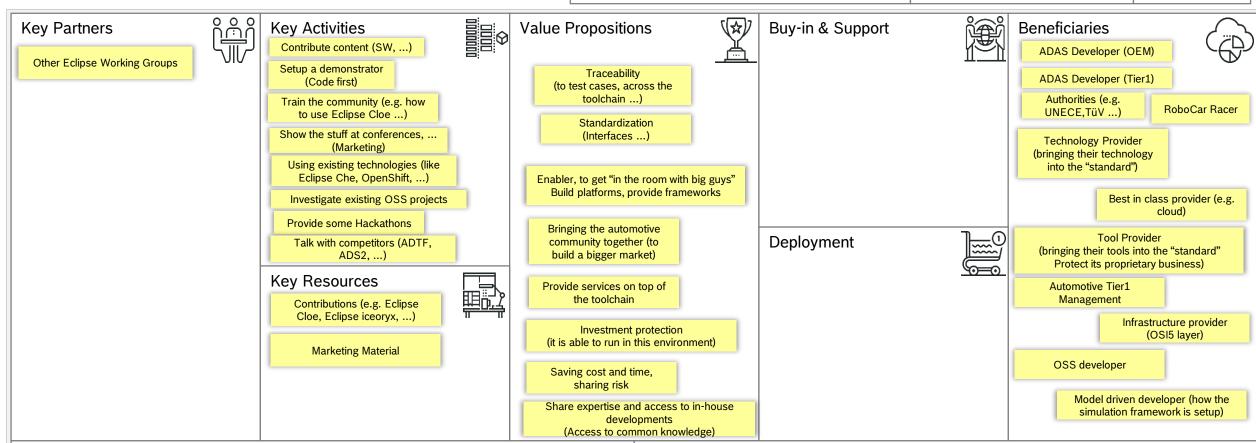
- → Business Canvas ✓
- > OpenADx Working Group Scope definition
 - > OpenADx pitch deck (in 15 Minutes -> What is OpenADx and why should we participate?)
- > Communication Channels like LinkedIn and Twitter is "state-of-the-art" and should be used.
 - > Communication Plan
- > How do we activate the community?
- > Participation of OEMs in OpenADx
 - > How can we activate them to participate?
 - > Lead Management Who can help whom to contact xyz?
- > Automotive Flyer 🗸
- > Event Overview 🗸

Designed for Version / Status / Date

OpenADx

OpenADx Steering Committee

v0.1 Initial draft 13.08.2019



Mission Budget/Cost

Personnel cost

Possibly Eclipse membership cost



Mission Achievement / Impact Factors



Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquairing from partners? Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty

Acquisition of particular resources and activities

Key Activities

Key Resources

Intellectual (brand patents, copyrights, data)

Revenue Streams?

TYPES OF RESOURCES

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?



What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

CATERGORIES Problem Solving Platform/Network

Value Propositions



What value do we deliver to the customer? Which one of our customer's problems are we helping to solve?

What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

CHARACTERISTICS

Performance Customization "Getting the Job Done" Design Brand/Status Cost Reduction Risk Reduction Accessibility Convenience/Usability

Customer Relationships



Customer Segments For whom are we creating value?

Who are our most important customers?

Mass Market

Niche Market

Multi-sided Platform

Segmented



What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model?

How costly are they?

EXAMPLES Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities

Co-creation

Channels



Through which Channels do our Customer Segments want to be reached?

How are we reaching them now? How are our Channels integrated?

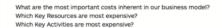
Which ones work best?

Which ones are most cost-efficient? How are we integrating them with customer routines?

1. Awareness

- How do we raise awareness about our company's products and services? 2. Evaluation
- How do we help customers evaluate our organization's Value Proposition?
- 3. Purchase How do we allow customers to purchase specific products and services?
- 4. Delivery
- How do we deliver a Value Proposition to customers?
- 5. After sales How do we provide post-purchase customer support?

Cost Structure

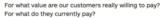


Economies of scope

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Economies of scale

Revenue Streams



How are they currently paying? How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

Asset sale

Usage fee Subscription Fees Lending/Renting/Leasing Licensing Advertising

FIXED PRICING List Price Product feature dependent Customer segment dependent Volume dependent

Negotiation (bargaining) Yield Management Real-time-Market





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OpenADx 50 Words for automotive flyer

- > About OpenADx
- OpenADx is an Eclipse working group focused on accelerating the development of autonomous driving capabilities by providing the basis for interoperable tools and frameworks.
- > Experts from various domains including automotive manufacturers, IT companies and technology providers address the challenges of autonomous driving development by collaborating and innovating in an open environment to ensure seamless integration.



OpenADx

How can we attract the community?

- > Release Plan
 - > Eclipse iceoryx -> Mid / End of October initial contribution
 - > Eclipse Cloe -> initial contribution -> expected End of August
- > Events, we should show OpenADx
- > Recruiting more people/companies to come in
- Meeting with all relevant new stakeholders
- Get influencers like advisory boards