

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

OpenADx

OpenADx Steering Committee

v0.1
Initial draft
13.08.2019

Key Partners



Other Eclipse Working Groups

Key Activities



- Contribute content (SW, ...)
- Setup a demonstrator (Code first)
- Train the community (e.g. how to use Eclipse Cloe ...)
- Show the stuff at conferences, ... (Marketing)
- Using existing technologies (like Eclipse Che, OpenShift, ...)
- Investigate existing OSS projects
- Provide some Hackathons
- Talk with competitors (ADTF, ADS2, ...)

Key Resources



- Contributions (e.g. Eclipse Cloe, Eclipse iceoryx, ...)
- Marketing Material

Value Propositions



- Traceability (to test cases, across the toolchain ...)
- Standardization (Interfaces ...)
- Enabler, to get "in the room with big guys"
Build platforms, provide frameworks
- Bringing the automotive community together (to build a bigger market)
- Provide services on top of the toolchain
- Investment protection (it is able to run in this environment)
- Saving cost and time, sharing risk
- Share expertise and access to in-house developments (Access to common knowledge)

Buy-in & Support



Deployment



Beneficiaries



- ADAS Developer (OEM)
- ADAS Developer (Tier1)
- Authorities (e.g. UNECE, TÜV ...)
- RoboCar Racer
- Technology Provider (bringing their technology into the "standard")
- Best in class provider (e.g. cloud)
- Tool Provider (bringing their tools into the "standard"
Protect its proprietary business)
- Automotive Tier1 Management
- Infrastructure provider (OSI5 layer)
- OSS developer
- Model driven developer (how the simulation framework is setup)

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 acquiring 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



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

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

Customer Relationships



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

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

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?

CHANNEL PHASES
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



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
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)
Variable costs
Economies of scale
Economies of scope

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES	FIXED PRICING	DYNAMIC PRICING
Asset sale	List Price	Negotiation (bargaining)
Usage fee	Product feature dependent	Yield Management
Subscription Fees	Customer segment dependent	Real-time-Market
Lending/Renting/Leasing	Volume dependent	
Licensing		
Brokerage fees		
Advertising		

Agenda OpenADx Steering Committee Meeting – 31.07.2019

Name	When?	Where?	Participation / Speaker
Eclipsecon Europe	21.10. – 24.10.2019	Ludwigsburg	<ul style="list-style-type: none"> - Paper submitted - Community Day (Automotive) proposed
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
Automotive Software Strategy Conference	03.03. – 04.03.2020	Munich	Paper accepted

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.

- › 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