

# OpenADx – xcelerate your Autonomous Driving development

Steering Committee Workshop – 13th August 2019

# OpenADx Steering Committee Workshop - Agenda

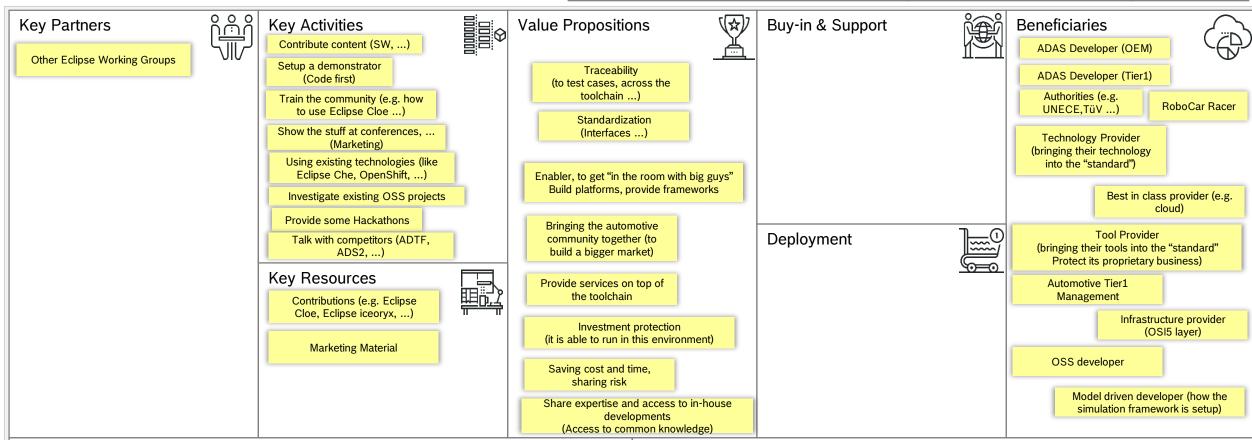
- → Business Canvas ✓
- > OpenADx Working Group Scope definition
  - > OpenADx pitch deck (in 15 Minutes -> What is OpenADx and why should we participate?)
- > Communication Channels like LinkedIn and Twitter is "state-of-the-art" and should be used.
  - > Communication Plan
- > How do we activate the 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?

Our Distribution Channels?

Customer Relationships?

Revenue streams?

CATERGORIES

Problem Solving

Platform/Network

What Key Activities do our Value Propositions require?



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

Value Propositions

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?

Mass Market

Niche Market

Multi-sided Platform

Segmented

Who are our most important customers?



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



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?

2. Evaluation

How do we help customers evaluate our organization's Value Proposition?

How do we allow customers to purchase specific products and services?

How do we deliver a Value Proposition to customers?

How do we provide post-purchase customer support?

### Channels



1. Awareness

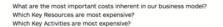
How do we raise awareness about our company's products and services?

3. Purchase

4. Delivery

5. After sales

### **Cost Structure**

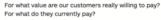


Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

### SAMPLE CHARACTERISTICS

Fixed Costs (salaries, rents, utilities) Economies of scale Economies of scope

# Revenue Streams



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

How much does each Revenue Stream contribute to overall revenues?

dependent

Volume dependent

### Asset sale

Usage fee Subscription Fees Lending/Renting/Leasing Licensing Advertising

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

Negotiation (bargaining) Yield Management Real-time-Market





# Agenda OpenADx Steering Committee Meeting – 31.07.2019

Name	When?	Where?	Participation / Speaker
Eclipsecon Europe	21.10. – 24.10.2019	Ludwigsburg	<ul><li>Paper submitted</li><li>Community Day (Automotive)</li><li>proposed</li></ul>
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