

Carmunication Workshop Summary on Business Model Innovation

Workshop Date: September 26, 2023 Location: Toulouse

In the engaging 90-minute workshop held in Toulouse, we explored the theme of business model innovation, with a particular focus on the future of customer access and communication in the digital age. The workshop was divided into three phases, each designed to address specific hypotheses and questions.

Phase 1: Individual Reflection (10 minutes)

During the first phase, participants were given time for individual reflection on three key hypotheses:

Hypothesis 1: In the future, customer access and communication will be "digital" only. What does this mean for your business? What are the worst- and best case implications of the hypothesis for my business?

Participants were asked to contemplate what this shift means for their businesses and consider the worst- and best-case implications. This hypothesis challenges us to envision how our organizations can adapt to a digital-first world.

Hypothesis 2: The customer is only willing to share data and be locked in if they receive an exponential value proposition in the form of convenience. What is your future exponential value proposition?

Participants were prompted to think about their future exponential value proposition. This hypothesis emphasizes the importance of delivering exceptional value to customers in exchange for their data and loyalty.

Hypothesis 3: Disruptive innovation in the future will primarily occur within well-financed companies/projects, startups, or innovation ecosystems. How could we, as Carmunication, build together an innovation ecosystem in the field of data? What are the possible areas?

Participants were encouraged to explore how Carmunication can actively contribute to building an innovation ecosystem in the data field. They were also asked to identify potential areas where disruptive innovation can thrive.

Phase 2: Group Discussions (4 groups of 7 people each)

In the second phase, participants shared their individual reflections and formed groups to discuss their findings. This collaborative approach allowed for diverse perspectives and insights to emerge.

Phase 3: Building an Joint Value Propostion/ Solution

The final phase centered around the question: "How could we, as Carmunication, build together an innovation ecosystem in the field of data? What are the possible areas?" Each group worked together to propose innovative solutions and identify potential areas of focus.

The culmination of the workshop was the presentation of each group's solutions to the entire group. This not only fostered knowledge sharing but also sparked vibrant discussions and further insights.

In conclusion, the workshop provided a dynamic platform for exploring the future of business models in a digital-centric world. Participants engaged deeply with the three hypotheses and collectively brainstormed strategies for building an innovation ecosystem in the data domain. This collaborative and forward-thinking approach is indicative of Carmunication's commitment to staying at the forefront of industry trends and driving innovation in an ever-evolving landscape.

Results

Group 1

Group 1 presented the solution "Vin as Entry"

Round 3: solution

- Use VIN as entry "easy" convenient data access point and bring systems/databases ^{together} _{real-time}
- Structure & enrich this data to provide insights to TAM player on how to improve efficiency & convenience for mobility, by use of AI in collaboration with tech providers
- Create the foundation to support business in the market, facilitate
- pay per hour = pay per use of VIN info/data for market players

Q3: how innovation ecosystem?

- expertise technical (engineer mechanic certified for repair)
not only in-house, also "lend" this skill from other parties in ecosystem

↳ project in Austria of Communication

- ① value stream to vehicle manufacturers & tech players (license)

③
give access to

- ② Collect data ^{structure} and use this for efficiency
so players in the market can create "convenience" for customers while driving and efficient



Question 2: "grasped out"

Q 2: future exponential value proposition?

- Diversifying product portfolio activities
(not only repair, also lending, "asset"/fleet management, etc.)
- MaaS → keeping mobility on highest level of convenience
- maintenance of cars as TSM parties
Since less cars are "owned"

Question 1: "digital only"

- Impact: fully digital process (CRM, ordering)
- Best/worst implications?

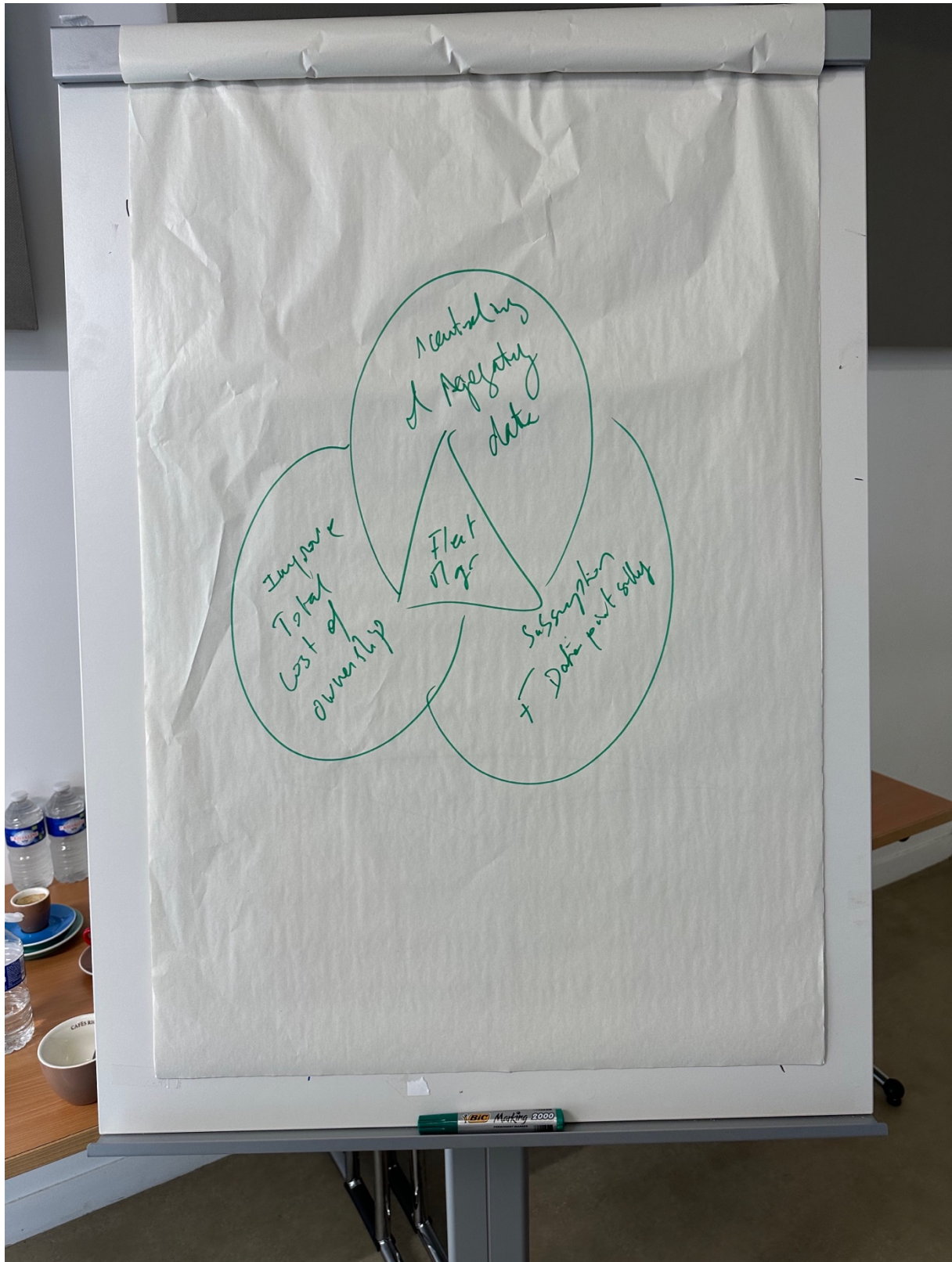
benchmark
"included"/locked in
build relationships & loyalty
better mobility based on data
enable workshops to stay
in business with data
insights on need for repair

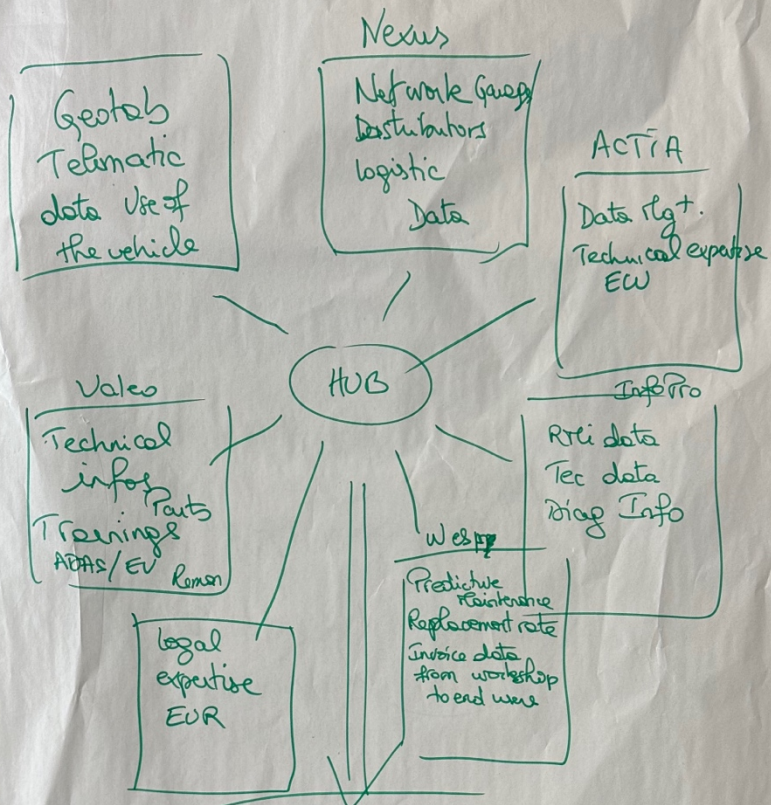
we won't be there?
locked-out effect

You can find the presentation of the Group 1 through following link: [insert link](#)

Group 2

Group 2 presented the solution "Fleetmanagement"





who will buy?
Business model

- Insurers
- Fleets/lessors
- Garages distributors
- OEM New comers (BYD)

€

① Digital

Ability to have ^{direct} access to end users
Know the needs of the customers through that form

Telematic = must have

it should accelerate the go to market

Review Product availability / adaptation to digital

UX full digital

App. to get access to gauges

W ⊖ ? oldest generation to unlock
OETs lock out

B ⊕ Customer knowledge

② Focusing on ⊕ key assets of Aftermarket

↳ Roman / Repair of ⊖ products, EV Products

- Net work = services point = unique and largest

- Freemium services to get data

- Cost vehicle usage reduction as parts are ↑

- Exchange data to have better saving service

to have ^{hub} ~~easy~~ Easy to use

③

- Parts Catalogue accuracy / constant update

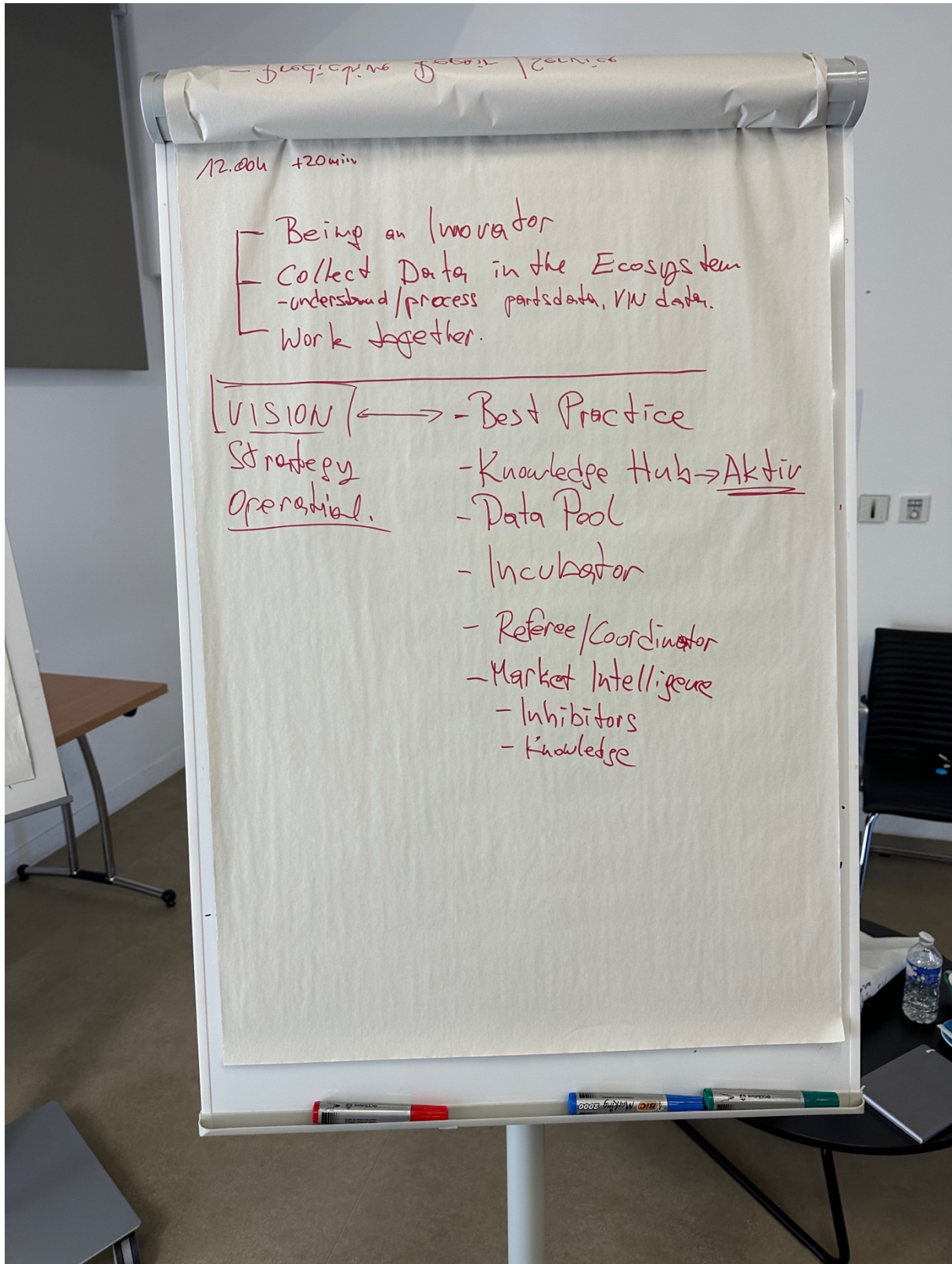
- Trainings on specific systems

- Create Hub

You can find the presentation of the Group 2 through following link: [insert link](#)

Group 3

Group 3 presented the solution "Knowledge Hub"

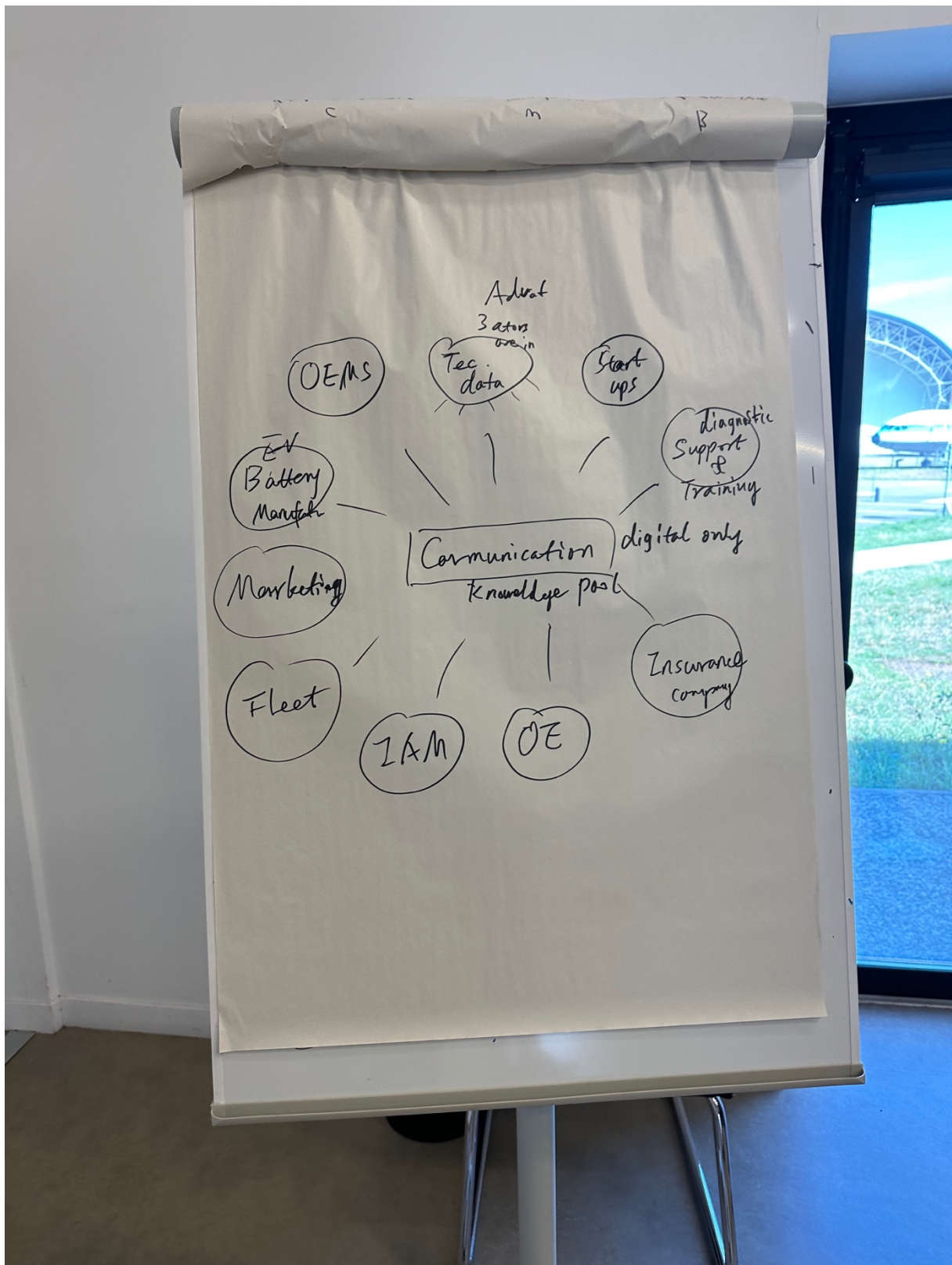


- New Chances
- ~~Direct Connection~~
- No data flow
- Segmentation
- More data efficiency
- No market connection
- Touchpoints w customer
- Customer needs
- OEM FULL control
- DB all stakeholders
- Digital tools
- Data is the key
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- We need access to data
- We prosper
- It kills us
- Access the data
- We prosper
- We will not succeed

You can find the presentation of the Group 3 through following link: [insert link](#)

Group 4

Group 4 presented the solution "Carmunication Knowledge Pool"



- | C | W | B |
|---|---------------|------------------------------|
| (1) - find customers | lose business | - Great eco-sys |
| - understand needs | | |
| - challenge | | - saving cost |
| - I | die | - getting new Gen |
| | | - alternative to be |
| - access to data or knowledge for free | | - locked in great soft. new. |
| - Cyber | | - Scalable Bu model |
| - Security | | - real time time to market |
| (2) - save time means saving money | | |
| - R&R model. pay for usage | | |
| - predictive to proactive to respond the needs of Customers | | |
| - Consulting subscription | | |

You can find the presentation of the Group 4 through following link: [insert link](#)