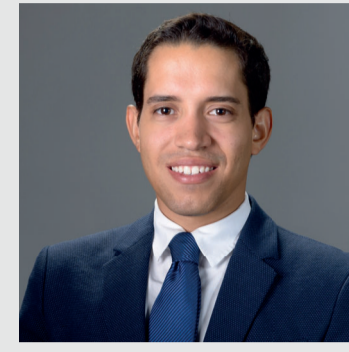


ISRAEL LAB: GROWTH STRATEGIES FOR otonomo

MIT TEAM



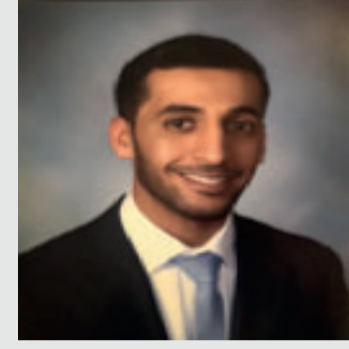
Carla Kinugawa
Sloan Fellows



Roberto De Silva
MBA Candidate



Keitumetse (Tumi) Molamu
MSMS Candidate



Saeed Aldhaheri
MFin Candidate

otonomo

MISSION

Make car data as valuable as possible to drivers, passengers, and the transportation ecosystem. To deliver solutions that adhere to the strictest privacy and security standards.

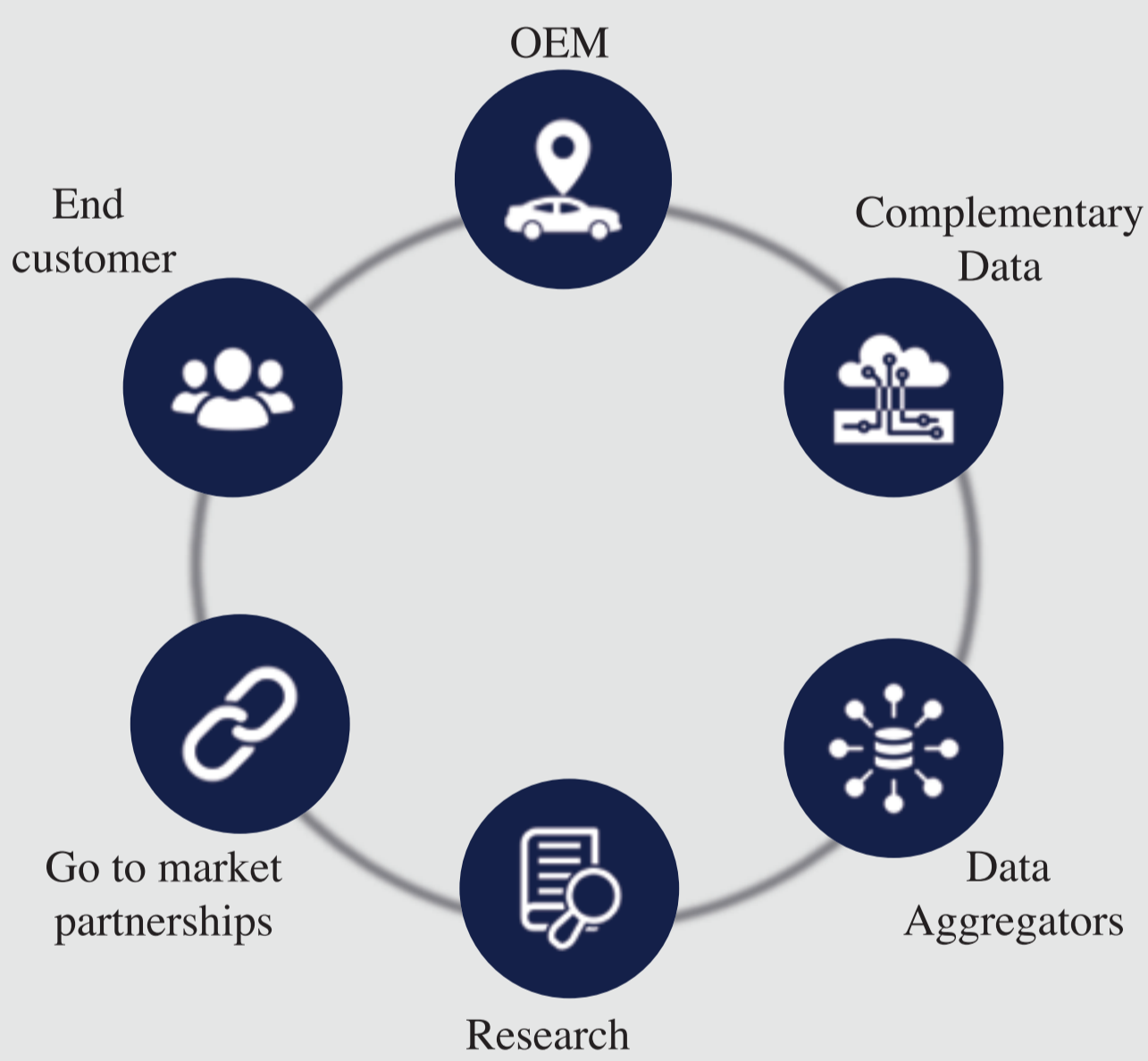
VISION

To create a mobility ecosystem that uses data to make every driving experience truly rewarding. To enable a world of environmentally-friendly cities that run more efficiently.

PROJECT DESCRIPTION

- Evaluate the 'As Is' state of Otonomo.
- Interview a limited sample group of potential and current clients interested in aggregate data.
- Recommend marketing activities.

OTONOMO ECOSYSTEM

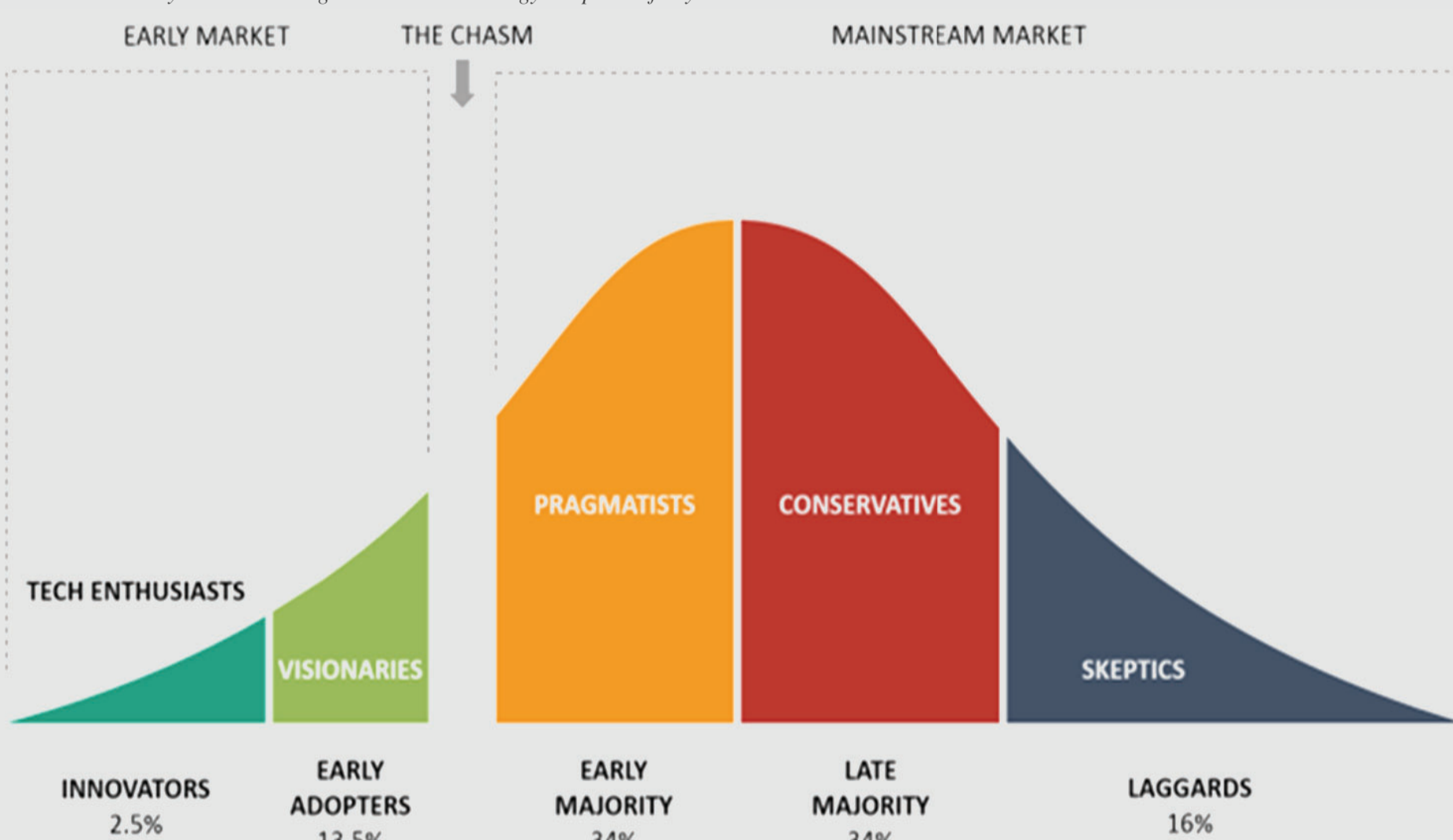


VALUE

- Enhance drive experience and improve road safety
- Fuel Optimization & Sustainability
- Reduce vehicle misuse
- Real time tracking & alerts
- Location

CROSSING THE CHASM

Image source: <https://www.business-to-you.com/crossing-the-chasm-technology-adoption-life-cycle/>



INNOVATORS

- Not willing to pay a lot
- Prove your concept / value

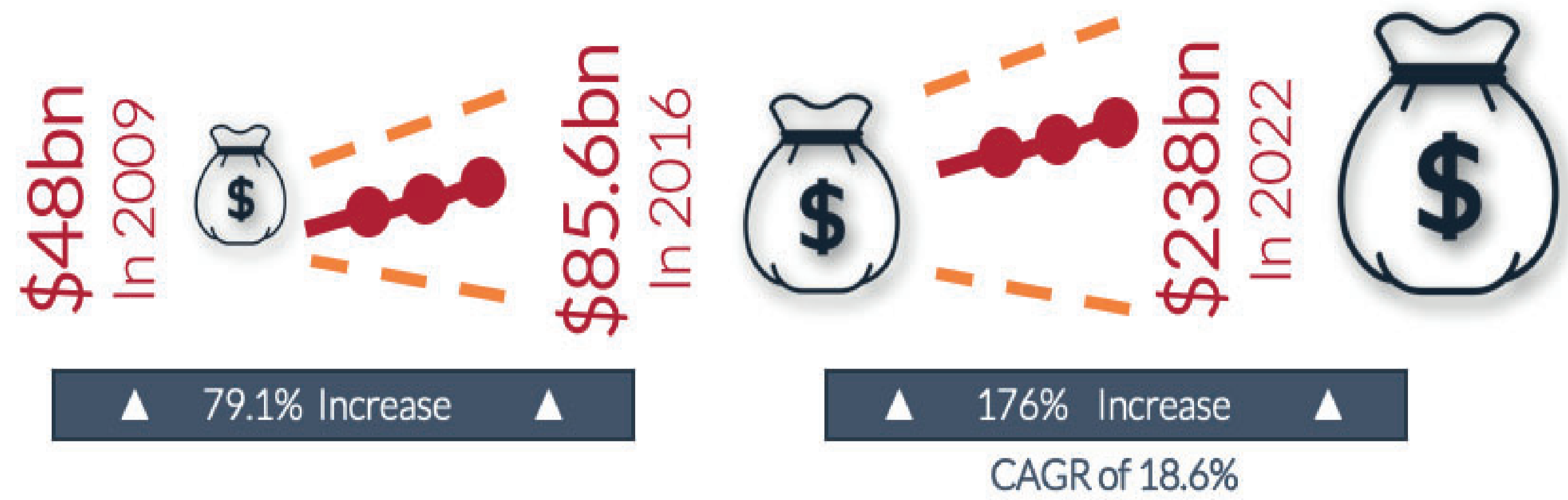
VISIONARIES

- Willing to take some risk and sign that contract
- But driven by practicality

MAINSTREAM MARKET

- The vast majority
- Want to see the proof of value before they commit
- May wait until forced before adapting
- Want to see commitment from other large organizations

SMART TRANSPORTATION MARKET SNAPSHOT



- Traffic management systems > 1/3 of market in 2016, expected CAGR 18.8%
- Intelligent traffic systems market expectation > \$80 billion by 2027
- Europe accounted for more than 1/3 of market rev in 2016, expect to dominate in 2022
- Asia- Pacific expected to have fastest growth

INTERVIEW FINDINGS (from 15 Interviews)

Interview Purpose:
Develop a deeper understanding of the customer acquisition journey to develop common marketing personas



19 interviews scheduled
4 no-shows



Europe
Australia
Japan
USA



EV
Traffic management
Connected cars

"What if you know if the driver is risky or less risky? Can you reward the driver with extra miles? This is how we're using the data."

"Advantage of Otonomo is that they are a data aggregator, which means you don't have to deal with each and all single licenses..."

"The first value of data for connected cars is the data that if you start to use it, you are sure you can continue to use it."

Raw Survey Data (from 15 respondents)

What they Do

Consultants	33%
Solution Provider	56%
Other	11%

Role

Primary Decision Maker (c-suite)	50%
Decision maker	0%
Other	50%

Their Industry

Traffic Solutions	20%
Tolling Solutions	0%
General Consulting	20%
Weather Solutions	10%
Providing Insights	20%
Other mobility Technologies	20%
Other	10%

How they Found Otonomo:

Google/ Online Search	40%
Through OEMs	10%
LinkedIn	0%
Word of mouth	40%
Contact from Otonomo	10%

Sources for Industry Info

Financial/ Business Websites	13%
Private Blogs	13%
Social Media (LinkedIn)	13%
Expos	7%
Consulting Groups	13%
Company Blogs/ Newsletters	27%
Google Alerts	13%

Trial

-30 days	25%
30+ days	13%
Not tested, but Aware	13%
Not Aware	13%
Happy with the trial	38%

What they Really Need

Specific Data - Aggregate	13%
Specific Data (Other)	25%
Unclear	50%
Solution. not data	13%

SUGGESTIONS

1) USE CASE: INTELLIGENT TRAFFIC SYSTEMS

- Public Transport management, on-demand consults, shared transport control.
- Emergency navigation. Assuring drivers' and passengers' security, sending incident alerts to police and medical teams, and detecting dangerous materials.
- Traffic management systems.

2) ECOSYSTEM BUILDING: IDEATION SEMINARS

The market leader is one who has an ecosystem built around them

- Monthly ideation seminars focused on a specific use case, showing what can be done with the data available and trying new concepts
- Use outputs as webinars that can be watched on Otonomo's site / channel

otonomo+ Partnerships = Whole Product
Early Market Mainstream Market