**GOAL:** Go-to-market strategy for glass in the future of mobility

**PODS**

Summary:
- 2-4 person vehicles which can link in “chains” to aid in aerodynamics
- Designed for personal transportation from origin to destination

Key market info:
- Two known companies currently working on prototypes
- Timeframe to commercial viability: 20+ years

Opportunities:
- Ultra-high potential cost and time savings for consumers
- Improved transportation reliability and energy use

**SHUTTLES**

Summary:
- 4-8 person vehicles, travelling ~30kph with ~3hr battery life
- Currently designed for “last mile” transport
- At least 20 known companies working on prototypes; AGP has one existing relationship

Key market info:
- Timeframe to commercial viability: next 5 years

Opportunities:
- Easy alignment to existing tech
- Established precedent

**DRONES**

Summary:
- 1-2 person airborne vehicles, travelling ~60mph with range of ~30 miles
- Designed as high end replacement for taxi, avoiding traffic and improving speed to destination

Key market info:
- At least 4 major players designing prototypes
- Timeframe to commercial viability: 5-10 years

Opportunities:
- Leverages airspace as a 3rd dimension for urban mobility, at a more affordable price than helicopter travel

**LOOPS**

Summary:
- Underground passenger transit vehicles with use similar to subway system
- First test tunnel demonstrated in December, but only exhibited vehicle transport system

Key market info:
- Elon Musk’s “The Boring Company” only existing player
- Timeframe to commercial viability: 10+ years

Opportunities:
- Significant demonstrated support from at least one municipality

**IMMEDIATE ACTIONS**

- Shuttles: connect existing shuttle partners with R&D team to deepen development connections; develop AV-specific commercial kit
- Drones: determine most viable tech approach (glass formula); connect with OEM manufacturer via existing relationship
- Loops: seek meeting with design team and engineers at OEM
- Pods: reach out to university urban mobility teams

**MID-TERM ACTIONS**

- Shuttles: work with 2-3 additional OEMs with concept products; co-develop next prototypes
- Drones: build prototype for Bell Nexus drone
- General: invest in presence at expos & trade shows, focus marketing towards startups; seek out research consortium opportunities

**LONG-TERM ACTIONS**

- Shuttles: expand partner network globally
- Drones: add sensor integration capabilities
- General: consider investment in non-glass capabilities