From conventional to smart. Using cars in the IoT era

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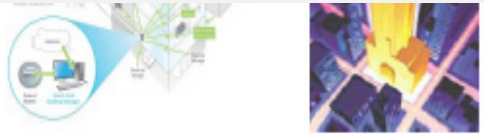
Our Agenda

- Cars in the IoT era
- The business model of Smart Cars
- IoYourCar platform?

IoT

Smart Cars



Smart Buildings

Smart Energy

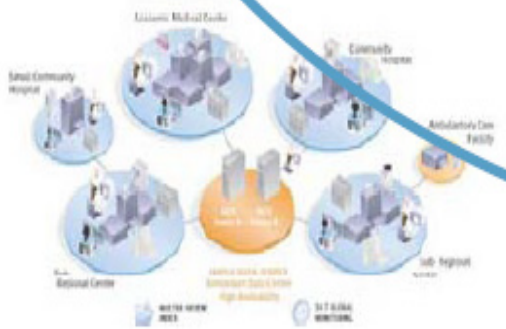
Smart Living

Future Internet

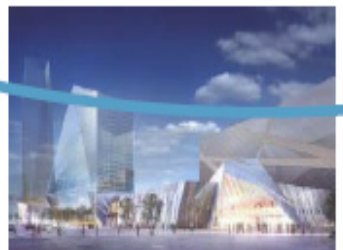
Smart Health

Internet of Things

Smart Transport



Smart Cities



Smart City


TRAFFIC MANAGEMENT
TRAFFIC INFORMATION
LED-LIGHTING
PARKING
245 free Emporia P-house
Travel time City Center
10min
3min
BIKE
PUBLIC TRANSPOR
SAFETY & ENVIRONMENT

Cars in the IoT era

- Mobile World Congress 2016 was deticated to Connected Cars
- 1.2 billion vehicles on the roads by July 29,2014
- 44 million connected cars would hit the road by 2030

Smart Cars Stakeholders - For Drivers

- Self-evaluation of ones driving habits, e.g., how green the driver is?
- Reduced insurance premium for drivers with good driving habits
- Ability to monitor health status of the vehicle such as engine faults and emission status
- Identify unusual driving behaviors - crash notification

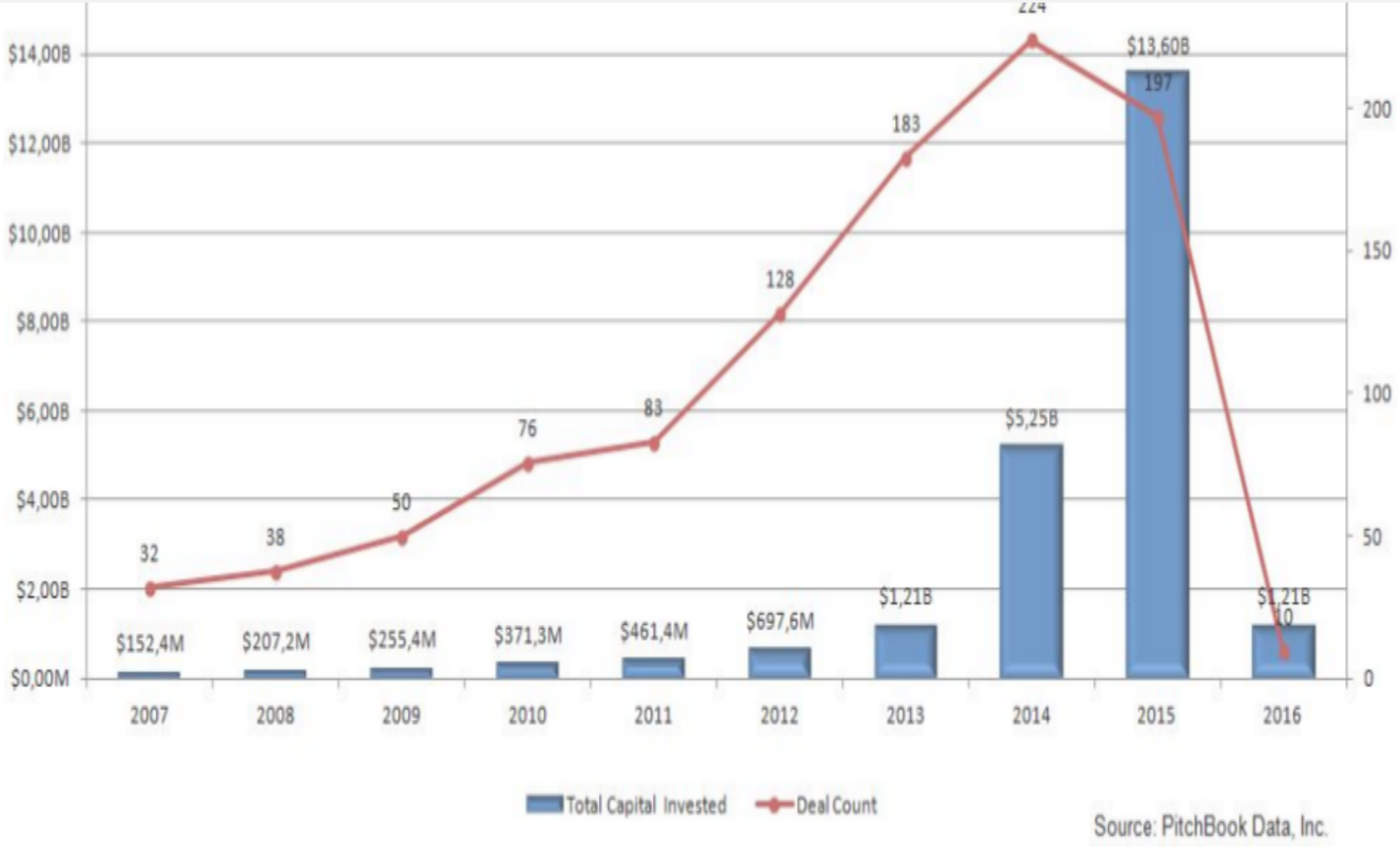
Smart Cars Stakeholders - For cooperates

- Insurance companies could reward good drivers by reducing their premium and introduce pay-as-you-drive
- Monitoring and management of fleet vehicles by tracking them and notifying unusual behaviors of drivers
- Company car's monitoring of expenses and car usage

Smart Cars Stakeholders - Authorities

- Law enforcement such as police could better control the traffic and detect unusual driving behaviors
- Organizations responsible for transportation infrastructure planning and maintenance can get long-term statistics related to vehicle flow, maintenance requirements, and planning for new and upgraded infrastructure

Improvement in 2015 and potentially in 2016 for VC in transportation - Siemens VC



Figures for worldwide investments in B2B AND B2C

Siemens VC Recomendations

- Talk less about technology but more about business use cases and customer benefit
- Think global
- Tell us about yourself and your team

IoYourCar

- Scope = Transform legacy cars to be part of the "Smart World"
- Who we are?
- Hilonsys. Egovernment implementation and consulting especialy in local gov since 2004. Expertise in large scale dev ops and interaporability software.
- Semitron. Creating Taxi-meters since 1978. 80% of greek market. Factory at Sindos Thessaloniki. Branch at Athens. Exporting to 12 countries.
- Data Clearing House
- Data certification services
- Customers = 1. end users cars data
- Customers = 2. Vertical market apps
- Monetization = Subscription fees - Transaction fees

IoYourCar - Technical Description

- Cloud service for collecting, analyzing and publishing car data
- OBD2 Dongle with GSM, GNSS for collecting data
- OBD2 android app for support to 3rd party dongles
- WSO2 Data Analytics Server - full open source solution

IoYourCar use cases

- Insurance Companies
- Car Service
- Car Aftersales
- Car resellers
- Regulatory compliance
- Municipalities
- Parkings, tolls
- End-user apps
- Sharing mobility - taxi services

IoYourCar initial monetization

- Seed funding
- B2B Contracts
- Create own apps i.e. Mobile app for fuel calculation
- Support existing apps i.e. Fleet management
- Municipality's research project

Competition?

Or partnerships?

IoYourCar next steps

- Initial funding
- Company structure - Country of establishment?
- Platform creation
- Own dongle creation
- Branding
- Initial contracts

Questions;

Wir müssen wissen wir werden wissen
David Hilbert 1842 - 1943