# Virtauto Masterplan 2025–2030

This consolidated plan brings together the Virtauto Masterplan, the Roadmap with phases and milestones, and the Fusion Strategy into one coherent framework.

## 1. Fusion Strategy

Guiding Principle:  
“The company of the future will fuse technology, data, and customer-centric innovation into a seamless ecosystem.”  
  
For virtauto, this means:  
- Positioning as the Digital Brain / Operating System (virtauto.OS) for automotive OEMs.  
- Breaking down monolithic silos and creating agentic AI integration across ERP, PLM, MES, HR, and supply chains.  
- Building ecosystems that merge hardware, software, and customer experience.  
- Ensuring every strategic decision is powered by data and aligned with customer value.

## 2. Masterplan 2025–2030

The long-term transformation vision for virtauto over the period 2025–2030 can be summarized as follows:

- 2025: Establish Safe Haven Wolfsburg/Braunschweig/Hannover, develop virtauto.OS MVP, prepare CES 2026 showcase.  
- 2026: Major CES appearance, integrate with service-supplier, build Agent-as-a-Service offering.  
- 2027: Strategic integration with OEM, scale multi-agent orchestration for OEMs.  
- 2028: 3D-Printed Car development, expansion into USA/Canada.  
- 2029: Build Replikator prototype, extend virtauto ecosystem globally.  
- 2030: Virtauto established as the global digital OEM brain, contributing to industrial peace and Eurasian vision.

## 3. Roadmap with Phases & Milestones

The roadmap provides a phased approach with concrete milestones.

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| Phase | Timeline | Milestones |
| Phase 0 | 2025 | Finalize architecture, Sandbox Repo with 4–6 Agents (Root Cause, Supply Chain, Quality, Procurement, Finance) |
| Phase 1 | 2025–2026 | Develop virtauto.OS MVP, build AWS baseline architecture (Bedrock Agents, Lambda, Step Functions, S3), create Edge AI demo |
| Phase 2 | 2026 | Launch Agent-as-a-Service, CES 2026 showcase, service-supplier integration |
| Phase 3 | 2027 | OEM strategic integration, global scaling, advanced MAS orchestration for OEMs |
| Phase 4 | 2028–2030 | Digital OEM Brain, 3D-Printed Car, expansion in USA/Canada, Replikator prototype, Eurasian vision |

## 4. Next Steps

- Finalize Fusion Strategy Blueprint (detailed consequences for products, organization, data architecture).  
- Create visualized Masterplan timeline (Gantt-style roadmap).  
- Define KPIs and OKRs for each milestone.  
- Establish governance: who owns updates and reviews.