

CollectEV

Dutch Mobility

Hackathon

Total Loss

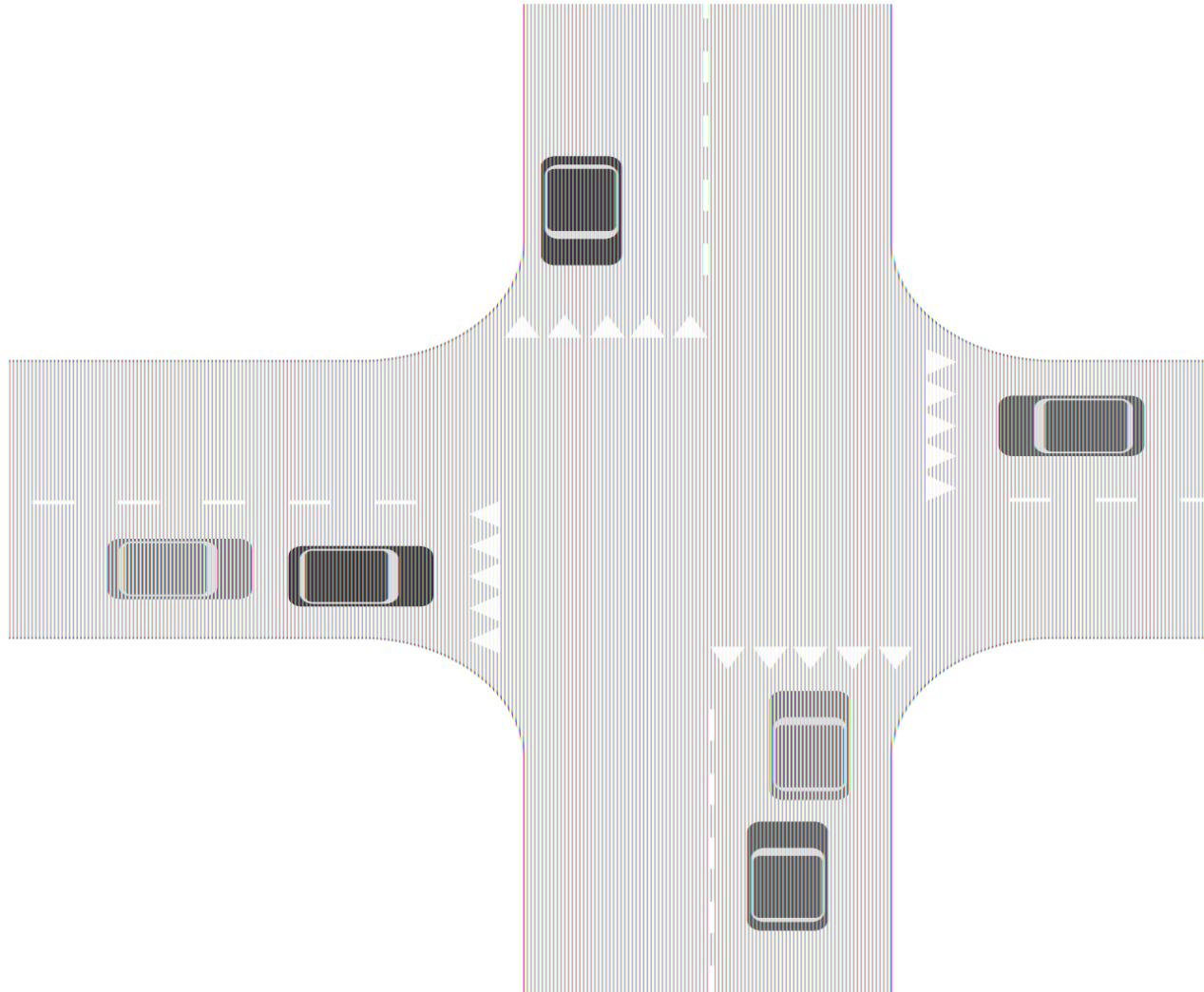
David Delgavo, Jakub Supera, Max Jorzak,
Nadieh Roodbeen, Qiao Ren
Nov 17 2018



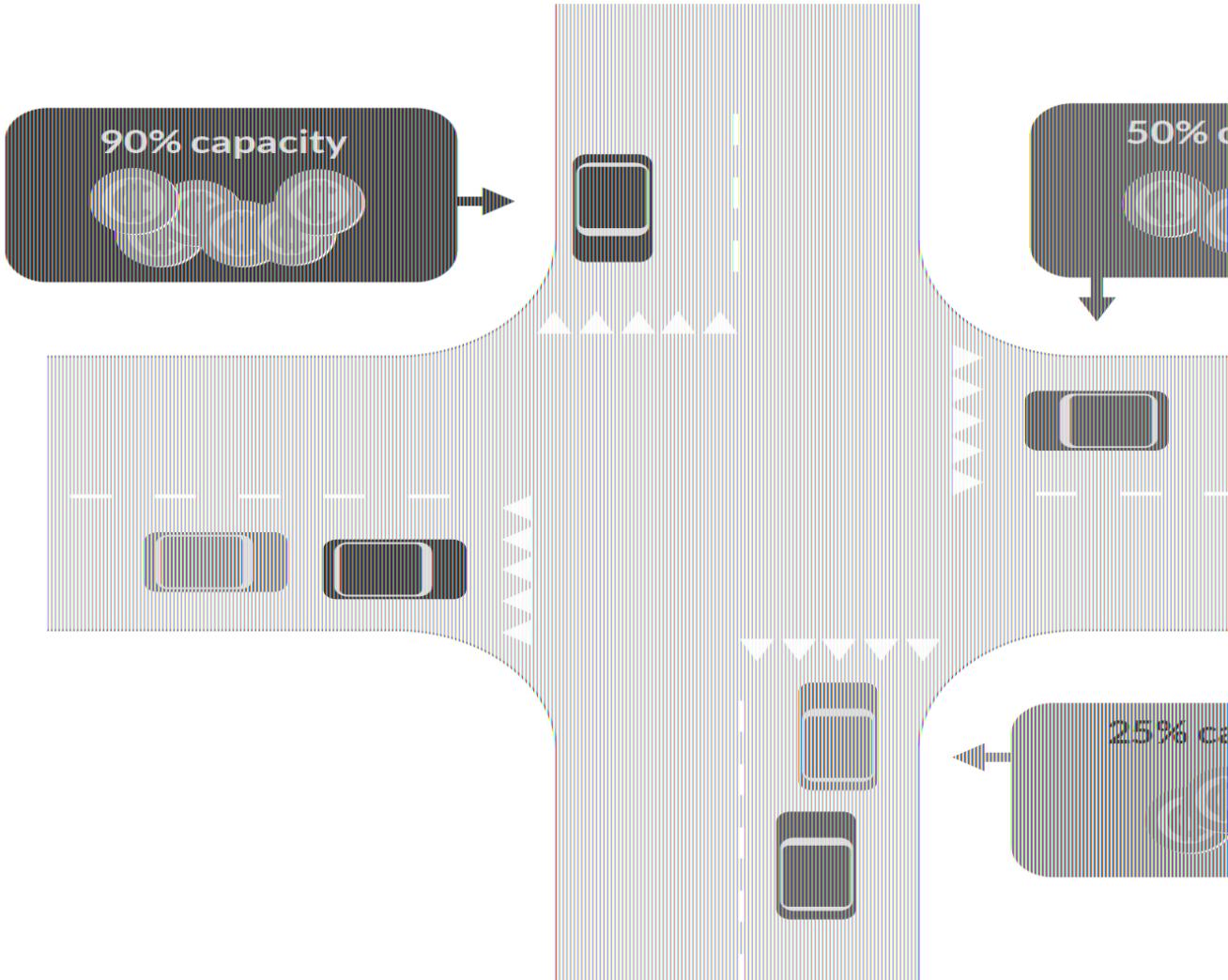


CollectEV
rewards a good use of your
vehicle capacity

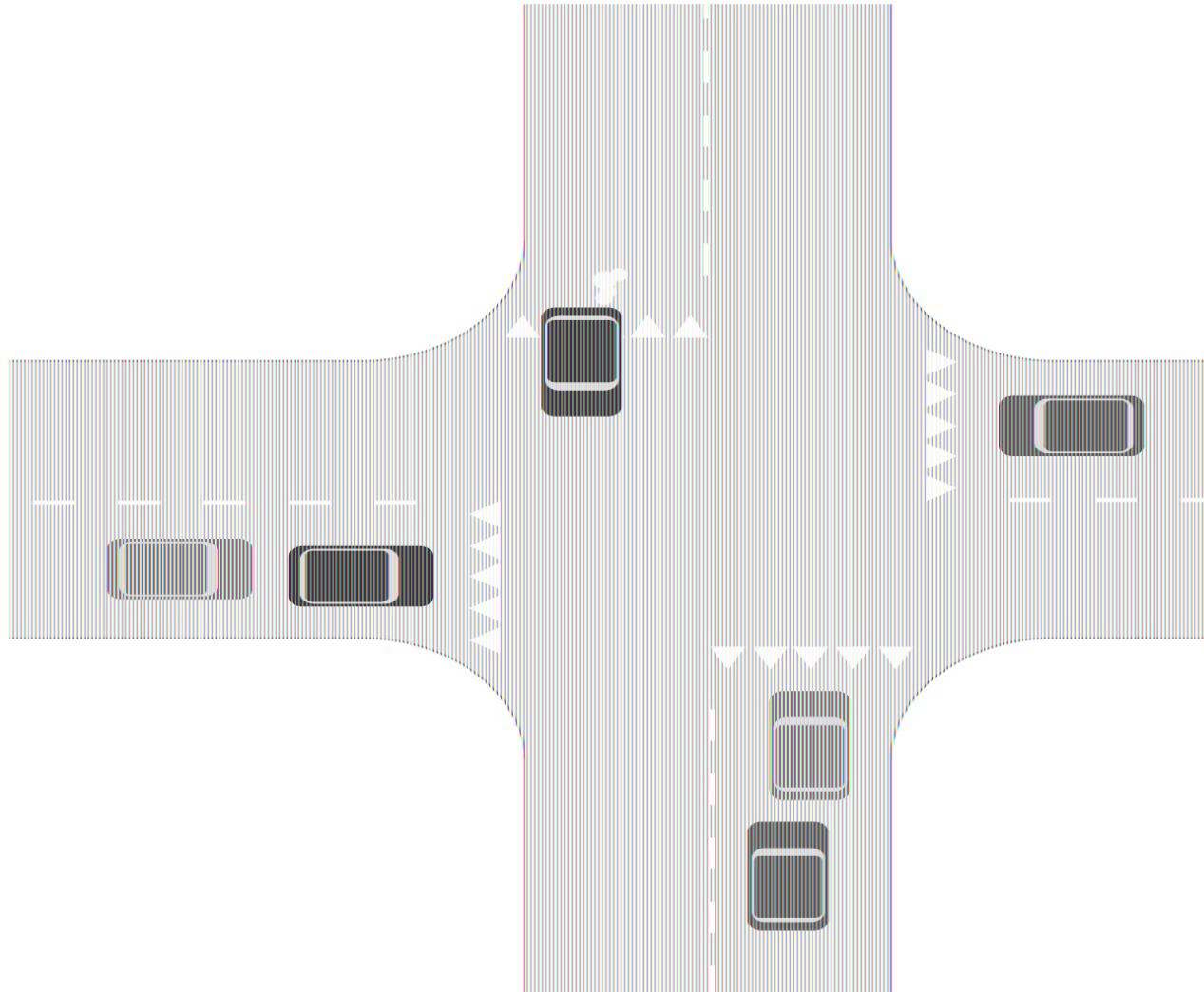
Green light decisions today



Green light decisions with CollectEV



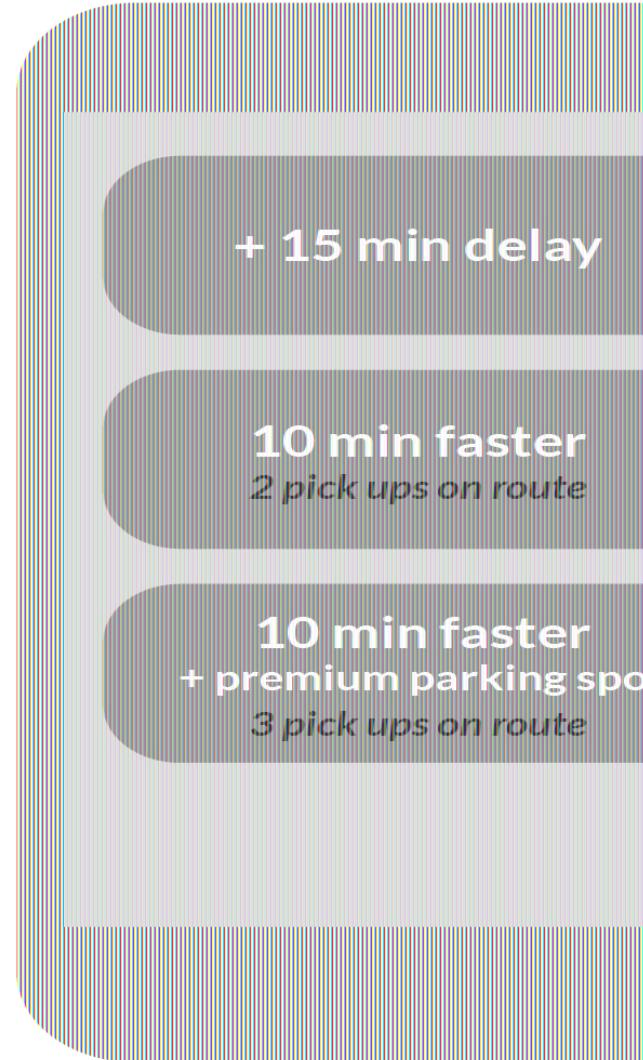
Green light decisions with CollectEV



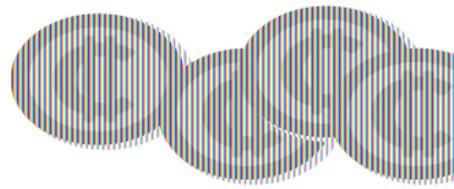
Starting your journey with CollectEV



Choosing for efficiency



Choosing for efficiency

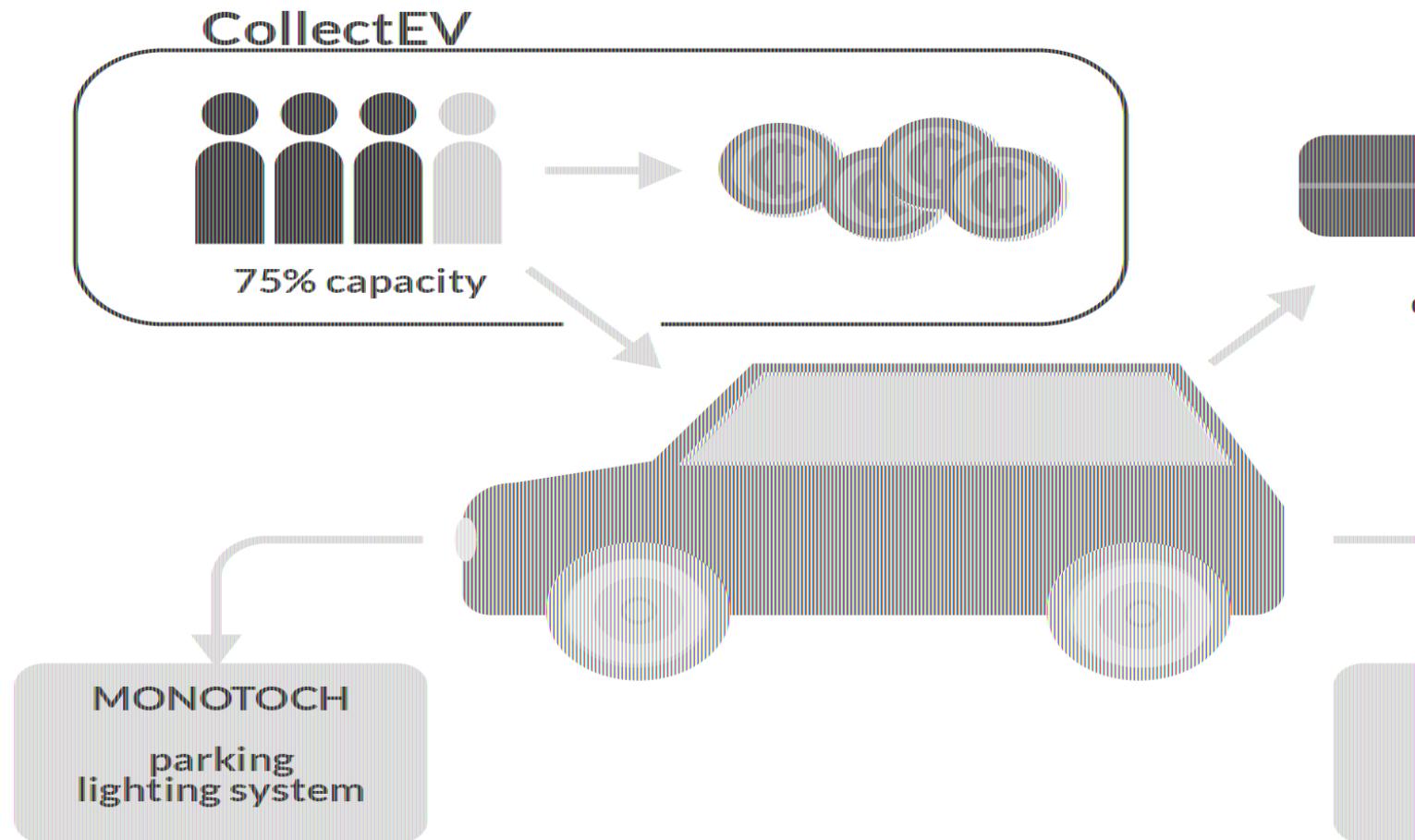


Picking up other travellers



The Demo

Demo architecture



Application

83% 14:13

ColektEV

ETA: 9:55

You can save up to 45 minutes on todays journey:

Pickup up Linda: - 15 minutes

Pickup up Jacob: - 10 minutes

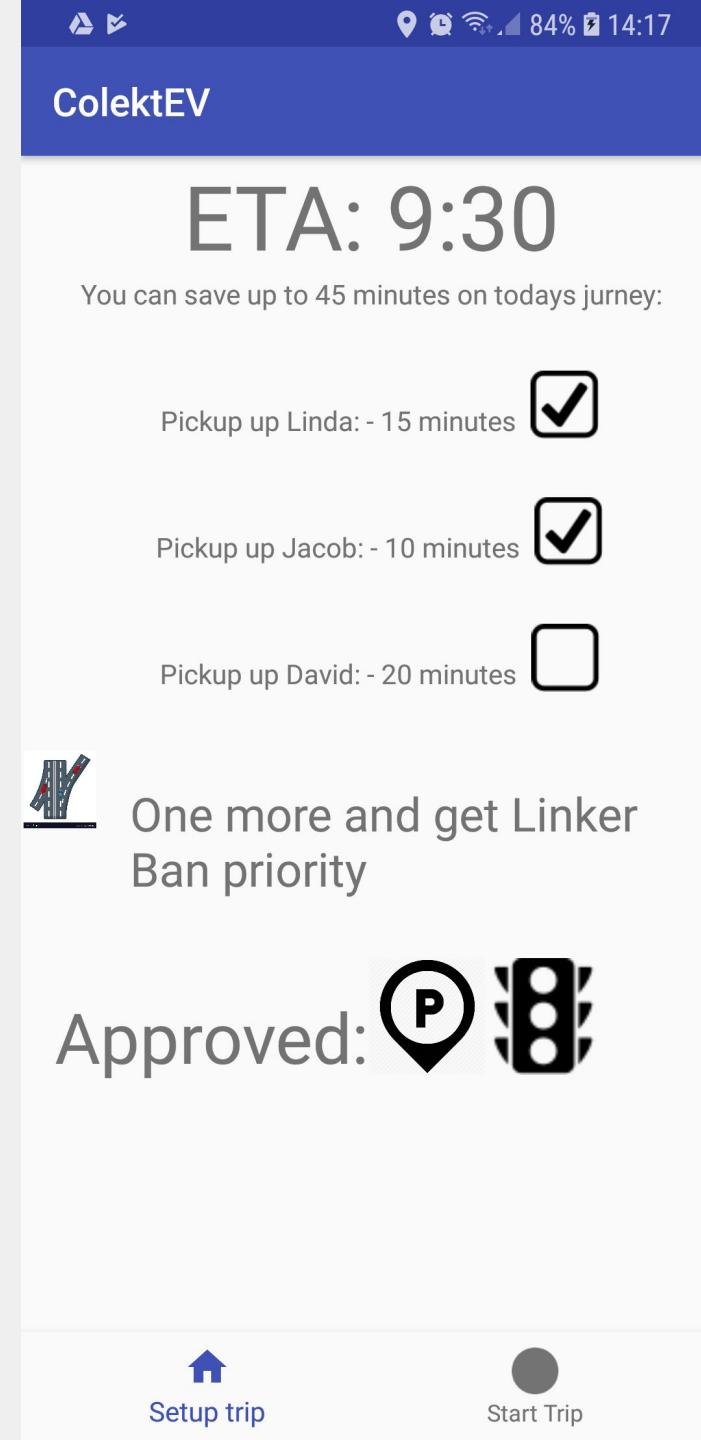
Pickup up David: - 20 minutes

 One more and get Parking priority

 Setup trip

 Start Trip

Application



Application



ColektEV

ETA: 9:10

You can save up to 45 minutes on todays journey:

Pickup up Linda: - 15 minutes

Pickup up Jacob: - 10 minutes

Pickup up David: - 20 minutes

CONGRATS, YOU ARE
AWESOME

Approved:

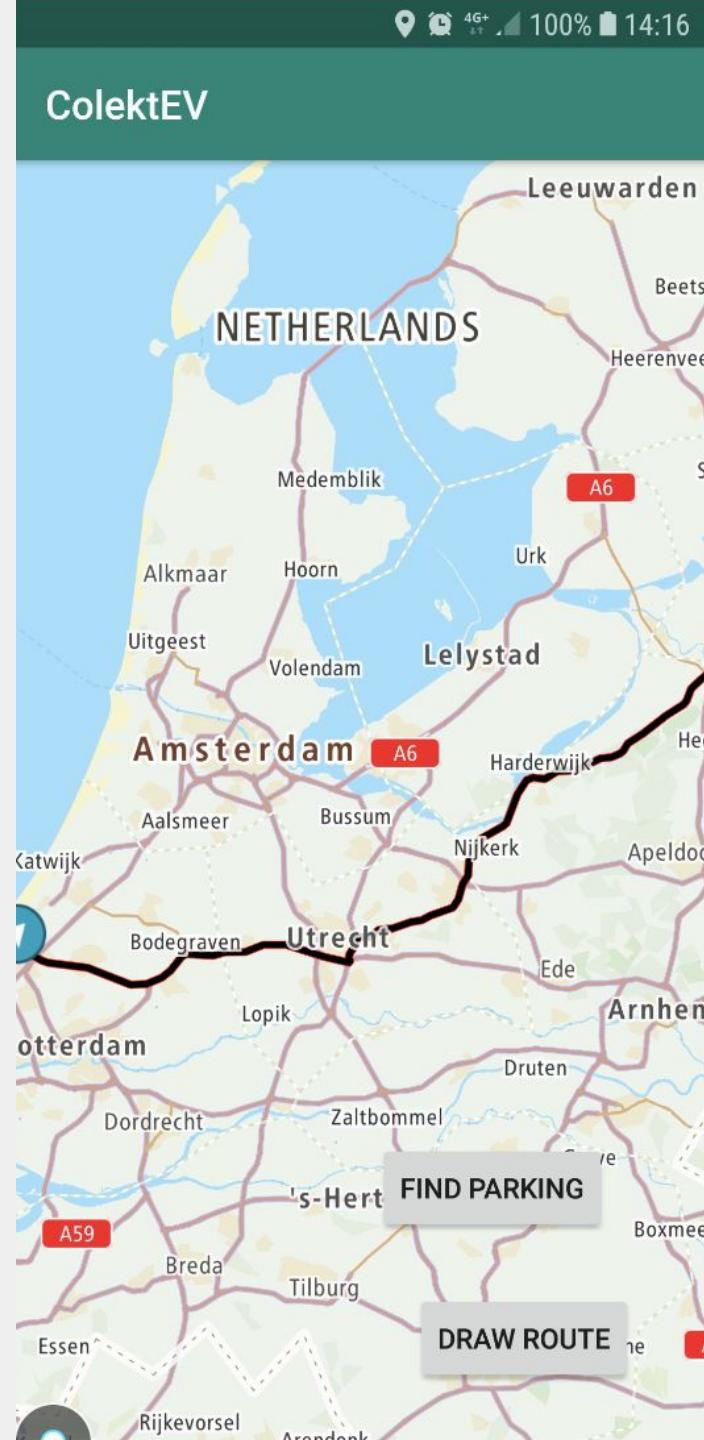
Setup trip

Start Trip

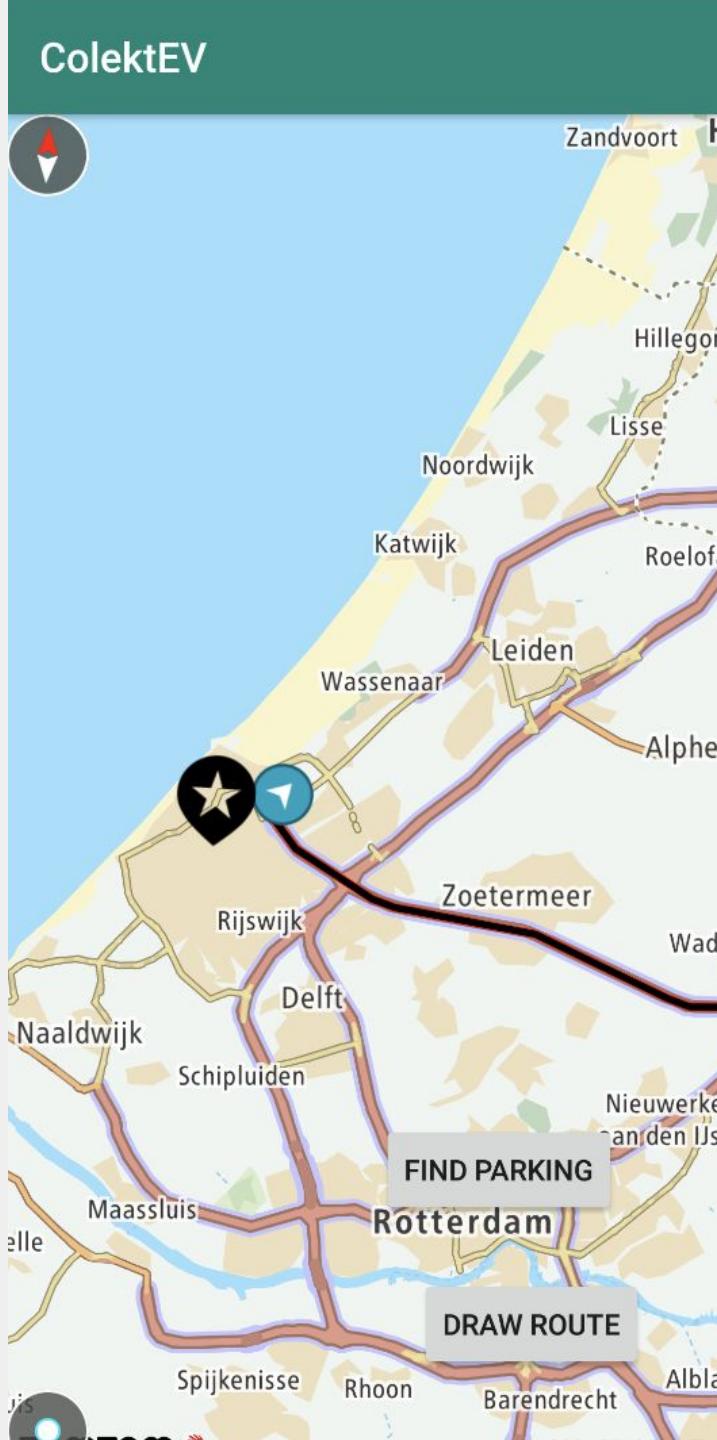
Application



Application



Application



Thank you!



The problem

- The economic loss as a result of traffic jams will amount to more than € 1.7 billion in 2021 (at present € 840 million).
- The number of traffic jams will increase by 38% in 2021 and even double in cities.
- 86% of the Dutch population has a smartphone.

Source: <https://www.talking-traffic.com/en/>

CollectEV as addition to existing ANWB Connected customer value proposition



A woman with blonde hair and large hoop earrings is pointing her finger out of the driver's side window of a dark-colored car. A man is seated in the driver's seat, looking towards the woman. In the center console between them, there is a yellow circular decorative item featuring a tree and the word "CIVILIS". The background shows a parking lot with other cars under a clear sky.

Tijdelijk
in prijs
verlaagd

*Bestel ANWB Connected
met najaarskorting*

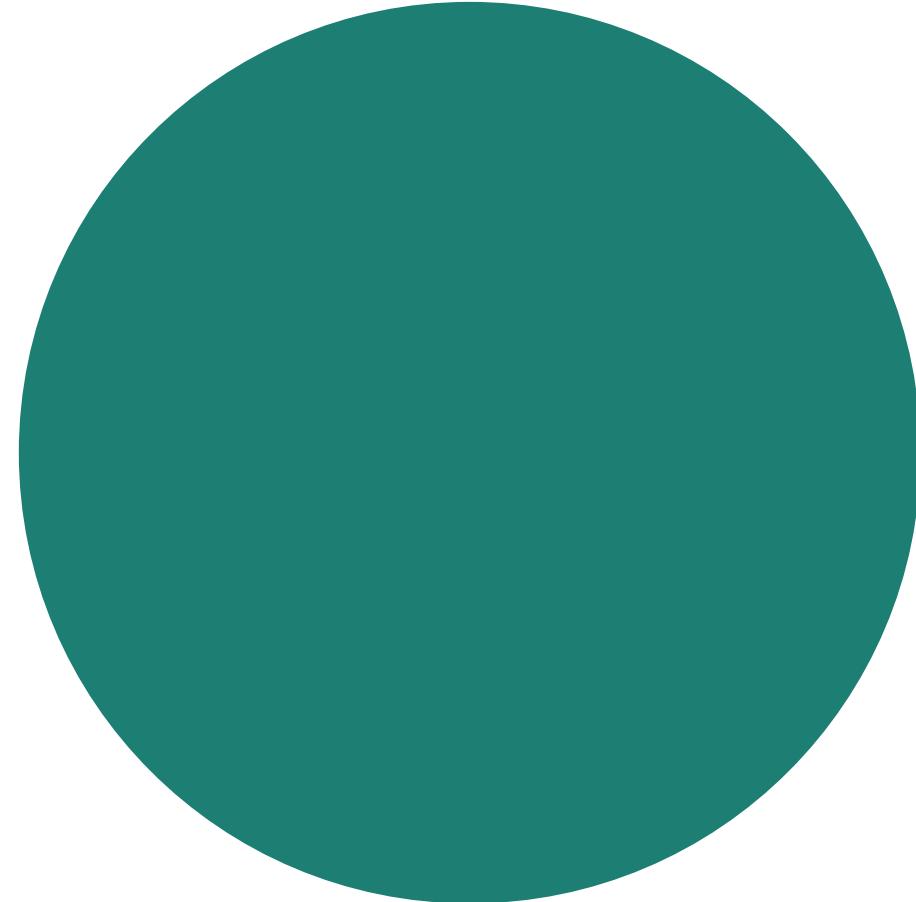
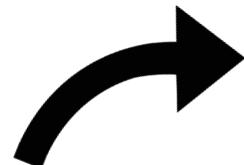
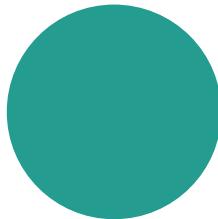
*Nu vanaf € 2,99 per maand +
eenmalig de connector à € 19,99*

- ✓ Ken je auto, voorkom pech
- ✓ Bespaar tot 15% op
brandstof
- ✓ Inzicht in je rijgedrag

Direct bestellen →

ning

Market Size



Today: 20 thousands ANWB
Connected subscribers

Tommorow: 4 million
ANWB members with cars

CollectEV as addition to existing ANWB Connected customer value proposition



Now from € 2.99 per month
+ one time the connector at € 19.99

STANDARD

Know your car, avoid bad luck
Save up to 15% on fuel
Insight into your driving behavior

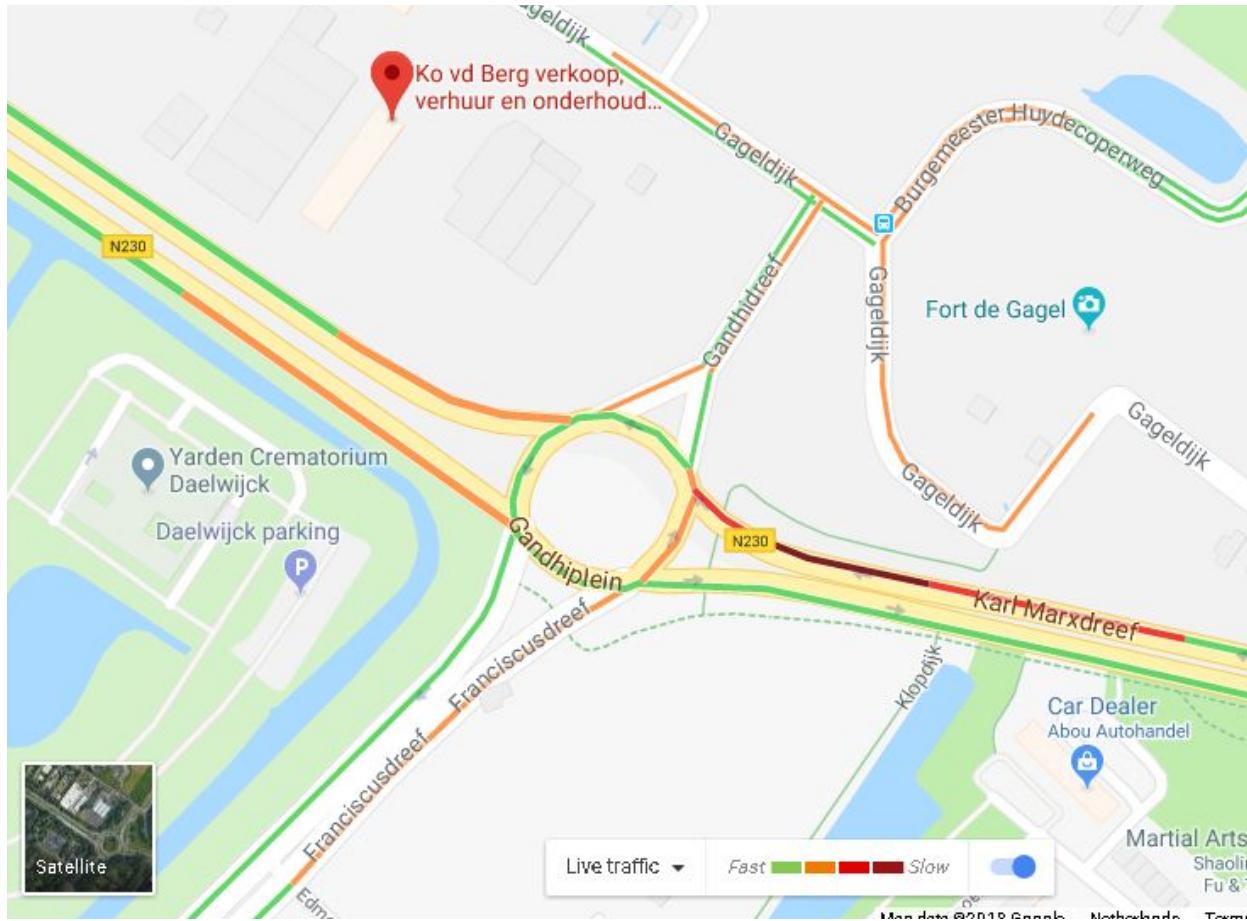
With
CollectEV

Save time with priority on green lights

Relevant Data For Marketing Purposes

- Car ownership
 - How many cars
 - Capacity of a car
- Road Condition
 - Where the traffic jam happens during which hour (from previous years)
 - Location of intersections

Real Time Marketing Opportunities



Availability of the real-time traffic data brings opportunity for Real Time Marketing of ANWB
Connected to people stuck in the traffic jam.

Efficiency--need to be solved in the future

