Audi env android app Final Presentation

Team RA CUBE

TU Munich

Audi App Challenge 2015

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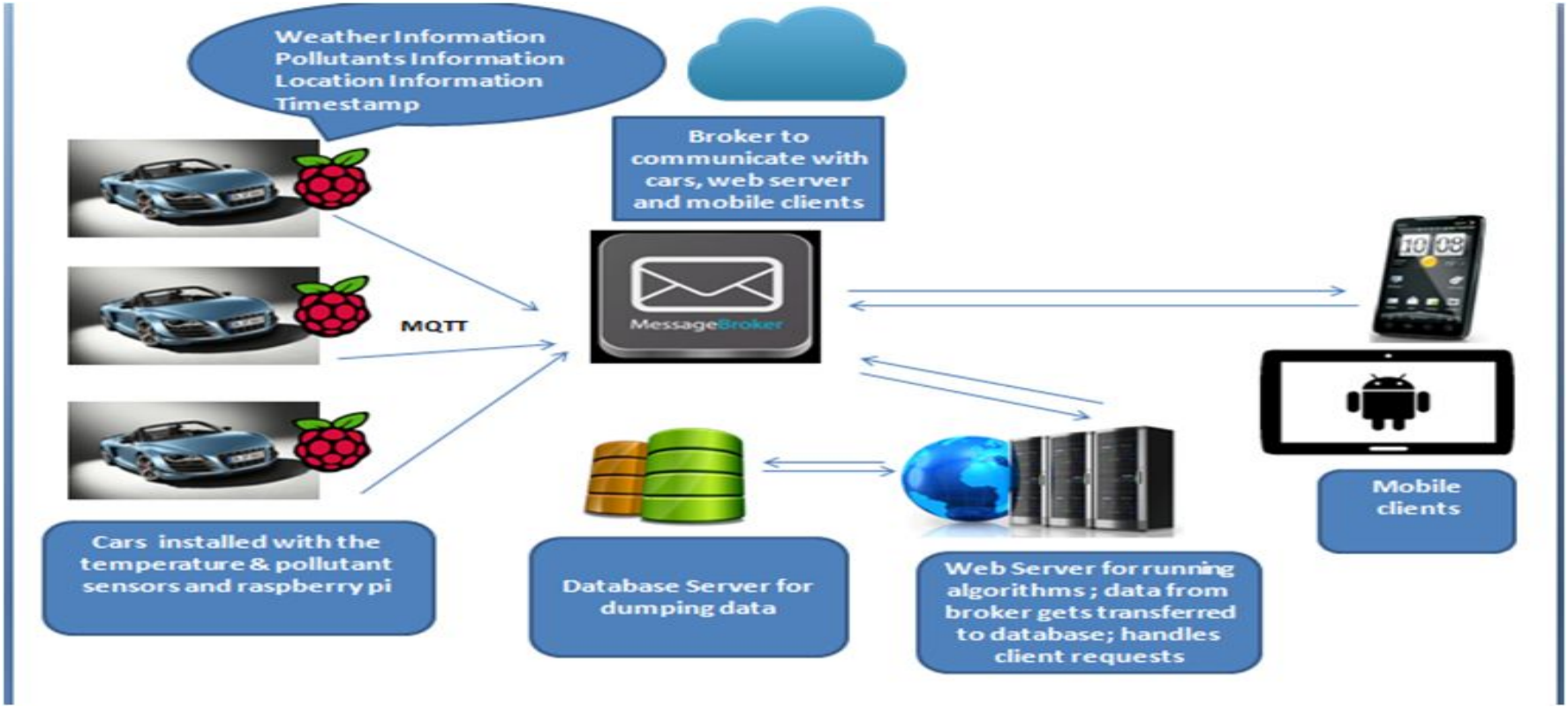
Description - What IS AUDI ENV?

- An android app that monitors the air pollution around the world by using sensors in cars

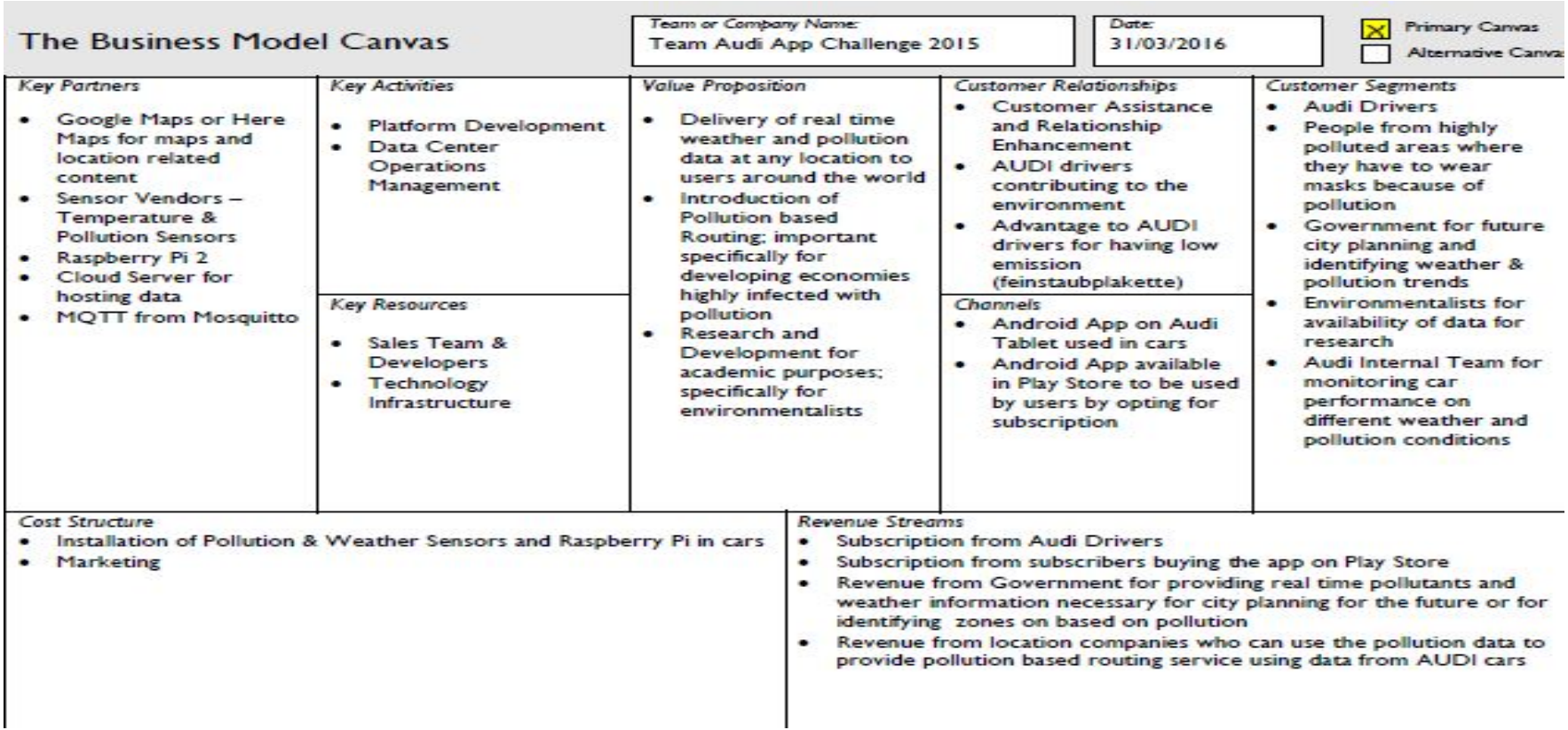
- Air pollution data from mobile nodes not implemented in the industry yet; available only from stationary nodes

- Use pollution sensors, gas sensors, flame sensors, temperature sensors, precipitation sensors in order to get the real time weather & pollution data at each node of a city.

Project Architecture - HOW TO IMPLEMENT AUDI ENV?



Business MODEL CANVAS



The Business Model Canvas

Team or Company Name: Team Audi App Challenge 2015

Date: 31/03/2016

☒ Primary Canvas
☐ Alternative Canvas

Key Partners

- Google Maps or Here Maps for maps and location related content
- Sensor Vendors – Temperature & Pollution Sensors
- Raspberry Pi 2
- Cloud Server for hosting data
- MQTT from Mosquitto

Key Activities

- Platform Development
- Data Center Operations Management

Key Resources

- Sales Team & Developers
- Technology Infrastructure

Value Proposition

- Delivery of real time weather and pollution data at any location to users around the world
- Introduction of Pollution based Routing; important specifically for developing economies highly infected with pollution
- Research and Development for academic purposes; specifically for environmentalists

Customer Relationships

- Customer Assistance and Relationship Enhancement
- AUDI drivers contributing to the environment
- Advantage to AUDI drivers for having low emission (feinstaubplakette)

Channels

- Android App on Audi Tablet used in cars
- Android App available in Play Store to be used by users by opting for subscription

Customer Segments

- Audi Drivers
- People from highly polluted areas where they have to wear masks because of pollution
- Government for future city planning and identifying weather & pollution trends
- Environmentalists for availability of data for research
- Audi Internal Team for monitoring car performance on different weather and pollution conditions

Cost Structure

- Installation of Pollution & Weather Sensors and Raspberry Pi in cars
- Marketing

Revenue Streams

- Subscription from Audi Drivers
- Subscription from subscribers buying the app on Play Store
- Revenue from Government for providing real time pollutants and weather information necessary for city planning for the future or for identifying zones on based on pollution
- Revenue from location companies who can use the pollution data to provide pollution based routing service using data from AUDI cars

THANK YOU FOR LISTENING

ANY QUESTIONS?