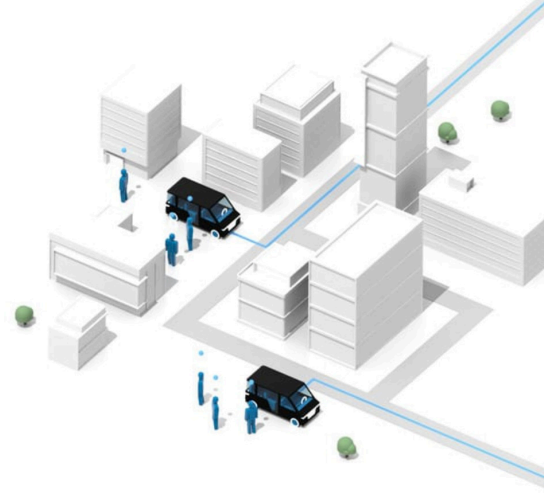


Preparing for a **Brave New World of Mobility:** Here's How Automotive Companies Can Launch a New Mobility Business



The mobility industry is experiencing a paradigm shift. Classic mobility modes are in a constant state of disruption, and corporations and traditional automotive companies like OEMs and others are being forced to reimagine the future plausibility of their core businesses in a rapidly changing mobility landscape. The general mood of the era seems to be something along the lines of **innovate, or risk becoming obsolete.**

**S&P 500 Index metrics prove that the
average company lifespan is shortening
from 60 to 15 years.**

Traditional companies will often decide to go the route of expanding their offerings to complement their existing models, such as exploring shared mobility options. That's where Wunder Mobility comes in: **we consult with companies to help find a shared mobility model that works for them.**

Don't let your company sit by the sidelines while the revolution is happening. Here are three paths that can lead to the founding of a new mobility business.

Option 1: Embrace a DIY attitude and build an in-house solution

Maybe you think you have the capacity to **do it all yourself**, including manufacturing vehicles for your fleet, building your own sharing software platform and offering mobility services to end users on your very own mobility app.

If that doesn't sound the least bit daunting to you, that's great! If you do everything in-house, you have full control over your customer's mobility experience. You have the final word on every decision, which can be immensely rewarding. However, there are some risks associated with this option: your investment is incredibly high, partly due to your limited software and manufacturing expertise. It also has the slowest time to market for tech and ops. These limiting factors, present in a larger corporate environment, will translate into a longer rollout time and slower implementation process, meaning this is **not the best fit for those looking to launch immediately.**

Option 2: Ride another company's wave and acquire an existing platform

Buying another company and expanding on something they've already started is a much less time-consuming route than doing everything in-house. It still offer you significant control over your customer experience, and perhaps more importantly, it gives you direct control over the tech aspect. Once you've done your research and completed your due diligence with the company you want to acquire, it also offers **the quickest time to market for tech**.

That being said, you will still **spend a substantial amount of time on the operational side**. This high investment in a young mobility space full of players vying for market attention - particularly if combined with low or no operational experience - is an important reason to seriously consider the amount of time and effort you'll be putting into making this option work before embarking on your new business venture.

Option 3: Partner with a tech company - because two heads are better than one.

We've all heard the saying that two heads are better than one, and the same goes for the mobility industry. Partnering with a mobility tech company to launch your new business derisks your investment. An established company will already have diverse partnerships on the fleet operations front, in addition to a vast network of startups and clients in their roster. Utilizing what an existing tech company has already built will give you the **fastest time to market technically and operationally**.

A reliable tech partner - whom you can judge based on their active user base and operations model - will give you control of data offering crucial fleet transportation insights. And that's all **without having to shell out a lot of money**. This third option is perfect for you if you want to get started with your mobility concept as soon as possible, and you don't mind sharing some decision-making responsibilities with other experts in the field.

Are you ready to get started, but unsure of the first step to take? Wunder Mobility has developed a **mobility journey assessment tool** to help you figure out all the boxes to tick before launching a mobility business. Contact us if you'd like to try it out or learn more about our experience with new mobility models.



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