



DaaM

Driving analysis and Monetization



Internet of Cars

Telematics everywhere.

Data is generated;
but not **ANALYZED**

insurance companies



realize: adopt the tech, adapt to the future

analyze: extract the hidden info

monetize: digital products, next-gen prems, live offers

drivers

A baby with light brown hair, wearing a blue patterned onesie, is seated in a wooden high chair. An adult's hand, wearing a green sweater, holds a yellow spoon with white food on it, offering it to the baby. The baby is looking up at the spoon with an open mouth. The background is a solid dark green.

realize: providing data leads to goodies

analyze: good feedback on driving style

get-the-prize: GAMIFICATION ENGAGEMENT