MeWow!

A Social Networking App to Accelerate Sustainable Mobility

Contents

MeWow! Goal is to...

Gamify the activity of mobility and make mobility a sport

Value Proposition

The Problem

Current Vehicle applications lacks 3 important things
fundamental for human created activity
* There is lack of SOCIAL factor
* There is lack of FUN factor
* There is lack of COOL factor

These Vehicle Apps also doesn't help in
accelerating implementation of technologies
like sustainable trasport

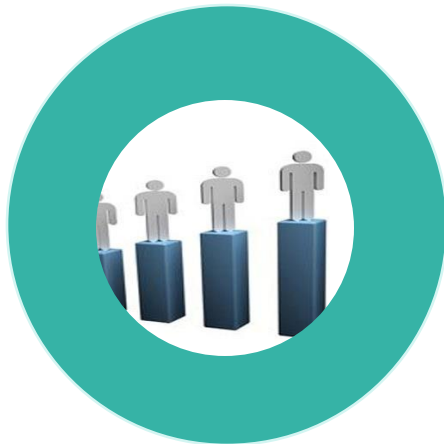We bring these factor to the activity of Driving /
Riding / Travelling with…

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Note: OBD – On Board Diagnostic

Value Proposition

The Solution

Bring Social element and Gamification element to mobility experience with......

Social Ranking
&
Sharing
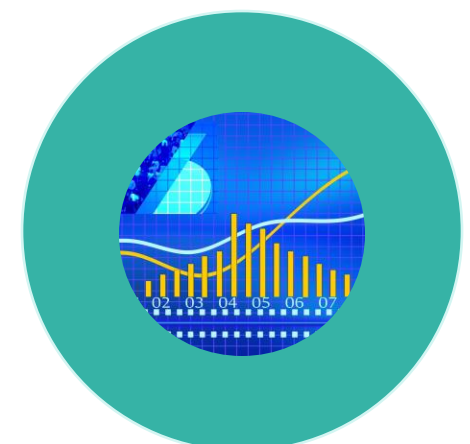(kilometer based and sustainability based ranking, Social Sharing)

Green Coins
&
Sustainability Badge
(More electric drive more coins,activity based mobility badges)

Discovery
&
Community
(Mercedes Lifestyle group, Trans europe road trip activities)

Self-Tracking,
Mobility Log &
Save travel cost
(kilometers driven in year, Money spent on each mode)

Emotional Values

Functional Values

Customer Persona

What type of Customer types are we addressing?

Pixy

Name: Pixy
GENDER: Male
AGE: 30
LOCATION: Stuttgart, Deutschland
OCCUPATION: Influencer

Interests
- Self Tracking
- Loves Car
- Vegan
- Photography
- Extrovert

FRUSTRATIONS
- Doesn't know if he is contributing enough to climate change
- Traveling is expensive
- Wants to make make aware of his followers about sustainability
- He wants to find like minded community

LIFESTYLE
Pixy is a responsible citizen. Who is more social and wants to make his life experience look cool and funny and in turn address the pressing situations of the world.

GOALS
* He makes his contribution to sustainability by making it a fun activity
* He influences other people by letting them contributing to sustainability goal can be fun & social
* Finds like minded people and activity to do his interests with
* He ends up saving money on from his choice of mobility

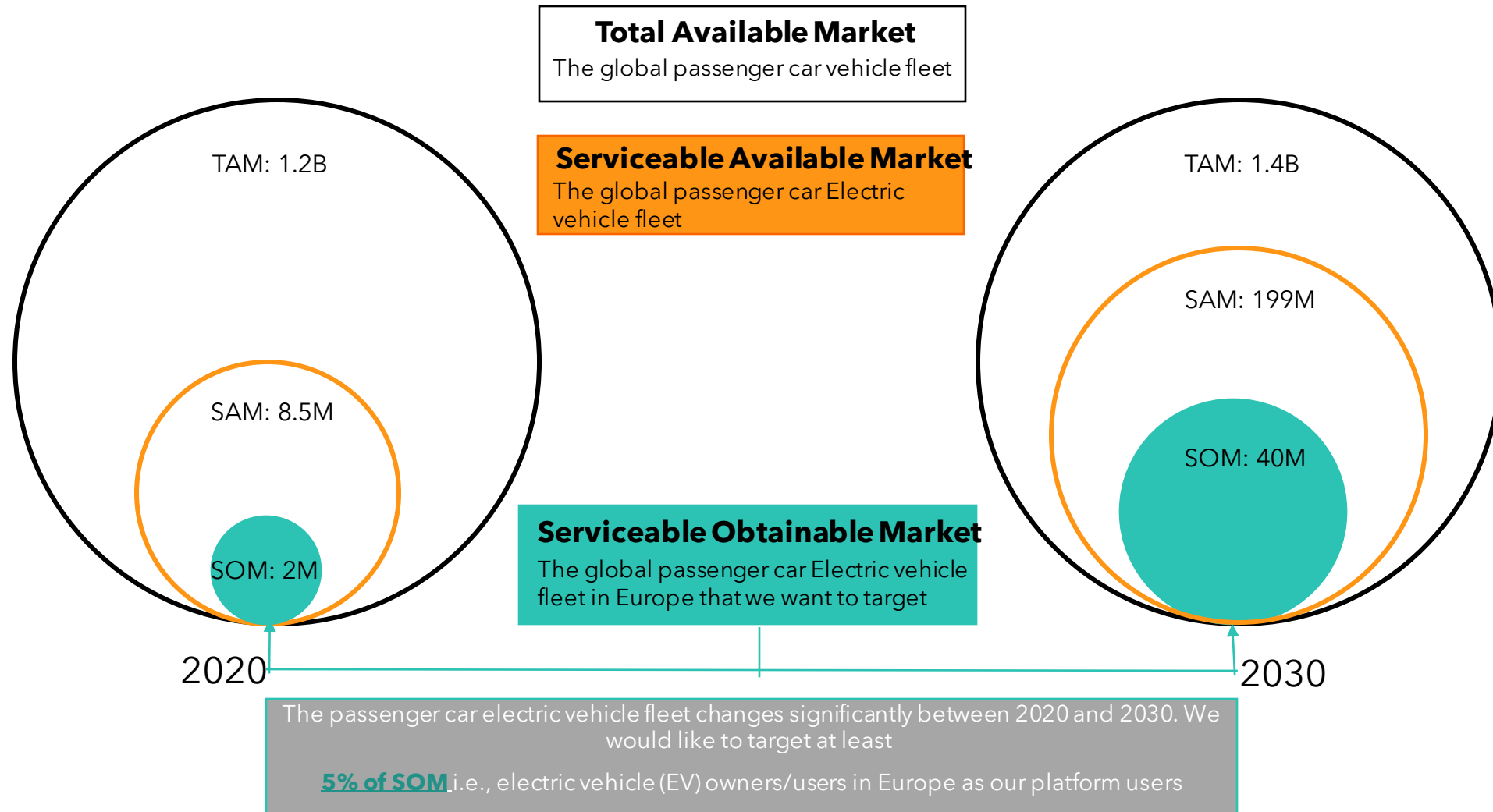| Phase of journey	Desire to make social content	Explore options for logging miles and locations	Decision	Log Miles and Location	Add friends	Share content	Explore sustainability and brand lifestyle group and activities	Analyze activity of moving and cost	LogIn every day for self tracking
Actions What does the customer do?		Google Search, Reads Blogs and search app store	Installs on iOS or Android application	Wroom feature lets him track miles and check in location	Adds Friends who likes to travel or drive around a lot	Posts stories on Instagram, facebook and snapchat	Joins Mercedes Lifestyle group, Goes to places where Mercedes people hang out	Sees if he is moving around sustainably, economically and tops his peers	Gets addicted to Mewow!
Touchpoint What part of the service do they interact with?		App Store / Social Media	Mobile / Web	Mewow! Home / Wrooming	Search Friends / Link Contacts	Instagram / Snapchat	Mewow! Discovery / Mewow! Activity	Activity Feed / Leader board	Our APP
Customer Thought What is the customer thinking?	Wish I could see how many miles I have driven and if its sustainable	Could here be an app to track my movements?	Mewow! Sounds promising	Let me start loging my miles and check in.	Are my friends using it? Think this could be fun with friends	I could share with people and let them know how I move	I can learn what others with Mercedes are doing	Did I win? Am I more sustainable compared to others?	I will do this every time just to optimize myself
Customer Feeling What is the customer feeling?									
Opportunities	Create a mobility tracking app	Web option / Different mobile platforms	Fun Elements / Social elements	Coins for miles / Badges for checkin and miles	Story sharing / Make Videos	Online Communities / Discovery groups	Self comparison with groups	Engagement / Retention	Add Additional Features

Customer Journey Map

How Does journey of our Persona look like?

Market size

Total Available Market
The global passenger car vehicle fleet

Serviceable Available Market
The global passenger car Electric vehicle fleet

TAM: 1.2B

SAM: 8.5M

SOM: 2M

TAM: 1.4B

SAM: 199M

SOM: 40M

Serviceable Obtainable Market
The global passenger car Electric vehicle fleet in Europe that we want to target

2020

2030

The passenger car electric vehicle fleet changes significantly between 2020 and 2030. We would like to target at least
5% of SOM i.e., electric vehicle (EV) owners/users in Europe as our platform users

Market Entry Strategy

START SLOW

The platform will be developed together with e-mobility OEM/partners and the beta version will be initially tested with mobility enthusiasts in Germany

FILL THE NEED

Based on EV user & partner feedback, the app will be optimized and deployed in many cities across Germany which is currently having 0.26mn EV passenger vehicle fleet

DEVELOP THE MARKET

After successful launch & customer acquisition in Germany, the business will be expanded to other cities across Europe. As the number of users on our platform increases, the demand for advertisement/partnership will also increase leading to higher EBIT
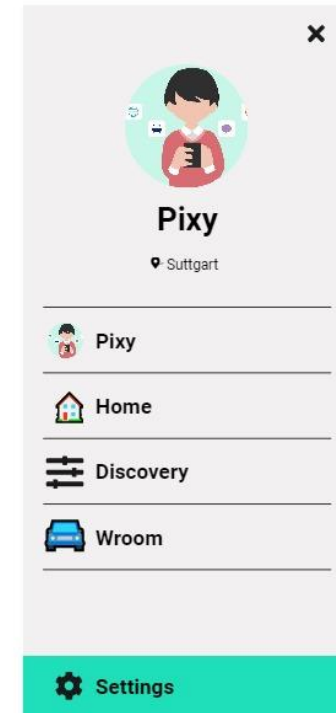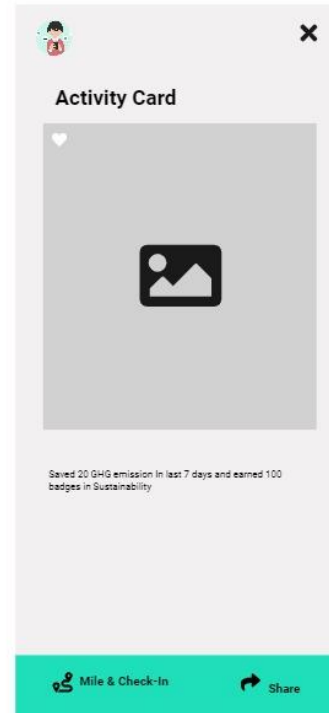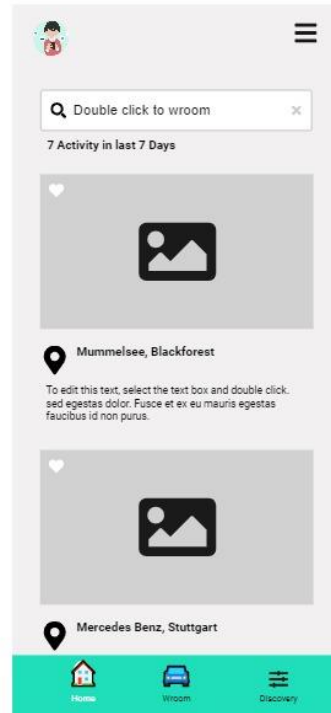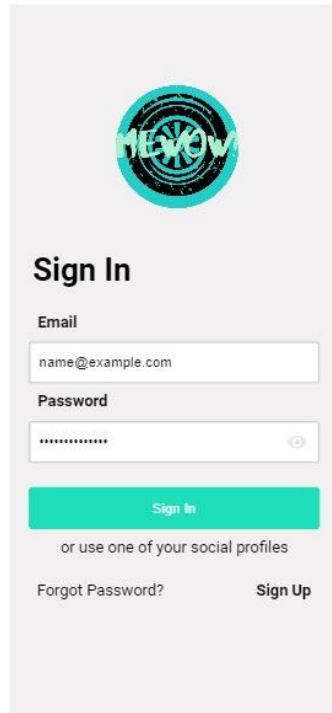
Number of EV models across EU
2020: 104
2021: 134
2025: ~333

Implementation: MVP

Implementation: App Development features

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Concept To Implement Gamification, Social Sharing and logging features in to mobility app	**Tartget Group** Mobility Enthusiasts, Travelers, Public Commuters Social Media users	**Version and date** Version: 1.3.0
API Calls • Connected Vehicle Experimental API	**MVP** Ionic Framework has been employed to make proof of concept. Wroom Feature, Home feed and profile Implemented	
Competitors: High Mobility, Mercedes Me Trip Computer **Platforms:** Multiplatform, Web, iOS, Android **Languages:** Typescript, Javascript, NodeJS, Ionic, Express **Budget till now:** 0 Euros	**Features** • Authentication • Profile • Coins & Ranking • Badges • Feed	**Product Road Map** • Integrate Connections • Develop Community • Include API calls from other Vehicle Type • Integrate e-Scooter API • Integrate Public Transport

miro

Revenue and cost structure

Estimated initial investment needed ~ 1m USD

Breakeven after 4 years
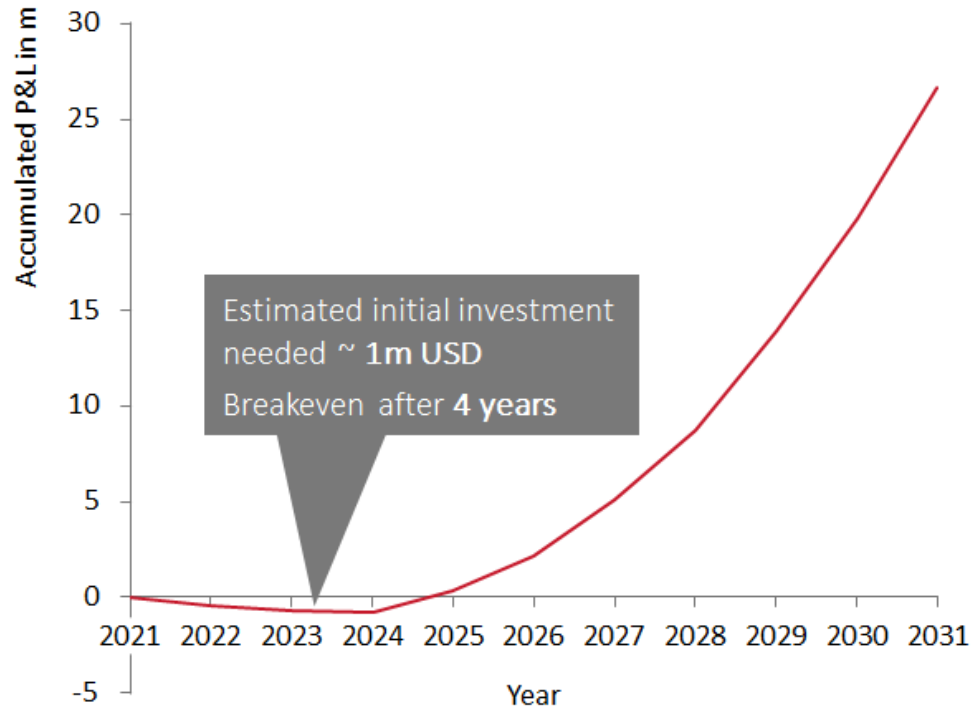
MAIN REVENUE MODEL

• 85% revenue by Indirect sales from e-mobility & other companies on our user platform

• Cost of Indirect Sales varies with number of active users on our platform

• Indirect sales cost also depends on target customer groups

ALTERNATIVE REVENUES

• 15% revenue generated through data licensing

• Data licensing partnership with certain companies after due diligence

• Strict compliance with GDPR & other data privacy regulations

COST STRUCTURE

• Software development cost

• Selling, general & administrative cost

• Other direct & indirect cost

Why Select Us?

Team Member: 1

Name: Deepak Raj Purushothaman

Conatct: Email – **deepak.purushothaman@rwth-aachen.de**

Expertise: Automotive Industry. Master in Automotive Engineering from RWTH Aachen.

Achivements: * 5 Years of Quantified Self Experience * 10 years of Automotive Industry experience in Germany working for Daimler, Ford, Bosh, Siemens, RWTH Aachen, FEV, Ricardo and Meritor

Why Select Us?

Team Member: 2

Name: Denim D'Costa

Contact: Email - denimdcosta@gmail.com

Expertise: Sustainability, Energy & Management. Masters in Management from TUM School of Management, Masters in Power Engineering from TU Munich

Achivements: * Developed sustainable business model for the United Nations (implemented across 300 locations globally) * Kickstarted two sustainable business ideas in Germany which are now turned into startups

MeWow! Purpose is to...

Bring Emotional, Functional Value to Digital natives and partners of mobility Industry.

THANK YOU