

Dieter Stolze, Vector mobility GMBH

Dieter founded Vector mobility six years ago and the company has grown to a small team of 12 software engineers.

Dieter previously worked at Bosch on their automotive electronic control unit(ECU) programme and leveraged his relationships to set up on his own with Bosch as his first major client. He has offices in Stuttgart, not far from Bosch's development centre.

His company provides software solutions for the upgrading of firmware on automotive ECUs. This is increasingly complex technology as it operates at the intersection of technology, performance, customer service, and risk management. Improperly handled ECUs can disable a vehicle or fleet of vehicles or introduce safety issues at a national or even global

Dieter attended Automechanika in Birmingham last year and met a consultant working at Lotus in Norfolk. He is currently exploring the feasibility of setting up a software training centre in Hethel, near Norwich.

This would mean initially sourcing three software engineers in the UK market and the investment would be considerable, but the contract from Lotus could lead to other specialist relationships in the UK, so may well be worth it.

Key partners

What third parties will we rely upon? Who are our key suppliers or distribution partners? What kind of partnerships are we looking for?

Key activities

What must we do to create our product/service? What key activities differentiate us? How do our activities align with our strategy?



Key resources

What physical, intellectual, human and

financial resources do we require?

Value propositions

What unique value do we bring to our customers? How does we solve our customer's problem? How do we differentiate from our competitors?

Customer relationships

How can we develop and maintain relationships? What kind of relationship do our customers expect? How do we approach customer relationship management?

Customer segments

Who are our target customer segments? What are their goals, needs, and preferences? How large is each customer segment?

Vehicle **fleet**

Channels

How do we reach customers now? Which communication channels work best? How does each channel deliver our value proposition?

Cost structure

What are the most significant costs inherent in our business model? Which resources and activities are most expensive? How can we optimize? How does our cost structure compare to our competition?

Revenue streams

What are our sources of revenue? For what value are our customers willing to pay?

How much does each revenue stream contribute to the overall revenues? How can we innovate to diversify our revenue streams?





