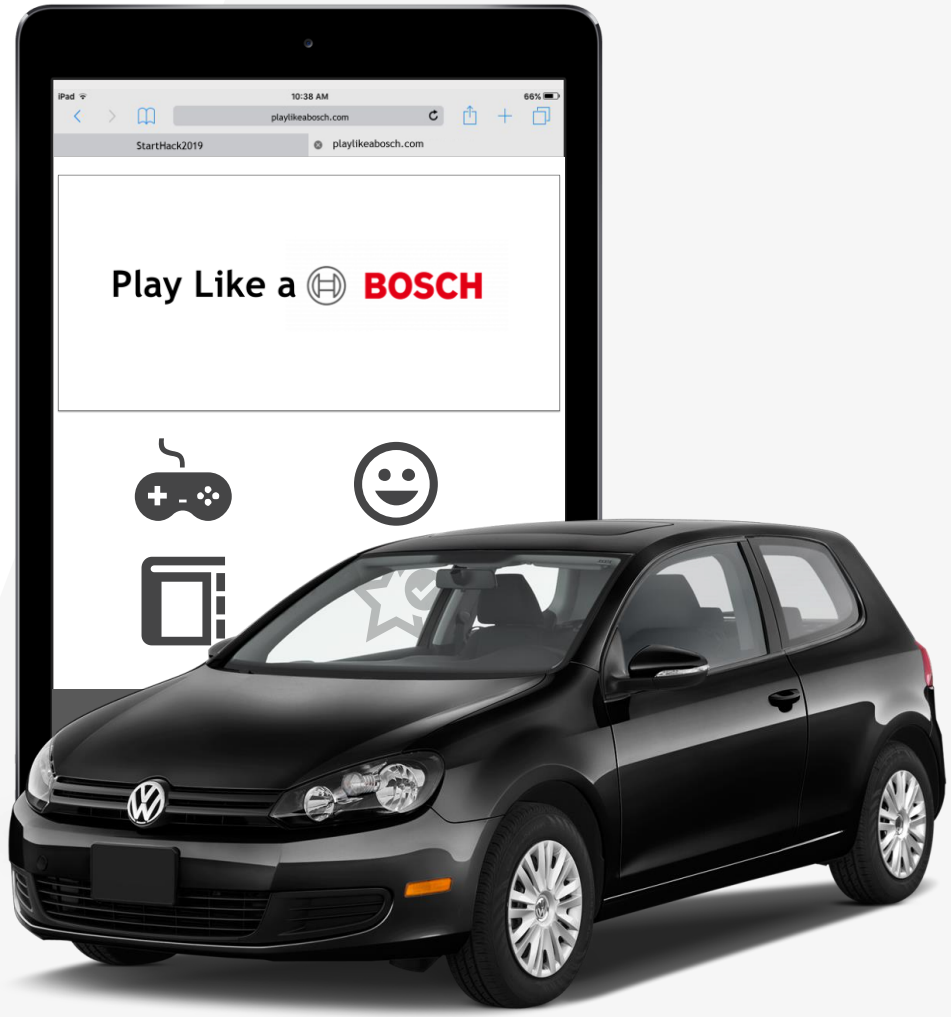
Play Like a BOSCH

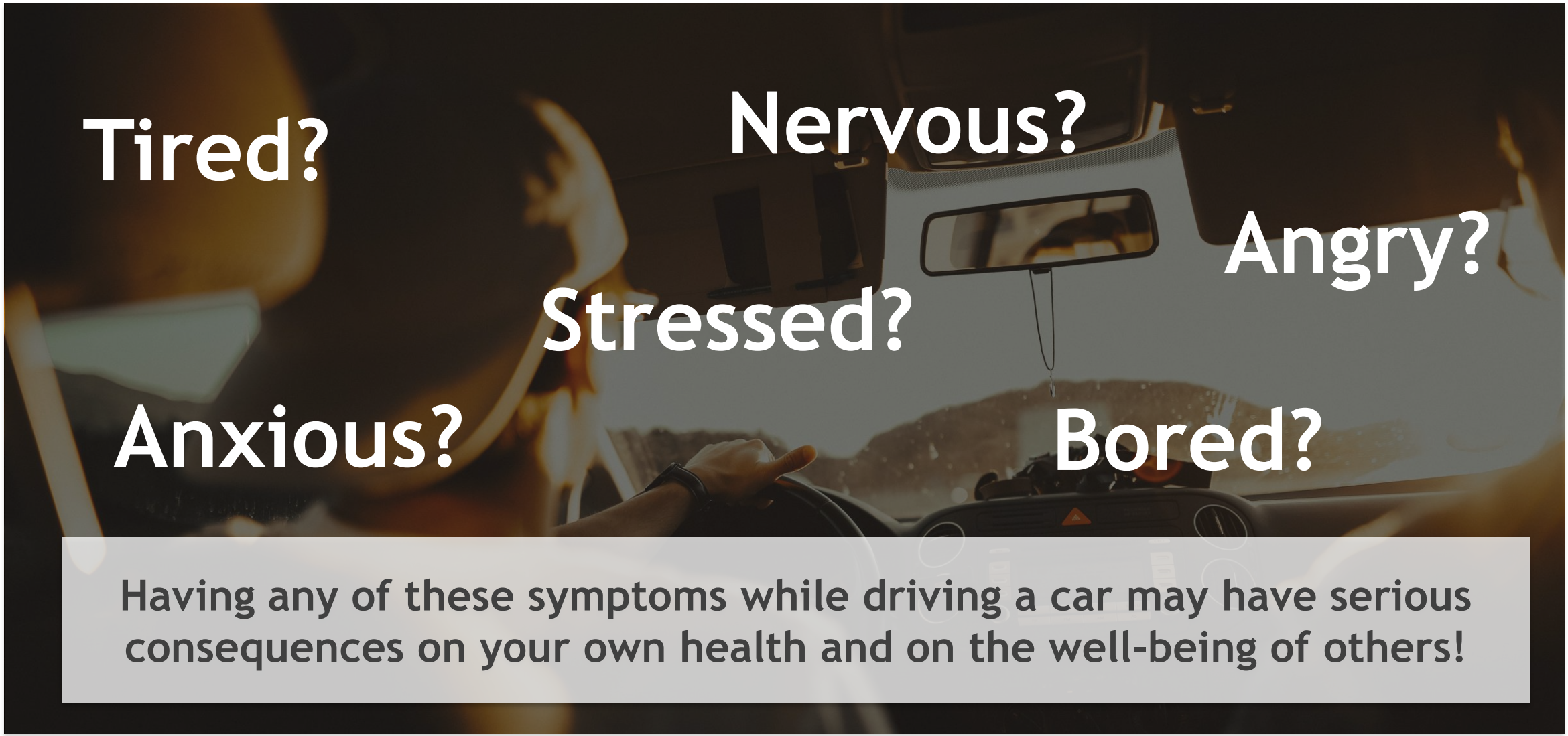
Start Hack 2019

Pioneering new car features for
sustainable and healthy mobility

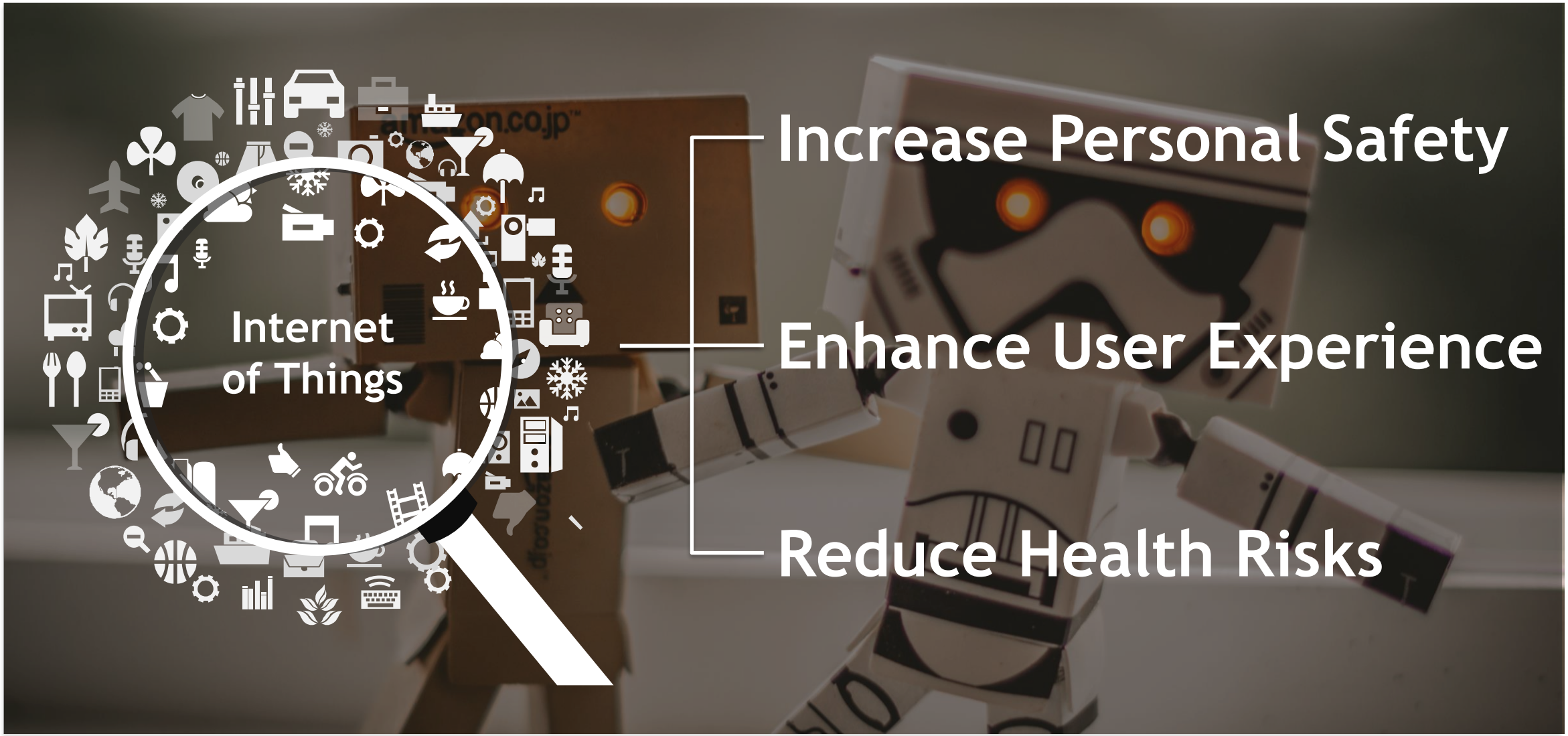
https://tim6her.github.io/Super-Mario-GTI/

IoT Like A Bosch

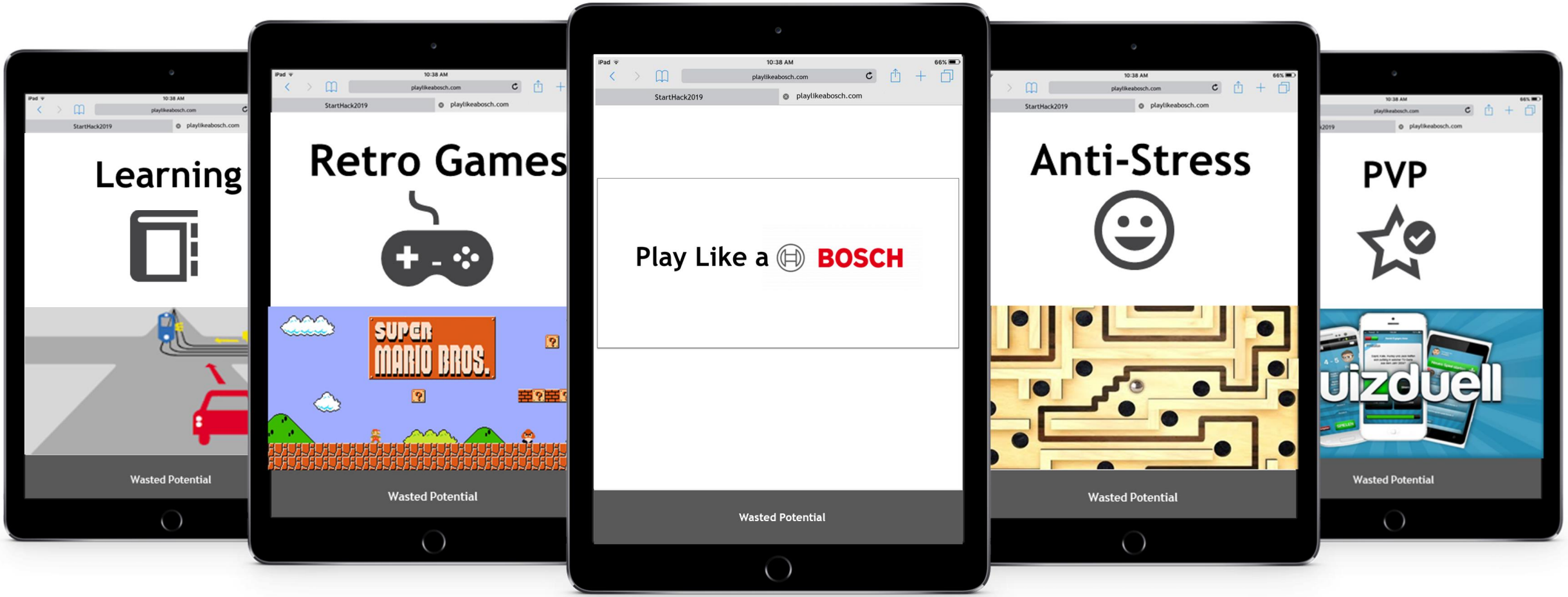



Tired?
Nervous?
Angry?
Stressed?
Anxious?
Bored?
Having any of these symptoms while driving a car may have serious consequences on your own health and on the well-being of others!

Identified Opportunity



Our Solution



Entertainment System

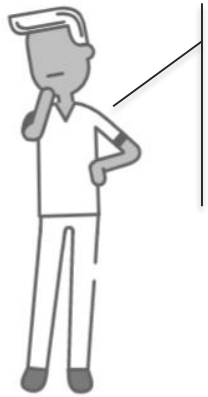
Education System

Therapy System

Moving
=
Turning
Promo Video
Jumping
=
Gas Pedal
Action
=
Break Pedal

Customers Segments

Play Like a BOSCH

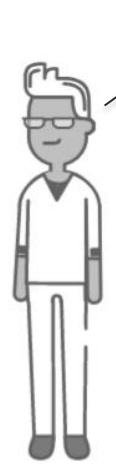


84'000 student drivers in 2017 in Switzerland alone[1]

Learning Students

80 Mio. digital natives in the U.S. alone[2]

Digital Natives



Every 5th person on the road right now is close to or over the age of 65 (US, DACH)[3]

Silver Drivers

At least 1 Mio. drivers in Germany suffer from driving-induced traumata or anxiety[4]

Burdened People

Over 60% of drivers in the US and Europe are regularly stressed during peak driving hours[5]

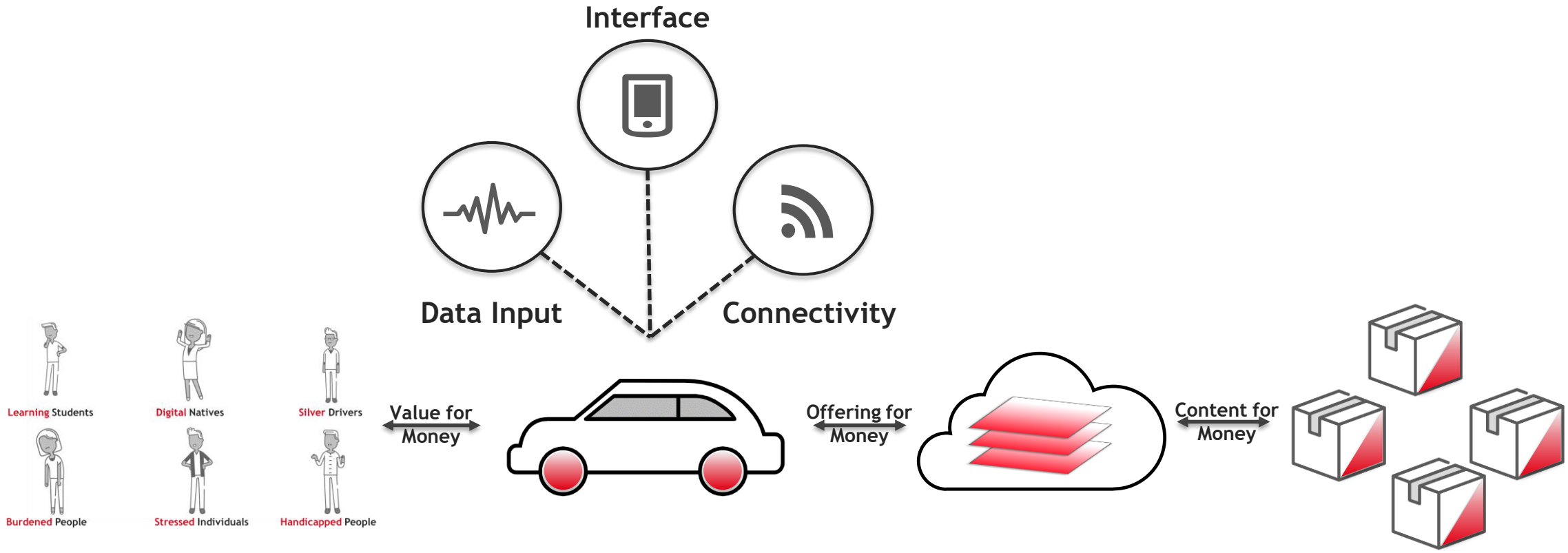
Stressed Individuals

Approx. 850'000 drivers in Germany are handicapped, profiting from new technologies allowing them to drive[6]

Handicapped People

1 astra.admin.ch
2 dmresourcecenter.com
3 cbsnews.com
4 welt.de
5 truestressmanagement.com
6 hollister.ch

Value Model



Customer Segments | **IoT-enabled** Car | **Application** Platform | **Development** Studios

Using the IoT-enabled car as an immersive controller, the platform allows the distribution and streaming of entertainment, education and therapy applications.

Business Model

Play Like a BOSCH

KEY PARTNERS

- **Development studios** for the onboard applications
- **Car manufacturers** for adoption of **Play Like a Bosch** as a standard offer in vehicles
- **Insurance companies** for new business models
- **Data analytics labs** to increase efficiency and effectiveness of data interpretation
- **ICT-Providers** to ensure internet access in vehicles
- **Hardware / Sensor providers** in order to further exploit data acquisition and analytics opportunities

KEY ACTIVITIES

- Setup and management of the application platform
- Stakeholder management
- Marketing & sales
- Orchestration of value network

KEY RESOURCES

- Application platform
- Data acquisition systems
- Data (interpretation) models
- Data scientists & programmers

VALUE PROPOSITION

Play like a BOSCH helps customers to:
- Increase personal safety;
- Enhance user experience; and
- Reduce health risks

by offering a solution that provides a wide array of features including:
- an **entertainment** system
- an **education** system; and
- a **therapy** system

This way, **Play Like a BOSCH** aims to:
- reduce traffic accidents caused through tiredness, stress or anger;
- resolve psychological issues such as anxiousness and traumas;
- support the educational efforts of users, such as new drivers; and
- help elderly to stay mentally active for driving

CUSTOMER RELATIONSHIP

- Individualized offers based on the customer‘s preferences
- Mainly one-way communication
- “Consumer” and “Provider” relationship
- **Play Like a Bosch** as companion

CHANNELS

- Onboard hardware interface
- Online application platform
- Traditional channels

CUSTOMER SEGMENTS

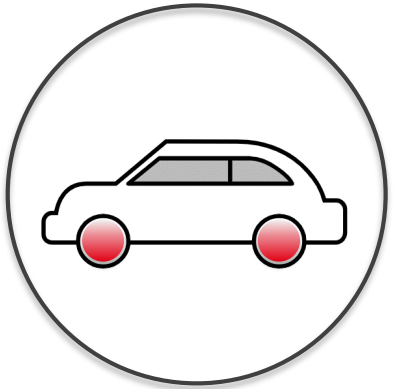
- **Digital Natives** who are interested in digital solutions and gamification
- **Student Drivers** who seek to learn how to drive vehicles
- **Silver Drivers** who are digitally affine and want to stay mentally fit for driving
- **Burdened People** who suffer from anxiety or fear and seek to relieve these symptoms
- **Stressed Individuals** who need a “breather” in order to calm down and “reset”
- **(Learning) Disabled People** who are interested in solutions that improve and/or support their independence and health

COST STRUCTURE

- Setup and maintenance of IT-infrastructure incl. the development of the application platform
- Assurance of communication services
- Setup of data acquisition system with sensors and implementation data (interpretation) models
- Personnel cost (especially for data scientist, in-house developers and programmers, …)

REVENUE STREAMS

- Recurring, subscription-based service with several service bundles (e.g. free, normal, premium)
- Non-recurring upselling of products, services and other offers
- If applicable, data selling to third parties (e.g. insurance companies)
- NO ADS!



IoT-enabled Car

Development of more precise data models

3D-Experience

Introduction of autonomous Driving

5G Connectivity

Increased speed and capacity for data exchange

Reduced latency for real-time data streaming

Lower battery consumption predicted

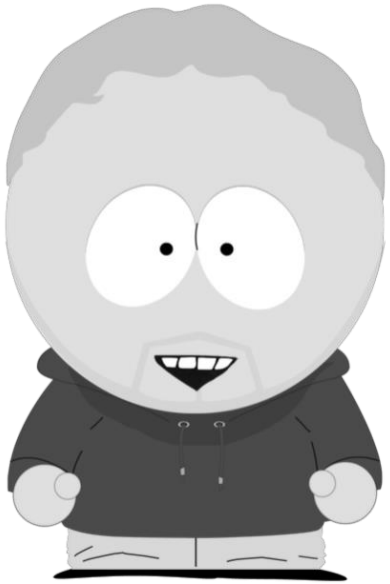
Application Platform

Modular architecture for easy-to-access applications

Establishment of digital offering toolbox

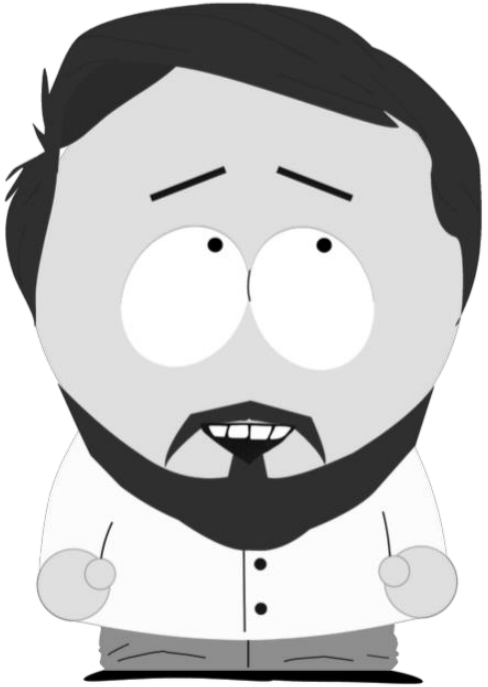
Intelligence from cloud moves to edge devices

Tim Herbstrith



Robin Seus

Philipp Stipp

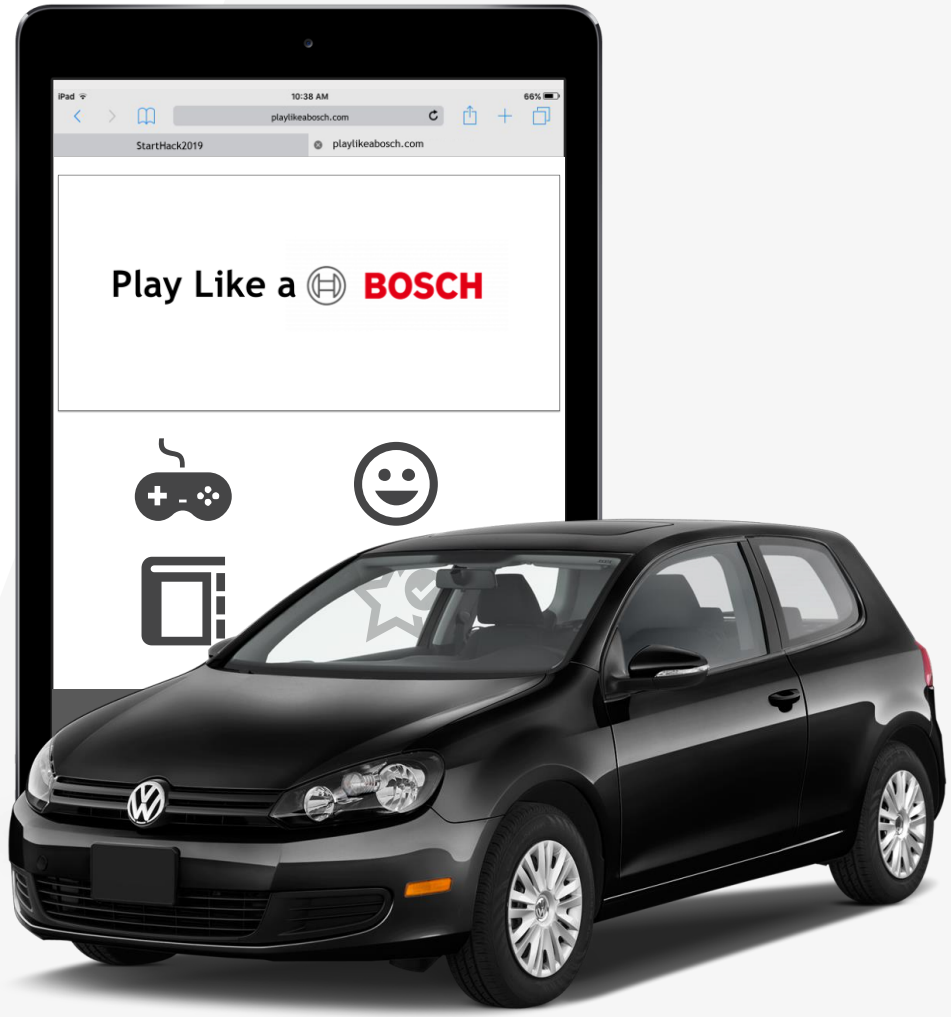


Marko Coric

#TeamWastedPotential

Play Like a BOSCH

Thank you for your attention!



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