

DAIMLER ADS

[5 Qs - each need to be swiabe)

[5 Qs - each only ONE type of interaction)

Swipe + binary + ??

A few qs per day + headspace style streaks + notifications when new survey is available

Same interaction type per session, will vary sometimes

Home screen

Achievement bar (tap it and it will pop down to show full headspace style roadmap)

Reccomended survey

Google card style widgets

Swiping left will send you to the list of companies that are accessing your data

Bottom right will send you to all accessible surveys

Features

1. User authentication/login using FB and Google.
 - a. By only using these logins, we can easily determine information on the sex, age, and other misc details.
2. Users can swipe through a collection of images, similar to apps like Tinder. This will provide us with valuable information about the user's preferences (what they like/dislike, how much time they spend on each image, etc.)
3. Product images are tagged with their particular product, allowing us to associate products with users. These will be hashed allowing quick retrieval. Machine learning could possibly play a role by identifying similar products, perhaps then using them in future surveys.
4. Users can view their progress through the images/survey.
5. Users will have the opportunity to accept challenges/surveys from other companies.
 - a. Advertisers will need to friend request you before you recieve info from them (they can incentivize you in any number of ways-potentially)
6. Users can reach milestones after completing a certain number of questions.
 - a. These milestones can be considered loyalty points?
7. Users will be presented product images relating to landscapes, home decor, accessories (jewelry), vehicles, etc.
8. Users can easily view how their data is being used through an interactive dashboard. This dashboard will contain a simplified view of their data profile, where their data is currently at, how their data is being used to target them, the estimated value of their data, and how much money they have currently earned through surveys.

9. Fraud detection to reduce bots from receiving the incentive
10. Fraud detection to identify bogus/un-engaged data, potentially leveraging artificial intelligence and machine learning.
11. Two tiers of data storage:
 - a. Aggregate data (not tied to a particular user)
 - b. Personalized data (similar to SmarterHQ)
12. Must comply with new EU GDPR requirements.
13. Gamification of data collection, potential ideas:
 - a. quickly expiring timers
 - b. Bonus questions for extra incentives
 - c. Random questions/puzzles to add excitement and change of pace
 - d. Madlib style, with the option of sharing on FB:
 - i. Instead of text, we create a story with images of their car
 - ii. Meme generator (starter packs, etc)
 - e. Once user is finished, present them with their estimated dream car based on their data (they can rate how much they love the dream car and highlight areas they love/hate).
 - f. A car that they can customize with a new part after each survey. The car could get faster. Perhaps we could deliver a hot-wheel style car after reaching a milestone.

Pitch outline:

1. Intro/Summary: What we do:
 - a. We're a _____ customer engagement platform that builds trust through transparency
2. Why this is important today (basically the problems):
 - a. In this era, consumers are demanding a few things:
 - i. They want more control over their data:
 1. They want to know who is using their data, and how they're using
 - ii. They want brands to engage them in new/interesting ways
 1. ~~We're seeing this with the rise of new immersive technologies like AR/VR~~
 - iii. They want to win back control over their data,
 - b. Internet privacy concerns, FB data breach, GDPR, etc...
 - i. "And we've all seen what happens when companies don't listen to the market... FB, GDPR, other data/privacy/security issues"
 - ii. If companies stay the course (and these problems aren't addressed)... they will suffer and as the masses have awoken to the massive data mining operations that companies have been conducting, the status quo is not an option anymore

- iii. If companies stay the course (and these problems aren't addressed)... customers will have less trust, less engagement, and less loyalty to these companies.
- 3. Problem/result of problems (1-5 slides)
 - a.
- 4. Solution: our product (1-10 slides + wireframes)
 - a. What if we could solve all these issues within one customer engagement platform?
 - b. Mockup slide1: Showing a tinder style interface with three screens. One is of the tinder style home screen, one is of achievements/progress bars, one is of analytics where your data is going, (another one could be your home screen with different surveys you can do - this could be the feed)
 - c. Mockup slide 2: showing progress bars and different "milestones/achievements" can lead to different rewards
 - d. Mockup slide 3: More engaging surveys create higher res profile, and that high res customer profile that daimler/other companies can access.
 - e. Mockupslide 4: Data dashboard showing which companies are accessing their data/targeting them in someway and the ability to turn certain advertisers on/off
 - i. "Now that we've created an engaging customer survey platform, let's empower users to monitor and filter who's taking control of their data.
 - f. Mockup slide 5:
 - g. Mockup slide: maybe there's also a dashboard that shows places you might like to eat nearby, events you might like to go to, articles you're interested in reading, travel options/flights, ALL based on your responses to the surveys they give you periodically. This could also include "people with your profile liked these events..."
 - h. End result: highly shareable, personalized content like
 - i. A visual mad lib
 - ii. Your personal meme (your personal "starter pack"
 - iii. The mercedes vehicle that suits your personality the most
 - i. Potential barriers:
 - i. Fraud detection to detect/prevent bots from receiving incentives
 - ii. Fraud detection to identify bogus/unengaged data (autoswiping) (maybe ML/AI)
 - iii. Privacy law requirements (GDPR)
- 5. Market + how we fit in + other companies
 - a. Once we collect this data, can send it to Oracle big data products (data lake)
 - i. https://www.racunarstvo.hr/wp-content/uploads/2016/03/OA_day_Big_Data_Tomasz_Przybysewski.pdf
 - ii. (partner companies) Companies who are then interested in your target demographic can then try to target them by sending an offer to take a survey for some type of reward.

1. For example, car2go users might also be interested in delivered food services. Instacart/Amazon/Favor could send an offer to your users to complete a survey that produces data that they could then use to build better search recommendations to them once they're on their platforms, or even help them send better realtime promotions.
2. Business strategy (other case study that shows how profitable this data could be)
 - b. How many users do they have in their mobility products?
6. Competition: surveymonkey, google, bing
7. Implementation roadmap
 - a. Car2go users would be great for this, low budget, younger, more interested in monetizing probably
 - b. Moovel, mytaxi (10 million), hailo
 - c. Moovel/mytaxi, hailo exclusive surveys to do while in the car regarding where they're going/plans for the night?
 - d. Mercedes pay cashback reward surveys...
 - e. Croove
 - f. Turo
 - g. Flic
 - h. Via transportation inc
8. Product roadmap
9. Conclusion

Elevator pitch:

High concept pitch
 your traction
 Product
 Team
 social proof.

READ THIS SHIT AND QUOTE SOME OF IT IN THE DECK

<https://www.daimler.com/documents/sustainability/integrity/daimler-business-partner-brochure.pdf>

Include their mission statement/goals and shit in the deck

List of their partners/portfolio companies

<http://annualreport2016.daimler.com/management-report/corporate-profile/portfolio-changes-and-strategic-partnerships>

HBR notes:

The short term gains from investing in big data are nearing its end, but the long term gains (loyalty, relationships, stickiness) are what companies should be using big data to achieve

Could target lexus customers and try to sway them out of lexus brands?

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Most trusted brands:

<https://www.chainstoreage.com/article/survey-reveals-most-trusted-tech-brand-millennials/>

Amazon...

<https://www.theverge.com/2017/10/27/16550640/verge-tech-survey-amazon-facebook-google-twitter-popularity>

Most trusted car company is toyota and ford

<https://www.rd.com/culture/most-trusted-brands-america/>