



Cloud Car Platform



Shawn Jain

Existing Situation

- ▶ Elementary media capabilities
- ▶ Poor internet connectivity
- ▶ Difficult/complicated to use
- ▶ Cars outlive in-car technology



Goals

- ▶ An extension of our online selves
 - ▶ Accounts
 - ▶ Data
- ▶ Bring the car online – new user interface
- ▶ Bring computing to the car – Android/iPhone model
- ▶ Easy to use



The Solution

- ▶ Cloud based application platform
- ▶ We provider servers and software
- ▶ Automakers add in support to the UI
- ▶ Leverage online applications to deliver content
 - ▶ Music through Pandora, Grooveshark
 - ▶ Video through Youtube, Netflix, Amazon
 - ▶ Maps through Google Maps
 - ▶ Application developers – new software



Advantages

- ▶ Hybrid of two models – licensing and advertising
- ▶ A new “user interface” for cars – ease of use
- ▶ Manufacturers want to keep their existing in car entertainment systems – this is an easy add on





HYUNDAI

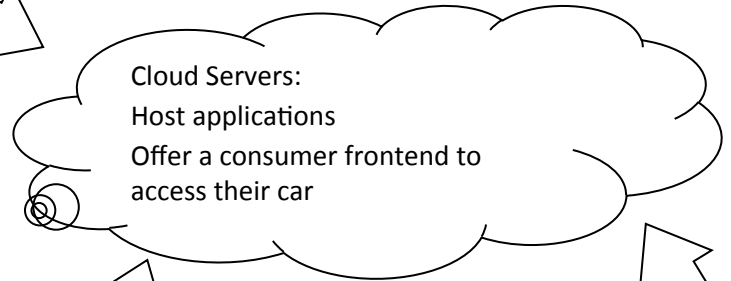
HONDA

Auto Manufactures:

- Targeted advertising platform based on consumer info
- Value add manufacturer only apps

Application Developers:

- Develop an application like a rich internet application
- Use a common API to access car features and info



Car:

- Interact with internet via API
- Send and retrieve car info



Car Owners:

- Access and update car info
- Schedule service
- Manage applications and settings
- Rate cars and mechanics through relevant portals: Yelp, Cars.com, etc.



Mechanics/Dealers:

- Get limited car info
- Location based ads
- Schedule service/car pickup
- Loyalty programs

Time to Market

- ▶ **Development cycle**

- ▶ 9 months – first full release

- ▶ **Implementation**

- ▶ Automakers will take ~1 yr for implementation

- ▶ Targeted first automakers:

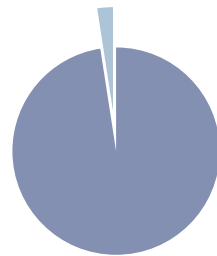
- ▶ Honda/Acura
 - ▶ Hyundai
 - ▶ Subaru
 - ▶ Mitsubishi
 - ▶ Mercedes-Benz



Income Model

- ▶ Network effect – common online platform
- ▶ 5 yrs – 25% of all US cars – 10 million+ cars
- ▶ \$10/car – automakers
- ▶ \$0.50/1000 page views – high value ads
- ▶ \$1,000,000/year - advertising

Revenues



- Licensing
- Advertising

5 years: \$41,000,000/yr



Investment

- ▶ **\$300k investment**
 - ▶ Software development - \$150k
 - ▶ Marketing Costs - \$75k
 - ▶ Other requirements



Thank You

Cloud Car



Exit Strategy

- ▶ **Sell to**
 - ▶ Industry heavyweights
 - ▶ Microsoft
 - ▶ Intel
 - ▶ Social networks
 - ▶ Facebook
 - ▶ LinkedIn
 - ▶ Online conglomerates
 - ▶ Google
 - ▶ Yahoo



Application Developers:

Develop an application like it's a standard rich internet application.

Use a common API to access car specific features.

Auto Manufactures:

Targeted advertising platform based on consumer info

Value add manufacturer only apps

Car:

Interact with internet application through an API

Send car info

Send apps to Market

Business Intelligence Info

Business Intelligence Info

Two Way IP based communication Handled through API

Set up Ads

Get limited car info, Business intelligence info

Mechanics/Dealers

Get limited car info
Location based ads
Schedule service/car pickup
Loyalty programs

Cloud Servers:

Host applications
Offer a consumer frontend to access their car

Retrieve info

Update Info

Car Owners

Access and update car info
Schedule service
Setup internet accounts to link with their car
Send info to car

Rate cars and mechanics through relevant portals: Yelp, Cars.com, etc.

