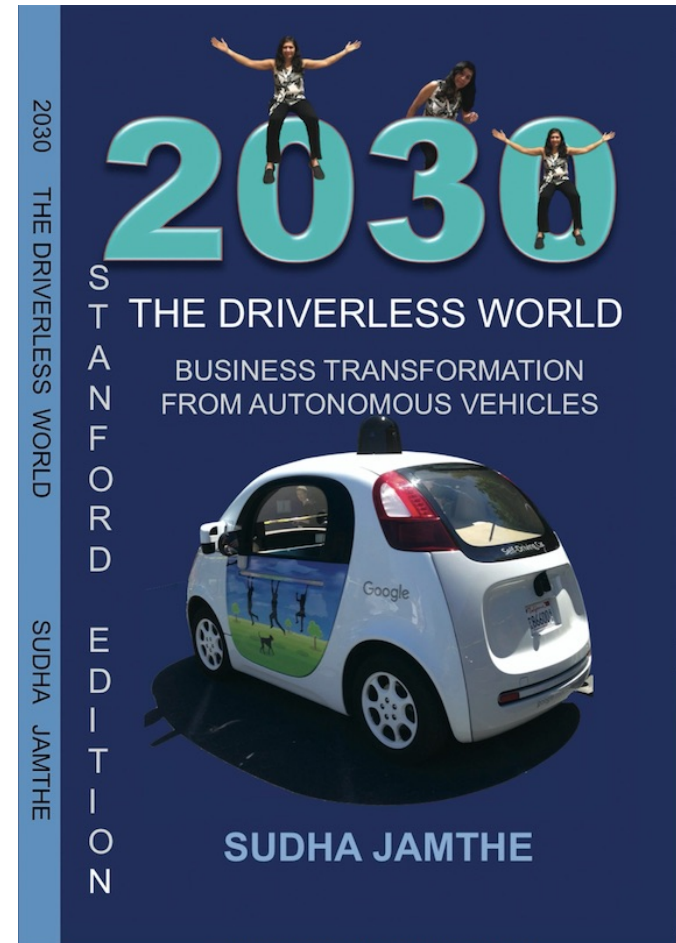




Course: The Business of Self-Driving Cars (BUS174)

SUDHA JAMTHE

SESSION 7: Nov 28th, 2017



IoTDisruptions.com

[#Driverless](https://twitter.com/sujamthe)

[@sujamthe](https://twitter.com/sujamthe)

Today's Topics:

1. AV data and AV AI
2. Impact of AV on other industries – Smart city, InsureTech
3. Update on Class Presentations – Dec 5/Dec 12th plans.

AV DATA and AV AI

CAR AI – Understanding and Communicating with the human

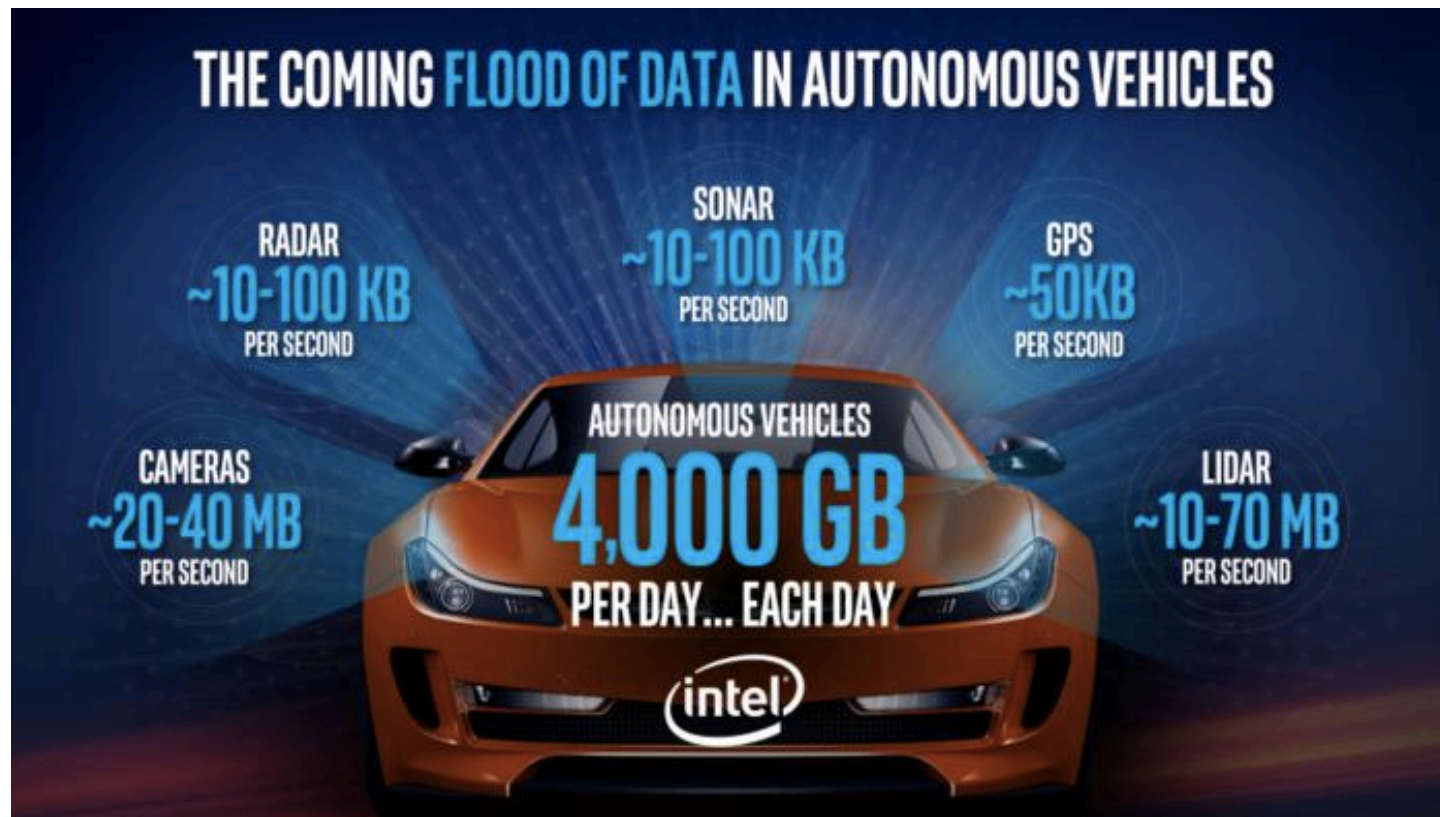


- Driverless Alertness
- Moods
- Health check
- Judgmental AI?
- More ...

Image: Getty images

AV DATA

CAR TELEMATICS



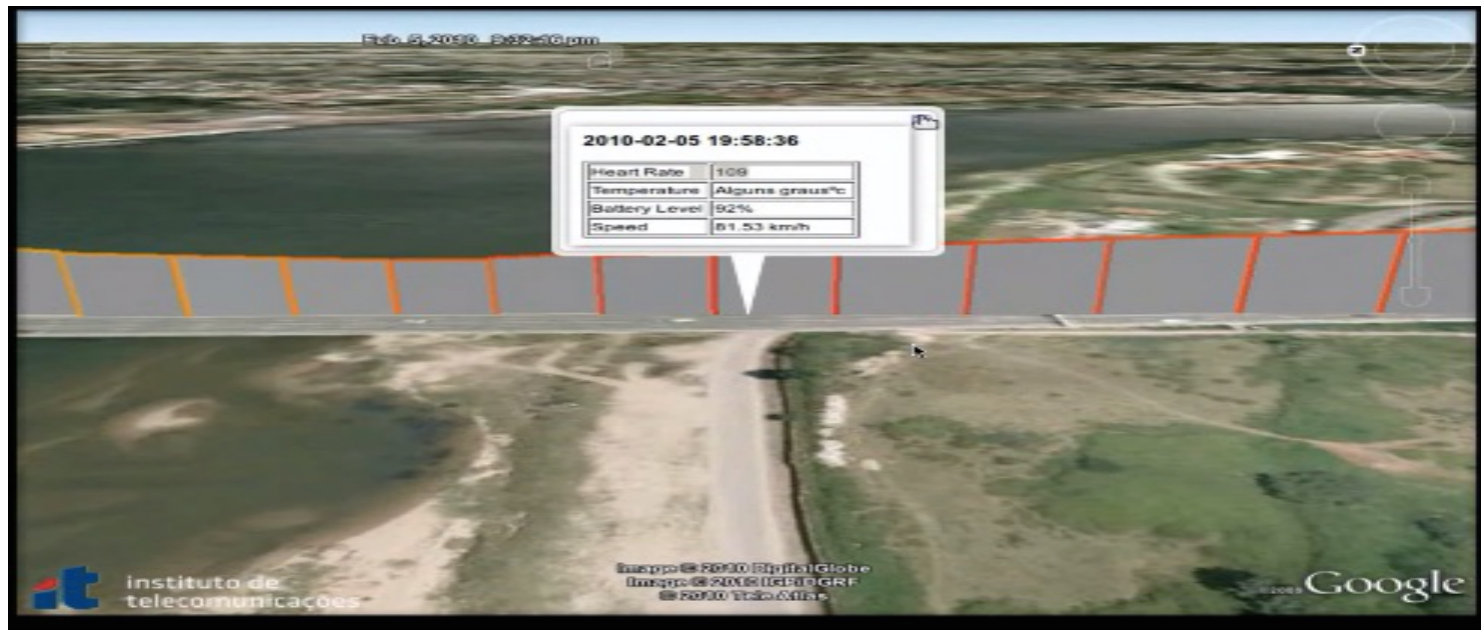
Ref: <https://newsroom.intel.com/newsroom/wp-content/uploads/.../passenger-economy.pdf>

State of the Road Traffic Data



Image: lrg-law.com

MESH DATA OF CONNECTED VEHICLES (POSSIBLE TO TIE TO IOT DATA)

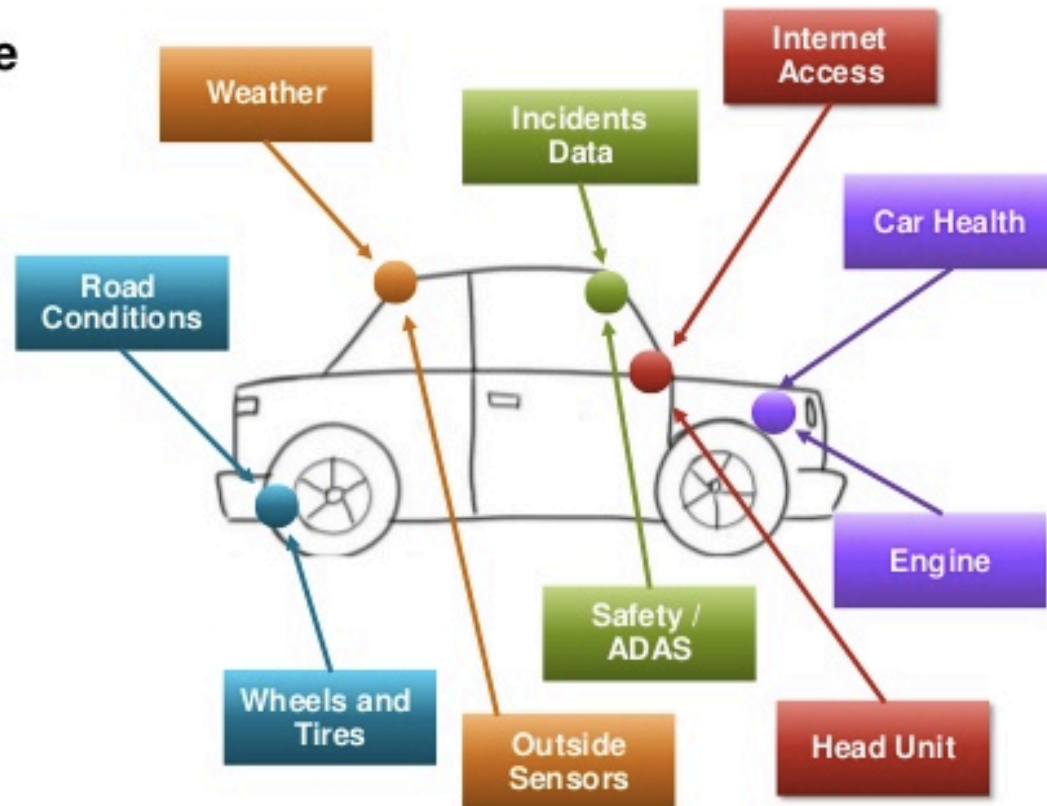


Porta bus driver stress levels from wearables

TELEMATICS - VEHICLE HEALTH DATA

Connected Car Example

- Schedule maintenance based on car health
- Weather station on wheels
- Share incident data (location, speed, video) with authorities
- Send road conditions to maintenance authorities
- Adapt car performance based on road condition and weather
- Adapt car behavior based on adjacent cars' history
- Configure car based on driving patterns
- Way more...



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TELEMATICS - PASSENGER DATA (INFORTAINMENT & BEHAVIOR)



Source: Volvo concept car

TELEMATICS - VEHICLES COMMUNICATON DATA (V2V and Platooning)



Source: Volkswagen Platooning Trucks

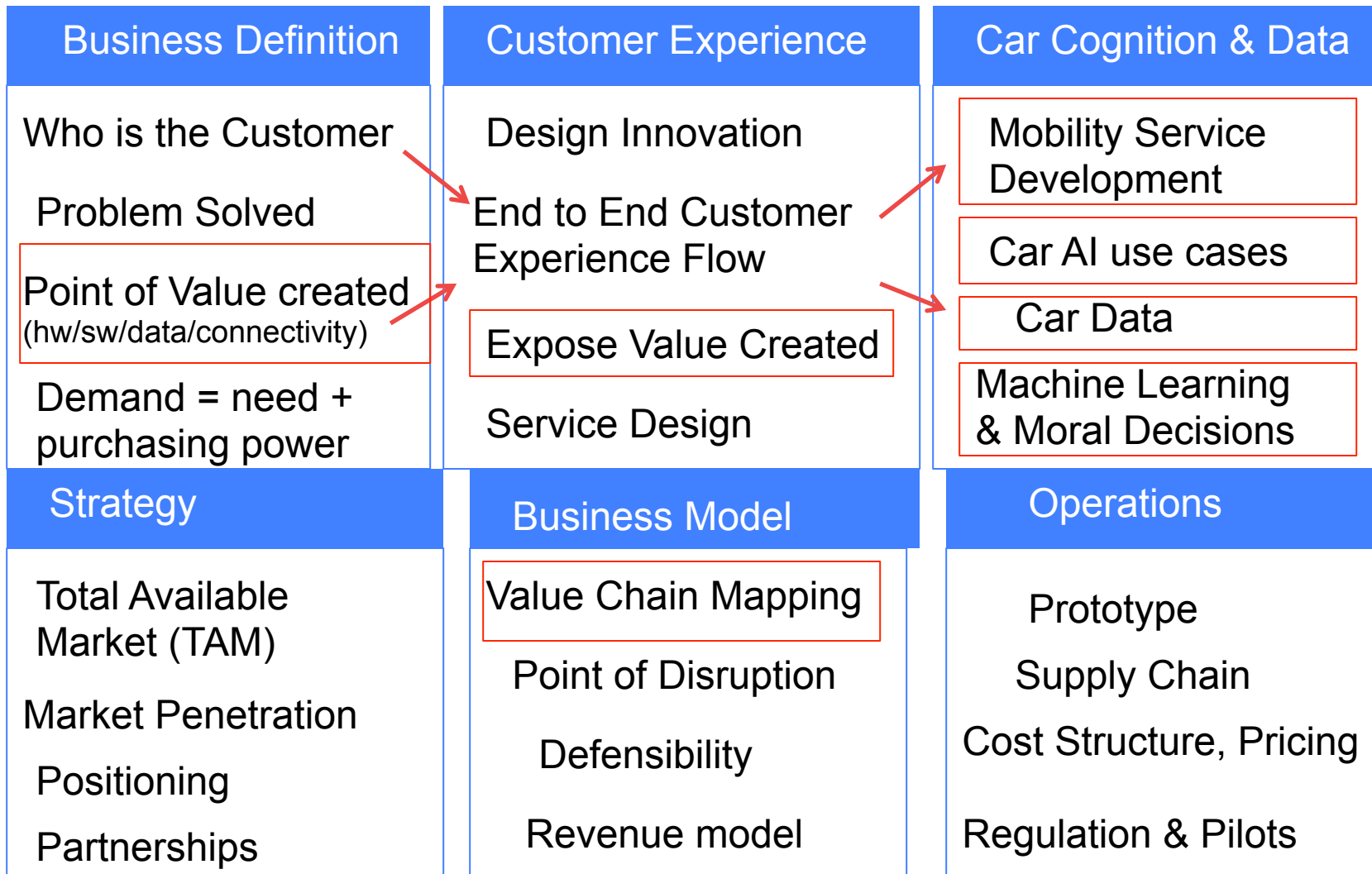
Guest Speaker: JANE REN, CEO ATOMITON
Topic: Smart City and AV



Appendix: Guest Speakers

1. German Matchniff (Test Engineer, Tesla)
2. Oliver Cameron (CEO, Voyage)
3. David Karrigen (“Life as a Passenger” Author)
4. Kyle Columbus (Program Launch Manager for Future Transportation, Mercedes-Benz Research and Development)
5. Jane Ren (CEO and Co-Founder, Atomiton)
6. Umair Akeel (Operating Partner, Bessemer Venture Partner)
7. Quin Garcia, Autotech Ventures
8. Marko Gargento, Chair, Sand Hills Angels

Appendix: Autonomous Vehicle Business Framework



Copyright: Sudha Jamthe @sujamthe

Note: The red boxed items are unique to a Driverless Business.

Appendix: SUDHA JAMTHE



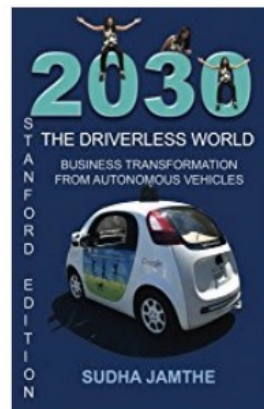
CEO IoTDisruptions.com, Technology Futurist

Technology Futurist with a mix of Academic and Global Digital Transformation Strategic, Entrepreneurial & Operational Experience.

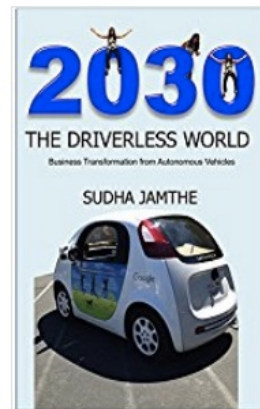
Cut through hype, find business models and gaps for innovation is my thing!

Contact: sudhajamthestanford@gmail.com

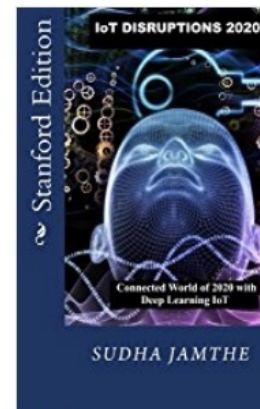
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