



DRIVERLESSWORLDSCHOOL.COM

BUSINESS OF AUTONOMOUS VEHICLE DATA

The Business of Data is value creation from mobility of customer context & customer identity to train AI that powers AIX in-car and intra-car. This fundamentally changes mobility, cities, industries and work as we know it.

© Sudha Jamthe

DriverlessWorldSchool.com

[@sujamthe](https://twitter.com/sujamthe) 19

MOBILITY OF DATA: COST & VALUE

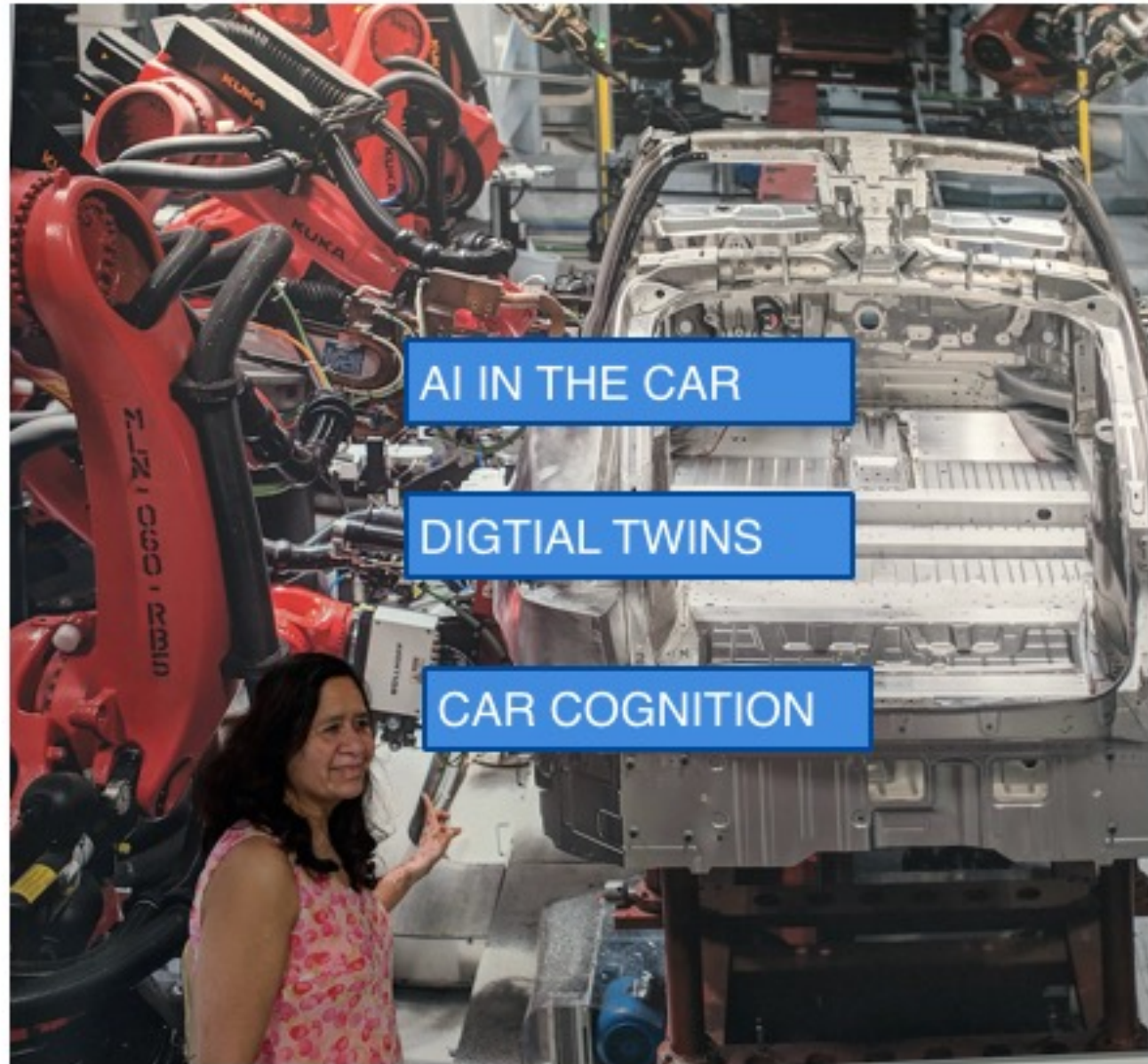
DATA CAR: INSIDE, OUTSIDE, AROUND

V2X

BLOCKCHAIN

FEDERATED AI

MICRO-
MOBILITY DATA



AI IN THE CAR

DIGITAL TWINS

CAR COGNITION

B-MODEL - VALUE FROM DATA

Data is valuable only when it moves.

Data gets value in context.

Data gets value when combined with new data sources.

Image: google

AI: I2V (Invisible-to-Visible) -> Intentional Commerce

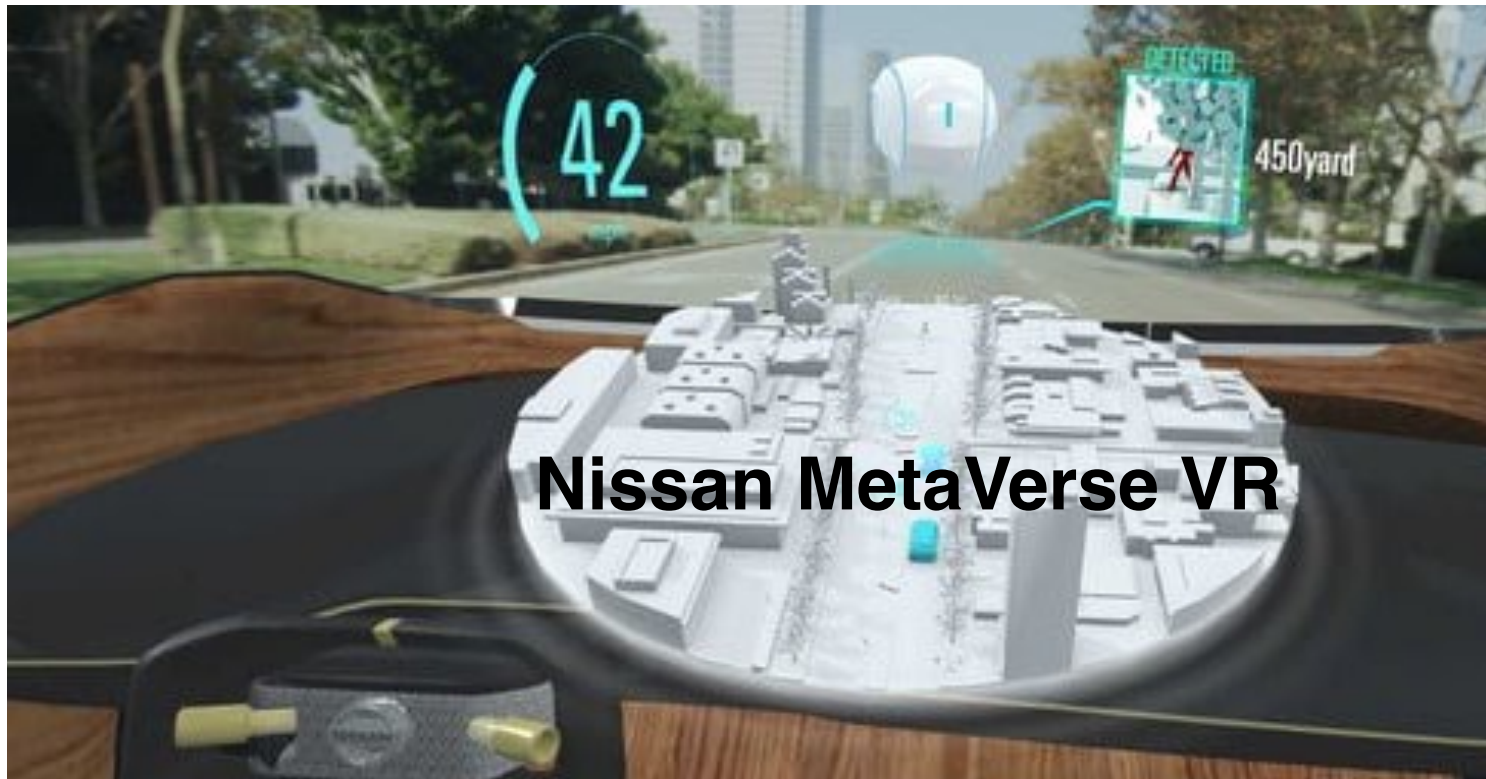


Image: Nissan/@SAEdelstein

Imagine the possibilities with integration with location aware businesses

FEDERATED AI - DISTRIBUTED ML

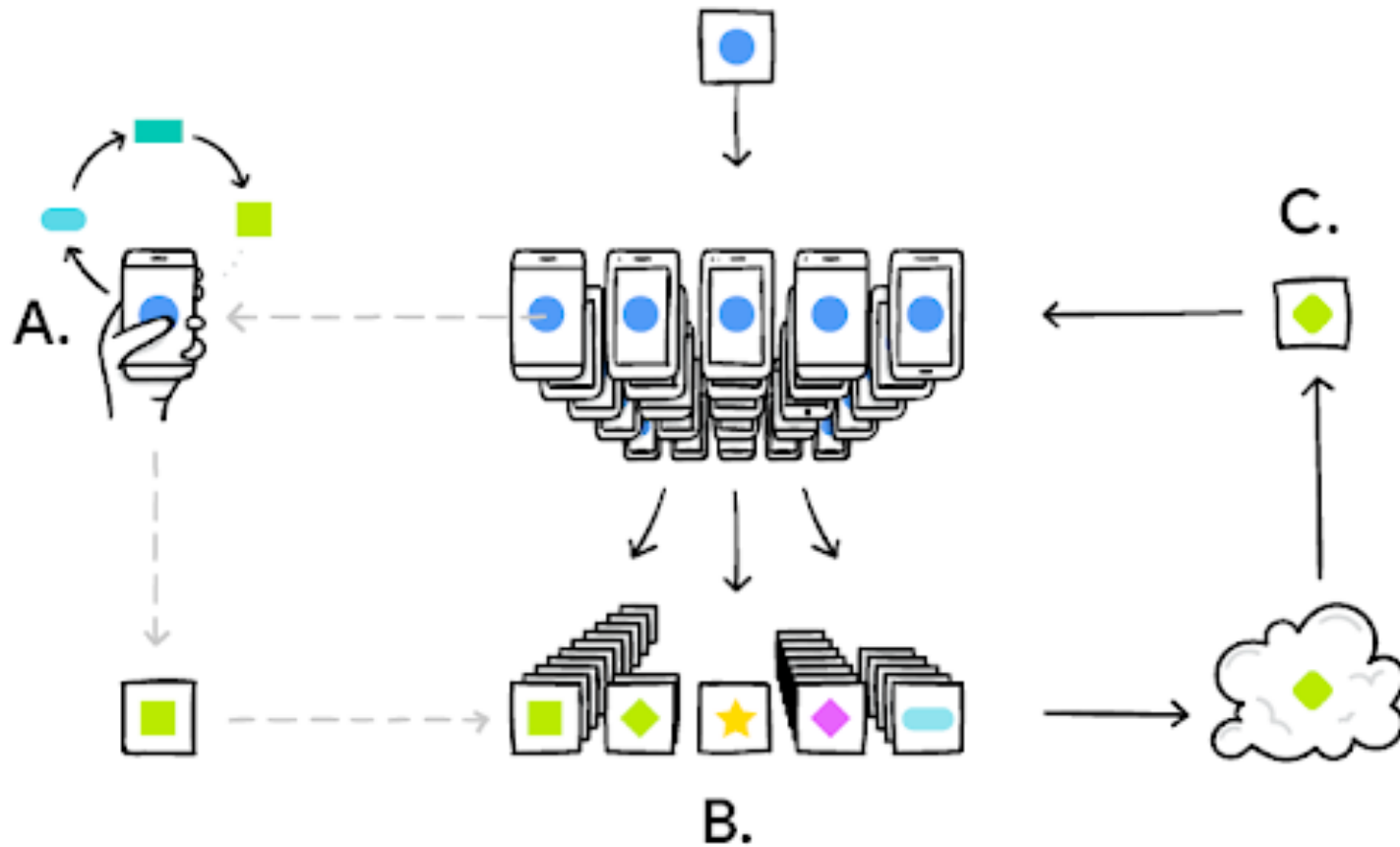


Image: google

PLATOONING TRUCKS



Source: Volkswagen Platooning Trucks

V2V, V2I, V2X (DSRC/C-V2X)



ECOSYSTEM PARTNERSHIP: SHARED DATA (V2I)



BMW, Ford, Volvo and Mercedes _ EU Data Task Force Partnership using V2I sharing road safety data

WHO OWNS IDENTITY, WHO OWNS DATA (BD PARTNERSHIPS)



Amazon Key delivery to a Volvo car