FriendlyDrive

DRIVING SUSTAINABILITY
The Problem
Implication

- CO2
- NOx
"The planet is on f***ing fire!!!"

-Bill Nye; "The Science Guy"
The Solution

- Real time-tracking and analysis of driving behaviour using the TIxS plug by Pixida
- Gamified education for the driver
- Shift of driving behaviour to a more sustainable style
How it works

- Plug&play device for the car cigarette lighter
- linked to user account on our FriendlyDrive smartphone app
AGGRESSIVENESS-SCORE

- GPS data
- Acceleration data

+ 

- Information about driving environment

> Correlated to fuel consumption
AGGRESSIVENESS-SCORE

RULE-BASED ECO-SCORE

- normalised to driving behaviour of the entire dataset
- adapted to driving environment
User experience

- Auditive/visual feedback about the driving style (real time/retrospect)
- Tips on driving style and acceleration behaviour
Gamification

- Ranking list to compare with other drivers

- Virtual badges for special achievements like "FriendlyCityDriver"; "HighwayHero" etc.
The Market

- 47,1 Mio. registered cars in Germany
- >5 Mio. company-owned
- 44,2 Mio. tons of fuel per year
- 170 Mio. tons of CO2 per year in 2020
Costs & Potential

- 5,91 Bn. € per year in fuel
- Improvement of eco-score by one deviation results in ~-6% fuel consumption
- 355 Mio. € savings per year
- 9.6 Mio. tons CO2 less per year
The bigger picture

- For 2030 Germany wants to cut its CO2 emission from transport by 11 Mio. tons (in relation to 2020 forecast)
- FriendlyDrive can contribute a big part
Monetization

- Renting model:
  - 5€ monthly royalty fee for device + app

- Sales of anonymized user data:
  - approx. 1.20€ per dataset

- Worst prediction:
  - 3% share of total market = 1.4 Mio. Sales
  - 7 Mio. € revenue from fees per month
  - 1.6 Mio. € if every dataset sold just once

- Break-even approx. within 12 months (without EoS)
Marketing strategy

1st stage:
- Focused targeting of companies with big car pools
- Partnering with automotive factorers and distribution via their loyalty club programs

2nd stage:
- Targeting of end customers via cost-effective online advertisement and PoS marketing
Feedback from our future customers

"I drive friendly now."

"Easy and enjoyable- a great way to save fuel."

"Fuel costs go DOWN- so do emissions. I love it."

When do YOU start driving friendly?
AND THIS IS HOW IT LOOKS IN ACTION...!!

STAY TUNED:
https://friendlydrive.wordpress.com/