






Tactical Roadmap

B2B Car Sharing Services

		2019	1st Horizon	2021	2nd Horizon	2023	3rd Horizon	2025
Value	Proposition		<b>Training end-users</b> Enabling the end-users to become capable of using the car sharing service correctly		<b>Building an active user-community</b> Keep users motivated and engaged by providing an online platform based on gamification		<b>Optimising the shared fleet</b> Increasing the efficiency and sustainable value creation of the shared car fleet	<b>Future Vision 2025</b>  Realising a personalised, zero emission, corporate car sharing service, with a motivated and knowledgable community of users.
	User		Fun and engaging first-time car sharing experience		Feeling of community and excitement when using the CCS service		Automatically get matched with a compatible shared vehicle	
	Recommender		Support for training employees		Employees can teach themselves, tool for motivating employees		Increased efficiency of the shared car fleet	
	Decision maker		Increased efficiency of recommender		Increased employee satisfaction		Cost savings	
	Greenwheels		Cost savings, new revenue stream		Cost savings, new business model		Additional revenue stream	
Product & Service	Design Solution		<b>Experience Workshop</b> 		<b>Unity platform</b> 		<b>Smart Shared Fleet</b> 	
	Features		Presentation on the benefits of car sharing Interactive demonstrations Teambuilding activity		Challenges Leaderboards Trophies Social features Online courses Knowledge database Instant support Referral system		Smart Charging Driver matching	
Back-end	Technology				Electric vehicles			
					Connected car			
	Data Streams						Bi-directional charging Predictive algorithms	
					Driving style scores		Energy prices	
Business model	Revenue Stream				Location and availability Driver usage data			
					On Board Diagnostics			
	Greenwheels		One-time Workshop fees		User subscriptions		Partnership commissions	
Resources	Partnerships				IT department			
					Operations			
	Partnerships				Customer support			
					Content Manager			
Resources	Partnerships				MIND Mobility		Data analytics company	
					Car manufacturers (OEMs)		Charging point installation companies	
	Partnerships		Volkswagen dealerships				Energy companies	
			Video recording company			Software development companies		