**Product & Service**

**Value Proposition**
- **Training end-users**
  - Enable the end users to become capable of using the car sharing service correctly.
- **Building an active user-community**
  - Keep users motivated and engaged by providing an online platform based on gamification.
- **Optimising the shared fleet**
  - Increasing efficiency and sustainable value creation of the shared car fleet.

**Features**
- **Experience Workshop**
  - Presentation on the benefits of car sharing.
  - Interactive demonstrations.
  - Teambuilding activity.
- **Unity platform**
  - Challenges.
  - Leaderboards.
  - Online courses.
  - Knowledge database.
- **Smart Shared Fleet**
  - Electric vehicles.
  - Connected car.
  - Bi-directional charging.
  - Predictive algorithms.

**Revenue Streams**
- **One-time Workshop fees**
- **User subscriptions**
- **Partnership commissions**

**Resources**
- **Greenwheels**
  - GW Trainers.
  - Content Manager.
  - IT department.
- **Partnerships**
  - Volkswagen dealerships.
  - Video recording company.
  - Software development companies.

**Future Vision 2025**
- Realising a personalised, zero emission, corporate car sharing service, with a motivated and knowledgeable community of users.

**Tactical Roadmap**
- **B2B Car Sharing Services**