

Automotive & Smart Transportation Solutions

Milan, Thursday July 3, 2014
Sala Convegni, Palazzo Besana
Piazza Belgioioso, 1

AGENDA

- 09:00 - 09:30 **Registration and welcome coffee**
- 09:30 - 09:40 **Openings and Introduction**
Fabio Matti, Head of Automotive – Global Industries, Intesa Sanpaolo
- 09:40 - 10:00 **The Economic Scenario in the Automotive Sector**
Stefania Trenti, Servizio Studi e Ricerche, Intesa Sanpaolo
- 10:00 - 10:20 **The Challenges of Adopting Innovation in Automotive**
Andrea Marinoni, Partner, Roland Berger
- 10:20 - 11:30 **Startup pitches: Presentations and Q&A**
- 11:30 - 11:45 **Coffee break**
- 11:45 - 13:30 **Startup pitches: Presentations and Q&A**
- 13:30 - 14:30 **Conclusions and Networking Lunch**
- 14:30 - 16:00 **B2B Meetings**

Pitching companies will include:

1. Design of simple and low-cost electric vehicles, from market analysis of the real needs of the end user to manufacturing of prototypes or small fleets. Our design team's skills and know-how combine with a rich network of industrial partners to provide end-to-end solutions.
2. We are able to provide various types of electric vehicles on a pay-per-km basis, for costs comparable to traditional cars. Similar to IT Cloud services, we transform complicated electric car technology into a simple, affordable and flexible service.
3. The first open source framework for the creation of vehicles. Our first product is a versatile platform that provides a high-quality and low-cost alternative to one of the first, most expensive, steps in vehicle development: the resulting car can be assembled by two people in two hours.
4. B2B2C car replacement network, connecting dealers and repair shops in need of courtesy cars with car rentals and service providers (e.g. payment and insurance). Provides a complete suite for the management of replacement fleets to involved businesses.
5. B2B joint hardware-software solution for the creation and management of brand-agnostic car sharing networks. Developed from the experience of BeeGreen, Italy's first full-electric private car sharing network. Industrial partnerships with Siemens and TomTom.
6. Mobile-based service for instant urban carpooling, allowing private drivers to share available car seats reducing congestion and pollution. The service is completely legal and community-based, and passengers can reward drivers with donations.
7. Mobile automation platform connecting everyday objects and digital services to provide contextual awareness based on user-defined "recipes" (e.g. "if driving, read my SMS aloud"; "if low on fuel, notify me of next appointment 15' earlier"). Can be integrated with in-car systems such as navigation and entertainment.