



**Leading Automotive OEM Explored
New Mobility Business Models and
Start-Ups from Emerging Markets**

Client	A leading automotive OEM
Industry	Automotive
Products	Passenger Vehicles, Commercial Vehicles

Background

- The Client wanted identification of new ideas from young start-ups in the automotive industry to understand different types of new mobility business models being conceptualized/evaluated/implemented by the startups in emerging markets

Key Business Questions

- Which are the innovative start-ups for mobility related services in the emerging markets (China, India, Australia)?
- What are the novel business ideas implemented/innovated by the start-ups?
- What are the unique services offered/business models used by OEMs/ Tier1 suppliers?

Engagement Scope

1	Mobility Business Models Landscape	2	Mobility Business Models Analysis	3	Business Models & Start-Up Ecosystem Analysis	4	Key Findings and Conclusions
	<ul style="list-style-type: none"> ▪ Which are the new business ideas from start-ups in emerging markets? ▪ Which are the unique business models by OEMs and Tier 1 suppliers? ▪ How does the complete landscape of business model clusters (for example – car rental, car sharing, etc.) look like in both, passenger and goods mobility? 		<ul style="list-style-type: none"> ▪ How do these business models compare against each other on parameters such as USPs, inception maturity, business impact potential, customer base/ revenue source, sustainability etc.? ▪ What are the associated technologies for these new service offerings (for example - mobile apps., GPS, IoT, etc.) 		<ul style="list-style-type: none"> ▪ How does the business model generate revenue? Who are the target end consumers, automotive entities? ▪ Which are the key start-ups with some interesting offerings? ▪ Who is funding them? Are they currently in collaboration with Client's competitors? ▪ Where is the service coverage of these start-ups? 		<ul style="list-style-type: none"> ▪ What are the promising new business models and trends that could have a high business potential or could cause disruption of the existing business models? ▪ Who are the start ups developing these new business models? ▪ Which are the mobility business models which client should focus on for future strategy?

Research Methodology

Secondary Research

- Conducted desk research studying crowdfunding platforms, industry magazines, newsletters, aggregating sites, entrepreneur recognition platforms, automotive forums, etc.

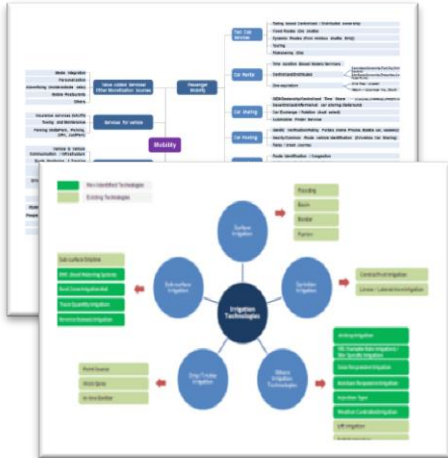
Primary Research

- 25+ Telephonic interviews with Industry experts/consultants, entrepreneur guild, mobility service providers, etc.

Sample Analysis

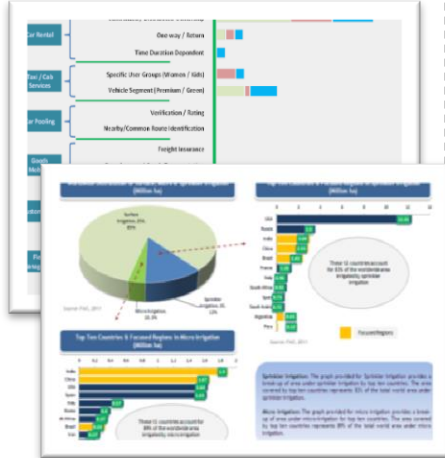
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Mobility Business Models Landscape



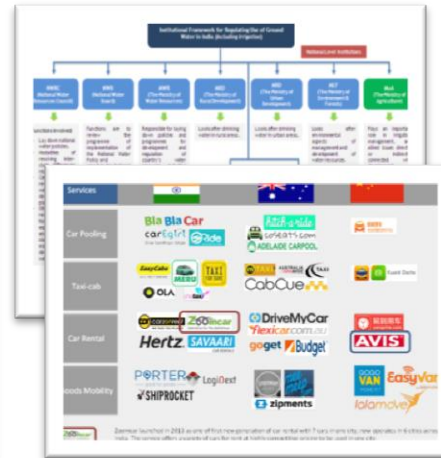
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Mobility Business Models Analysis



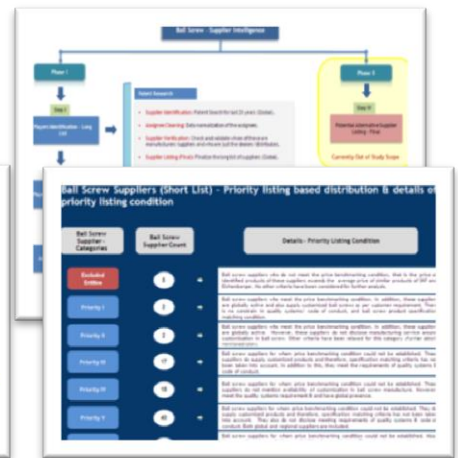
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Business Models & Start-Up Ecosystem Analysis



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Key Findings and Conclusions



Thank you

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