



# The Future of Individual Premium Mobility

Trend Report 2014/2015



CENTER FOR DIGITAL TECHNOLOGY & MANAGEMENT



# The Future of Individual Premium Mobility

Trend Report 2014

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M. Huber, P. Dornbusch, J. Landgrebe, M. Möller, M. Zündt (Eds.)  
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ISBN 978-3-9808842-0-4. 2003  
VII, 272 p.

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VI, 238 p.

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Veronika Gamper · Stefan Nothelfer (Editors)

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# **The Future of Individual Premium Mobility**

Trend Report 2014

Class 2014 Fall

Center for Digital Technology and Management

# The Future of Individual Premium Mobility. Trend Report 2014

Edited by: Veronika Gamper, Stefan Nothelfer

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## Preface of the Editors

*“Everybody can learn from the past. Today it is important to learn from the future.”*

As the statement by Herman Kahn, one of the founding fathers of modern scenario planning, nicely states, it is tremendously important for strategy and policy makers to get a deep understanding of possible future developments in order to be prepared for them.

Within this Trend Seminar, we looked at the future of individual premium mobility. Digital technology has had and is continuing to have a tremendous impact on the transportation industry, with the largest part of innovations coming from IT. In close cooperation with our project partner BMW we conducted research on the future of individual premium mobility. What are possible futures of individual mobility and what are implications for the automotive industry? In how far does the digitization change the way we move from one place to another? What might be considered „premium“ in the future? By addressing these more general questions and purposely not limiting this research to automobiles, we were able to develop innovative concepts for individual premium mobility and present some insights into possible futures.

We will give a brief overview on the approach behind the creation of this trend report, which involved the creation of future scenarios and the development of innovative product and service ideas. This approach has been developed and refined over the last fifteen years in over twenty projects. The goal is to create trend studies and business ideas in the field of information and communication technologies (ICT). Thereby, we rely on a tight cooperation between industry partners and academia. Combining the creativity and external view of interdisciplinary participants from academia with the knowledge of larger corporations, the outcome are long-term foresights and innovative ideas on how to prepare for emerging challenges in a certain field and product and service ideas that may solve future needs.

The Trend Seminar at CDTM is a university course with around 20-25 selected students of various disciplines, such as business administration, economics, computer science or electrical engineering, that work on a relevant topic related to ICT. After the topic has been defined, it is broken down into smaller modules, that are then worked on by smaller, interdisciplinary teams.

The course stretches over seven intense weeks, fulltime, during which the participating students dive deeply into the new topic. Thereby, they apply the knowledge they bring along from their main studies and extend it by extensive research. They learn and apply new methodologies, conduct trend analyses, design future scenarios and develop business ideas for innovative products or services.

The Trend Seminar is structured into three phases: The Basic Phase, the Scenario Phase and the Ideation Phase.

In the Basic Phase, the class is split into five teams that look at different aspects of the overall topic. Following the STEP approach, the status quo and trends in the fields of technology, society, economy, politics, law, environment and business are analyzed. Knowledge is gathered by literature research, preceded by a series of input presentations by industry experts, held by our project partner or other organizations. At the end of the Basic Phase, teams present their key findings to each other in order for everyone to get a holistic view on the topic to build upon in the following phases.

The following Scenario Phase starts with a two-day workshop. Participants work in four teams, newly formed in order to have experts from every subtopic of the Basic phase in each new scenario team. Within the workshop, driving forces for the overall topic are identified and structured. Two key drivers are identified, which span a matrix of four different future scenarios of approx. fifteen years ahead. The scenarios as well as possible timelines to these diverse futures are sketched out within the workshop. After the workshop, each team elaborates a vivid view of the life in one of the four scenarios.

In the third phase, the Ideation Phase, participants are again regrouped into new teams. The goal of this phase is to develop innovative business concepts, which are then tested against the previously developed scenarios. The phase starts with a two-day workshop on ideation methods. At the end of the workshop each team is equipped with a broad set of ideas. Out of these, the most promising five ideas are selected and further developed into detailed business concepts. The business model canvas, developed by Alexander Osterwalder and Yves Pigneur, serves as base structure. At the end of the seminar, the business model concepts are presented to the project partner and guests.

We would like to take the opportunity to thank several people who made this CDTM Trend Report possible: We want to thank Dr. Oliver Friedmann and Florian Reuter at our project partner BMW, who helped to define the topic and scope of the project and, together with their colleagues, provided great insight into current trends and future developments in the field. In addition, we would like to thank all lecturers for providing valuable input and contributing the Trend Seminar's success. Their expertise and motivation always result in a great lecture atmosphere and excellent outcomes. Finally, we want to say special thanks to the CDTM students of the class of fall 2014. They put an enormous amount of energy and enthusiasm into this project, which made it a pleasure for us to supervise the course and coach the individual teams.

We hope you enjoy reading up on the results of this trend report and maybe get some inspirations on the future development of individual premium mobility.

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The Center for Digital Technology and Management (CDTM) is a joint interdisciplinary institution of education, research, and entrepreneurship of the Ludwig-Maximilians-Universität München (LMU) and the Technische Universität München (TUM).

Building on the strengths of two of the most prestigious universities in Germany, CDTM provides highly qualified and ambitious students with an excellent academic education in the field of emerging digital technologies.

As a research institution, CDTM closely cooperates with the industry, concentrating on Telecommunication, Information Technology, Media, Entertainment, Health and Energy sectors.

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Internet <http://www.cdtm.de>

### **Veronika Gamper • Stefan Nothelfer (Eds.) The Future of Individual Premium Mobility**

Traditional concepts of mobility are increasingly affected by digitalization. The amount of connected devices is growing exponentially and mobile broadband internet has become standard. Car manufacturers are facing the rise of software-based mobility services that go beyond the car itself.

The increasing connectivity of vehicles may disrupt their traditional business model. In addition, driving becomes increasingly automated, allowing for a better utilization of driving-time. This report analyzes how individual premium mobility may look like in the future, describes future scenarios and potential business ideas.

This report consists of three parts. First, the authors analyze trends regarding individual premium mobility. Building upon these findings, four scenarios are described, vividly depicting possible futures. In the final Ideation part five business concepts are elaborated and tested against the scenarios.

The developed business concepts range from a service that automatically integrates shopping necessities in the usual itinerary, transmodal mobility services among a confined community, enhanced driving experience through personal, driving and environment data, a car that adapts to the driver's personal data and mood, to a service offering business to private trip suggestions based on people's calendar and preferences.

