

# Camp BizSmart™ Nauto Product Innovation Case 2018



**Problem Statement:** Driver distraction, tailgating and risky maneuvering are causing numerous accidents and injuries that cause pain and suffering to the individual as well in medical bills, insurance rates, and car repairs. Most Americans already believe they are great drivers. People do not like to hear that they are not well prepared to address unexpected obstacles, other drivers, driving dangerous ways, or understand best practices for driving under all weather and light conditions, what will inevitably occur on the road. You will need to find a way to market this technology, keeping in mind that most people already believe they are the best drivers on earth and resistant to change, because they believe that it is other people who are the bad drivers on the road.

**Opportunity:** Identify the need, knowing that first time drivers are most open to receiving coaching. Be sure to provide the size of market, driving performance ability desired, reduction in potential injuries, safety and the cost benefit analysis. Be inspired by what Nauto has created as an innovator who is determined to change drivers' mindset toward safe driving practices using coachable moments. You must create a way to capture and observe driving habits and mentor drivers in the moment to improve safe driving outcomes. Add an incentive program that will make it worthwhile for drivers to keep track of, accept mentoring, and increase their skill level. See more about what **Nauto has created to date:** <https://www.nauto.com/>

**Challenge:** Matt Cresci, a Camp BizSmart Alum, is a high performance driving instructor and professional race car driver who has won many races due to his driving ability, will be your expert mentor on creating high performance driving skills. Your task is to draw upon his mentoring to develop race car driver skill awareness and expertise and find a way to introduce this into your product innovation for drivers who are not race car professionals and find a way to incentive drivers to want to gain this skill level.

**Objectives:** Create a next gen multi-sensor device which detects potential collisions, monitors risky maneuvering, and tracks driver behavior in real-time to inspire and be used by teens and young or beginning drivers to develop great driving habits and curb risky ones.

- Create a next gen product and experience that monitors driving habits and coaches safe driving practices while developing great driving skill to challenge personal progress . Include a way to have drivers compare their skill level against others who are new drivers but to also be challenged to develop the skill level of expert drivers.
- Your product will mentor new drivers or teen drivers to learn to drive like a pro and gain high performance driving skill .
- Target customer: make a pitch explaining the ROI to your target clients, what new features/adaptations would attract these clients, etc.
- With the teen market, create a way to share progress with parents to build confidence in their young person's ability to use good driving habits and to refrain from risky behaviors that lead to distracted driving. If you select the UBER/LYFT demonstrate how it would help their business model, or if the DMV market – demonstrate how they would implement it into their driving tests.
- Demonstrate how your product innovation breaks the cycle of bad driving.

## **Outcomes:**

- Measure performance mastery and benefit to the individual user, include an incentive or rewards program that captures the drivers' habits, skill and awareness while driving.
- Identify who would benefit in knowing drivers' skill levels and determine if there might be opportunities to partner or create a revenue stream using data.
- For first time drivers, design in remote monitoring for a parent or others monitoring the new driver, that rewards good driving behaviors and increased skill mastery.
- Provide starting point baseline performance against others who are new to driving
- Demonstrate what an "experience will be like as if you are the customer"
- Identify a specific customer market in which your product would gain most traction and viability
- A marketing plan which identifies points of differentiation for the product, and specific marketing tactics to drive sales.

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## Business Plan Requirements:

- A customer centric next generation product design concept.
- Demonstrate a way to measure performance mastery and benefit to the individual user.
- A basic physical prototype.
- Competitive analysis: features, benefits and advantages to differentiate your product from others in the market.
- Pricing plan including cost of goods (COGs), marketing and return on investment (ROI)
- A revenue model for data captured from the user
- Marketing and Sales promotion Strategy – that includes either an incentive or rewards program for capturing the drivers' habits, skill and awareness while driving
- Customer input and feedback to show you have listened to the voice of the customer (VOC)
- Identify companies that would make strong partnerships noting how they add value
- Describe potential health benefits and health savings.
- Tell a story to illustrate customer use and benefit
- Clearly state FAB's Features, Advantages and benefits that differentiate your product from any competing products.

## Constraints:

- Your sensor and coaching system, must look different than the Nauto design . You are creating a next generation product so think outside the box and make it unique.
- Develop new features that are not present on the Nauto product, instead of just redesigning the look of the unit. For example, introduce a sound to warn the driver that an accident may be about to happen, or a way to suggest evasive action if needed.
- Think of additional functions that can be applied to the existing technology (or add new technology), Nauto might implement your ideas into a current product, even if they do not decide to pursue the public market opportunity that teams are presenting.
- Be sure that your product design matches the use and customer it is intended for.

## Resources on Nauto:

- [https://venturebeat.com/2017/12/14/reid-hoffman-discusses-transportation-safety-with-ai-startup-nauto-podcast/;](https://venturebeat.com/2017/12/14/reid-hoffman-discusses-transportation-safety-with-ai-startup-nauto-podcast/)
- <http://fortune.com/2017/07/19/nauto-self-driving-cars-autonomous-vehicles/>
- <https://www.nytimes.com/2017/06/07/technology/google-self-driving-cars-handoff-problem.html?mcubz=1>
- <https://www.nauto.com/>
- <https://blog.nauto.com/solving-distraction-behind-the-wheel>
- <http://fortune.com/2017/07/19/nauto-self-driving-cars-autonomous-vehicles/>

## About Nauto – and current use and vision of their technology:

Nauto is an intelligent driver safety system helps commercial fleets and drivers prevent collisions before they occur. The system's multisensor device contains bidirectional cameras and embedded computer vision to detect risky driving events – including distracted driving – in real-time, while giving safety, operations, and fleet management leaders unparalleled visibility and insights into the safety performance of each vehicle and driver. The company was founded in 2015 and is headquartered in Palo Alto, California, with offices in Japan and Europe. For more information about Nauto, please visit [www.nauto.com](http://www.nauto.com)

Nauto has developed aftermarket inward- and outward-facing cameras that attach to the windshield of vehicles. The system captures video and processes the abundant amount of data it collects in real-time and then provides personalized feedback to fleets and their drivers, to help reduce collisions.

*[Get Data Sheet](#), Fortune's technology newsletter.*

But Nauto has a broader vision for its technology, which has attracted the interest and investment from automakers. Nauto believes the path to autonomous vehicles can be accelerated using its system. And automakers are already signing on. Allianz, BMW, and Toyota have already agreed to [integrate Nauto's technology](#) into their test vehicles.

The idea is use advanced computer vision and machine learning to collect data on driver behavior as well as on road and safety conditions like dangerous intersections and traffic patterns. That data is then aggregated and anonymized to help understand how people drive. It can help a fleet manager discover trends. But more importantly, the data can be used to model and train the autonomous systems in self-driving cars.

NOTE: Be sure you learn from what Nauto has already created – but be sure to come up with an innovative product that is new and unique and truly next generation and addresses the objectives and criteria of the case. Good luck to you and your team!

Matt Cresci – Your Expert Driving Mentor for this case: Camp BizSmart Alum '2008, CEO of Grand Champion Team in 2008, Now, professional race car driver and professional driving instructor:



# NO. 1 DRAFT PICK

**NASA NORCAL SPEC MIATA RACER MATT CRESCI WINS THE 2016 MAZDA ROAD TO THE 24 SHOOTOUT**

Story by Brett Becker  
Photos by Wes Duenkel, Courtesy of Mazda Motorsports

**NASA NorCal Spec Miata racer Matt Cresci bested eight other finalists in the 2016 Mazda Road to the 24 Shootout at NOLA Motorsports Park in November.**

The Mazda Road to the 24 Shootout selects the best of the best from the roster of amateur drivers who race a Mazda or Mazda-powered vehicles. The Shootout also pulls in virtual racers from the world of iRacing, competitors from the NASA Teen Mazda Challenge, the Skip Barber Series and the Formula Car National Challenge. Last year's winner, Glenn McGee, sim-raced his way into the competition and came away with the Shootout's \$100,000 scholarship to support a season of racing in the Battery Tender MX-5 Cup presented by BFGoodrich

Tires. It's the largest prize in amateur motorsports. Now in its 11th year, the Shootout is the best way for an amateur to climb the ladder into pro racing — though, it certainly isn't the easiest. To be considered, you have to win a Championships event in a Mazda or Mazda-powered car or racing online. Mazda also awards "at-large" spots to worthy candidates. Those spots are rare, but this year's winner, NASA NorCal's Matt Cresci, entered the Shootout as an at-large candidate, after finishing off the podium at the NASA Western States Championships, and walked away with the

\$100,000 scholarship.

"In August I left my full-time job to pursue racing for the three or four months that I had saved up, and that meant preparing endlessly for the Championships because that was my one-way ticket to the Shootout," said winner Matt Cresci. "Sure enough, it was a really great race, but it didn't quite go in the direction I planned, so I ended up fourth. Needless to say, I was pretty gutted, and it really

