

# Bridging Uncertainty to Opportunity

“A thing long expected takes the form of the unexpected when at last it comes” M.T. 1835-1910

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# Shared Mobility is Not New

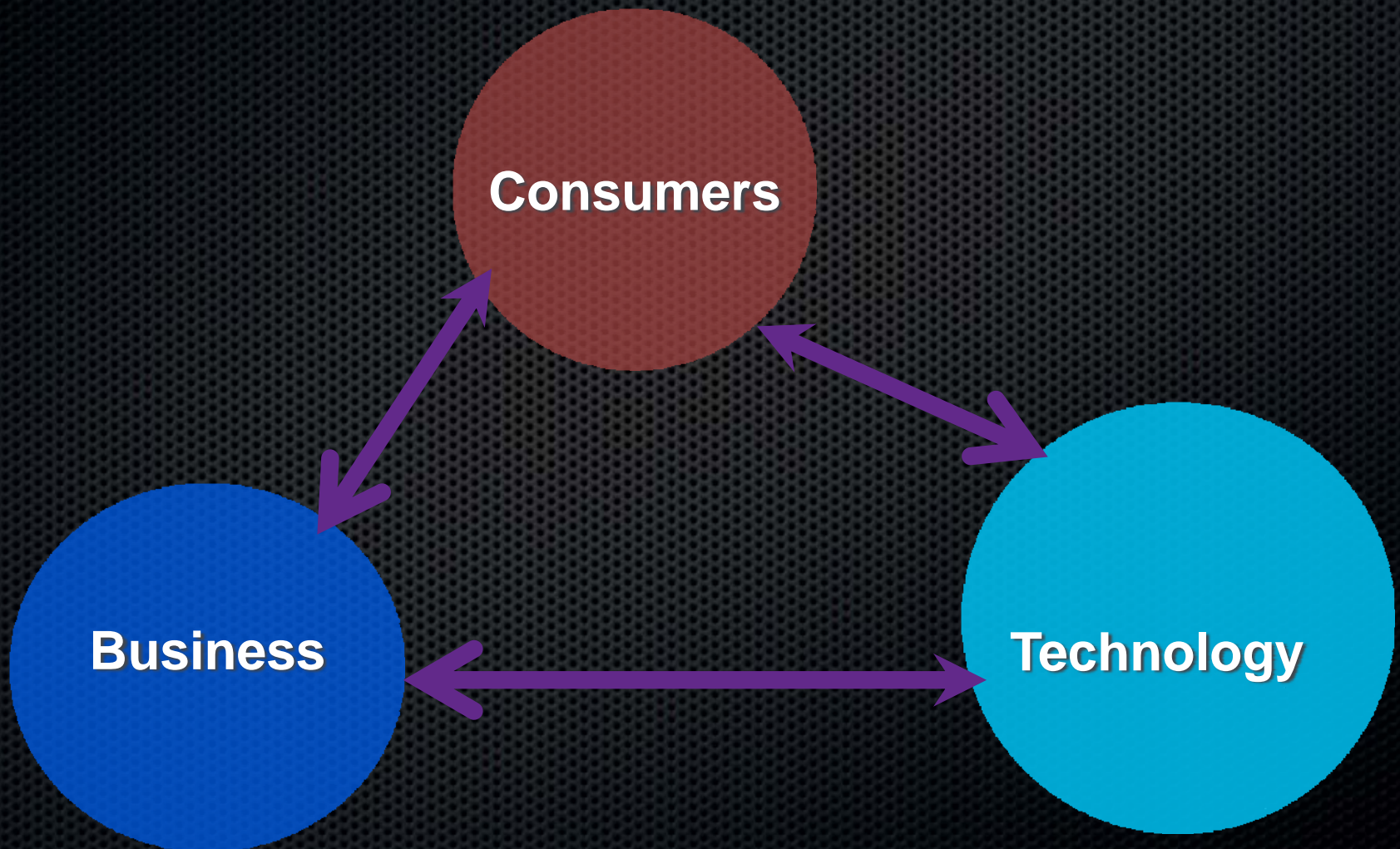


# The role of "Trust" in Shared Mobility

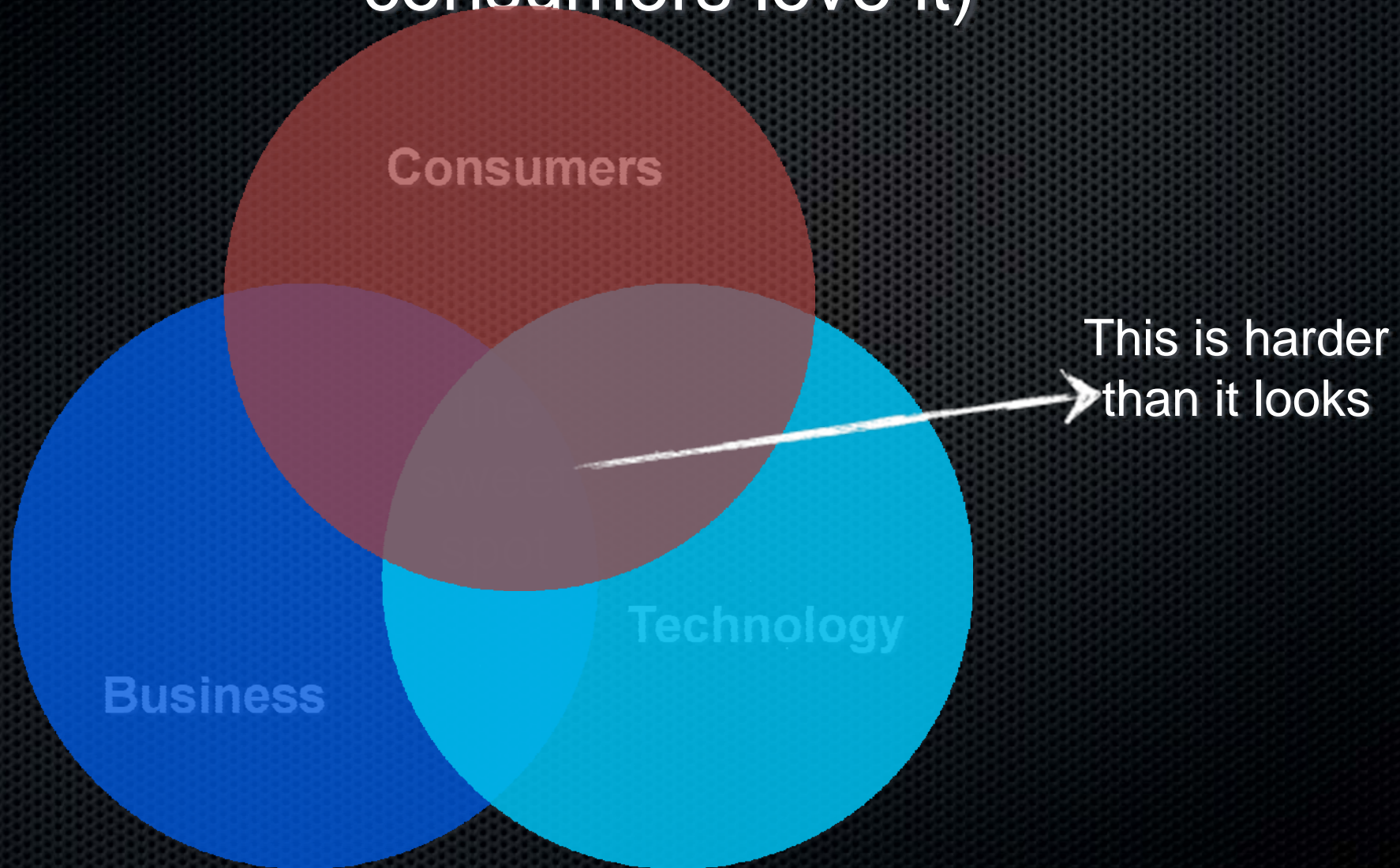
- Among Consumers
- Among Regulators
- Among Insurers



# Traditional Business: Regulators value comes from brokering relationships

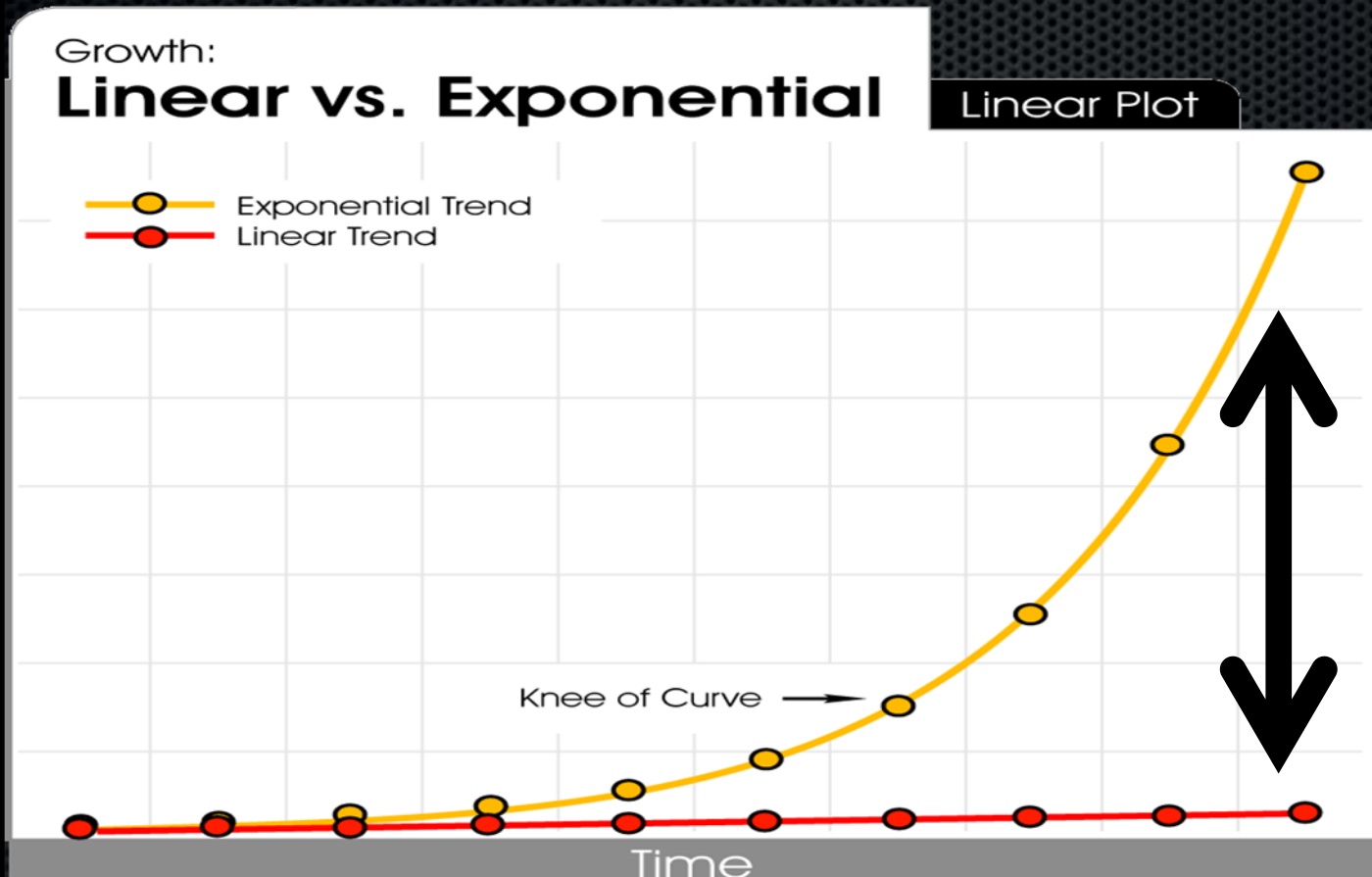


Break-thrus come when new models  
replace, rewrite, eliminate that role (and  
consumers love it)





# Enter the zone of distress



Data Source : Dr. Ray Kurzweil MD, PhD CEO Kurzweil Technologies, Inc

# Insurance Commandments

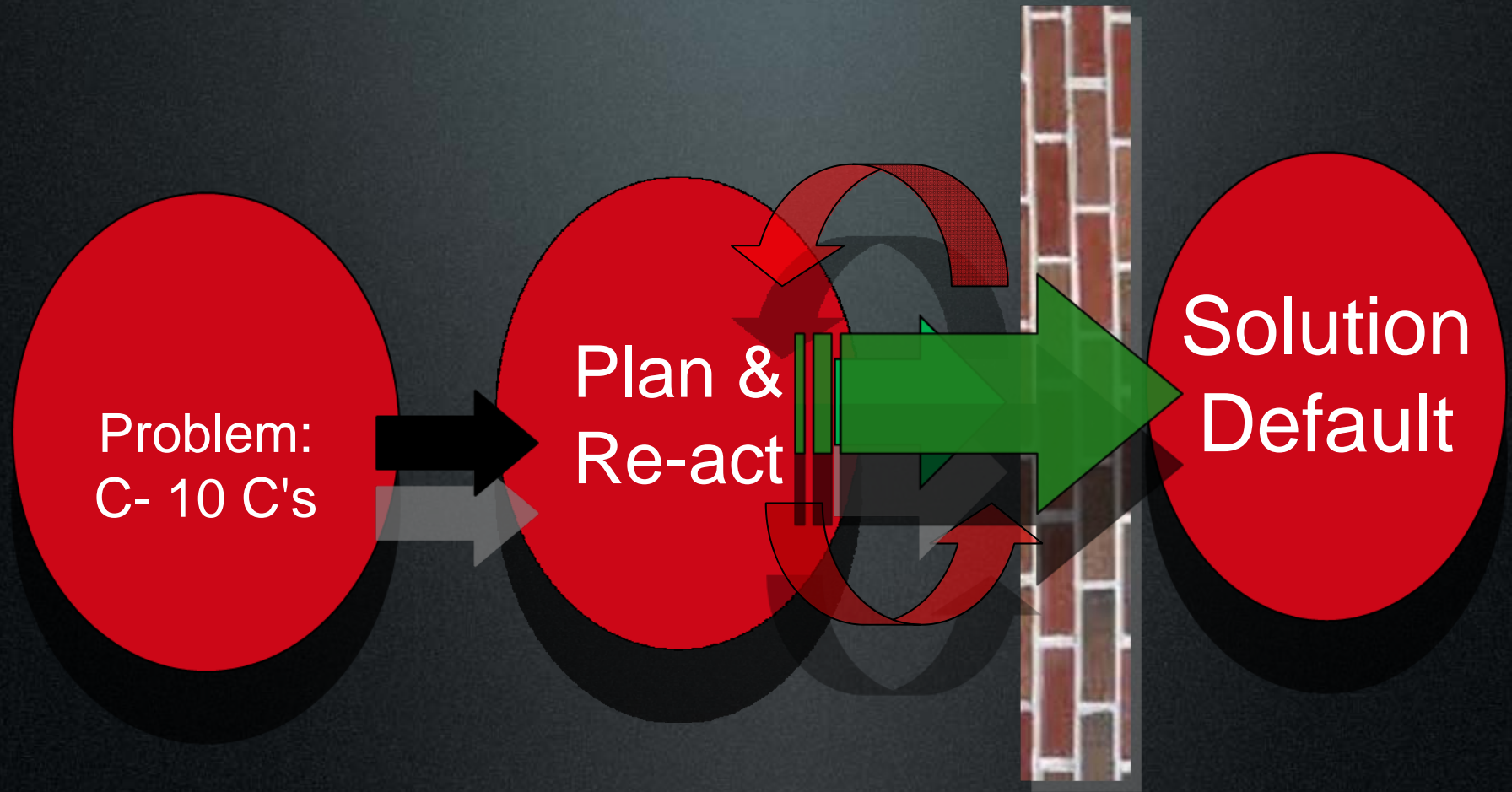
I Can Be Personal

II Can Be Commercial

III But.... Cannot Be Both

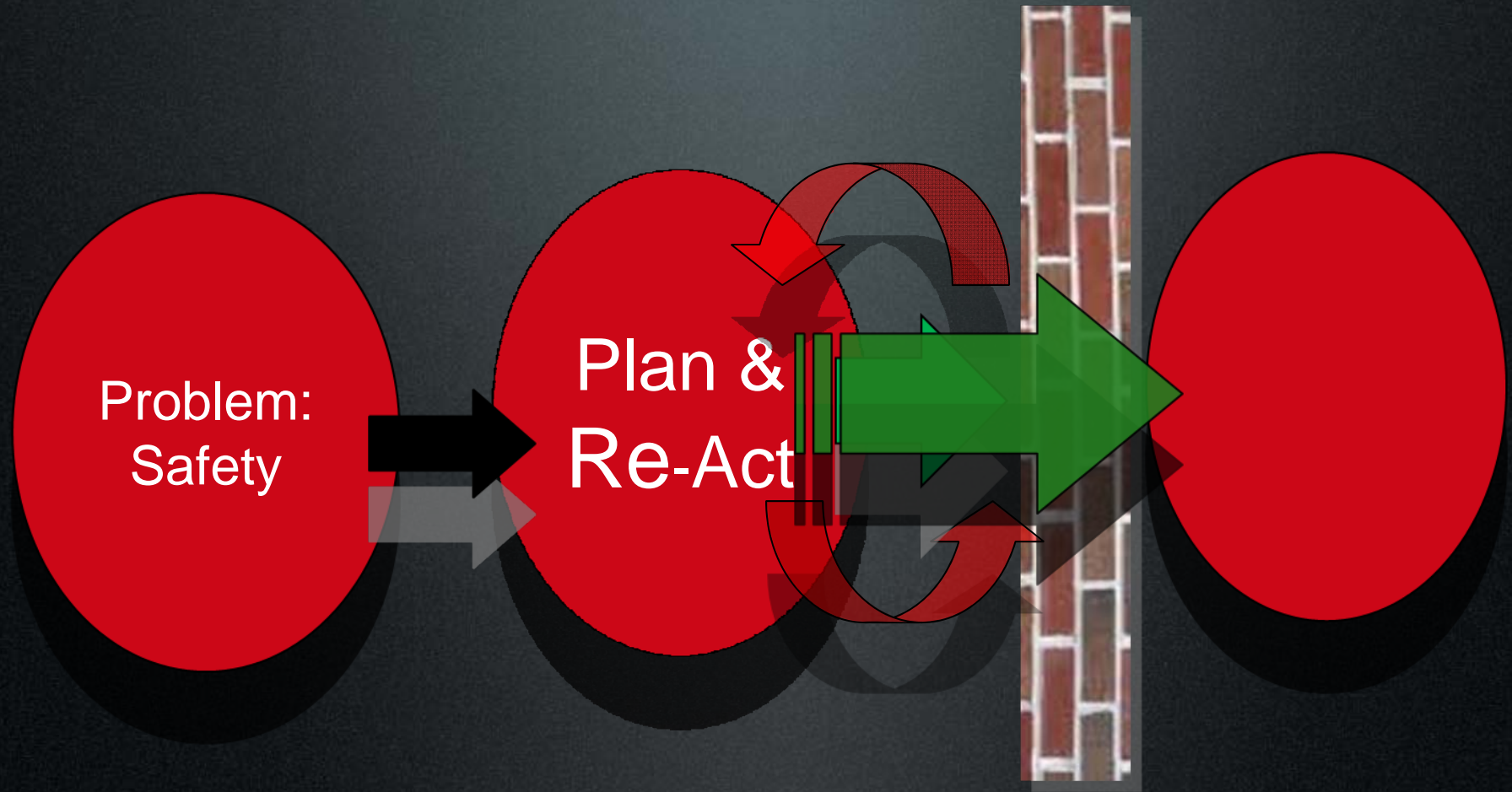
IV NAME ALL drivers & vehicles

# Insurance & Trust

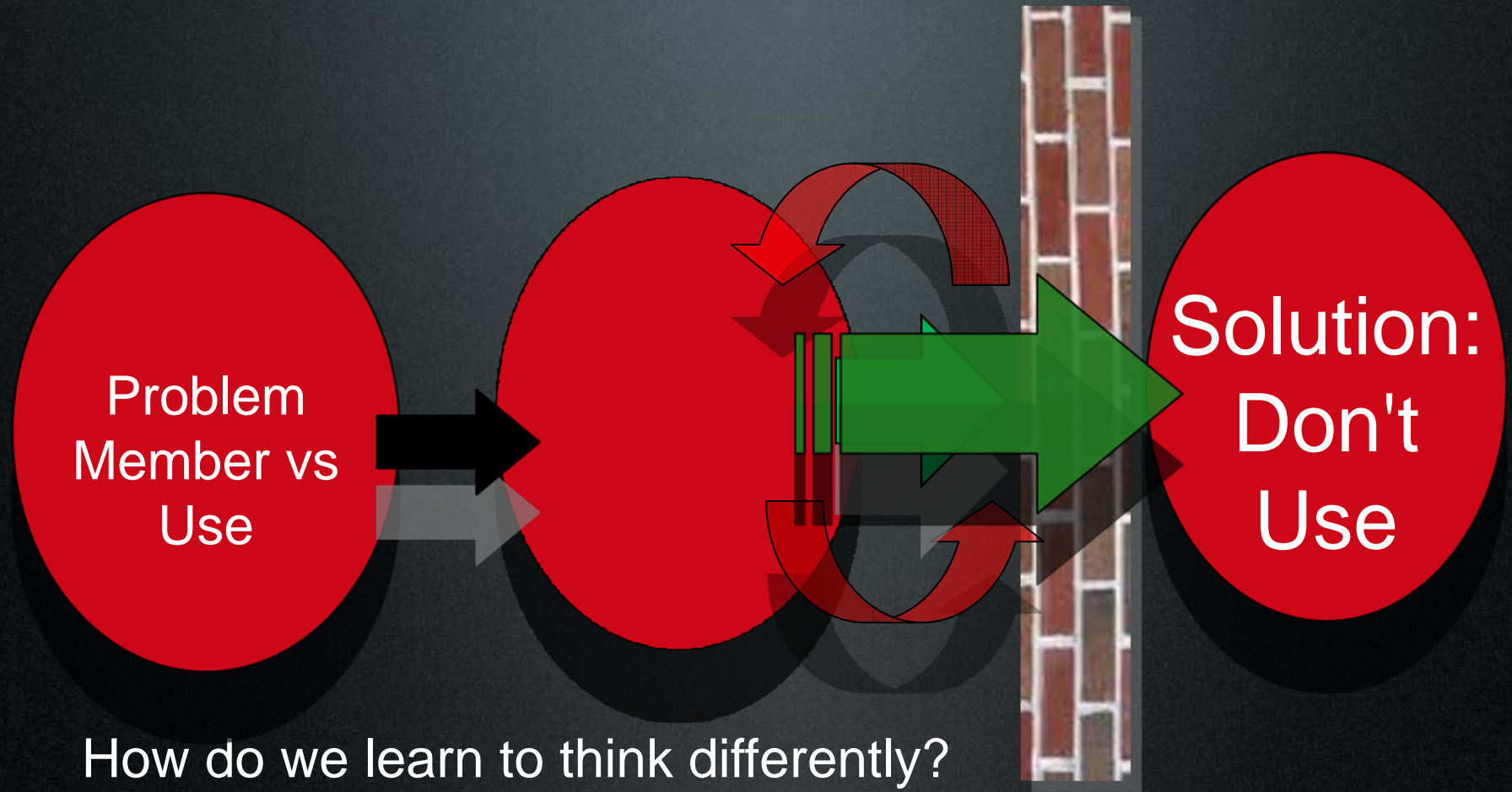




# Regulatory Trust



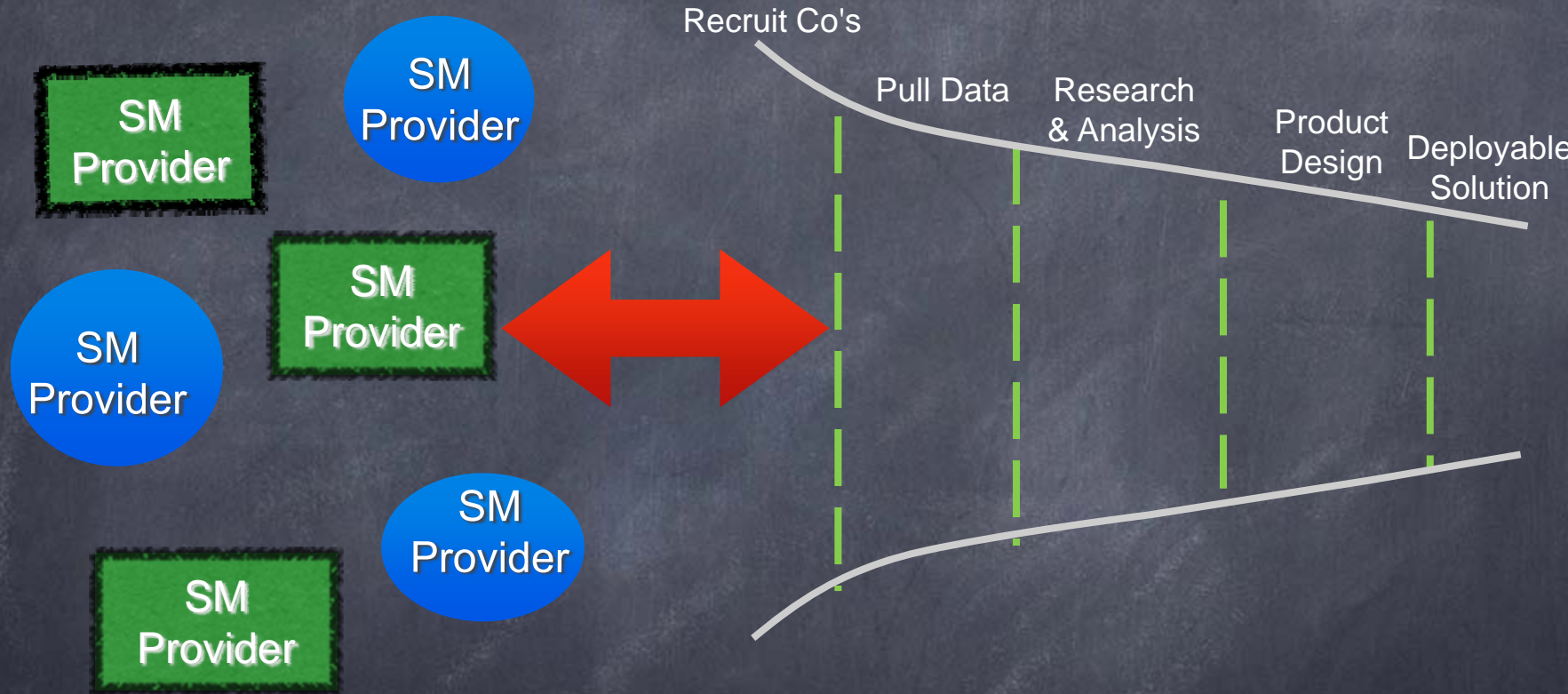
# Trust



How do we learn to think differently?

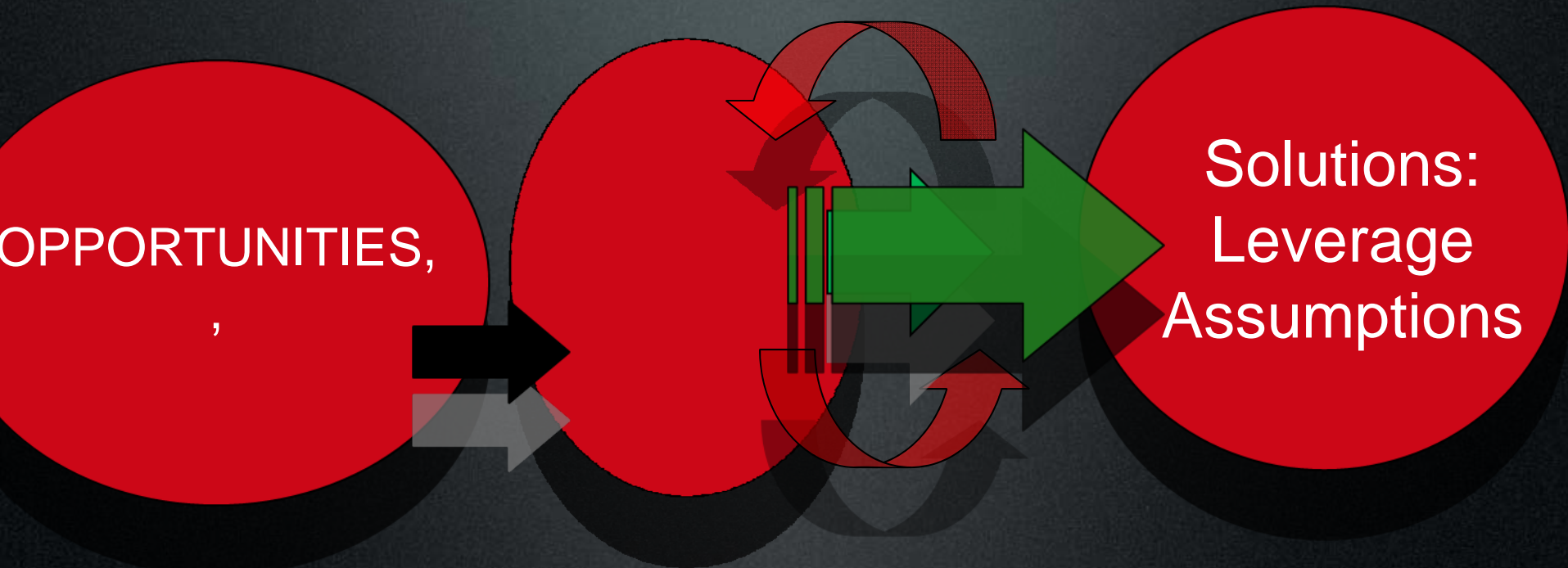
With questions: 5 W's





The solution: treat those you need as carefully & respectfully as your best customers: they each have a J2BD

# Trust



How do we learn to think differently?

With questions: 5 W's



# What's it all mean?

## Reinventing Personal Mobility

