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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- Founding CEO: get2kno, Inc.
- Co-founder Knowledge Services AutonomouStuff
Shared Mobility isn't new
The role of "Trust" in Shared Mobility

- Among Consumers
- Among Regulators
- Among Insurers
Traditional Business: Regulators value comes from brokering relationships
Break-throughs come when new models replace, rewrite, eliminate that role (and consumers love it)

This is harder than it looks
Enter the zone of distress

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

Can Be Personal

Can Be Commercial

But.... Cannot Be Both

NAME ALL drivers & vehicles
Problem: C-10 C's

Plan & Re-act

Solution Default

Insurance & Trust
Problems: Safety
Regulatory Trust
Plan & Re-Act
Plan & Act

With questions: 5 W’s

Problem: Member vs Use

Solution: Don't Use

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
How do we learn to think differently?

With questions: 5 W’s
What’s it all mean?
Reinventing Personal Mobility

Urbanization & Constant Connectivity

Connected & Driverless

Established Industries Face New Models

Energy Internet

Reinventing Personal Mobility

New DNA
Babcock Ranch Cars