
The Business Model Contest THE VENTURE

**including a practice example
„car sharing business model“**

This set of slides can be changed
and adapted.

Lecturer: N.N.
April 14, 2015

For example, a
logo can be
placed here

Business Model Contest THE VENTURE



Launch a start-up

Launch your start-up with existing and promising technologies



Patents

Use our patents and technologies as a basis for your start-up



Prizes

Benefit from our valuable assistance for your launch



Partners

„THE VENTURE“ is backed by strong partners, which can help your start-up

*Leading idea: „Patent seeks founder“
Further information: www.the-venture.info*

Task: Develop a business model for a car sharing service!

Your task

- The technology is already being used (see right panel)
- **What might be a feasible business model for the technology CloudBoxx?**
- **Where could the CloudBoxx also be used?**
- **Local? Regional? Global?**

Interested?

- This exercise might result in a real start-up:
- **The Business Model Contest THE VENTURE starts Aug. 2015**
- **Guiding idea: patent seeks founder**
- **More: www.the-venture.info**
- CloudBoxx is one of the technologies available

The CloudBoxx by INVERS

- This technology enables the basic communication between smartphones and cars and therefore allows car sharing – regardless of the specific car model. You could call it a „smartphone-to-car“-gateway.
- The INVERS CloudBoxx is a small device which needs to be installed in the vehicle. It communicates with the on-board computer. INVERS owns a few different patents in this technological area.
- Now, INVERS is the global leader in the automatic car sharing sector and their clients include most of the major car sharing-companies. The technology is also being used for managing vehicle fleets.
- The INVERS CloudBoxx is a server-based car sharing solution independent from manufacturers and car models. With the „AlwaysOn“-architecture the vehicle is continuously connected to the server via GSM. Thereby the vehicle can be located, reserved, rented and even opened through a smartphone app. Furthermore mileage and tank level can be checked with the app remotely.
- Through an application programming interface (API) own applications can be created according to individual customer needs.
- The INVERS CloudBoxx can be installed in more than 150 vehicles, allowing a wide range of applications. Through international cell phone contracts, the system can be used worldwide.

Task: Develop a business model for a car sharing service!

Further information

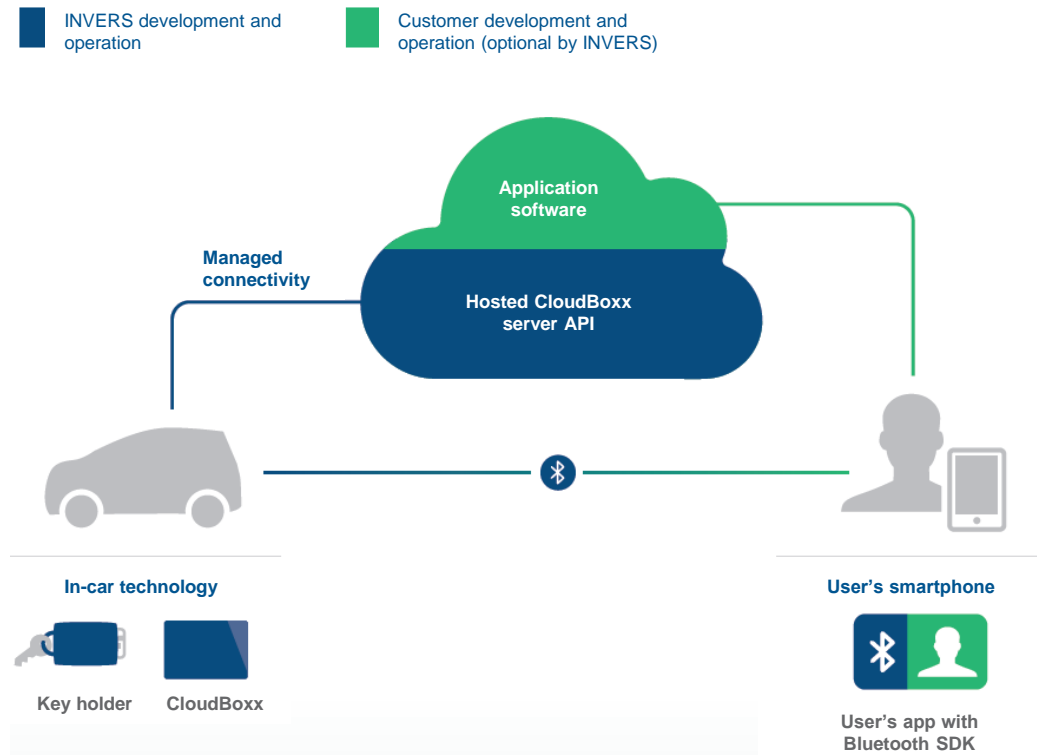
- INVERS website : <http://www.invers.com/de/>
- Short video regarding the INVERS CloudBoxx: <http://invers.wistia.com/medias/hpbipt56y4>
- Short description of the technology: <http://www.the-venture.info/invers-cloudboxx/>

The CloudBoxx by INVERS

- The INVERS CloudBoxx can be installed in more than 150 car models.



Architecture of the CloudBoxx



Information on THE VENTURE

Principle

- **Leading idea: „Patent seeks founder“**
- Students or graduates launch start-ups based on existing patents and technologies
- Structured process similar to a business model competition
- Similar to an incubator: matching of ideas and teams

Starting point

- Patents/technologies as a basis for the development of a business model
- Patents as a fundament for start-ups

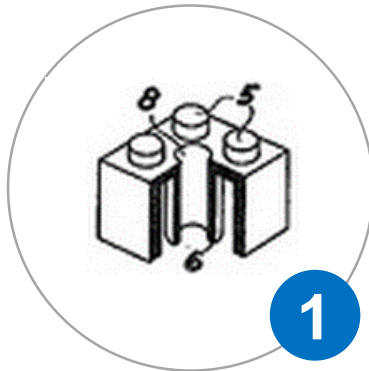
Goal

- Ambitious young entrepreneurs with entrepreneurial drive
- Transformation of an innovative technology into a successful business model
- Launch of start-ups based on existing patents and technologies

Prizes

- Free license for patent or technology for 1-2 years
- Know-how of strategic partners
- Contact to investors for seed capital

Structure of THE VENTURE



1

Choose a patent!

Look at all the available patents and technologies.



2

Apply!

Apply until August 15, 2015 as a team or individual.



3

Final pitch.

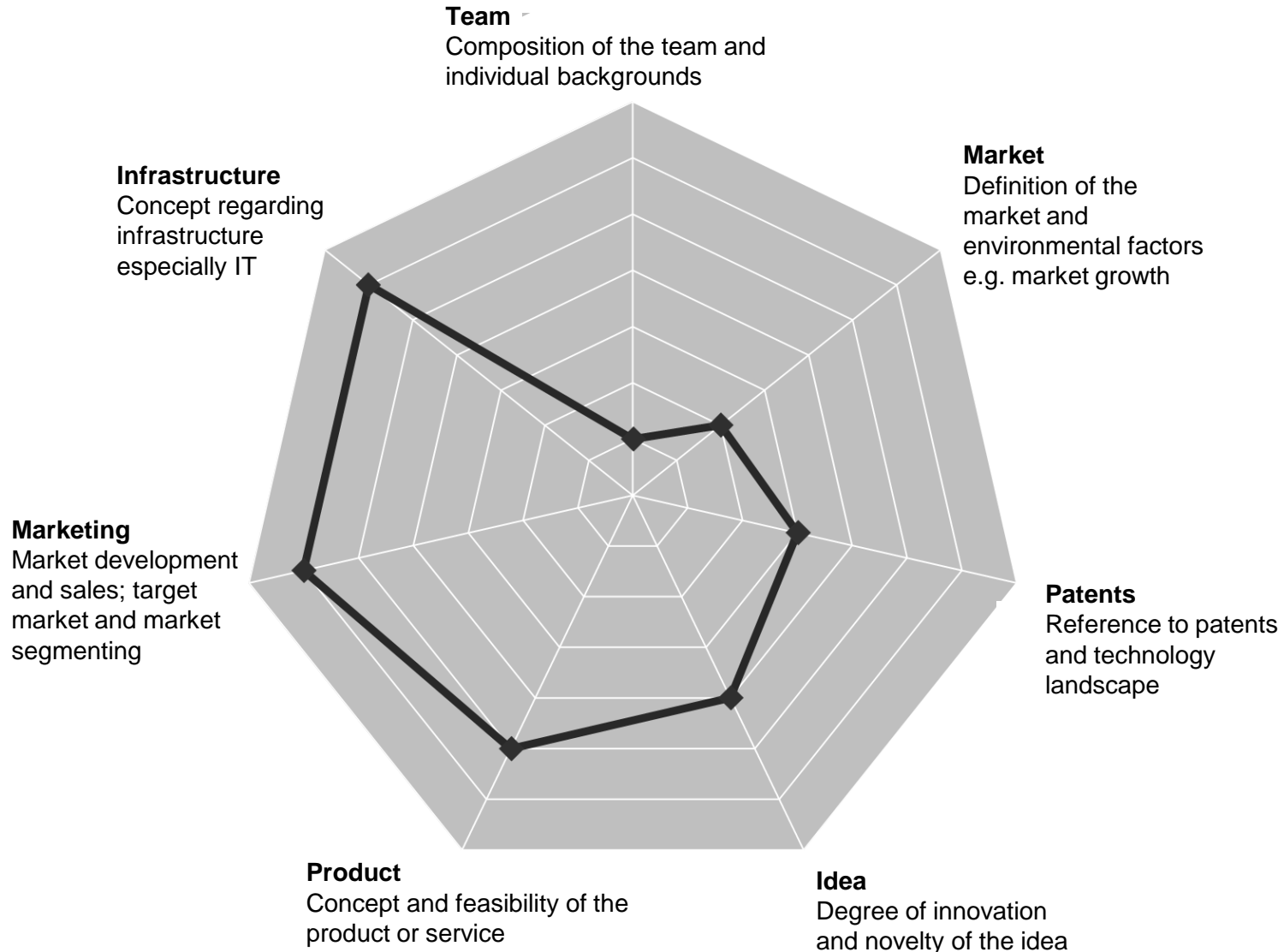
The final pitch takes place December 1st, where the winners will be chosen by the jury.

Further information: www.the-venture.info

Structure of THE VENTURE: similar to a business model contest



Assessment criteria at THE VENTURE concerning submitted business models



THE VENTURE hat breite Unterstützung (Auswahl)

Supporting universities



Media partner



Supporting organizations





THE VENTURE

www.the-venture.info
Patent seeks founder.