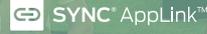




MAKE IT DRIVEABLE



ENGAGING EUROPEAN MOBILE APP STARTUPS WITH FORD'S APPLINK SYSTEM.

BACKGROUND

Ford first came to Axis in 2014 looking for startups to create apps for their recently launched APPLink system, Ford's infotainment system that allows drivers to enjoy a mobile app experience in vehicle instead of using their smartphone. While there are millions of apps in the Apple Store and Google Play, in 2014 Ford had less than 100 and was looking to engage more developers and mobile startups to make their apps available on APPLink.

STRATEGY



Working together, Axis created multiple events, challenges, and strategic recommendations to help connect Ford to more startups in Israel. We identified Tel Aviv as a strategic city to begin their search due to the abundance of startups and mobile developers. In 2015, we organized the Get in the Car TLV, a 24 hour hackathon for developers to create new ideas and bring their apps into the car. Over 100 teams applied and 20 were selected to participate in the overnight challenge. Teams presented their apps and ideas to a panel of Ford executives from Europe and the US, as well as external experts. Several teams were selected for further engagement with Ford, and one team was awarded the grand prize of a new Ford car.





EXPANDING TO EUROPE

In 2016, we expanded our search for the best mobility focused apps to Europe. We proposed and ultimately executed for Ford a roadshow to visit 10 leading startup ecosystems across Europe, as an ideal plan to meet startups and promote the upcoming challenge event. Learning from the previous Ford project, startups were screened based on their ability to go live on the APPLink platform and improve drivers in car experience. Utilizing our partner network of accelerators, VC's, government agencies and others throughout Europe, we screened over 500 startups over a 2 month search and met with over 200 people at the roadshows. Over 30 teams participated in the final event Make it Driveable Berlin, a 24 hour challenge for startups from 14 countries.

2017 CHALLENGE

The first 2 Ford challenges brought a variety of new apps into the APPLink system, an expanded network of developers for APPLink, PR and greater brand awareness, and excitement to drivers. The APPLink platform is now in use in millions of vehicles, both commercial and passenger. After analyzing the results of the extensive work with Ford, we found 2 key factors were most effective for engagement with Ford: (1) focusing on established apps with initial traction vs. newly founded teams, and (2) the face to face engagement with startups at the roadshows was a very effective platform to put a name behind "Ford", publicize the potential APPLink opportunity and meet directly with entrepreneurs. The success of the 2016 challenge led to the Make it Driveable Challenge, Paris, the largest to date. Axis Innovation expanded the Ford roadshow to 11 cities in 9 countries, meeting with over 100 qualified startups and dozens of partners. We sourced over 1,000 startups from more than 20 countries to find the most relevant apps to engage with Ford. Over 100 teams applied to the final event at the Eiffel Tower in Paris, with 20 participating from 10 countries offering unique different utility and driver benefits. We also expanded the scope at the Paris edition to include mentor sessions with senior industry executives in addition to senior Ford members, consumer focus group sessions with real potential users, as well as time with Ford engineers.



KEY ACCOMPLISHMENTS

- ▼ Ford vastly increased their engagement with startups, and now has multiple new apps in Applink thanks to Axis scouting and recommendations
- ▼ Sourced over 1,000 startups in 12 countries with over 50 partners including Waze, Spotify, Visa, Castrol, Liberty Media and others
- ▼ Worked closely with Ford to develop an engagement model with startups which evolved over the three years that created excitement with Ford in Europe and the US as well as with the startup communities in 14 countries.
- ▼ Created a market research report with drivers analyzing consumer behaviour and preferences, leading to recommendations to Ford to increase driver engagement with APPLink.
- ▼ Created and designed the Ford roadshows, a key strategy for further startup discovery and engagement

