



## AUTOMOTIVE INNOVATION TOUR

Electric cars and autonomous vehicles aren't just a novelty anymore. With all this innovation, the automobile industry is facing some of their biggest challenges yet. Which brands will survive in the face of consumer changes and what is the future of the automobile? If you are interested in actively shaping the future of the auto industry, or simply bring that inspiration into your own industry, this tour is for you.

### Be prepared for:

- **Inspiration:** Get inspired by the culture of innovation in Silicon Valley. We will visit leading-edge companies in medical and healthcare technology and learn how they bring new innovations to market from scrappy startups to fully-funded venture capital.
- **Customer focus:** Sales are won and lost in the auto showroom. We will visit car dealers who are using new approaches in customer service and customer experience.
- **Innovative mindset:** You will learn how to transform your business with the power of Exponential Thinking and gain a workable strategy to transform your business.

### Procedure

#### Day 1 - 4

For the first four days we will focus on topics such as Autonomous Driving, Electric Vehicles, Digital Manufacturing, Exponential Growth Strategies, Design Thinking with Business Model Implementation, Rapid Prototyping, Energy, Big Data, Artificial Intelligence, community, corporate culture and work environments.

We will take you on field trips to San Francisco and Silicon Valley companies such as: Autodesk Gallery, Better Business Models Inc., Propelland, Audi Innovation Research Laboratory, Tesla, Huami, Electric Motor Works, Lucid Motors, Waymo, Getaround, Automatic, Carbon CD, Stanford Research Institute, Galvanizing, Hanahaus and b8ta.

In addition, you will participate in discussions with start-up founders and venture capitalists at 500 Startups about the future of the automotive industry.

## **Day 5**

The final day of the tour we facilitate an Exponential Growth workshop session where you get to synthesize everything you have learned and develop strategies for your business.

## **Cost & Services:**

### **Included:**

- Tour planning
- Transportation during the tour
- Tickets (if necessary)
- Fees for speakers (if available)

### **Not included:**

- Travel expenses to San Francisco
- Accommodation in San Francisco
- Food and drinks during the tour

**Costs:** 4.000 Euro / per participant

## **Want to learn more?**

Contact us about the Automotive Innovation Tour specifics:  
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