Part 1  introduction
What OSS means to AD

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Introduction

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Co-founder and Chairman
Tier IV, Inc.

• Tier IV Representative Director (founded in Dec 2015)
• Intel Capital 2001 – 2015
  including the foundation of UQ Com (BB wireless carrier) in 2007
• Prior to Intel, investment related jobs at KDD & MRI
• 25+ years as a corporate venture capitalist
• And an entrepreneur (since 2016)
Who is Tier IV?

Mission: *Intelligent vehicle for everyone*

- Tier IV is a software company developing *Autoware*, open source autonomous driving software.
- Tier IV is the founding member of *Autoware Foundation*
Why I participated in the foundation of Tier IV?

Market opportunity

- Autonomous Driving is not the matter of if, but of when
- Transition to EV is a paradigm shift. Vehicles are transforming to “software defined” system

Open Source

- OSS has been the basis of innovation, it has been proven in IT sector, e.g. Android, Linux, Hadoop, Kubernetes...
- Autoware will be the next, OSS for auto industry
What is OSS value proposition?

Benefits to Tier IV
- Develop collectively with global partners
- Faster and lower cost (than proprietary)
- Collaborate with anyone rather than to compete

Benefits to customers
- Customizable and adaptive
- No concern over vendor lock-in
- Technology scalable to many apps (MaaS, delivery..)
- Time and cost saving (than dev proprietary from scratch)
How to monetize from OSS?

Reference Design & Tools
- It is a turn-key Autoware based AD system allowing customers to jump start AD development
- Tier IV offers a suite of development tools in support of Autoware, e.g. FMS, OTA, CI/CD, DevOps, Sim, Map tools

Upgrade, enhancement, and maintenance
- Software will always evolve and be upgraded. Tier IV ensures customers receive the latest version and technology
- It is subscription model