

Connected **Mobility** Data Marketplace

Joint Colloquium with
Crypto Valley Association

October 29, 2020 | Online

The Joint Colloquium was made possible through our partners:



INTRODUCTION

The Connected Mobility Data Marketplace colloquium, co-organized by the Crypto Valley Association (CVA) and MOBI, held on October 29, 2020, explored the convergence of AI, IoT, Blockchain, Mobility, and Smart Cities to build the **New Economy of Movement**, a new trust ecosystem for human mobility that fosters and promotes innovation. A variety of topics were featured which gave our audience expert insight on what's next in the worlds of mobility and blockchain technology, and how they intersect with smart city initiatives.

The "traditional identity system is fragmented, insecure, and exclusive." Blockchain allows for more secure data management that is "tamper proof."

Eva Oberholzer
Chief Growth Officer
Cardano Foundation

Essential parts of the new economy of movement include "importers, insurance providers, garages, and road authorities."

Stéphane Mingot
Head
AdNovum Incubator

"Mobility is a mega trend we've seen for centuries. The new economy needs to be a clever economy, we need to combine all kinds of mobility services into a clever vat of mobility services."

Vitus Ammann
Senior Advisor for Digital Transformation
SBB Swiss Federal Railways

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Master of Ceremony
MAURO CAPPIELLO
Crypto Valley

SPEAKERS
In Order of Appearance

 KEVIN LALLY Crypto Valley	 EVA OBERHOLZER Cardano Foundation	 TRAM VO MOBI	 EVANGELOS AVRAMAKIS Swiss RE	 DENNIS FLAD Crypto Valley
 VITUS AMMANN SBB Swiss Federal Railways	 PETER BUSCH Bosch	 BHASKAR KRISHNAMACHARI USC	 STÉPHANE MINGOT Adnovum	 CHRIS BALLINGER MOBI

Colloquium Highlights

Speaker Topics

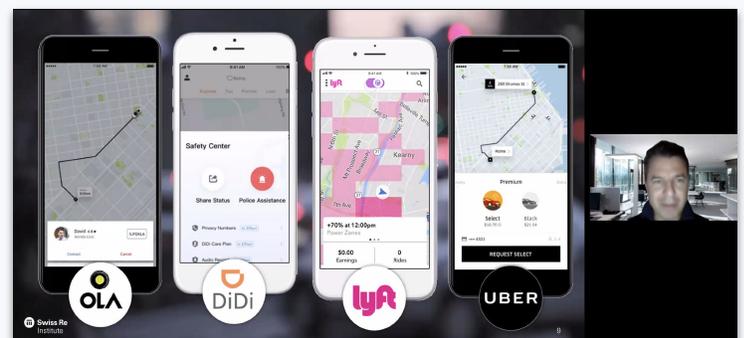
- Digital Mobility Ecosystems: Striving Towards a Seamless Interface
- MOBI Technology Stack: Building the New Economy of Movement
- Data Monetization in the New Economy of Movement (Panel)
- Data Monetization and the Future of Mobility in Asia

MOBI COO Tram Vo kicks off the colloquium by sharing the MOBI Technology Stack (MTS). The convergence of multiple rapidly maturing technologies, along with blockchain, enable us to build a new economy of movement, a multi trillion-dollar opportunity for connected vehicles, infrastructure, and users exchange data and payments seamlessly.



Dennis Flad, Chairman of the CVA Enterprise Blockchain Working Group, moderated a panel themed "Data Monetization in the New Economy of Movement." The panelists, spanning from academia, federal transportation to the technology industry, expertly addressed data exchange and monetization in mobility platforms while analyzing future opportunities and challenges.

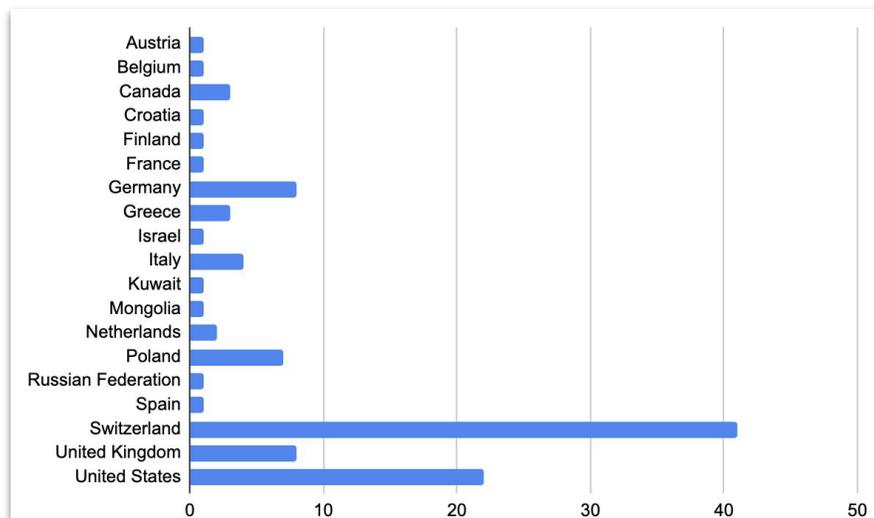
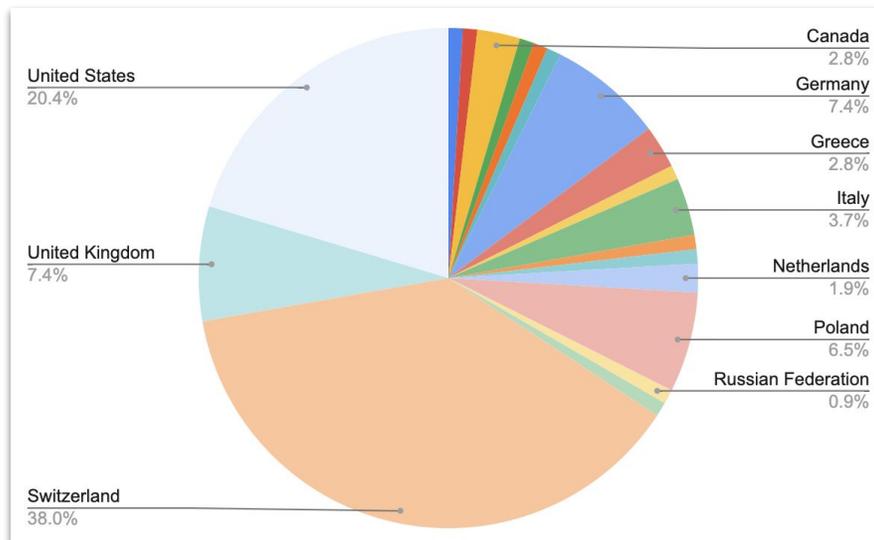
How do you differentiate yourself in the mobility market? Swiss Re's Evangelos Avramakis says "part of the pie is about being in direct relationship with the customer" which helps you "stay relevant."



Speakers & Audience Highlights

Speakers included nonprofits, university professors, blockchain experts, and mobility thought leaders with attendees from nineteen countries around the globe.

Audience Breakdown by Geography



The new economy of movement will be about monetization and transaction. Vehicles need to be able to "communicate and transact with other vehicles and infrastructure in completely new ways."

Chris Ballinger
CEO
MOBI

Companies often see blockchain decentralization as a "threat" or "confusing." However, we see companies like IBM investing in blockchain and Apple investing in privacy preservation. "Data monetization can preserve privacy."

Bhaskar Krishnamachari
Professor
USC Viterbi School of Engineering

SPEAKER ROSTER

A

Ammann, Vitus - SBB Swiss Federal Railways
Avramakis, Evangelos - Swiss Re

B

Ballinger, Chris - MOBI

C

Cappiello, Mauro - Crypto Valley Association

F

Flad, Dennis - Crypto Valley Association

K

Krishnamachari, Bhaskar - USC Viterbi

L

Lally, Kevin - Crypto Valley Association

M

Mingot, Stéphane - AdNovum

O

Oberholzer, Eva - Cardano Foundation

V

Vo, Tram - MOBI

