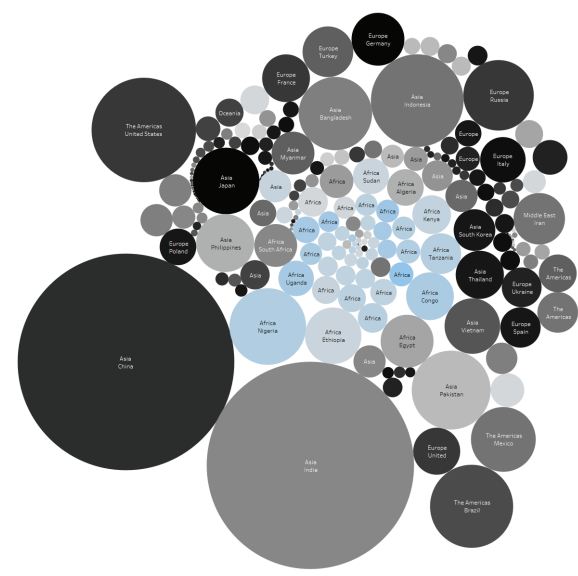


Urban Vehicle

“Industrial and organisational advisory and engineering services from regular to special”

Urban Vehicle is a global, full-service, cross-industry, end-to-end company that offers advisory and engineering services to clients all over the world. The special mark is to help clients all over the world to change the quality of their technological capabilities and organisational culture for the better.

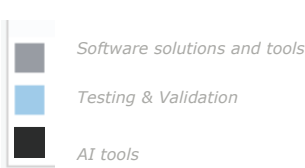
Customers Research



Top 3 Customers 2020:

- China 30% of total
- India 28% of total
- US 21% of total

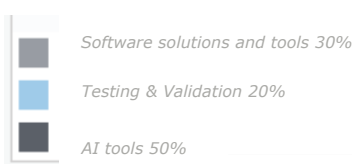
Purchased Products/Tools:



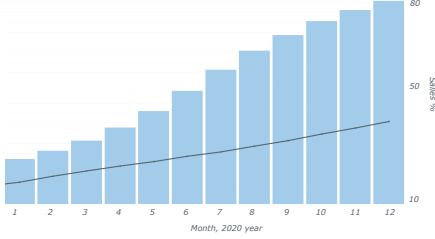
Highest contributor is China 30% of total Revenue. Mainly purchased AI tools.



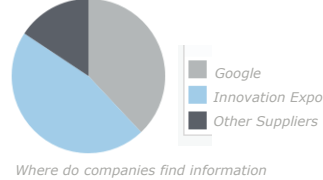
Overview for purchased products by China:



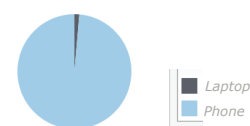
Sales by given month shows that the popularity and sales trend for AI tools increased. Highest value for December 2020 80%.



The data above shows that all design material would need to illustrate company as innovative, AI based, modern supplier.



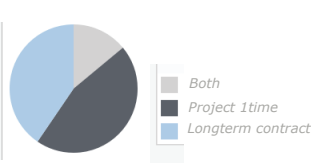
Where do companies find information about Urban Vehicle?



Which devices customers use?



Have you used AI technology for your products/services?



Which type of contract for collaboration companies looking for ?

Persona



- 38 Years Old
- Corporate Employee
- Science Lover/ Innovation researcher

Discovery

- Do they have different tools and contract types?
- What is customer feedback on their services and product?
- How many years they have been operated?

Jason Twerski

Jason is Director, Business development and Product, Partner Sales and Solutions. He is Corporate Employee who also keep company actions. He is always looking for new technologies which can decrease the expenses and increase the value of company product - SW and Data Services in Telecommunications. The main channel where Jason get new connections is Innovation Expo where he can see expositions and all new inventions presented by suppliers. Expo is limited by time, and participants number is huge. It is never enough time to see all services and tools which could be used. Jason value strong suppliers who has experience and not much into 1 day startups. He always try to get as much as possible info about new supplier and quality. He reads reviews. Jason is looking for both types of the collaboration, long-term and project type of the contract. He is reading creative news in "InnovationNow" magazine and always up to visit Tech IT events.

Goals

- Find most suitable technologies and contract terms.
- Get the most new updates about technologies produced by supplier
- Be aware of the system integration opportunities.
- Get exact information about the product via video.

Motivation

- Saving time on having an ability to check files and descriptions offline and most comfortable hours.
- Be the part of the innovative community.
- Be aware on top news in AI technology and best deals.

Pains

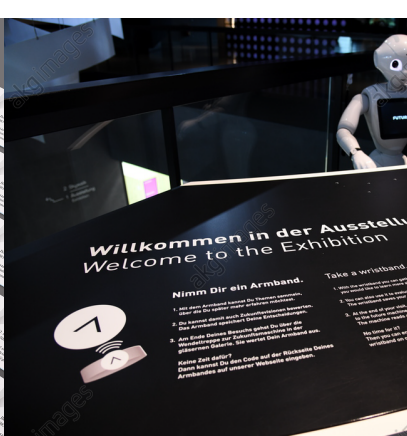
- Mandatory online consultation face to face
- Finding interesting new solutions without recommendation is difficult.
- Manual work
- Follow-ups with approvers/vendors/admin

Problems:

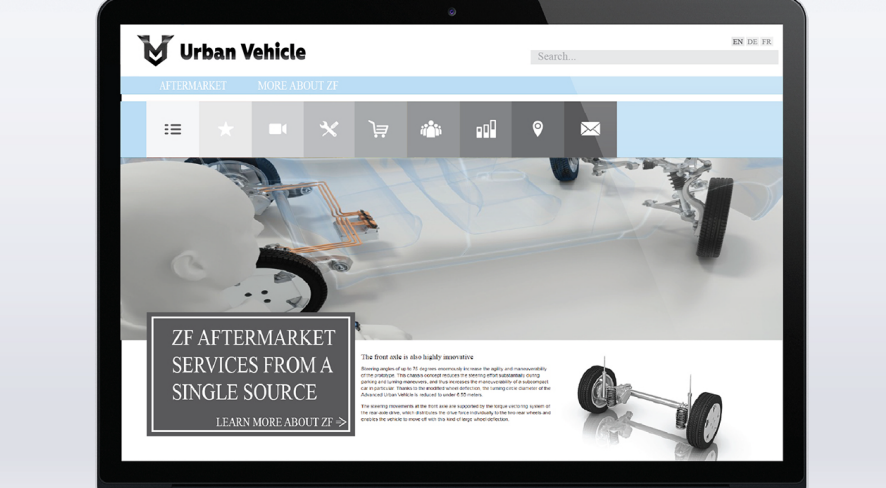
- No time to check all Expo suppliers
- Hard to order specifics by mail
- Follow-ups with approvers/vendors/admin

Solution:

- After EXPO send to ALL participants signed full description of the products, services.
- Have a portal for customers to keep them updated and have an online purchase option.
- Store there all the articles user read and offer new products based on interested topics.



Business card which saves the links to products you want to learn more about. On the business card not only information how to contact us but also the chip which scan the code when you place it to the ">" sign. Fast way to get information later.



Later on you have all data available to you by the code mentioned on your card. There you can see video descriptions and presentations of products.

Web site also contains AI technology which is tracking your article interests and able to offer you products by your interest. On web site you have an account section which is specially made for online purchasing, as soon as you have set an account for your company all of your colleagues able to access data and ease up the manual process such as invoicing.