



# GOAL: Go-to-market strategy for glass in the future of mobility

## PODS

**Summary:**

- 2-4 person vehicles which can link in "chains" to aid in aerodynamics
- Designed for personal transportation from origin to destination



## DRONES

**Summary:**

- 1-2 person airborne vehicles, travelling ~60mph with range of ~30 miles
- Designed as high end replacement for taxi, avoiding traffic and improving speed to destination



**Key market info:**

- At least 4 major players designing prototypes
- Timeframe to commercial viability: 5-10 years

**Opportunities:**

- Leverages airspace as a 3rd dimension for urban mobility, at a more affordable price than helicopter travel

**Key market info:**

- Two known companies currently working on prototypes
- Timeframe to commercial viability: 20+ years

**Opportunities:**

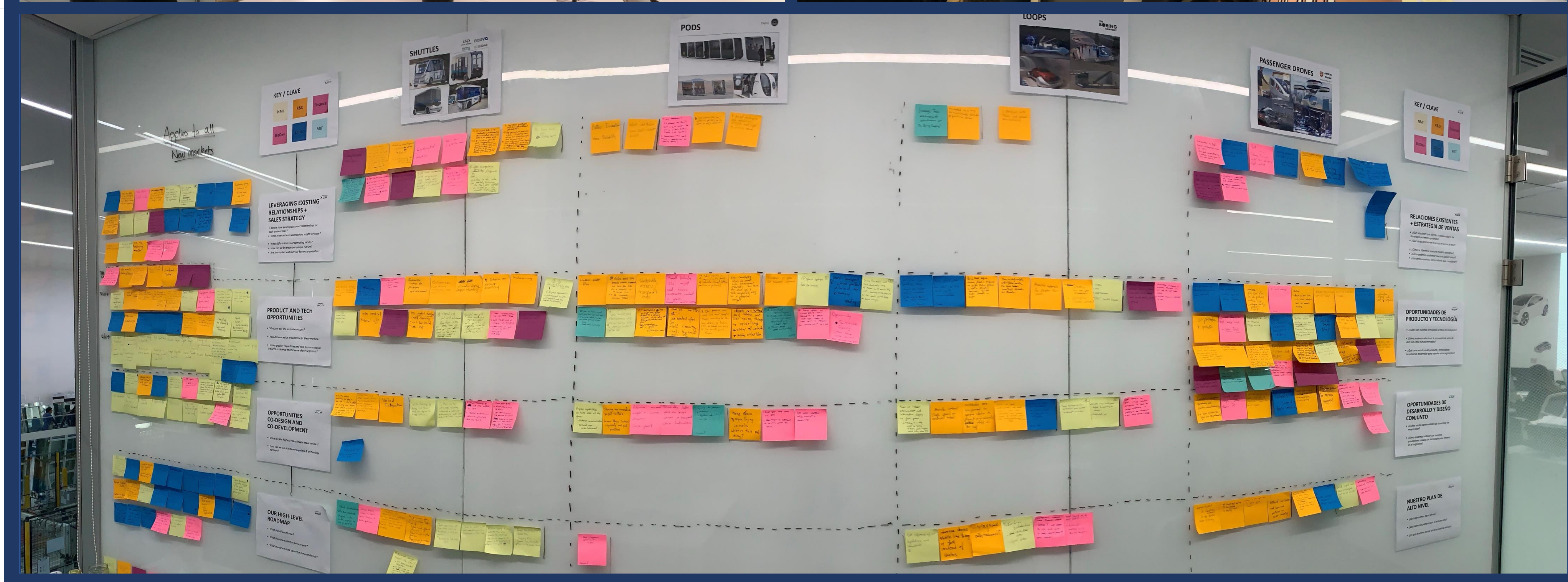
- Ultra-high potential cost and time savings for consumers
- Improved transportation reliability and energy use



## SHUTTLES

**Summary:**

- 4-8 person vehicles, travelling ~30kph with ~3hr battery life
- Currently designed for "last mile" transport
- At least 20 known companies working on prototypes; AGP has one existing relationship



## LOOPS

**Summary:**

- Underground passenger transit vehicles with use similar to subway system
- First test tunnel demonstrated in December, but only exhibited vehicle transport system



**Key market info:**

- Timeframe to commercial viability: next 5 years

**Opportunities:**

- Easy alignment to existing tech
- Established precedent

**Key market info:**

- Elon Musk's "The Boring Company" only existing player
- Timeframe to commercial viability: 10+ years

**Opportunities:**

- Significant demonstrated support from at least one municipality



**Immediate actions**



- **Shuttles:** connect existing shuttle partners with R&D team to deepen development connections; develop AV-specific commercial kit
- **Drones:** determine most viable tech approach (glass formula); connect with OEM manufacturer via existing relationship
- **Loops:** seek meeting with design team and engineers at OEM
- **Pods:** reach out to university urban mobility teams

**Mid-term actions**



- **Shuttles:** work with 2-3 additional OEMs with concept products; co-develop next prototypes
- **Drones:** build prototype for Bell Nexus drone
- **General:** invest in presence at expos & trade shows, focus marketing towards startups; seek out research consortium opportunities

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**Long-term actions**



- **Shuttles:** expand partner network globally
- **Drones:** add sensor integration capabilities
- **General:** consider investment in non-glass capabilities