Seeing the Future: 7 Decisions to Go From Idea to Successful Scale Business

Dr. Stefan Heck
Founder, CEO at Nauto

Introduction

Company Background

- Silicon Valley AI company
- Founded in 2015
- $195M in funding (Greylock, Playground, Softbank, DNX, Toyota, GM, BMW)
- 1.5 Billion AI-processed miles
- 50-80% collision reduction
- 800 commercial fleets
- US, Japan, and EU

My Background

- Founded Stanford Solar Car Project in 1989
- PhD in neural networks and philosophy
- McKinsey senior partner - internet, semiconductors, cleantech
- Stanford consulting professor

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What does Nauto do?

Nauto's AI synthesizes the full context of driver behavior, vehicle motion & external risks

Driver Behavior

Vehicle Motion

External Risks

1.5 Billion AI-processed miles

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Identify a *worthwhile* problem

Global Development Goals

1. Food, nutrition, and water
2. Poverty, inequality, refugees, access to work
3. Disease: cancer, heart, diabetes, AIDS, pandemics
4. Climate change: energy, transport sectors
5. Lack of trust: fake news, rise of fascism
6. Education access: especially for poor and girls
7. Ageing
8. Atomic energy & nuclear weapons
9. Democracy, peace, and human rights

vs.

Top AI Companies

1. Higher click-through
2. Engagement
3. Automating paperwork
4. Voice/text/call center
5. Fraud/credit
6. Cybersecurity

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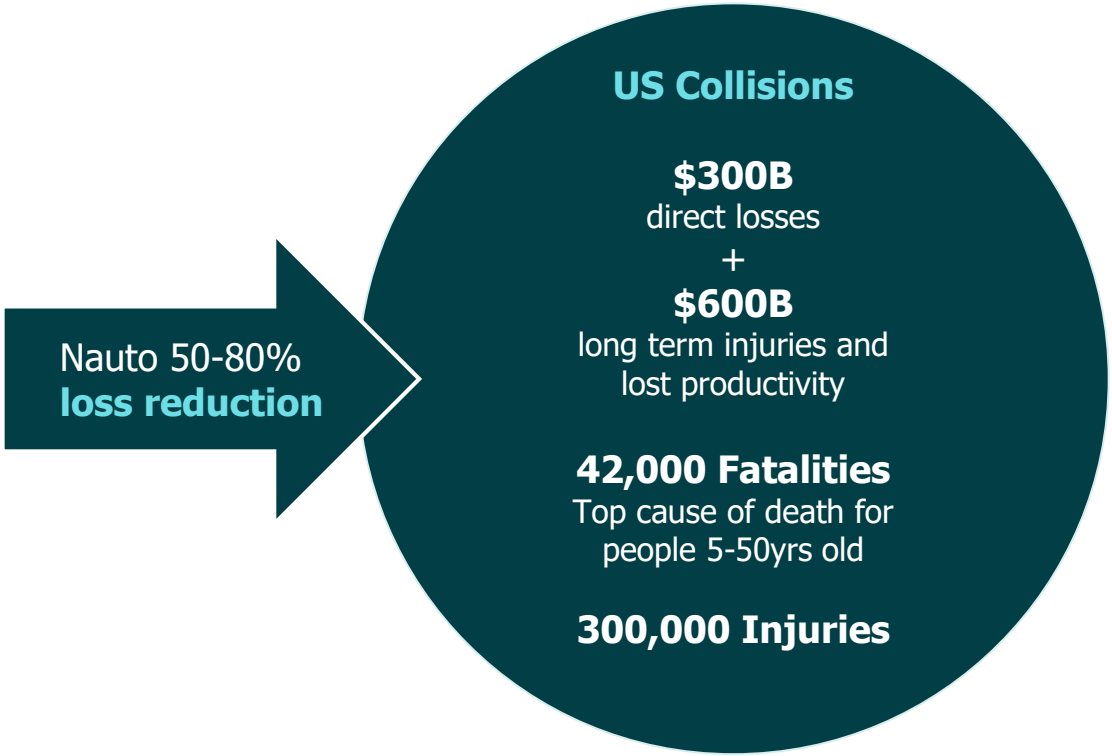
Nauto is solving a trillion dollar problem

Annual ARR $ TAM



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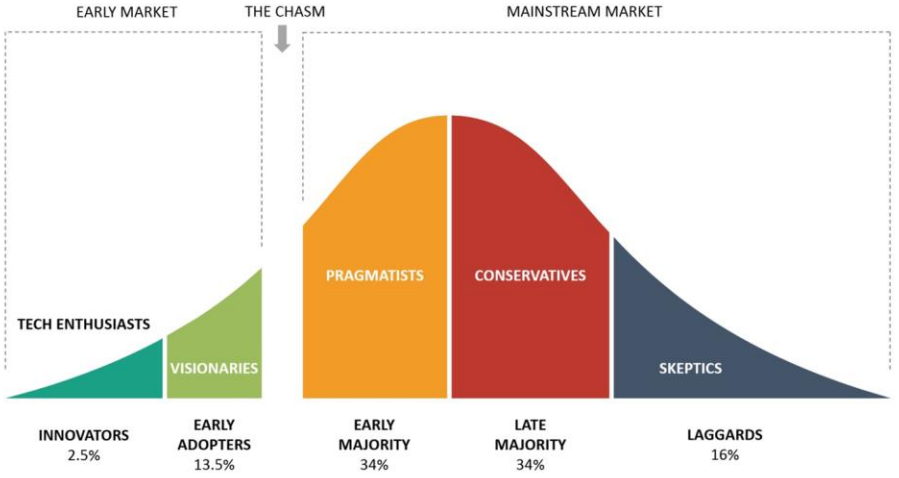
Identify your customer



- B2B vs B2C
- SMB vs Enterprise
- US vs international
- Buyer vs seller vs marketplace
- Charge for platform, for service, for transaction

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Saas Predictive-AI Platform for Transportation

Vehicle Manufacturers

Risk/insurers

Fleets

Drivers

Cloud AI

Learn at massive scale from best and worst drivers and rare events

Delivery

Services

Utility & Energy

Ridesharing, Bus, Taxi

EV & AV

Edge AI

Fuse perceptions | Prevent collisions | Minimize driver risk

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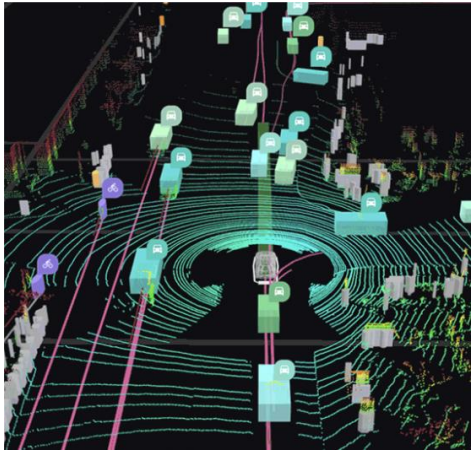
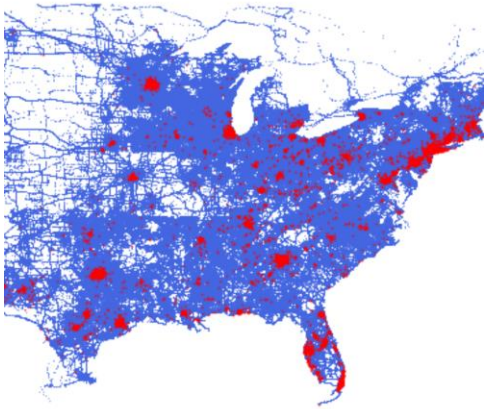
Human vs. machine - or human is part of system?





Collision_Type	Cost/ Coll (000)	Cost/ MM (000)	look_down_dist	speeding	holding_obj	tailgating	cornering	seatbelt	cellphone	dist_other:cellphone	acceleration	look_down_dist:cellphone	cornering:braking	speeding:cornering	speeding:look_down_	braking	sm
Total	8.2	101.8	0.47				0.10					0.08	0.01			0.09	
Rear-Ending	13.5	56.9	0.92			0.17	0.43					0.09	0.03			0.09	
Intersection	9.4	32.4										0.03				0.05	
Head_On	15.5	12.5	0.47			0.19						0.06				0.13	0.03
Turning	9.9	11.8	2.30	0.02		0.12						0.03				0.03	
Sideswipe	5.2	9.5										0.05				0.04	0.01
Pedestrian	67.6	9.3	0.58									0.01		0.03	0.05	0.08	
Hit_Parked_Vehicle	3.1	7.1	0.86			0.24										0.02	

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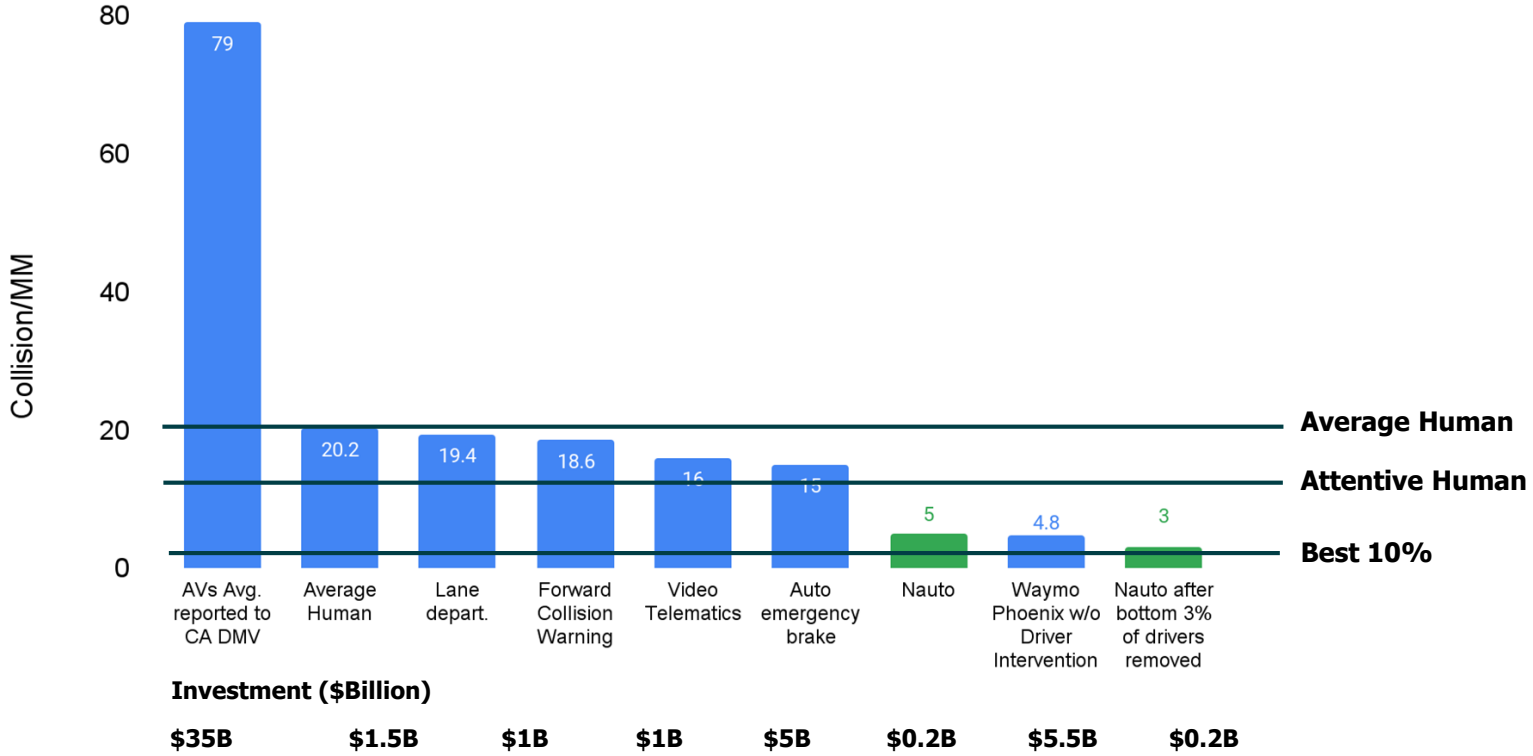
Collision rates achieved by drivers + tech



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Learning from the best, coaching the riskiest

Worst Drivers:

- Commercial 3 collisions this year
- Teen: 14 collisions this year

Best Drivers:

40 years without a collision

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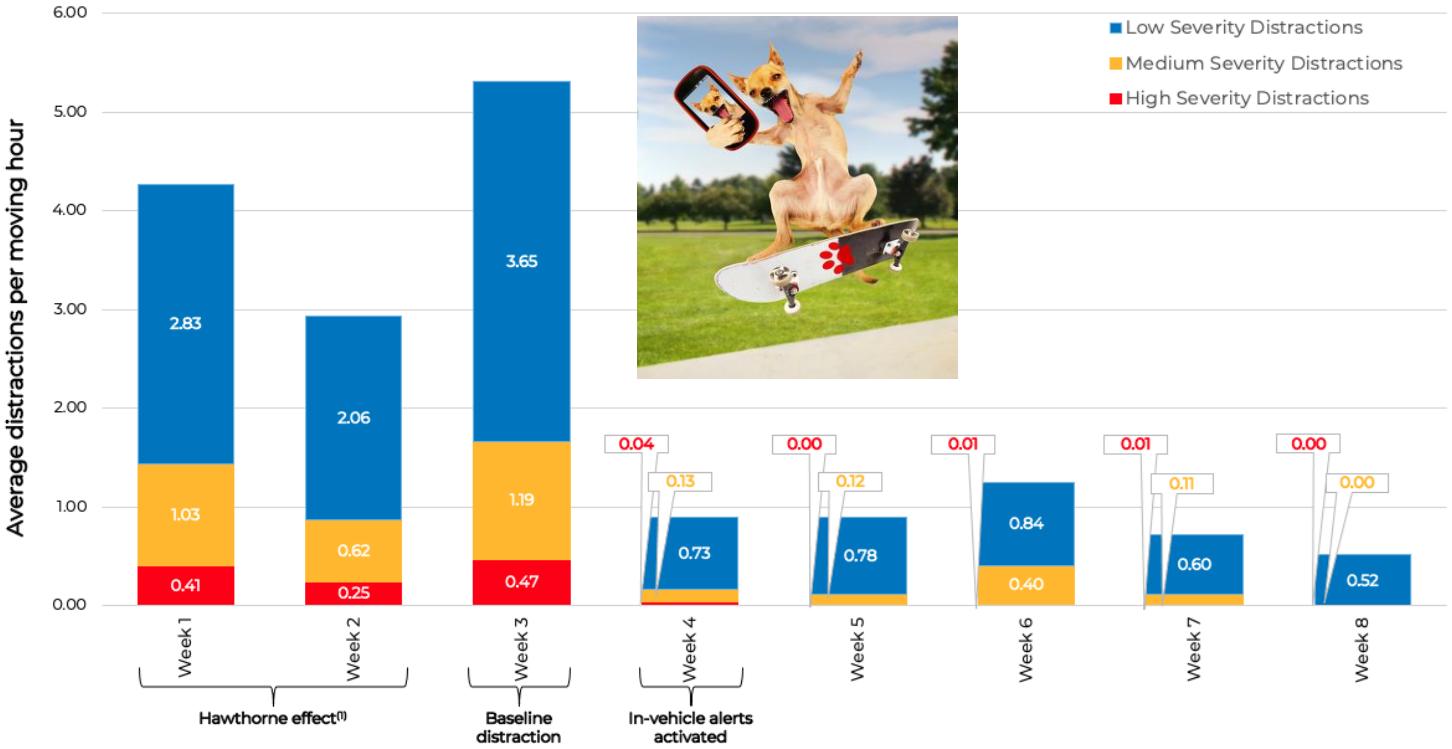
Teaching old dogs new tricks



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Learning what is compelling product market fit?

Watch the Video

Nauto Predictive Vehicle Safety Technology

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6. Competitive Advantage

1. Team/tech talent?
2. Tech/patents?
3. Data?

1. Team members churn
2. Tech gets copied in 2-3 years max
3. Data can be a lead, but others will figure out how to get more data, sometimes surreptitiously or with less ethics

Your only real advantage is
LEARNING SPEED.

Set up your architecture and pipeline to iterate and improve rapidly.

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Resources for AI in AVs/ADAS

More on Nauto

Nauto Website

Nauto Careers

More on Nauto Tech

More on AVs

AV Roadmap

Data on Human Driving

AI Readiness

Driver Shortage

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