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

Dr. Stefan Heck
Founder, CEO at Nauto
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
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

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

vs.
Nauto is solving a trillion dollar problem

Annual ARR $ TAM

US Collisions

$300B direct losses + $600B long term injuries and lost productivity

42,000 Fatalities
Top cause of death for people 5-50yrs old

300,000 Injuries

Nauto 50-80% loss reduction

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

Identify your customer
Saas Predictive-AI Platform for Transportation

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

Edge AI
Fuse perceptions  |  Prevent collisions  |  Minimize driver risk
Human vs. machine - or human is part of system?
Collision rates achieved by drivers + tech

- **Average Human**
  - AVs Avg. reported to CA DMV: 79
  - Average Human: 20.2
  - Lane depart.: 19.4
  - Forward Collision Warning: 18.6
  - Video Telematics: 15
  - Auto emergency brake: 15
  - Nauto: 5
  - Waymo Phoenix w/o Driver intervention: 4.8
  - Nauto after bottom 3% of drivers removed: 3

- **Attentive Human**

- **Best 10%**

**Investment ($Billion)**
- $35B
- $1.5B
- $1B
- $1B
- $1B
- $0.2B
- $5.5B
- $0.2B
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

![Graph showing average distractions per moving hour across weeks with categories: Hawthorne effect, Baseline distraction, In-vehicle alerts activated.](image_url)
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.
## 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](#)