

riversimple

10th Anniversary High Value Manufacturing Conference 2012

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www.cir-strategy.com/events/



Inflexibility of existing industry model

- The industry is very mature; both investments and value networks are highly technology-specific
- As a result, the industry can only deliver incremental improvements; focus on short term fixes rather than structural flaws

1948
VW Beetle
38 mpg



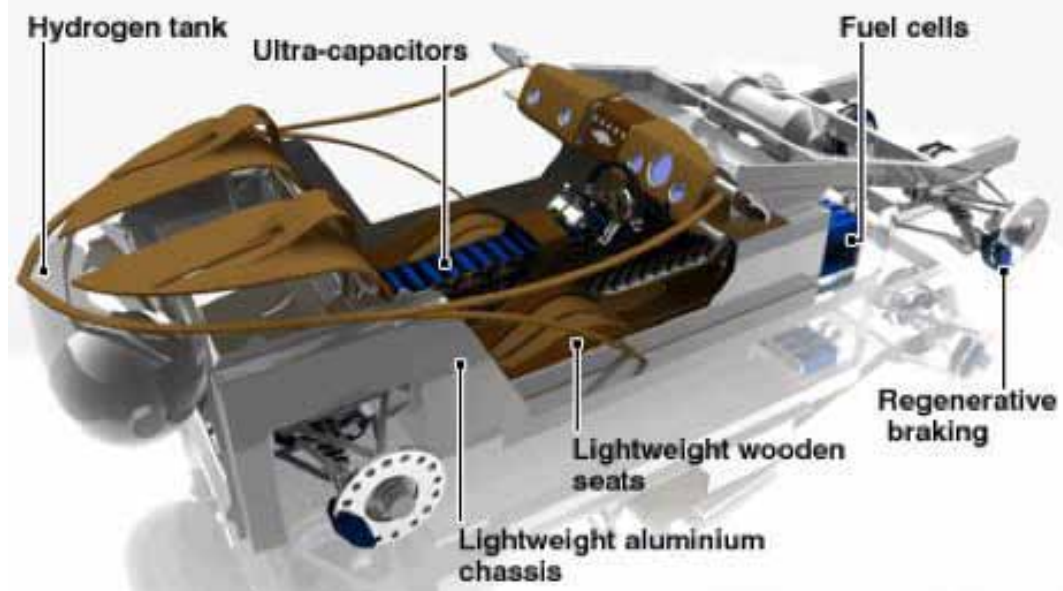
2008
VW Beetle
38 mpg



The Morgan LifeCar



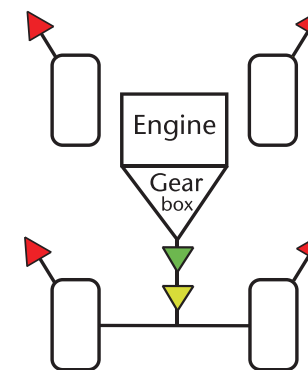
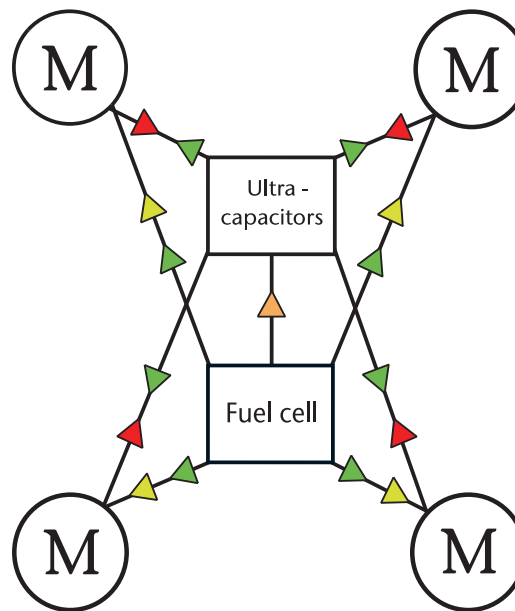
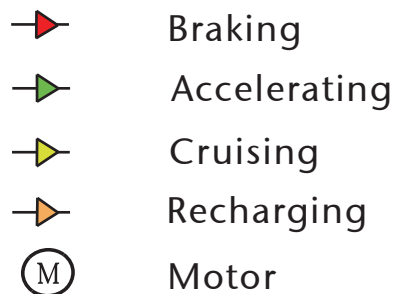
LIFECAR



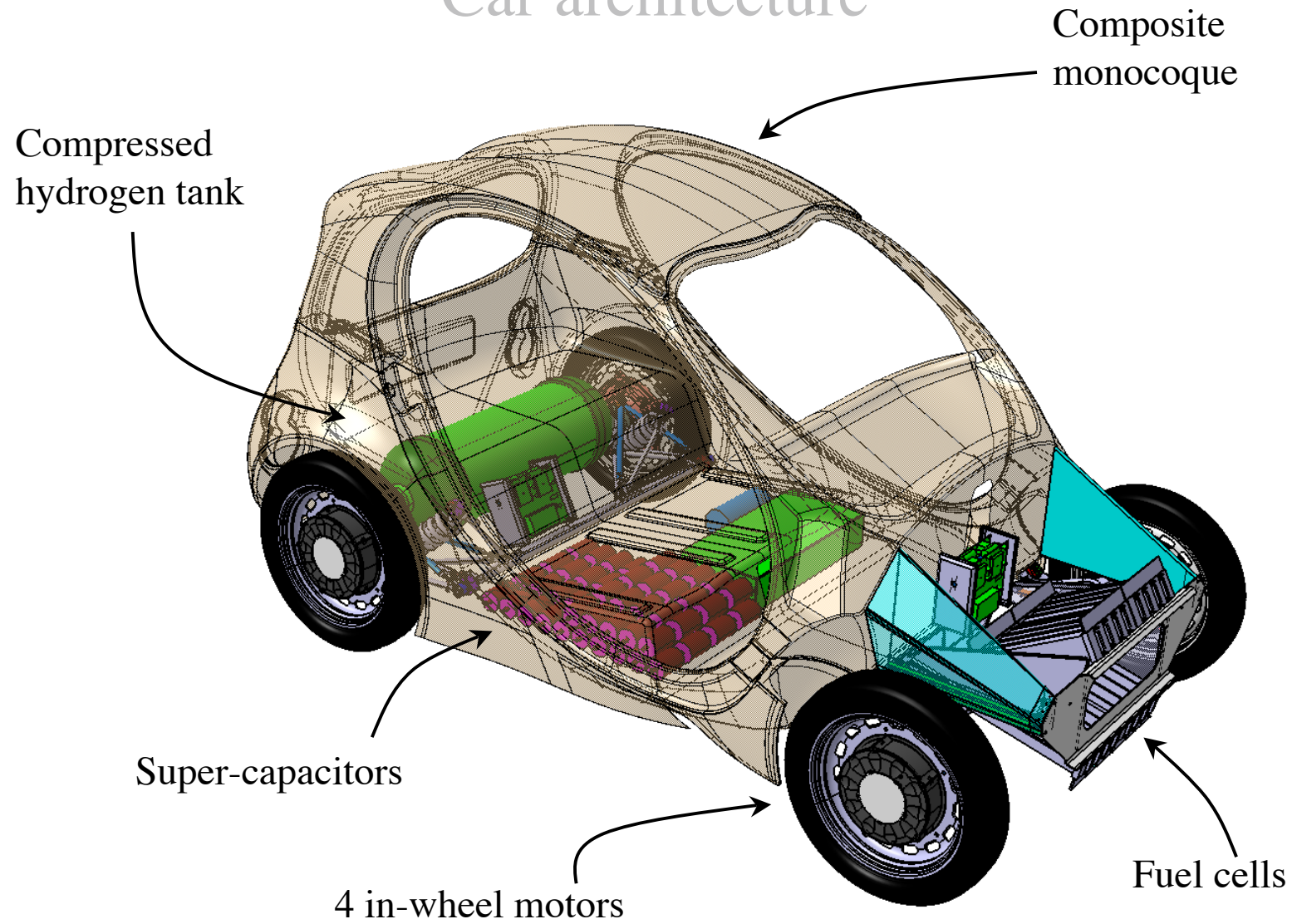
Electric vehicles

- A rare consensus is emerging - a shift from mechanical to electric platforms is inevitable
- Electric vehicles are not limited to battery power

Energy flows



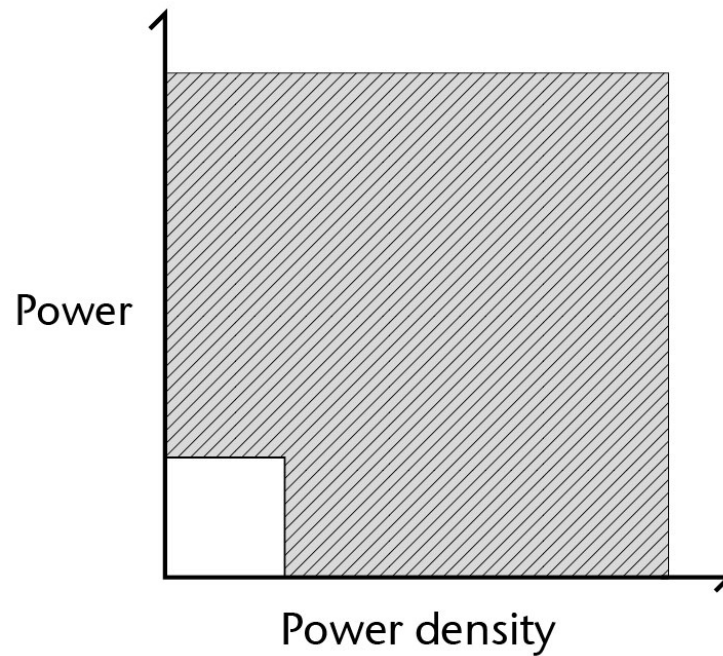
Car architecture





Automotive fuel cells

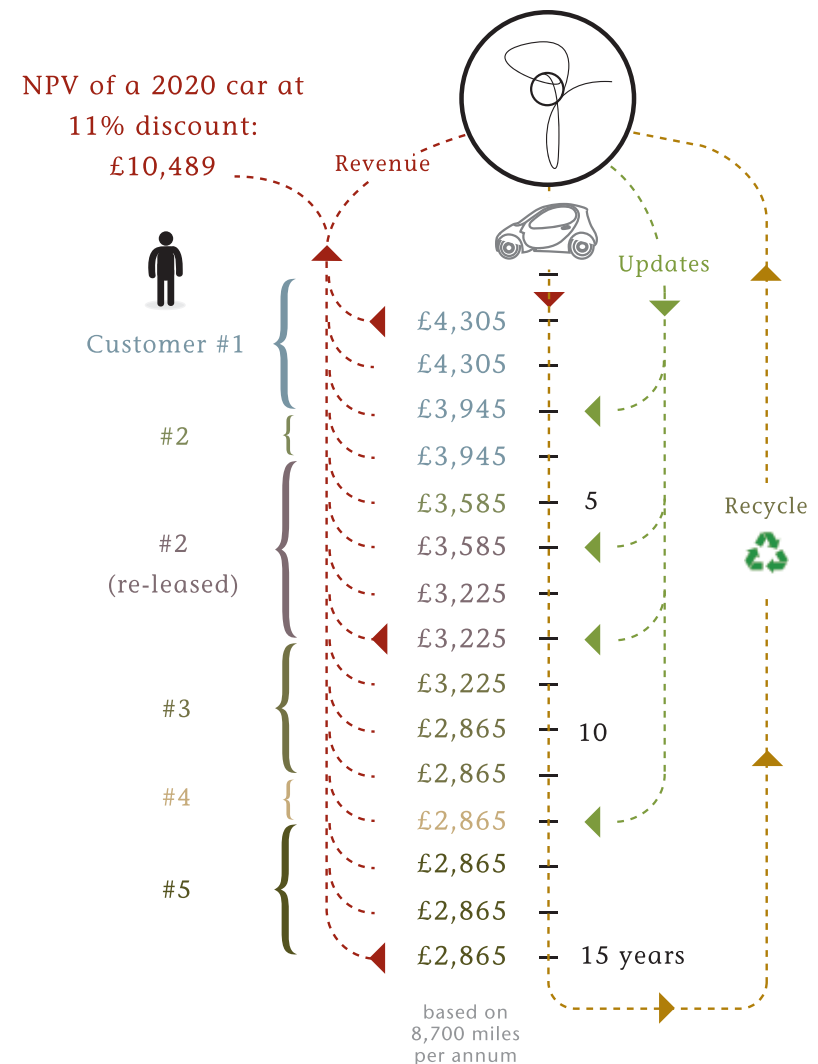
Cost is proportional to Power^2



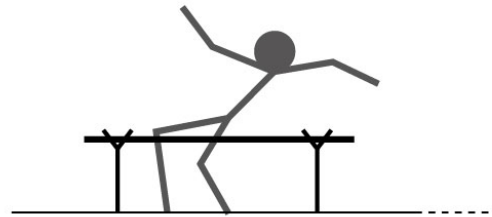
Area represents cost

2. Sale of service, not cars

- Profit maximised through low running costs and longevity, rather than high running costs and obsolescence
- Aligns the formerly opposed interests of society and manufacturer

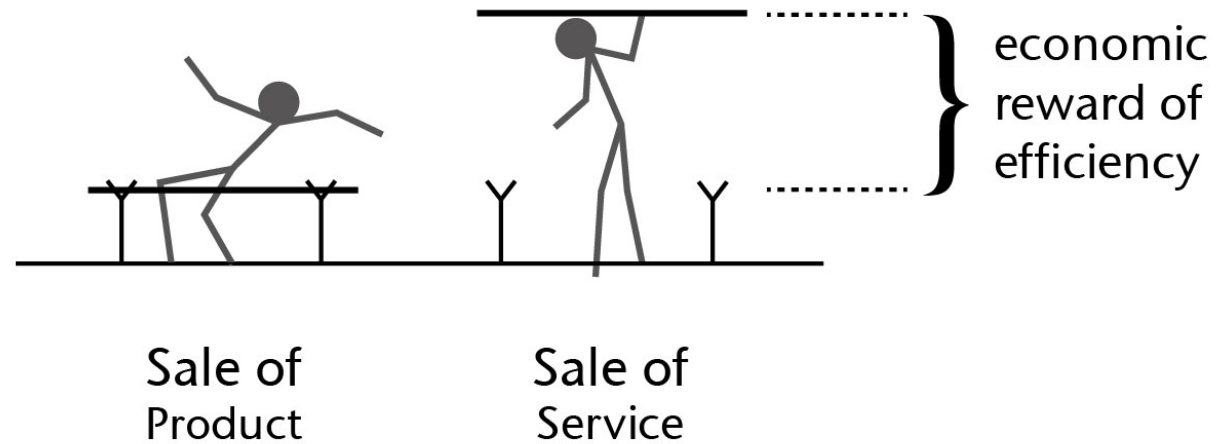


The cost bar to achieve commercial viability



Sale of
Product

The cost bar to achieve commercial viability



The benefit to Riversimple of raising the bar

