



Introduction to MOBI

*A Ledger of Things for the Mobile
Internet of Things*

Chris Ballinger
MOBI Founder + CEO



“10% of global GDP will be stored on Blockchains by 2025”

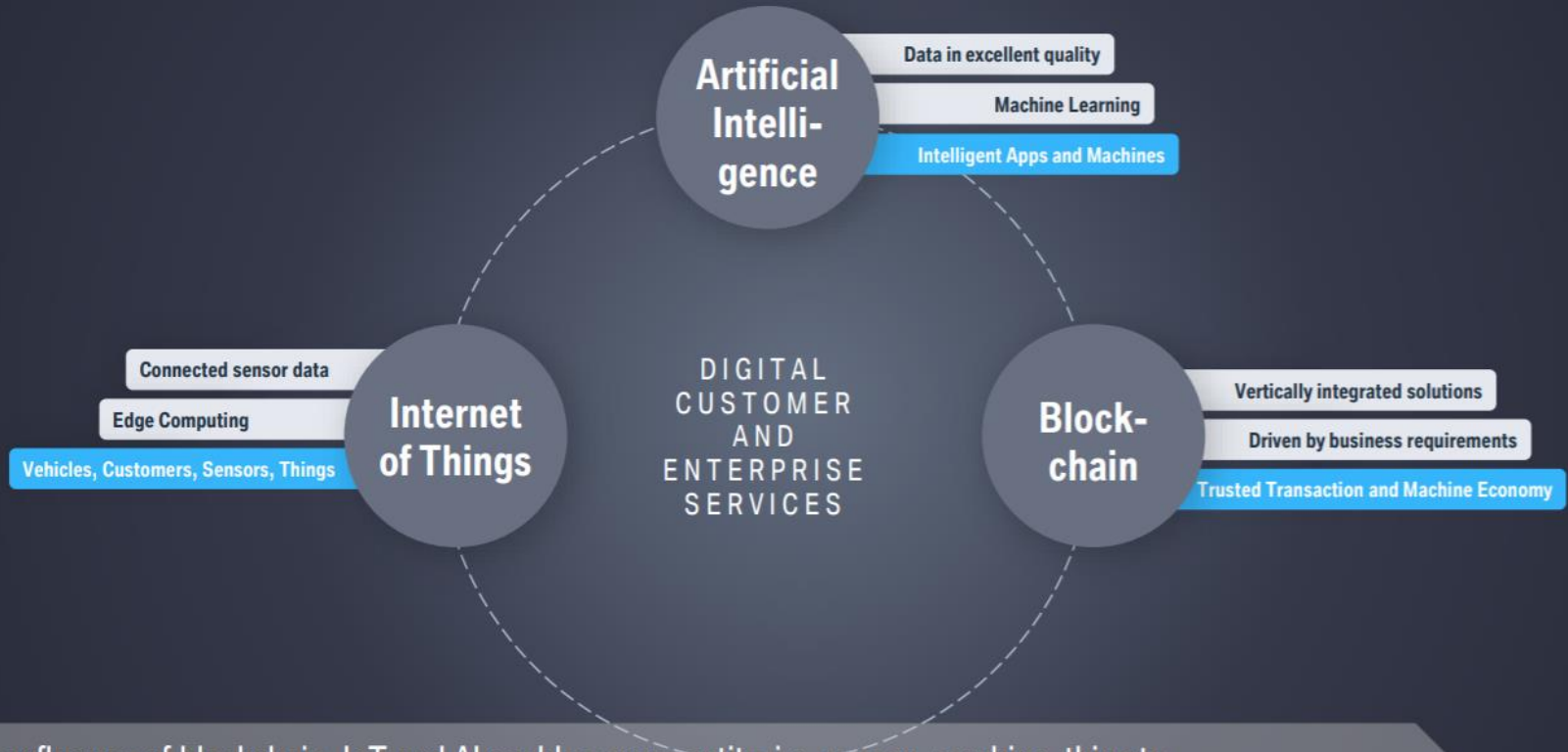
World Economic Forum, 2016

“As disruptive and important as the PC and the Internet”

Marc Andreessen

inventor of the internet browser on blockchain technology, 2014

BMW GROUP IT DIGITALIZATION PILLARS.



The confluence of blockchain, IoT and AI enables every entity, i.e. person, machine, thing to have an identity, be intelligent and transact with other entities.

Potential Use Cases for BC in Mobility

Where can blockchain add value for industry, communities and consumers?

- Digital identity and vehicle history
- Usage based mobility services
- Driving and AV data exchange
- Supply chain tracking
- EV/Grid metering and storage
- Car & ride sharing
- Mobility commerce / Car as wallet
- Autonomous V2X payments and coordination
- Usage-based fees (congestion, tolls, carbon, etc.)
- Tokenizing the mobility services ecosystem



Building a Minimum Viable Community:

Network Effects and Why Size Matters in Blockchain Ecosystems



“Blockchain is a team sport”

Brian Behlendorf
Hyperledger/Linux Foundation

“Successful blockchain efforts
don’t begin with technology...
they begin with a community”

W. Scott Stornetta
most cites in Nakamoto whitepaper

Hello World!



What is **M O B I** ?



- A nonprofit foundation to accelerate adoption and promote standards for the benefit of the mobility industry, consumers, and communities
- Creating simple, standard and digital ways of identifying cars, people, and trips, and for paying for mobility services
- Open, inclusive partner to entities in the pay for use, on demand, connected, and someday autonomous, mobility services industry

Who is **MOBI** ?

Alliance of almost 70% of the world's large automakers, along with many start-ups, non-profits, transit agencies, and technology companies working to make mobility services more efficient, affordable, greener, safer and less congested.





MOBI

MOBI Grand Challenge

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