

eMobility Strategy & Marketing

An Introduction
October 2024

Minority Owned & Operated Small Business

ACCELERATING YOUR GROWTH EMOBILITY STRATEGY & MARKETING

Executive Summary



The Electrification Of Mobility (land, air & marine), AI, Autonomous Driving, Shared Mobility, Vehicle Connectivity, Lightweighting, 3D Printing, Software Defined Vehicles, Sustainable Manufacturing...

All these trends are drastically changing the revenue potential, the profitability profile, and business operations complexity for companies in the mobility ecosystem and in adjacent markets.

I want to help customers that don't have the time or resources to teach consulting companies on their business, that have limited industry knowledge, that have limited marketing / strategy bandwidth, that have complicated OE/aftermarket operations, and have a need for quick decisions & actions.

The solutions that I provide will be cost effective, organization-specific solutions, executable strategies, with a holistic approach.

My favorite problems to solve are around defining the best growth opportunities, prioritizing investments, developing effective go to market plans, and balancing portfolios. On the marketing side, I excel in market & customer understanding, strategic planning & execution, customer engagement & acquisition, and customer relationship management.

Why eMSM?



What's My Background?

Developing, Selling & Executing Marketing Strategies for decades in the eMobility, Automotive & Battery industries

What Problems Do My Customer Have?

Budget constrains, unable to "train" consulting companies on business, limited industry knowledge, complicated operations, need for quick decisions & action

How Do I Solve My Customer's Problems?

Cost Effective, Organization-Specific Solutions, Industry Expertise, Holistic Approach

What Is My Value Proposition?

Deep Industry Knowledge, Whole System View of Industry, Global Perspective, Go to Market Execution & Marketing leadership

What Are My Focus Sectors?

From Tier 2 Suppliers, to Tier 1 Suppliers and Battery Cell makers, to Automakers and EV Startups, to the Aftermarket & EV charging, to Recycling

What Are The Problems I Solve?

- Identify Customer Needs, Pain Points & Growth Drivers, Define Optimum Marketing Strategy, Customer Engagement & Accelerate Demand, Optimize Marketing Investments & Activities, Scaling Up Marketing Activities, Balancing Global vs. Regional Marketing Needs
- Defining opportunities, prioritizing opportunities, strategy development, Go To Market planning, strategic initiative execution, scaling marketing, balancing portfolio

Who Are The Customers I Serve Best?

Smaller organizations, with limited strategy and marketing resources, operating primarily in NA & EU, looking to accelerate their growth

Who are the Key Customers I've worked with?

Automakers, Commercial Vehicle OEMs, EV Startups, Tier 1 Suppliers, Battery Makers, Tier 2 Suppliers, EV Charging Startups

What Have Customers Accomplished With My Support?

Revenue acceleration, market share gains, win rate improvements, funnel speed increase, investment optimization, reduced time to market, optimized portfolio

ACCELERATING YOUR GROWTH

What Are The Problems I Solve?





Ranking & Prioritizing Growth Opportunities

Strategy

Developing Strategies for Accelerated Growth

Planning & Executing Go To Market Activities

Executing Strategic Initiatives

Balancing EV OE Vs. ICE Aftermarket

Raul Arredondo, Principal Consultant



PROFESSIONAL EXPERIENCE

- 10+ years of global marketing experience
- 20+ years experience in Automotive, including over a decade working at OEMs
- Focus Areas: B2B Marketing, Product Marketing

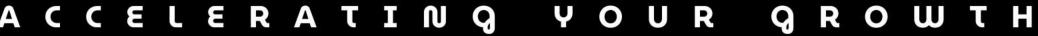
HIGHLIGHTS

- Patents on Vehicle Electrification
- Go To Market execution in NA, EU, China, and Brazil
- Worked & lived in Mexico, Italy, France and USA
- Ability to communicate in 6 languages

EDUCATION

- MBA in Marketing & Strategy Northwestern University
- BS Industrial Engineering, minor in Manufacturing –
 Tec de Monterrey





What is My Value Proposition?



Decades of Developing, Funding & Executing strategies



Over a decade leading Global B2B marketing activities & teams

Strategy to Planning to Budgeting to Execution to Sales Enablement



Over a decade leading the development & execution of global Go to Market plans



Decades of eMobility industry expertise with key ecosystem entities

OEMs, Tier Suppliers, Battery Makers, Aftermarket



Global perspective, able to connect the dots across the diversity, extensive international work experience



Whole-system view of eMobility industry with experience in key functional areas

Strategy, Marketing, Product Management, Commercial Operations, Manufacturing, Industrial Automation, Industry 4.0



Experienced in developing frugal & customized solutions

- Solution definition including SW, HW and/or Services
- Optimized for Make vs. Buy vs. Partner



ACCELERATING YOUR GROWTH

Typical Engagement Process



Initial Consultation

Understand Client Needs: Clearly define the project's objectives, scope and desired outcomes.

Assess Current State: Conduct a thorough evaluation of the client's existing processes, systems, and challenges.

Identify Key Stakeholders: Determine who will be involved in the project and their roles.

Project Scoping and Planning

> Develop a **Detailed Project** Plan: Outline the project timeline, milestones, deliverables, and resource requirements.

Risk Assessment: Identify potential risks and develop mitigation strategies.

Communication Plan: Establish communication channels and frequency to transparency and alignment.

Data Collection and Analysis

Gather Relevant Data: Collect data from various sources, including existing systems, interviews, and surveys.

Analyze Data: Use analytical tools to identify trends patterns, and insights.

Solution Development

Brainstorm and **Evaluate Options:** Explore potential solutions and assess their feasibility, costeffectiveness, and alignment with project objectives.

Develop a Proposed Solution: Create a detailed plan outlining the steps required to implement the solution.

Resource Allocation

Assign Roles and Assign tasks and responsibilities to team members.

Ensure Adequate Resources: Provide necessary resources, including technology, tools,

and expertise.

Implementation

Project Plan: Follow the project plan to mplement the proposed solution.

Execute the

Monitor Progress: Track progress against milestones and adjust the plan as needed.

Address Issues and Challenges: Proactively identify and resolve any problems that may arise.

Testing and Quality Assurance

Conduct Thorough **Festing:** Test the implemented solution to ensure it meets equirements and performs as

expected.

Address Defects: Identify and rectify any issues or defects.

Evaluation

Measure Outcomes: Assess the impact of the implemented solution on the client's business objectives.

Gather Feedback: Collect feedback from stakeholders to evaluate their satisfaction.

Knowledge Transfer

Train Client Staff:

Provide training

on the new

processes,

systems, or

technologies.

Document

Procedures:

Create

comprehensive

documentation

for future

reference.

Handover

Formalize Handover: Complete a formal handover of the project to the client.

> Establish Ongoing Support: Determine the level of ongoing support required and agree on terms.

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What Problems Do My Customer Have?





 Large consulting firms are expensive, require large number of internal resources, and are (generally) not industry specialized



- Organizations lack strategy / marketing bandwidth and/or deep industry knowledge
- Insufficient or inefficient processes, with a lot manual work



- Automotive & battery industries converging while simultaneously rapidly changing
- Growth requires quicker decisions & go to market execution



 Business operations complexity increasing with move to EV while maintaining ICE aftermarket

How Do I Solve My Customer's Problems?



- Deep Industry Expertise

 Specialized in eMobility ecosystem
 - Thought Leader in Automotive & Battery



Organization-specific Solutions

- Customer Obsessed focused on frugality & value creation
- Optimized for Make / Buy or Partnerships
- Global Awareness with Localized Approach



Sense of Urgency

- Agile & Adaptable marketing expert
- Quick engagement for quick decisions



Holistic Approach

- End to End view of your organization
- Experience in SW, HW and Services marketing actions



Personalized Engagement

- Collaboration centered in Trust, Respect, Empathy
- Open & Proactive Communication
- Active Stakeholder expectation management



Executable Strategies

- Expert in Go to Market planning & execution
- Accomplished Project Manager
- Skilled in defining Goals, KPIs, Key Assumptions & Risks
- Experienced in Lean & 80/20 principles



Who Are The Customers I Serve Best?





Small Tier 1 suppliers or a Tier 2 automotive suppliers, with limited strategy / marketing resources, HQ'ed in NA, EU or AP



Small Private Manufacturing companies, without dedicated strategy / marketing resources & very limited industry expertise, operating in NA or EU



Early-stage Startups in the Battery or eMobility space, without dedicated strategy / marketing resources, and limited industry expertise



eMobility ecosystem organizations needing to temporarily increase their Go to Market or Marketing capability, operating in NA or EU



Independent Aftermarket companies, with very limited strategy / marketing resources, and limited industry expertise, operating in NA

What Have Customers Accomplished With My Support?





Tier 1 Suppliers

- >\$17.4 million revenue growth in FY
 >10.2% CAGR (3 years) revenue growth
 >\$0.11 billion YoY global revenue growth



Automotive OEMs

>\$0.41 billion YoY revenue increase



Commercial Vehicle OEMs

68% reduction in dealership POS without revenue reduction



Startups

- <9 months for complete Product Market Fit</p>
- <2 week for complete Series A Pitch Decks</p>



Other Tier Suppliers

- >21.1 % CAGR (3 year) revenue growth
- >4.1% global market share increase in 2 years



Tier 2 Suppliers

>\$3.1M new business revenue

Who are the Key Customers I've worked with*?













*list excludes Startups under NDA



























































SIEMENS SIEMENS Gamesa WÄRTSILÄ COCKY

What are My Focus Sectors?



Raw Material





Tier 2







Tier 1







OEMs





After Sales





Recycling





Energy





What are My Focus Sectors?



Mining

- Surface Eq.
- Underground Eq.

Forestry

• Agricultural Eq.

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Metal Fabrications, Castings, Forging

Machining

- Automation / DX
- Supplier Development

Tires

- Automation / DX
- Machine Learning

Batteries

- Lead Acid
- Lithium Ion
- Bipolar
- Automation / DX

Battery Cell

Mechanical Components

- Vibration Mgmt.
- Power Transmission

Engine / PT

- 2 & 4 Stroke
- Turbo, Supercharger

Vehicle

- Manufacturing
- Automation / DX
- Supply Chain
- V2X
- Electrification

Off Highway CV

- Stamping
- Welding & Chassis
- Body & Paint
- Assembly
- Automation /DX

On Highway CV

- Stamping
- Welding & Chassis
- Body & Paint
- Assembly
- Automation /DX

Aftermarket

- Dealer Network
- Independent AM
- Distribution

EV Charging

- Infrastructure
- HW

Renewable Energy

- Wind, Hydro, Tidal
- Micro Grid

Generators

Battery Recycling

Tire Recycling

- Diesel Engine
- Mobile & Fixed
- Micro Grid

What Are My Focus Areas?



Vehicle Connectivity – V2G, V2V, V2I The Electrification Of Mobility (land, air & marine)

Batteries & Battery Technology

AI, ML, IIoT

Lightweighting

3D Printing

Software Defined Vehicles

Sustainable Manufacturing

Digital Transformation Industrial Automation

Strategy: What Are The Key Services I Offer?



Market **Overview**

Market Trends, Growth Drivers, Headwinds & Tailwinds, Value Chain Mapping, **Use Case Mapping**

> Additional: Competitive Assessment

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Opportunity Identification

> **Key Growth** Opportunities Identification, Cost vs. Benefit Matrix

Additional: Opportunity Ranking

Organizational Assessment

SWOT Analysis

Additional: Capability Assessment, DX Maturity Assessment

Product Assessment

Product Strategy

Additional: **Product Portfolio** Rebalancing

Strategy **Definition**

Strategy Roadmap, Go to Market Plan

Additional: **Estimated Cost &** Resource Assessment, **Execution KPIs &** Objectives

Financial Planning, Risk Management

> **Financial** Modeling, Resource Allocation, Risk Assessment, Key **Assumptions**

Additional: Contingency **Planning**

Monitoring & Evaluation

Dashboarding

Additional: Root Cause & Countermeasure. Continuous Improvement

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Strategy: What Are The Key Services I Offer?



- 1. Market Overview
- 2. Market Trends
- 3. Growth Drivers
- 4. Headwinds & Tailwinds
- 5. Value Chain Mapping
- 6. Use Case Mapping
- 7. Competitive Assessment
- 8. SWOT Analysis
- 9. Capability

- Assessment
- 10. Key Growth
 Opportunities
 Identification
- 11. Cost vs. Benefit
 Matrix
- 12. Opportunity Ranking
- 13. Strategy
 Development
- 14. Go to Market
 Planning &
 Execution

- 15. Estimated Cost & Resource Assessment
- 16. Execution KPIs & Objectives
- 17. DX Maturity
 Assessment
- 18. Product Portfolio Rebalancing
- 19. Product Strategy
- 20. Fractional Strategy

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Strategy: What Are The Questions I Answer?



What are the best Make vs. Buy vs. Partner opportunities?

How to Ranking & Prioritizing Growth Opportunities?

Strategy

What is the best Strategy for Accelerated Growth for the Organization?

What is the most Efficient & Effective Go To Market Activities?

What are the key Strategic Initiatives to Meet the Business Goals?

How do you Balance EV OE Vs. ICE Aftermarket needs and opportunities?



Thank You!



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