OpenADx Steering Committee Workshop - Agenda

› Business Canvas ✓

› OpenADx Working Group Scope definition
  › OpenADx pitch deck (in 15 Minutes -> What is OpenADx and why should we participate?)

› Communication Channels like LinkedIn and Twitter is “state-of-the-art” and should be used.
  › Communication Plan

› How do we activate the community?

› Participation of OEMs in OpenADx
  › How can we activate them to participate?
  › Lead Management - Who can help whom to contact xyz?

› Automotive Flyer ✓

› Event Overview
## Agenda OpenADx Steering Committee Meeting – 31.07.2019

<table>
<thead>
<tr>
<th>Name</th>
<th>When?</th>
<th>Where?</th>
<th>Participation / Speaker</th>
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| Eclipsecon Europe                              | 21.10. – 24.10.2019    | Ludwigsburg       | - Paper submitted  
- Community Day (Automotive) proposed                         |
| Euroforum - International Conference           | 12.11. – 13.11.2019    | Stuttgart         | Paper accepted                                              |
| Software Drives - Transformation to large scale distributed automotive software |                        |                   |                                                             |
| Auto:CODE                                      | 27.11. – 29.11.2019    | Berlin            | “Challenge your peers” accepted                             |
| Embedded Software Engineering Kongress         | 02.12. – 06.12.2019    | Sindelfingen      | Paper accepted                                              |
| Bosch ConnectedWorld 2020                      | 19.02. – 20.02.2020    | Berlin            | Participation planned                                       |
| Automotive Software Strategy Conference       | 03.03. – 04.03.2020    | Munich            | Paper accepted                                              |
OpenADx 50 Words for automotive flyer

› About OpenADx

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› OpenADx is an Eclipse working group focused on accelerating the development of autonomous driving capabilities by providing the basis for interoperable tools and frameworks.

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› Experts from various domains - including automotive manufacturers, IT companies and technology providers - address the challenges of autonomous driving development by collaborating and innovating in an open environment to ensure seamless integration.
› How can we attract the community?

› Release Plan
  › Eclipse iceoryx -> Mid / End of October initial contribution
  › Eclipse Cloe -> initial contribution -> expected End of August

› Events, we should show OpenADx
› Recruiting more people/companies to come in
› Meeting with all relevant new stakeholders
› Get influencers like advisory boards