



# OpenADx Working Group Program Plan 2021

# PROGRAM PLAN 2021



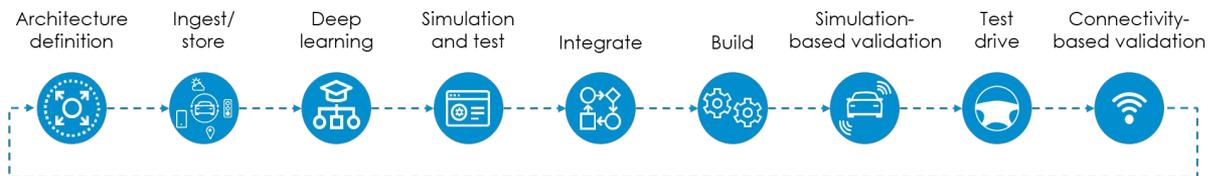
# Our Current Mission

## The Eclipse OpenADx Working Group

- provides a **forum** for individuals and organizations
- to **build and promote** open source software, open standards and open collaboration models needed to create a scalable and open development platform for Assisted, Automated and Autonomous Driving
- and to **collaborate** on a toolchain through the OpenADx ecosystem

# Strategic Objectives

Promote the technical development of a cloud-based solution for toolchain compatibility based on the OpenADx blueprint including a roadmap.



Enable OpenADx members to build OpenADx technologies and use them as a competitive advantage.

Recruit at least one OEM / AV Maker as an OpenADx member.

Lower the barrier to entry to drive adoption.

# Our Strategy

## Growth

- **Increase membership** of the working group from within the larger Eclipse ecosystem, and outside.
- Onboard **new projects** and **expand the scope** of existing projects.
- Establish **membership engagement**.
- Provide **marketing** material.

## Value

- Establish **use cases** technologies to provide **unique** business value.
- Support and showcase **commercial adoption**.
- Drive Eclipse OpenADx **brand awareness**.
- **Deliver** developer and business **content** (e.g. developer workplace integration backend, showcase OpenADx demonstrator)
- Find **synergies** within the other Eclipse Working Groups.

## Innovation

- Actively **align project roadmaps** with core technological development, for the benefits of our members.
- **Lower barriers to adoption** by improving user experience and ease of deployment.
- **Partner with other** OSS Foundations to increase the tool and SW stack landscape synergy

# Growth - Objectives (1/2)

- **Increase membership of the working group** from within & outside the larger Eclipse ecosystem
  - Aim for **2 new Driver members** this year
    - Thereof one OEM / AV maker
  - Encourage new development members, user members and guest members to achieve a good balance.
  
- **Onboard new projects and expand the scope of existing projects.**
  - Add at least **2-4 new projects** this year.

## Growth - Objectives (2/2)

- **Establish membership engagement.**
  - Provide opportunities for members to **showcase** their work.
  - Set up **regular engagement** around the key projects.
  - Encourage participation and promotion in **local and international meetings**.
  
- Provide **marketing** material
  - Provide permanently an **OpenADx demonstrator** as playground.
  - **Provide up-to-date information** on the OpenADx website.
  - Keep **OpenADx Whitepaper** up-to-date.

# Value - Objectives (1/2)

- **Establish use cases to provide unique business value.**
  - **Publish and promote** relevant use cases.
  - Facilitate **technical demonstrations** / proofs-of-concept of these use cases.
- **Support and showcase commercial adoption.**
  - Support our members with **advice and technical support**.
  - Provide a **forum** for members to discuss and develop their use cases.
- Drive Eclipse OpenADx **brand awareness**.
  - Setup a **marketing plan** for spreading the word.
  - Leverage the **marketing** capabilities of the Eclipse Foundation when available in partnership with member organizations to showcase relevant projects

## Value - Objectives (2/2)

- **Deliver** developer and business **content**.
  - Support our members with **training and support** for the several projects.
  - **Showcase** relevant projects and achievements.
  - Setup a **conference and a speaking plan**.
- Find **synergies** within the other Eclipse Working Groups.
  - **Use existing technologies** within OpenADx.
  - Investigate **collaboration** potential with other Eclipse Working Groups. (e.g. with the IoT working group, with the other automotive working groups)

# Innovation - Objectives

- **Actively align project roadmaps with core technological development,** for the benefits of our members.
  - Collect requirements (technological and business) from members.
  - Advocate for member requirements with regards to project development, and core protocol development.
  - Collect existing open approaches which fits to OpenADx and extend the toolchain.
- **Lower barriers to adoption by improving user experience and ease of deployment.**
  - Identify current barriers.
  - Liaise with project and core developers to overcome the barriers.
- **Partner with other OSS Foundations (including The Autoware Foundation, ASAM e.V.) to increase the tool and software stack landscape synergy.**

# Marketing - Planning for Growth

- Marketing activities
  - Content creation
  - Social media on OpenADx channels to amplify and cross-promote including sharing news and updates, etc.
- Growing OpenADx requires the development and implementation of a **marketing strategy** closely aligned with the program plan.
  - **Investment** is required to fund general marketing management, content creation (e.g. white papers), social media management, brand management, virtual event coordination, and advertising to grow awareness and participation
- As part of the planning process, **members should collaborate** on:
  - Providing **funding** (in terms of capacity and/or money) **and requirements** to the OpenADx working group for the development and execution of the plan
  - Identifying marketing **priorities**, goals, objectives, and success metrics for the working group
  - Developing co-marketing strategies to enable **members to contribute** to driving outreach programs
  - Defining the trademark policy, if applicable, and refer to it for approval by the Steering Committee

# Marketing Activities

Marketing Activities & Deliverables	OpenADx Member Contributions	Eclipse Foundation (Requires Funding - currently un-funded)
Event Coordination and Implementation	<ul style="list-style-type: none"> <li>• <b>1-2x remote event(s)</b> (e.g. Automotive@Eclipse, Community Day@EclipseCon, Hackathon)</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting the events (☐ could need a little bit marketing budget from the WG)</li> </ul>
Conferences / Trade Shows	<ul style="list-style-type: none"> <li>• <b>suggestions by members</b> for conferences/venues               <ul style="list-style-type: none"> <li>◦ Setup a <a href="#">conference / speaking plan</a></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• -</li> </ul>
Press Relations	<ul style="list-style-type: none"> <li>• Content creation by the working group</li> <li>• Coordination thru Eclipse Fdn</li> </ul>	<ul style="list-style-type: none"> <li>• Developing and distributing press releases for working group (☐ could need a little bit marketing budget from the WG)</li> </ul>
Content Creation	<ul style="list-style-type: none"> <li>• <b>1 blog post per year</b></li> <li>• <b>1 social media post every month</b></li> <li>• <b>Automotive Developer Survey</b></li> </ul>	<ul style="list-style-type: none"> <li>• Coordinating the creation of rich content, including blogs, articles, white papers, case studies, videos, surveys, tutorials, etc. for our target audiences</li> </ul>
Social Media Management	<ul style="list-style-type: none"> <li>• Growing presence and reach of OpenADx social media accounts (Twitter, other)</li> <li>• Setup further accounts (e.g. LinkedIn, Instagram ...)</li> </ul>	<ul style="list-style-type: none"> <li>• -</li> </ul>

# OpenADx Conference Plan

#	Conference	Date	# of days	Location	Link	Participation	Speaker
1	Autonomous Driving	27.05.2020	2	Düsseldorf	<a href="https://www.vdi-wissensforum.de/en/event/autonomous-driving/">https://www.vdi-wissensforum.de/en/event/autonomous-driving/</a>	no	no
2	Automobil Elektronik Kongress	23.06.2020	2	Ludwigsburg	<a href="https://www.automobil-elektronik-kongress.de/en/">https://www.automobil-elektronik-kongress.de/en/</a>	no	no
3	KI in der Autoindustrie der Zukunft	09.09.2020	1		<a href="https://www.car-future.com/de/science/it-symposium/">https://www.car-future.com/de/science/it-symposium/</a>	no	no
4	The Connected Car and Autonomous Driving	26.10.2020	2	Fürstentfeldbruck	<a href="https://www.sv-veranstaltungen.de/en/event/autonomous-driving/">https://www.sv-veranstaltungen.de/en/event/autonomous-driving/</a>	no	no
5	Embedded Software Engineering Kongress	30.11.2020	5	Sindelfingen	<a href="https://www.esk-kongress.de/">https://www.esk-kongress.de/</a>	yes	yes
6	IT- Tage	07.12.2020	4	Frankfurt	<a href="https://www.itatage.informatik-aktuell.de/">https://www.itatage.informatik-aktuell.de/</a>	yes	yes
7	Autonomous Vehicle Test & Development Virtual 'Live'	08.12.2020	3	virtual	<a href="https://www.autonomousvehidevirtualive.com/en/">https://www.autonomousvehidevirtualive.com/en/</a>	yes	yes
8	CES	11.01.2021	4	Las Vegas	<a href="https://www.ces.tech/">https://www.ces.tech/</a>	tbd	tbd
9	Bosch Connected World (Conference)	01.02.2021	2	Berlin	<a href="https://bosch-connected-world.com/bcw-ory/">https://bosch-connected-world.com/bcw-ory/</a>	tbd	tbd
10	Tech.AD Berlin	24.02.2021	3	Berlin	<a href="http://www.autonomous-driving-berlin.com">http://www.autonomous-driving-berlin.com</a>	tbd	tbd
11	embedded world	01.03.2021	5	Nürnberg	<a href="https://www.embedded-world.de/">https://www.embedded-world.de/</a>	tbd	tbd
12	21. Internationale Stuttgarter Symposium Automobil- und Motorentechnik	30.03.2021	2	Stuttgart	<a href="https://www.fkfs-veranstaltungen.de/veranstaltungen/stuttgarter-symposium">https://www.fkfs-veranstaltungen.de/veranstaltungen/stuttgarter-symposium</a>	yes	yes
13	ICA Summit	19.04.2021	2	Munich	<a href="https://ica-summit.com/">https://ica-summit.com/</a>	yes	yes
14	Automotive Software Strategies	03.05.2021	2	Munich	<a href="https://www.sv-veranstaltungen.de/en/event/sw-strategies/">https://www.sv-veranstaltungen.de/en/event/sw-strategies/</a>	tbd	tbd
15	Autonomous Vehicle Software Symposium	08.06.2021	3	Stuttgart	<a href="http://www.autonomousvehicle-software.com/en/">http://www.autonomousvehicle-software.com/en/</a>	tbd	tbd
16	Autonome Shuttles	08.06.2021	2	Blaubeuren	<a href="https://www.sv-veranstaltungen.de/de/event/autonome-shuttles/">https://www.sv-veranstaltungen.de/de/event/autonome-shuttles/</a>	tbd	tbd
17	IAA	07.09.2021	6	Munich	<a href="https://www.iaa.de/">https://www.iaa.de/</a>	tbd	tbd
18	Eclipsecon Europe	25.10.2021	4	Ludwigsburg	<a href="https://www.eclipsecon.org/">https://www.eclipsecon.org/</a>	yes	tbd
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# OpenADx Work Packages and Infrastructure

Work Packages & Deliverables	OpenADx Member Contributions	Eclipse Foundation (Requires Funding)
OpenADx co-simulation demonstrator	<ul style="list-style-type: none"> <li>• Build the demonstrator</li> <li>• Showcase the demonstrator on events</li> </ul>	• -
Realize OpenADx blueprint	<ul style="list-style-type: none"> <li>• Build the base framework (“workplace”)</li> <li>• “Connect” solutions</li> </ul>	• -
Create Software reference architecture	<ul style="list-style-type: none"> <li>• Create first drafts(s) of the reference architecture</li> <li>• Refine the blueprint</li> <li>• Derive solutions for the blueprint</li> </ul>	• -
OpenADx whitepaper	<ul style="list-style-type: none"> <li>• Keep whitepaper up-to-date</li> </ul>	• -
Infrastructure & Deliverables	OpenADx Member Contributions	Eclipse Foundation (Requires Funding)
Collect requirements	• -	• -
Setup infrastructure	• -	• -
Implement solutions on infrastructure	• -	• -

See Work Package details [here](#) and Infrastructure details [here](#).

# Budget Allocation - Discretionary

Proposed Budget Allocation 2021 - S	Q1	Q2	Q3	Q4	CY21
<b>Marketing activities (PR)</b>	€0.00	€0.00	€0.00	€0.00	€0.00
<b>Infrastructure Costs</b>					
OpenADx demonstrator	€0.00	€0.00	€0.00	€0.00	€0.00
<b>Content Creation</b>					
- Website	€0.00	€0.00	€0.00	€0.00	€0.00
- Giveaways (T-shirts, stickers)	€0.00	€0.00	€0.00	€0.00	€0.00
- Events (e.g. Automotive Community Day)	€0.00	€0.00	€0.00	€0.00	€0.00
<b>OpenADx Work Packages</b>	€0.00	€0.00	€0.00	€0.00	€0.00
Subtotal: Discretionary	€0.00	€0.00	€0.00	€0.00	€0.00
<b>Eclipse Foundation Working Group G&amp;A</b>					€0.00
<b>OpenADx Working Group “special roles”</b>					
Program manager (hire)	€0.00	€0.00	€0.00	€0.00	€0.00
Marketing manager (hire)	€0.00	€0.00	€0.00	€0.00	€0.00
<b>Grand Total</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€0.00</b>

\* PR/AR - public relation / analyst relation  
 \*\* General and administrative (G&A) expenses (12%)

# Budget Allocation - FTE

<b>OpenADx Budget Allocation 2021</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>CY21</b>
<b>Marketing activities (PR)</b>	0.05 FTE	0.05 FTE	0.05 FTE	0.05 FTE	0.20 FTE
<b>Content Creation</b>					
- Website, Events	0.05 FTE	0.05 FTE	0.05 FTE	0.05 FTE	0.20 FTE
<b>OpenADx Work Packages</b>					
- OpenADx demonstrator	0.10 FTE	0.10 FTE	0.10 FTE	0.10 FTE	0.40 FTE
- Realize OpenADx blueprint	0.50 FTE	0.50 FTE	0.50 FTE	0.50 FTE	2.00 FTE
- Software reference architecture	0.05 FTE	0.05 FTE	0.05 FTE	0.05 FTE	0.20 FTE
- OpenADx whitepaper	0.05 FTE	0.05 FTE	0.05 FTE	0.05 FTE	0.20 FTE
<b>OpenADx Working Group “special roles”</b>					
Program manager (hire - OpenADx member)	0.00 FTE				
Marketing manager (hire - OpenADx member)	0.00 FTE				
<b>Grand Total</b>	<b>0.80 FTE</b>	<b>0.80 FTE</b>	<b>0.80 FTE</b>	<b>0.80 FTE</b>	<b>3.20 FTE</b>

# OpenADx - Fee Structure 2021

	Driver Member	Development Member	User Member	Guest
FTE*	0.5	0.05	0.05	0
Cash	0 €			

\*FTE - Full Time Equivalent - 200 working days / year

# Eclipse OpenADx Working Group

