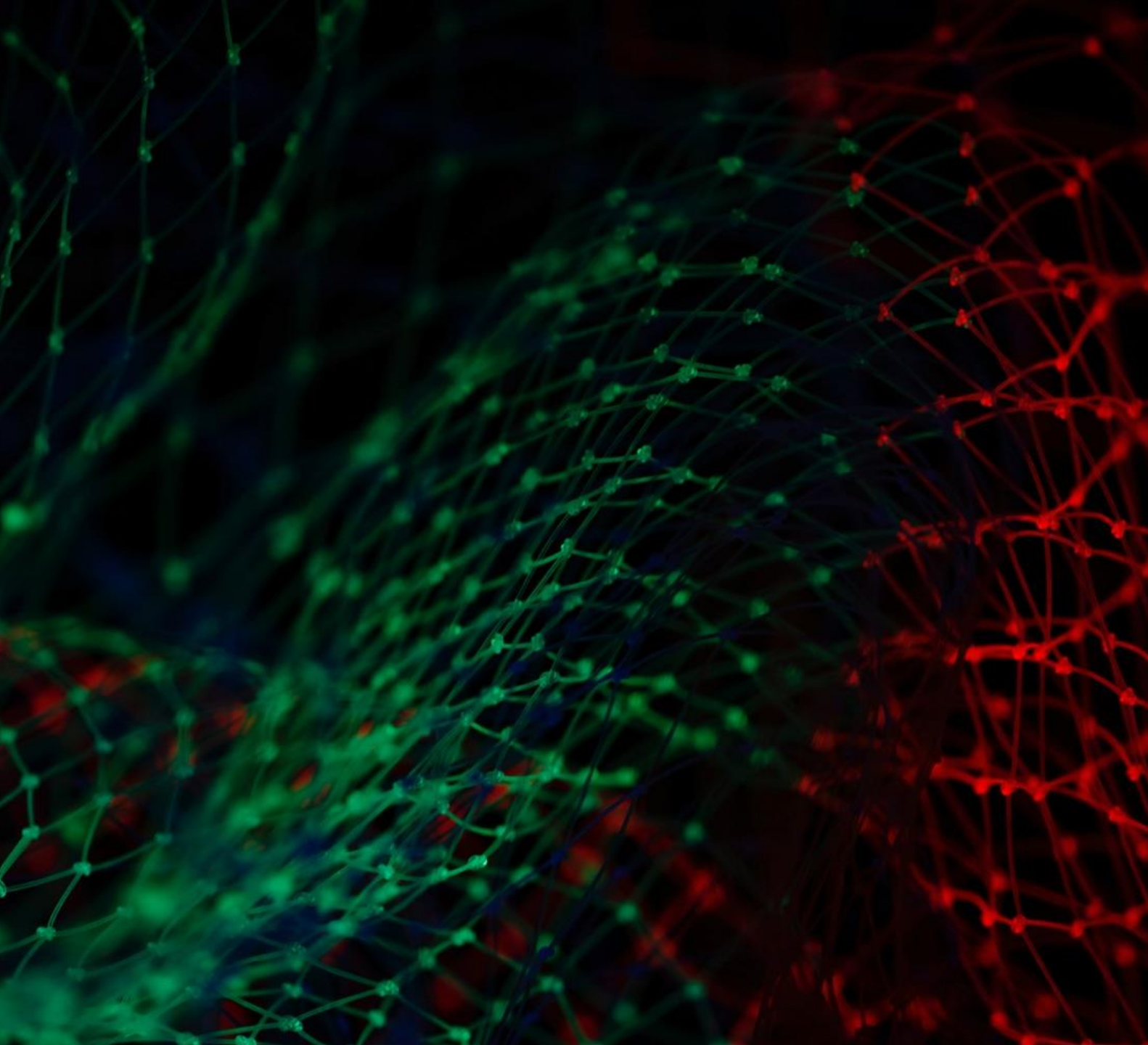




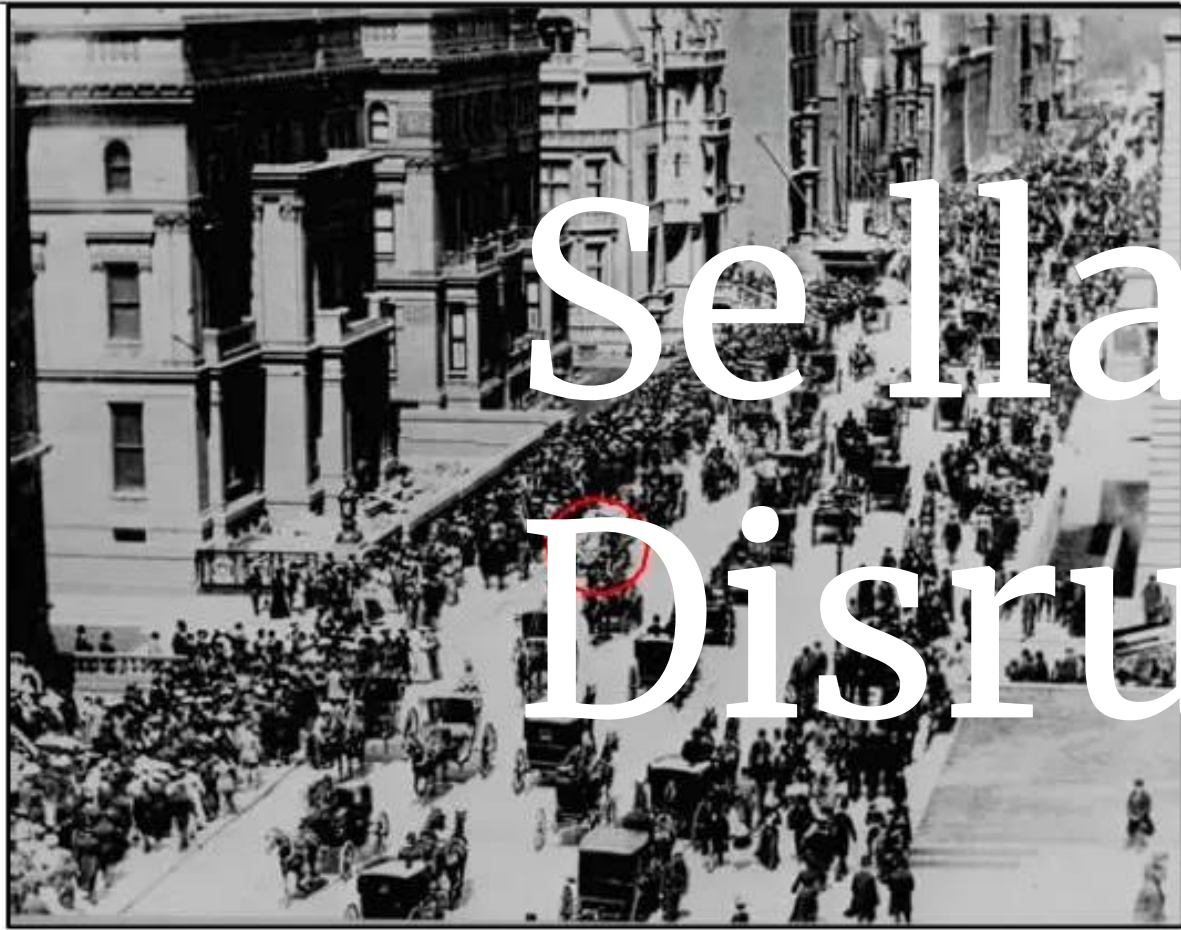
Fuerzas de disrupción en la movilidad

Martín Buttazzoni
Profesor ESE
martin@micinnovation.com

Noviembre 2022

Esta película la hemos visto muchas veces...

Easter morning 1900: 5th Ave, New York City. Spot the automobile.



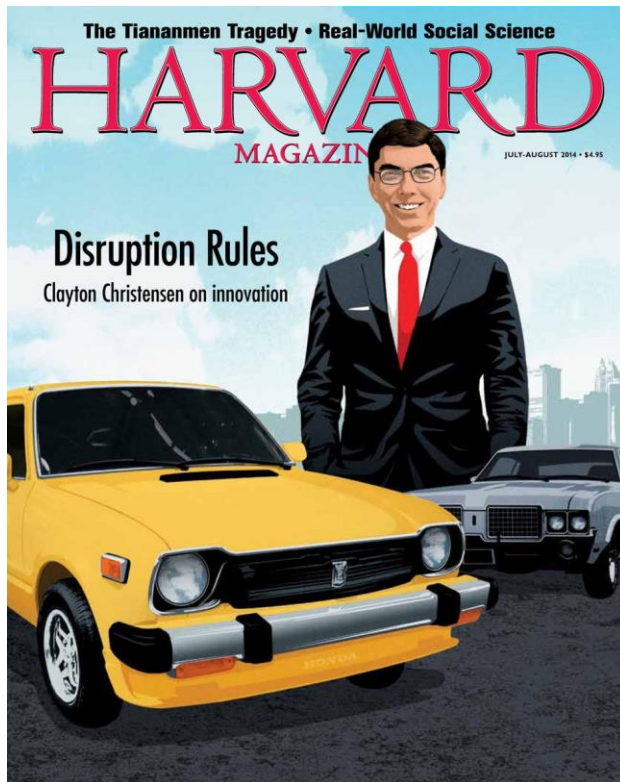
Source: US National Archives.

Easter morning 1913: 5th Ave, New York City. Spot the horse.

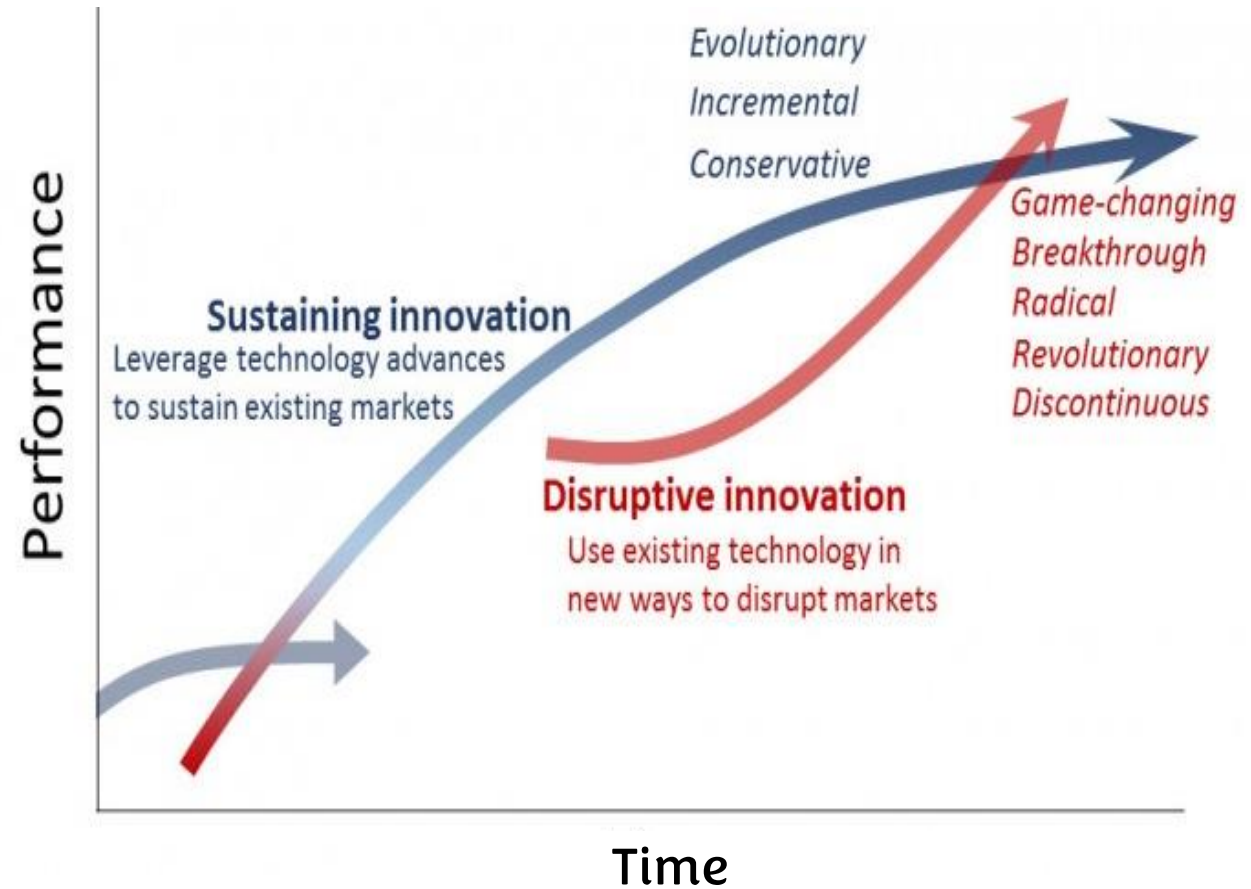


Source: George Grantham Bain Collection.

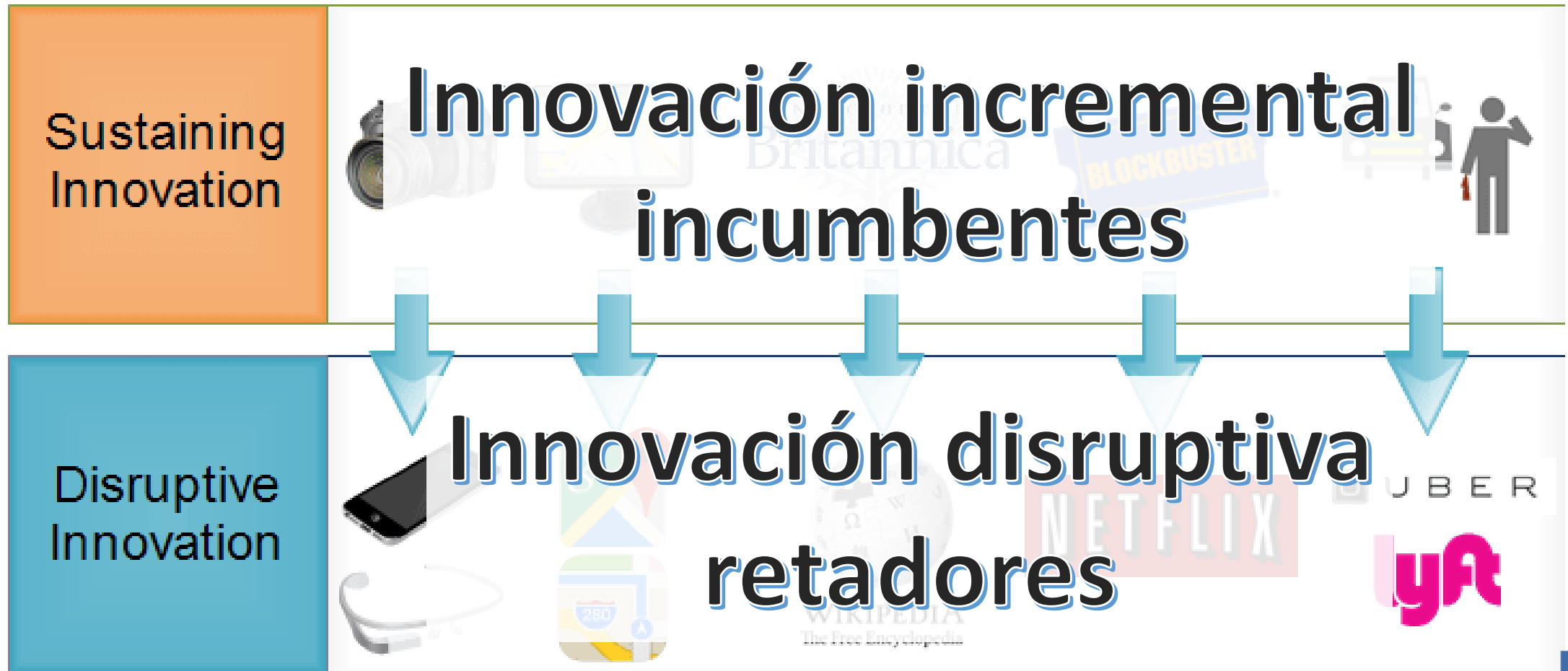
Se llama
Disrupción



Clayton Christensen
Innovación Disruptiva
1995



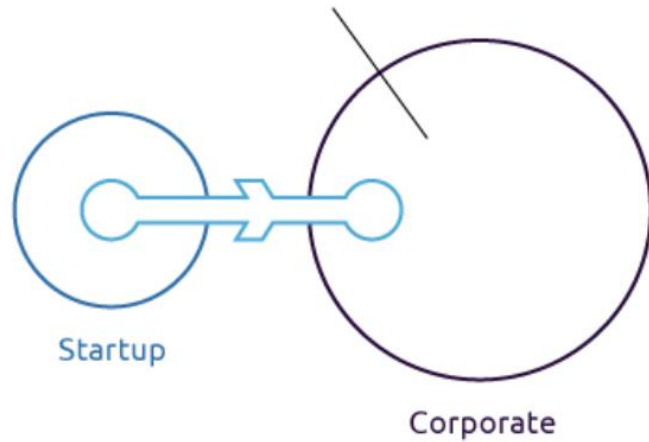
INCREMENTAL V/S DISRUPTIVA



Marco de desarrollo de Innovación

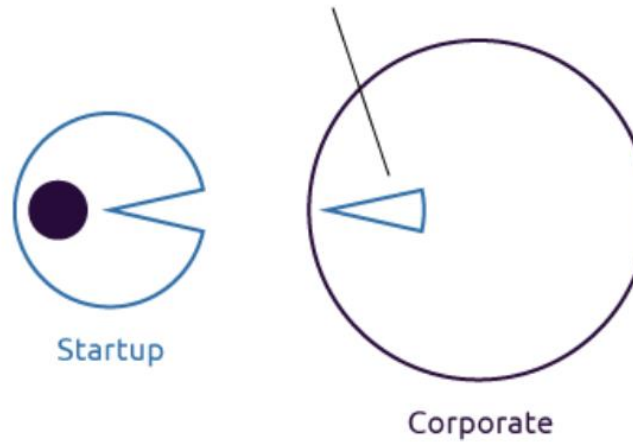
VENTURE CLIENT

Transfer of startup solution
through a purchase



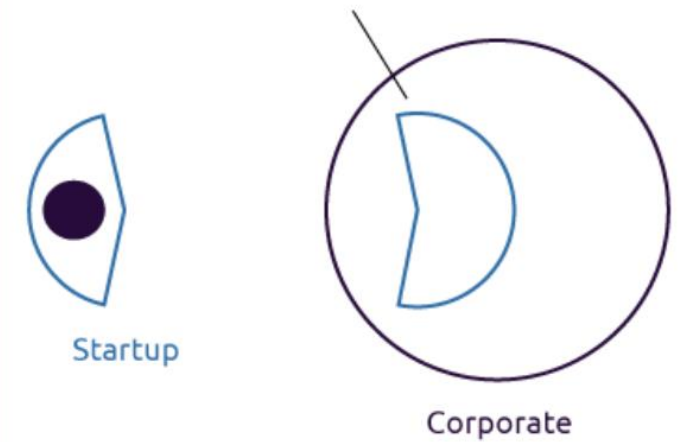
CORPORATE VENTURE CAPITAL

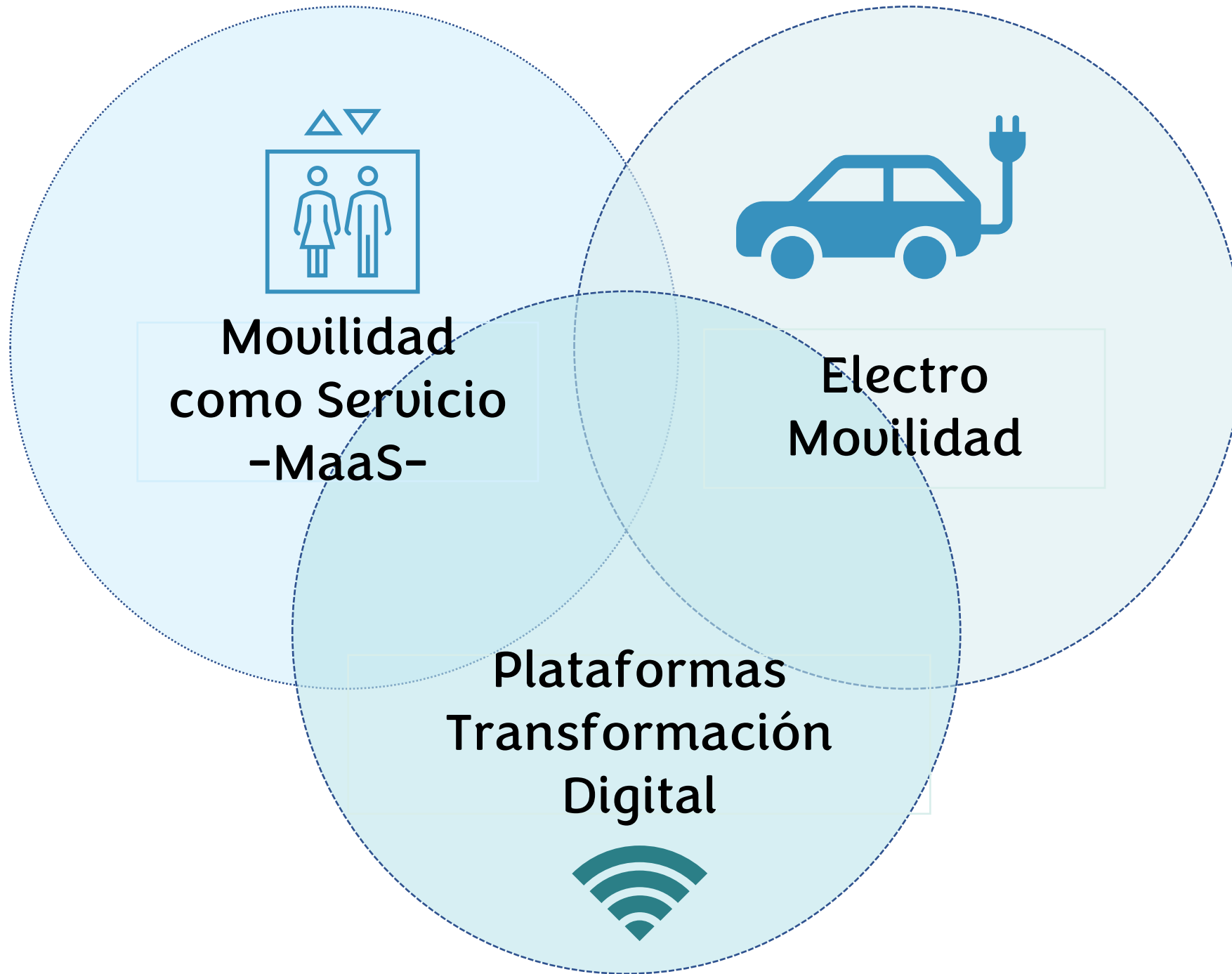
Acquisition of a non-controlling equity stake through an investment
(not a purchase of the solution)



CORPORATE PRIVATE EQUITY AND M&A

Acquisition of a controlling equity stake
through an investment
(purchase of the solution)





A map of the San Francisco Bay Area is shown in the background. A red pushpin is stuck into the map near Berkeley. A semi-transparent blue rectangular box is overlaid on the map, containing the text "Producto que mejora en el tiempo". The map shows various cities including San Francisco, Berkeley, Oakland, Alameda, San Jose, and Palo Alto, along with major highways like I-580 and I-130.

Producto que
mejora en el tiempo

PRODUCTO MINIMO VIABLE (MVP)





Flexibility at every turn of your car ownership journey

Singapore's very first car subscription service that makes car ownership commitment-free.

Launch price: **\$1,199/month**

JOIN THE WAITLIST



No Down Payment

Say goodbye to hefty down payments. Use the cash for better things in life like a holiday, school fees or property.



No Hidden-Fees

Our flat all-in monthly charges cover everything you need - insurance, road tax, regular maintenance, 24-hour assistance.



No Fixed Term

Drive the car of your choice, for as long as you want.



No Penalty, Return Anytime

If your needs change, just return the car anytime you want.

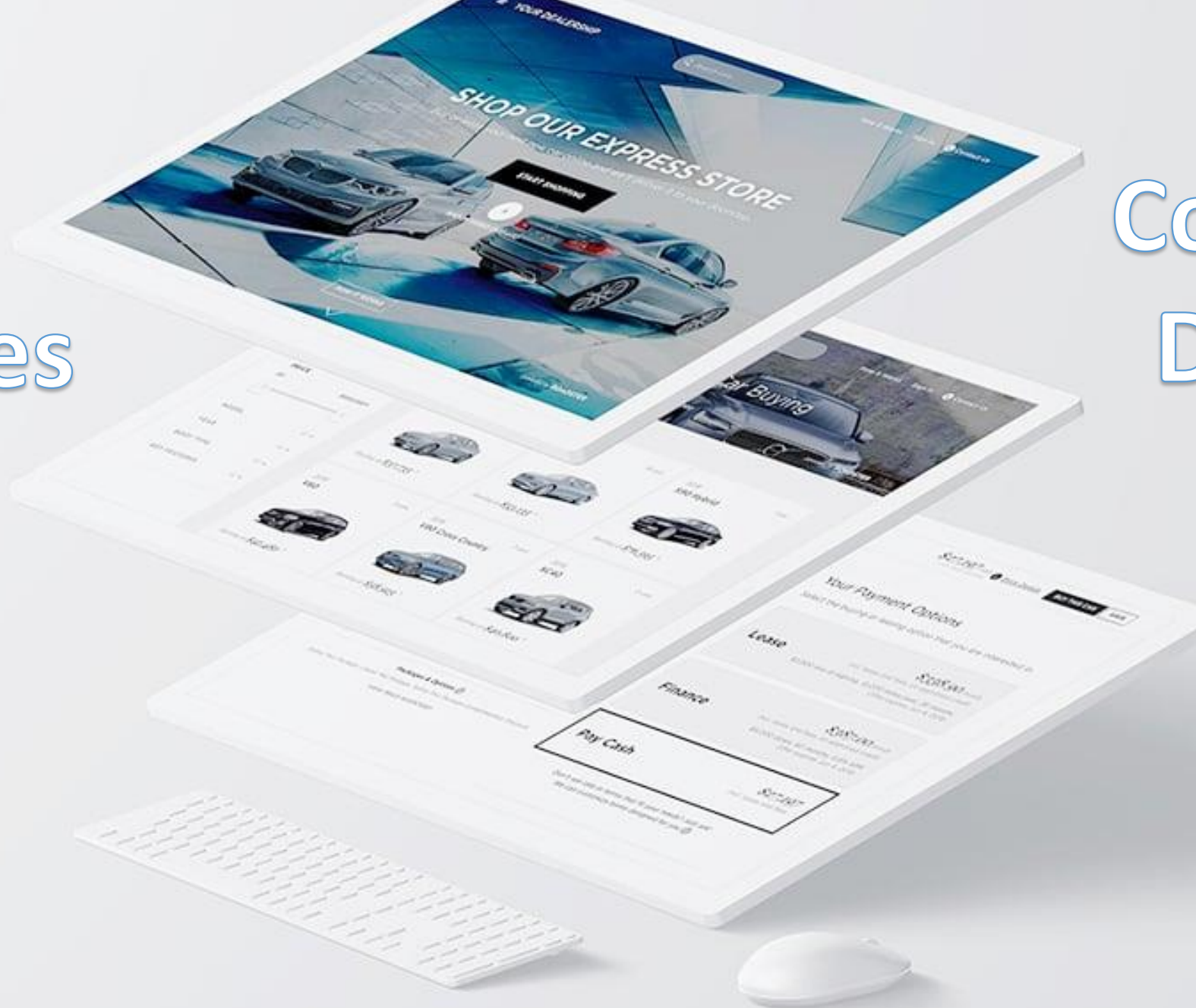


No Questions Asked

We won't penalize you for minor wear and tear (like dents and scratches) when your term ends.

Clientes
62%

Compra
Digital
78%
50%
38%



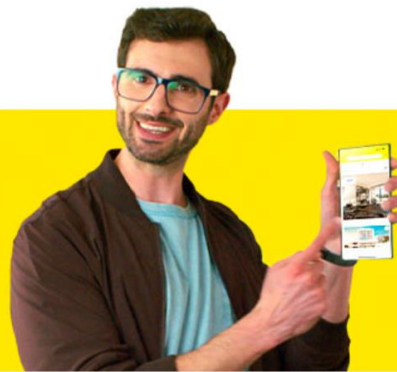
Fuente COX automotive 2020



Portalinmobiliario está en la
app de Mercado Libre

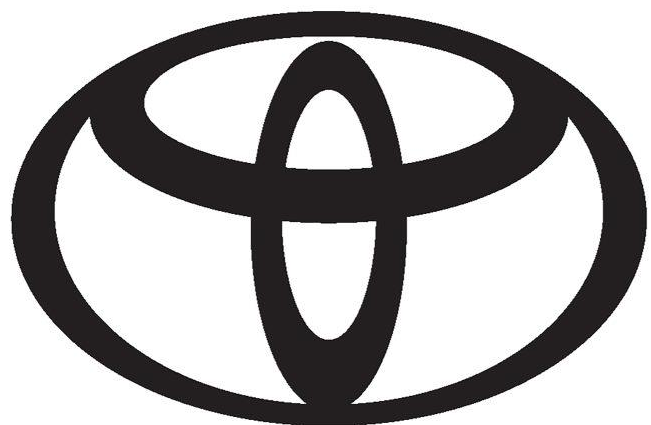
Experiencia y tecnología en un mismo lugar

[Ver más](#)



Portal Inmobiliario versus corredoras: la pelea que separa al sector

Hace algunos meses, la plataforma de Mercado Libre selló una alianza exclusiva con Assetplan. Lanzó un nuevo producto donde la corredora empezó a tener la preferencia en las publicaciones en la web. Si antes todas las firmas del rubro podían avisar de manera

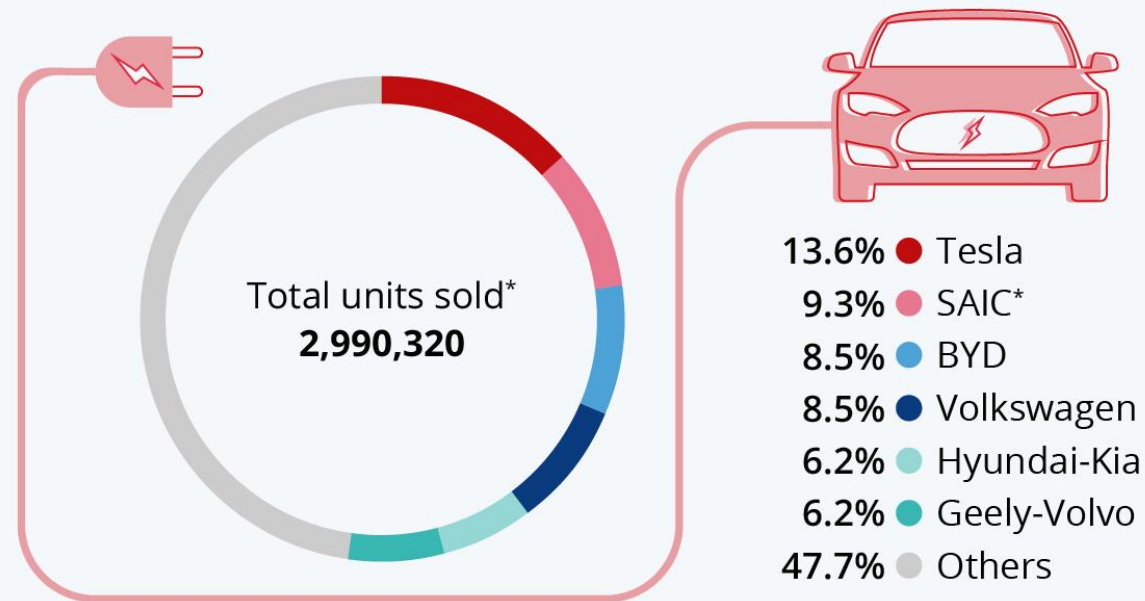


TOYOTA

**Mobility
Solutions**

The Top Electric Car Manufacturers

Market share of 100 percent electric vehicle manufacturers in the world between Jan 1 - May 31 2022



* including SAIC-GM-Wuling

Sources: EV Volumes via CleanTechnica, InsideEVs





1996

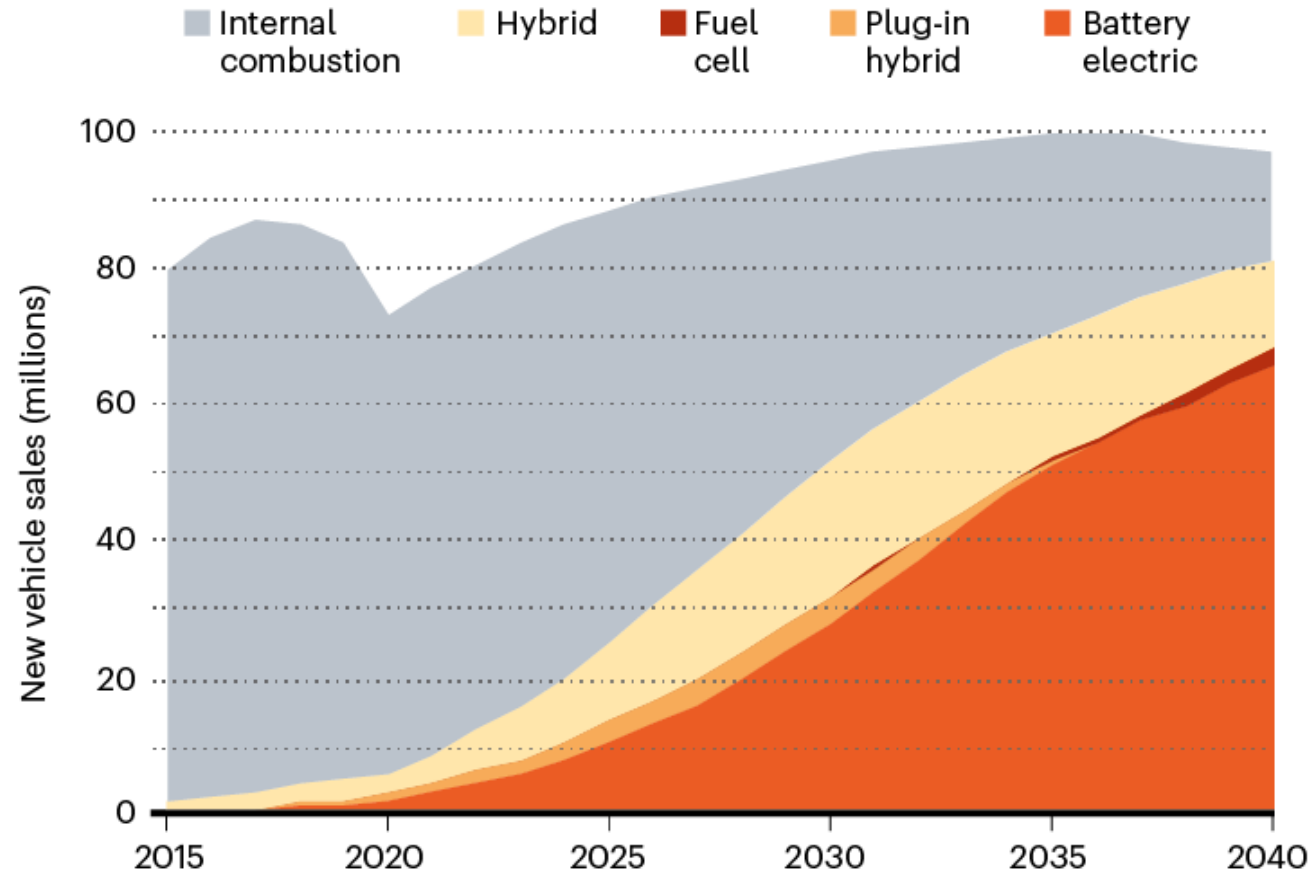


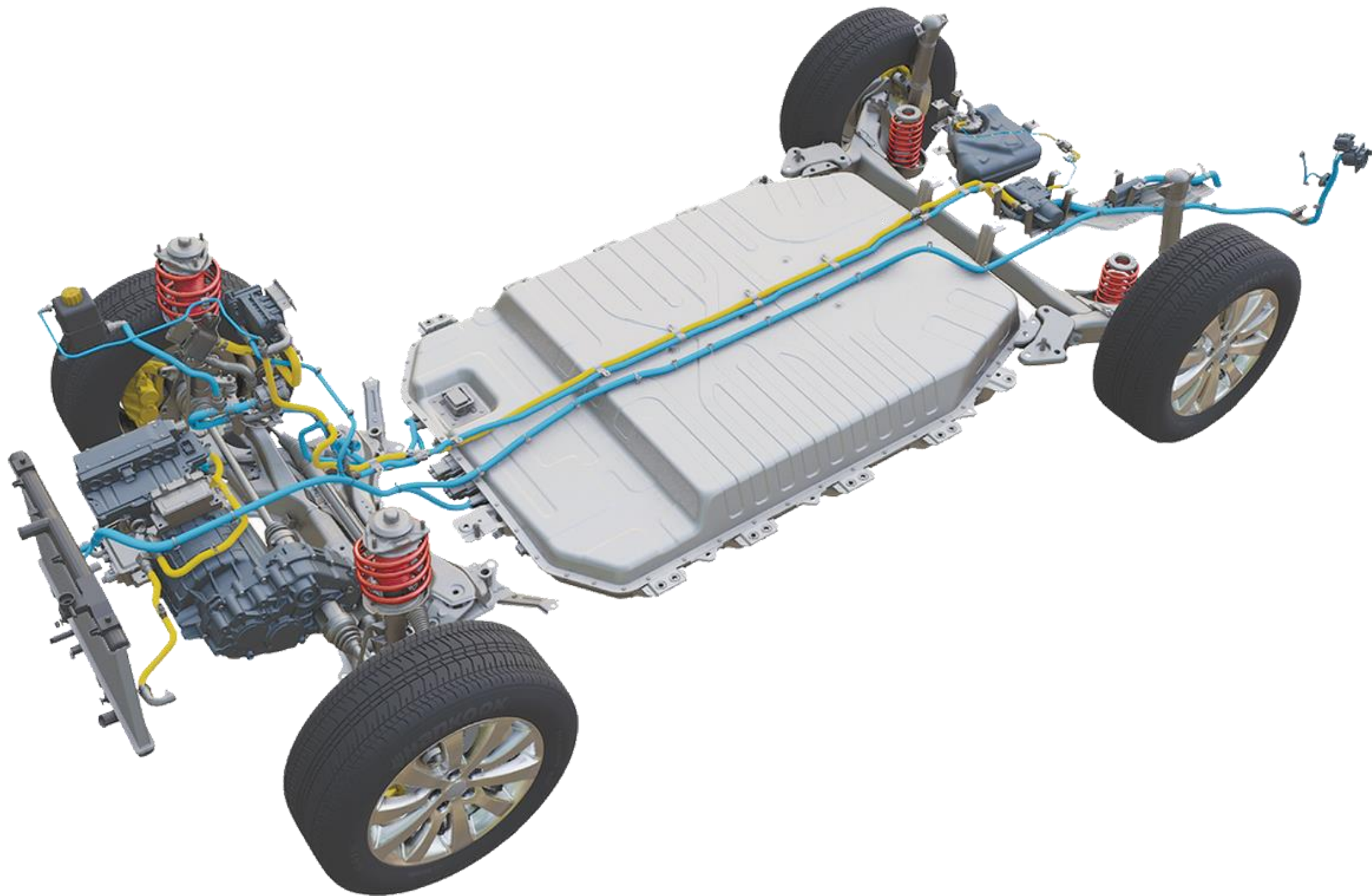


Software actualizable

GOING ELECTRIC

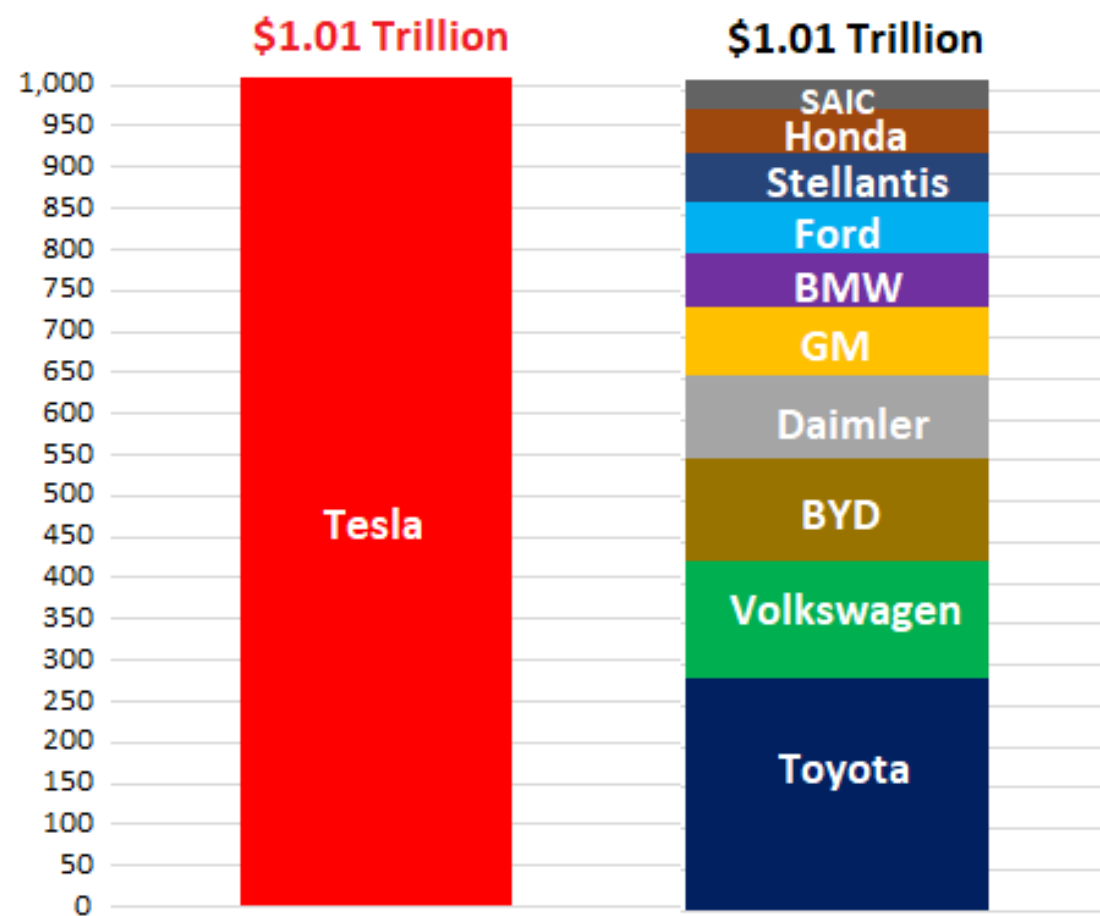
A forecast suggests that by 2035, more than half of new passenger vehicles sold worldwide will be electric, even without further policies to promote switching.





Market Capitalization, USD, Oct 25, 2021

Tesla v. Next 10 Automakers



WOLFSTREET.com

NIO Battery Swap Station

终身免费换电*
终身免费质保*

在蔚来换电服务体系内换电，终身质保的权益不受影响。
即换电权益，和质保，可叠加享受。

2020
蔚来持续布局换电站
进行中



蔚来汽车
NIO



陕A·D10789



Transporte y Construcción



Firma mexicana adquiere activos de movilidad eléctrica de Beat en México y operación en Colombia

Vemo, que da servicios a través de Uber en su país, incrementará su operación en Mexico e iniciará actividades en Colombia, como parte de su compromiso de expansión regional en Latinoamérica, detalló.

Por Déborah Donoso Moya / Foto: Beat | Publicado: 📅 Martes 15 de noviembre de 2022 | ⌚ 16:54

Industria

Copec entra al negocio de la última milla tras compra de Blue Express y buscará ampliar su cobertura

La distribuidora de combustible mantiene 681 estaciones de servicio y 422 tiendas de conveniencia, que se sumarán a los 1.000 puntos de la compañía logística.

Por: Magdalena Espinosa y Martín Baeza | Publicado: Lunes 26 de septiembre de 2022 a las 08:36 hrs.

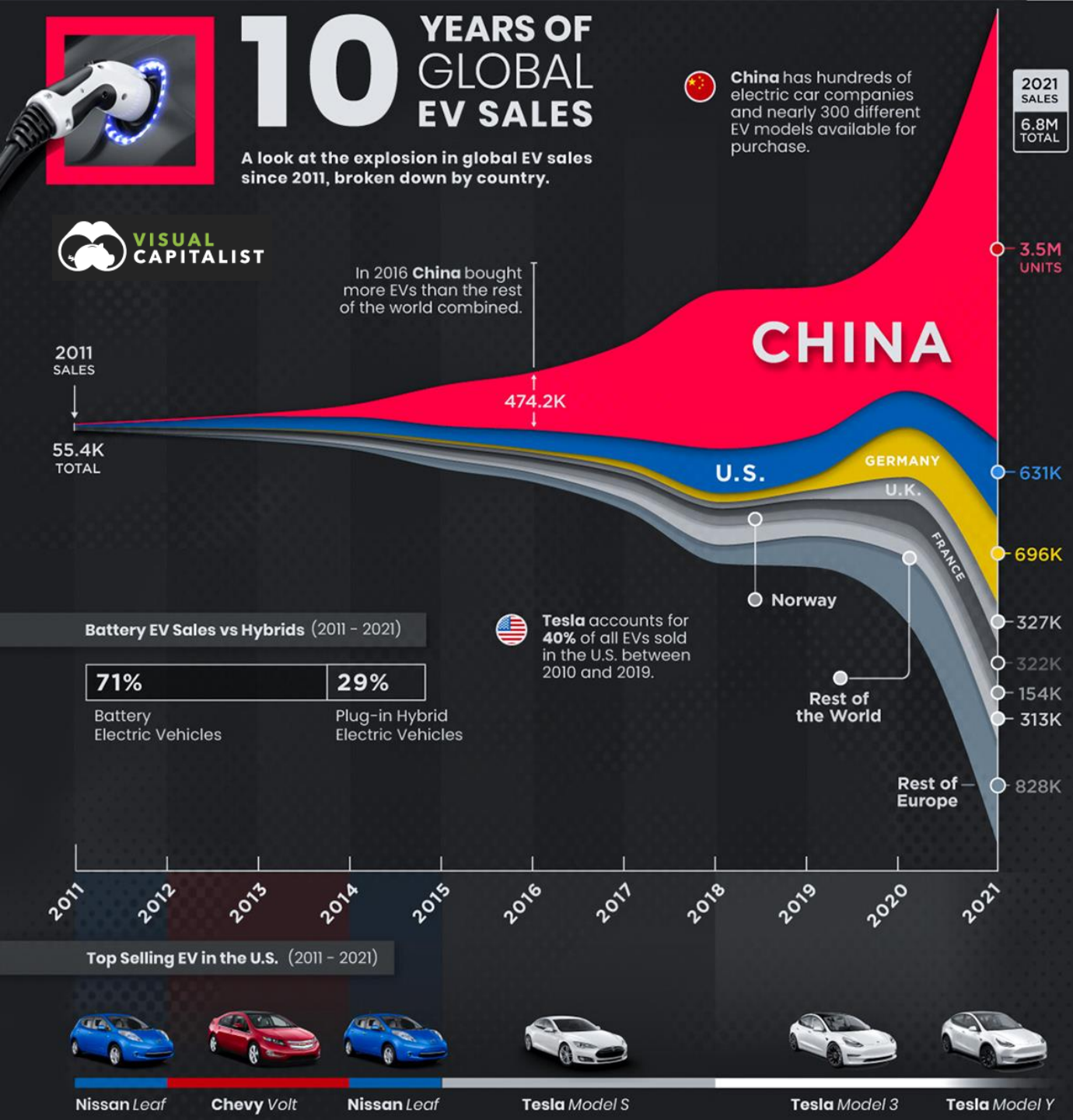




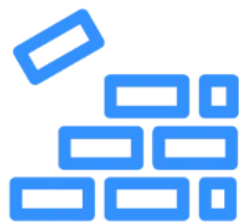
TRANSPORTE AUTONOMO

ULTIMA MILLA





- EV mundo: De 55K a 7M en 10 años (proceso exponencial)
- Desde 2016, China representa más de la mitad de las ventas mundiales
- En China hay más de 300 modelos de EV disponibles (3/4 de la variedad)
- El precio EV en China es sólo un 10% superior al de los ICE (frente al 45% en otros grandes mercados)



Company Builder

We build companies using our methodology to identify real issues and to create impact-driven solutions.

[Read More](#)



Venture Capital

We invest in startups with high impact that form the future of mobility.

[Read More](#)

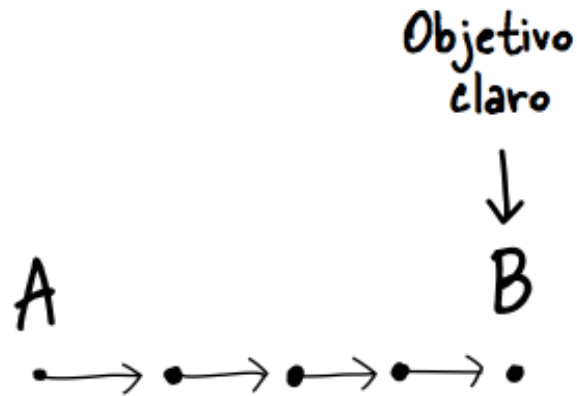


Accelerator

We support and accelerate startups that solve real problems in the mobility industry.

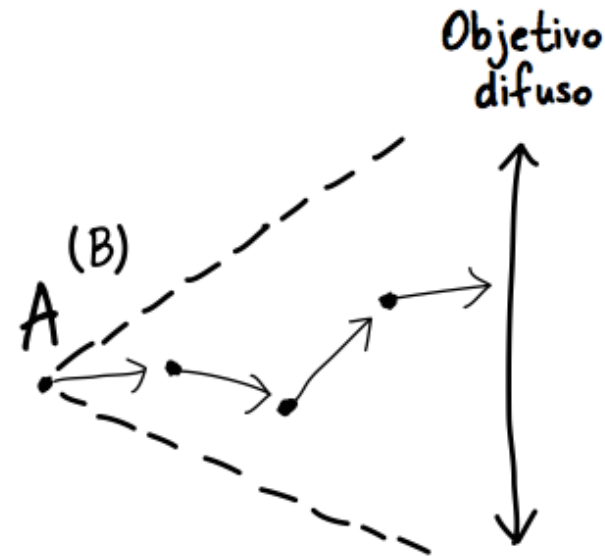
[Read More](#)

¿SOMOS UNA ORGANIZACIÓN AMBIDIESTRA?



EXPLOTAR

vs.



EXPLORAR

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martin@micinnovation.com

