

Introduction to Hyundai Ventures

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Hyundai Ventures

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Offices

Hyundai Venture Plaza (Korea)

- Est. 1999. 50+ employees in 2016
- Regions of focus: Global except US

Hyundai Ventures (Silicon Valley)

- Est. 2011. 8 employees in 2016
- Regions of focus: US, parts of EU

1

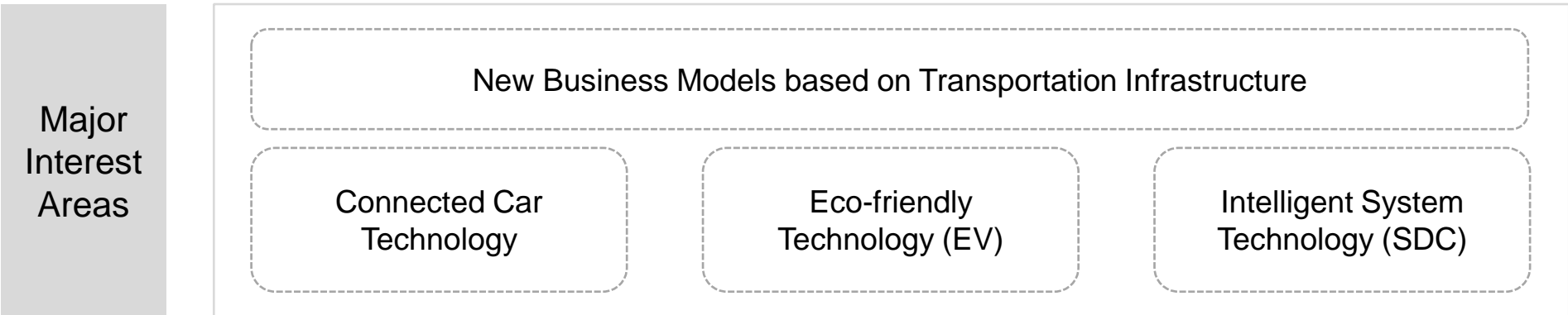
Strategic Investments (SV & Korea)

- Secure technological asset for HMC's leadership and competitiveness.
- 30 total investments made in startups since 1999; 3 startups in US and 2 venture fund investments.

2

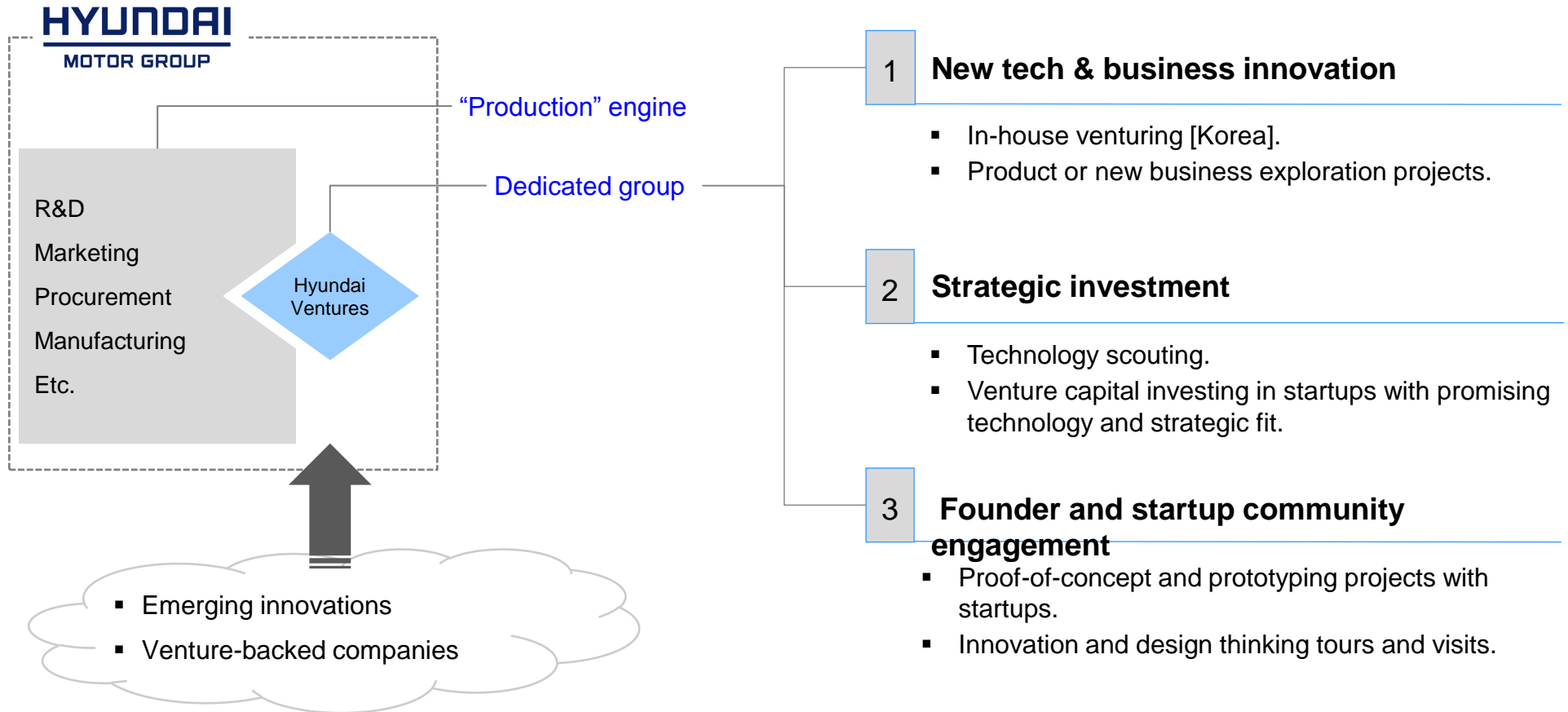
In-house Venturing (Korea)

- Incubate promising technologies and business through cross-functional new organization.
- Has incubated 31 venture projects and spun-out 8 new start-up companies since 2000.



Mission and roles of Hyundai Ventures in the US

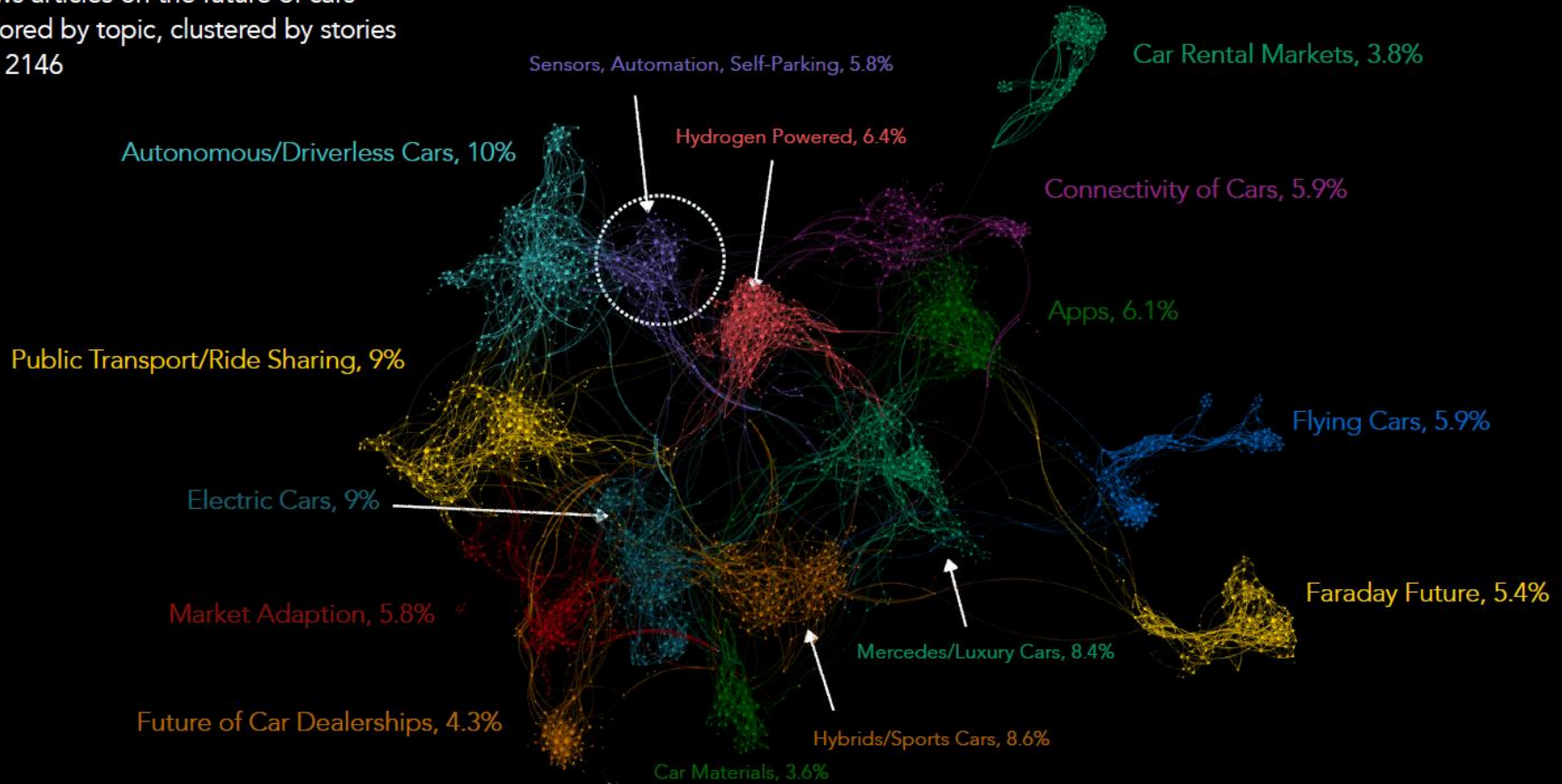
An interface to some of the emerging innovations and the means to make venture investments in select startups which are considered to be strategically important to our technology, product, or market roadmaps.



What will be the “Future of Cars”?

DRIVERLESS CARS, ELECTRIC CARS, AND INCREASED INSTANCES OF PUBLIC TRANSPORT/RIDE SHARING DOMINATE CONVERSATIONS

News articles on the future of cars
Colored by topic, clustered by stories
n = 2146

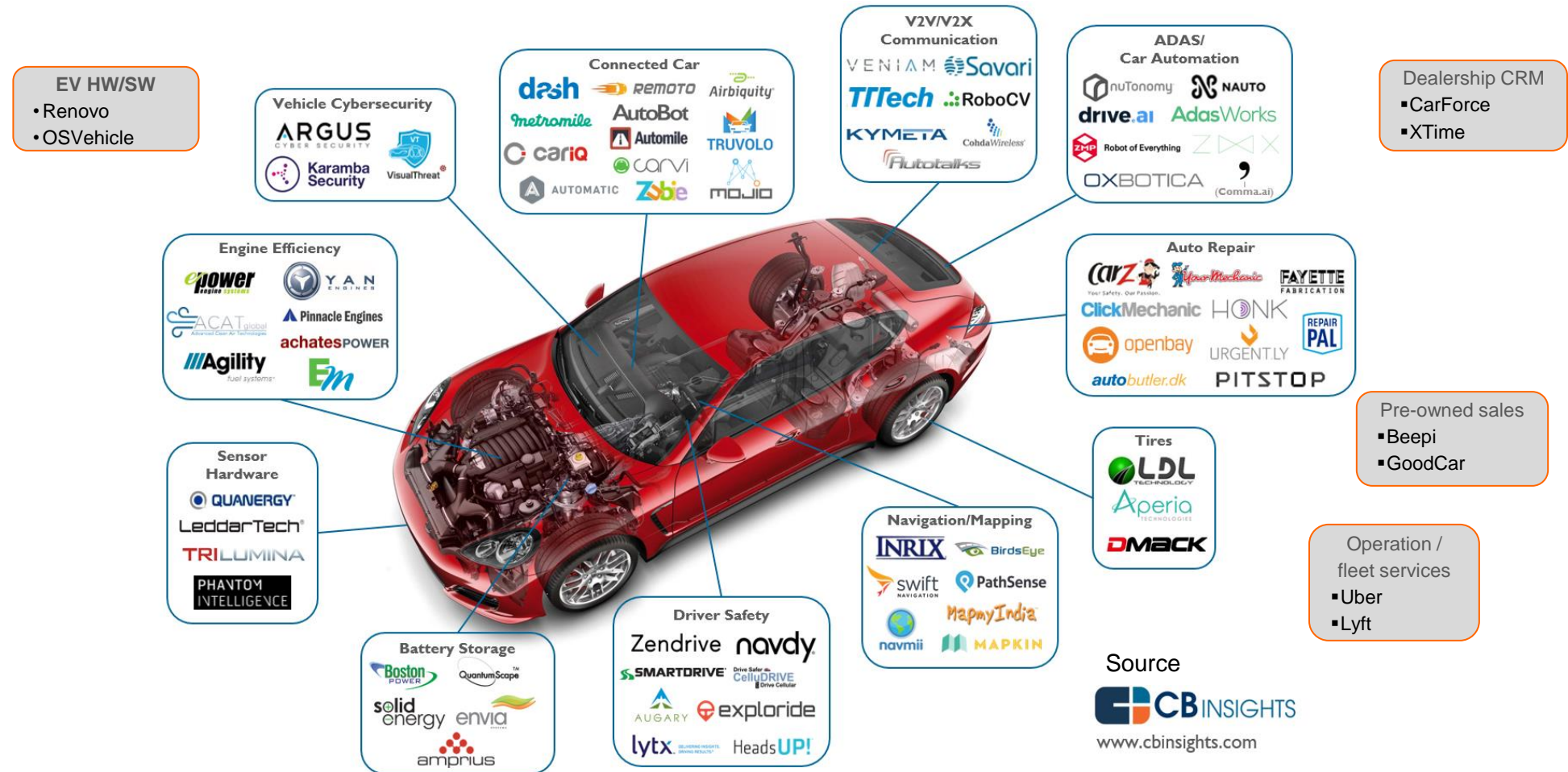


Quid

The unbundling of the automobile

The quality and quantity of startups directly impacting the car and traditional value chain has accelerated since 2014; the pace (e.g., investments) continues to grow.

- US tech (ICT) giants – Google and Apple – could also make significant impact to the traditional automotive value chain.

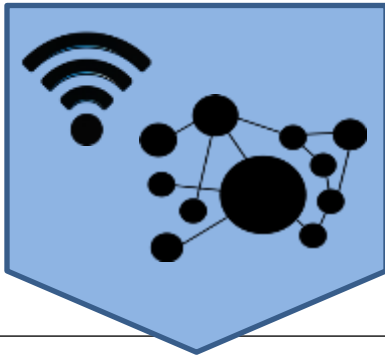


Expectation to start-up community

- Technology Partner
 - Increasing the efficiency
 - Exploring new areas of possibility
- Business Partner
 - New business models
 - One of the most difficult areas for OEMs
- Start-ups are the best partners to explore uncertain and unpredictable futures together

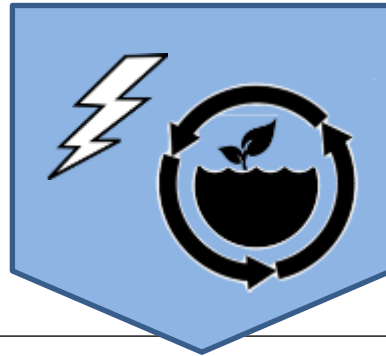
Themes for Investments and Partnerships

Mobile Devices/Internet and Automotive Convergence



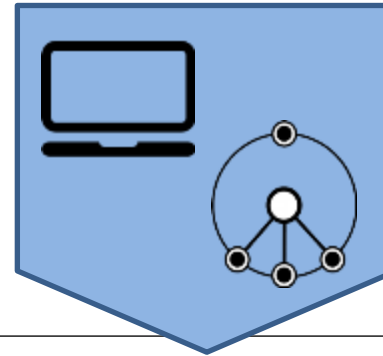
- Mobile/wearable device to X interfaces
- Apps and Software Dev. Kits
- Display, voice, audio technology
- Mapping and navigation
- Conferencing and media platforms
- Cyber-physical security
- Big data and predictive analytics
- M2M

Cleantech / Eco-friendly Technologies



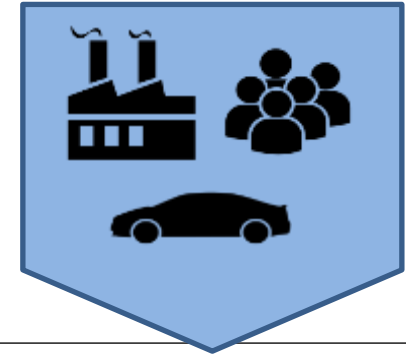
- ICE efficiency improvements
- Renewable energy storage systems
- High-power semiconductors
- Fuel cell technology
- Lightweight materials and fabrication
- Electric motors
- Wireless charging of EVs
- Waste heat recovery
- Sustainable bio-products
- Recycling

Intelligent Systems



- Advanced driver assist technologies
- Machine learning
- Context aware technologies and
- Augmented intelligence
- Context aware and considerate computing
- Computing and sensor HW and infrastructure
- Sensor fusion
- Robotics

New Business Models in Mobility; Enterprise Innovation



- Car and Transportation as a Service
- Partnership based product development and supply chain
- Vehicle-customer relationship management
- Cloud computing for enterprise collaboration
- Big data analytics for enterprise innovation
- Synergistic opportunities
- Big data enabled services

Synergy Among the Themes

Note: The bulleted point items are examples, not exhaustive, and not mutually exclusive to each theme.