

יום עיון בנושא תחבורה חכמה

Capsula, Smart Mobility @TAU



Ariel Sella, Managing Director

Disruption



Technology Economics
Reshape Value Network

Marginal Cost > Zero

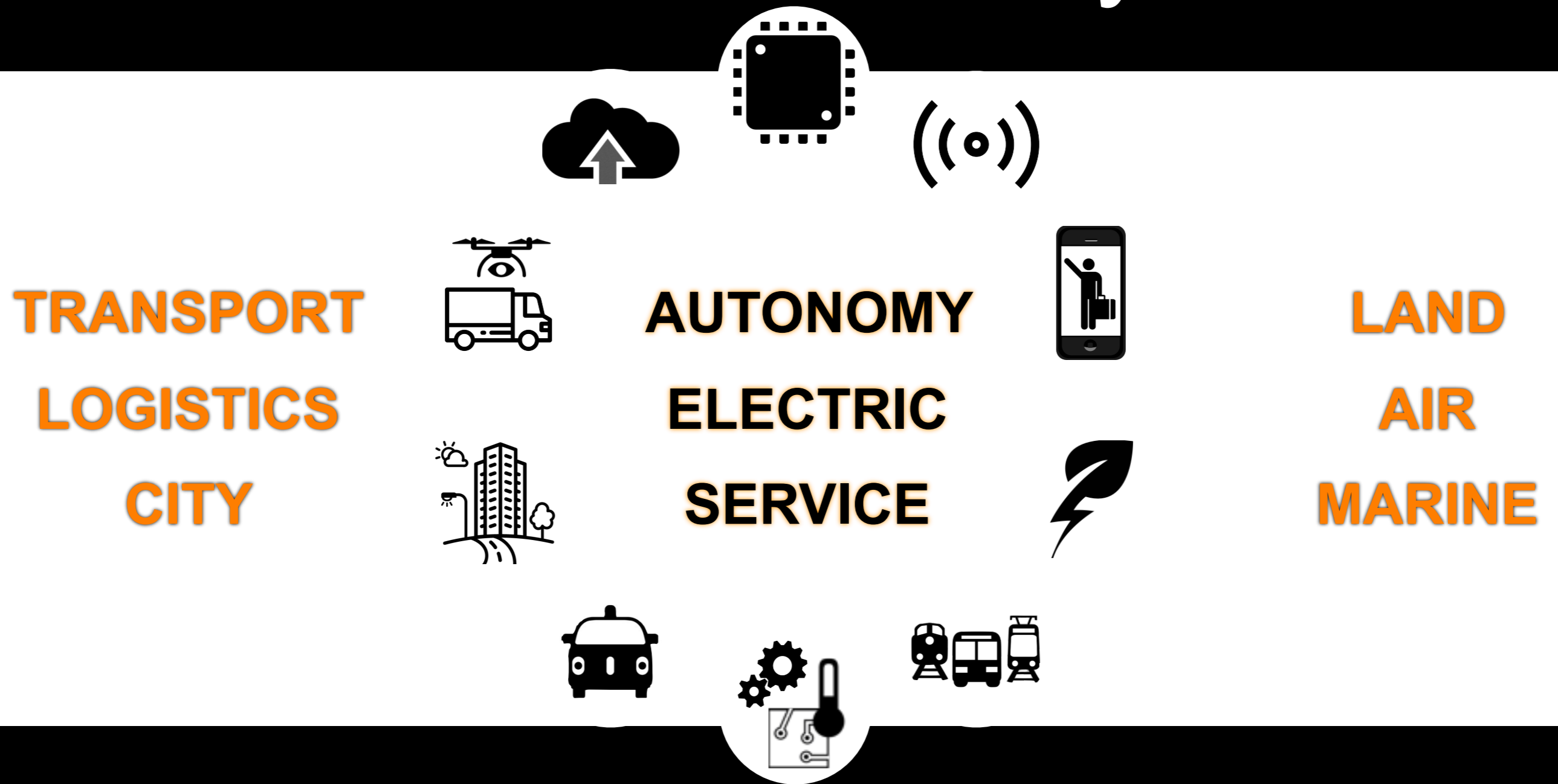


Sense

Think

Talk

Smart Mobility



Value Network Reshaped

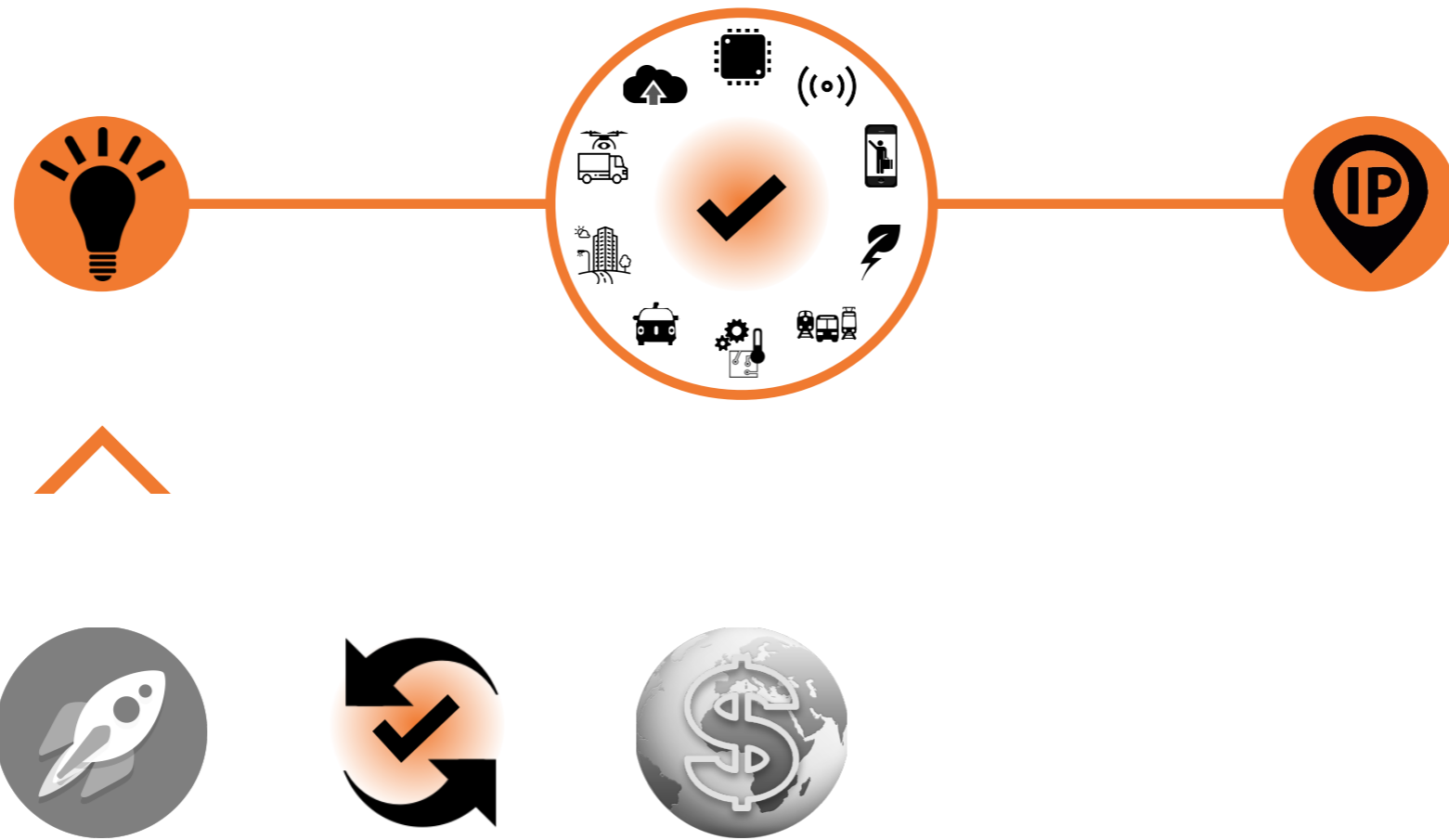
RESHAPING MOBILITY



FORUM

VALUE NETWORK
PARTNERSHIPS

RESHAPING MOBILITY



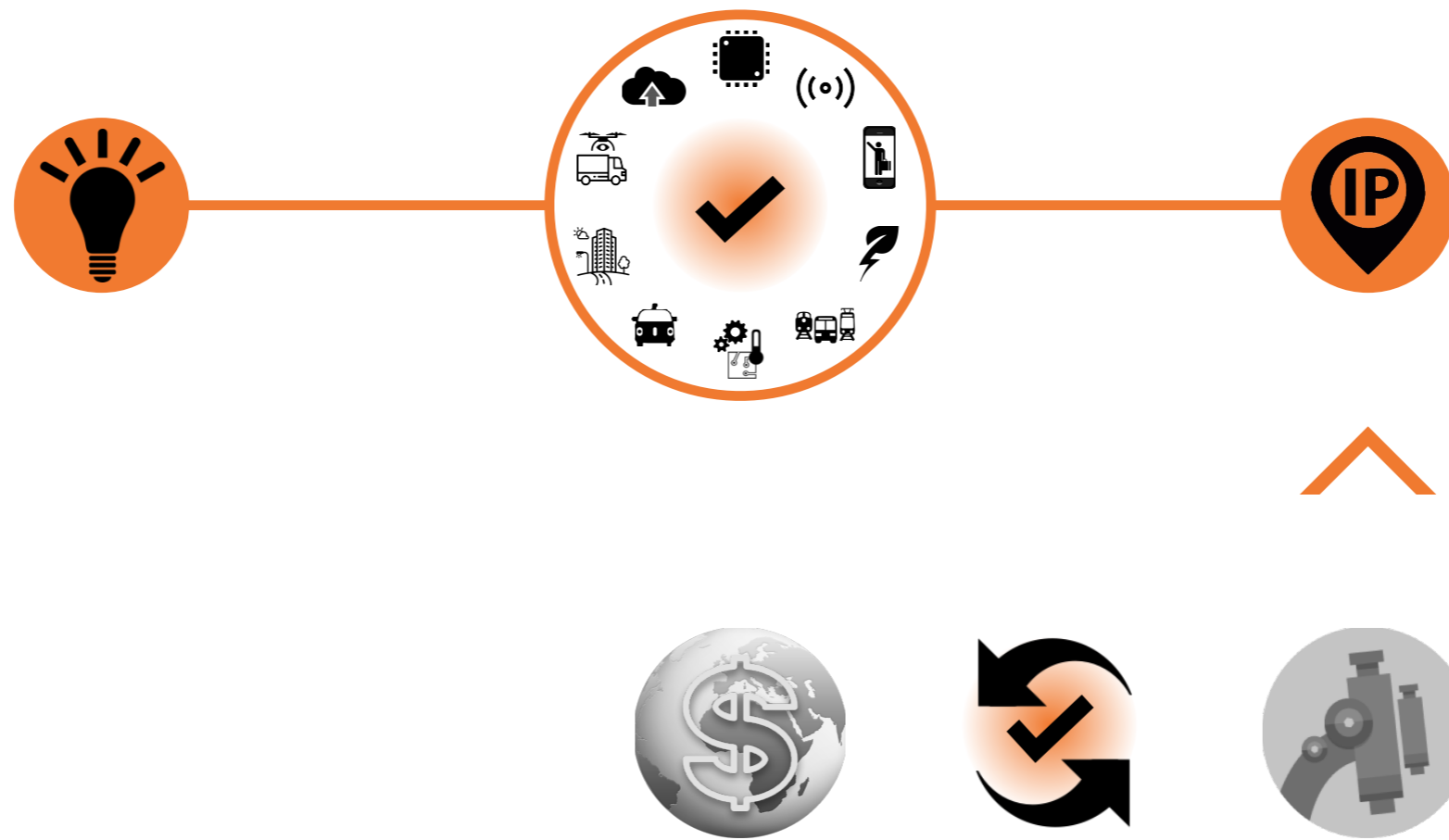
STUDIO

CUSTOMER
VALIDATION

FORUM

VALUE NETWORK
PARTNERSHIPS

RESHAPING MOBILITY



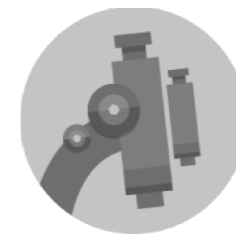
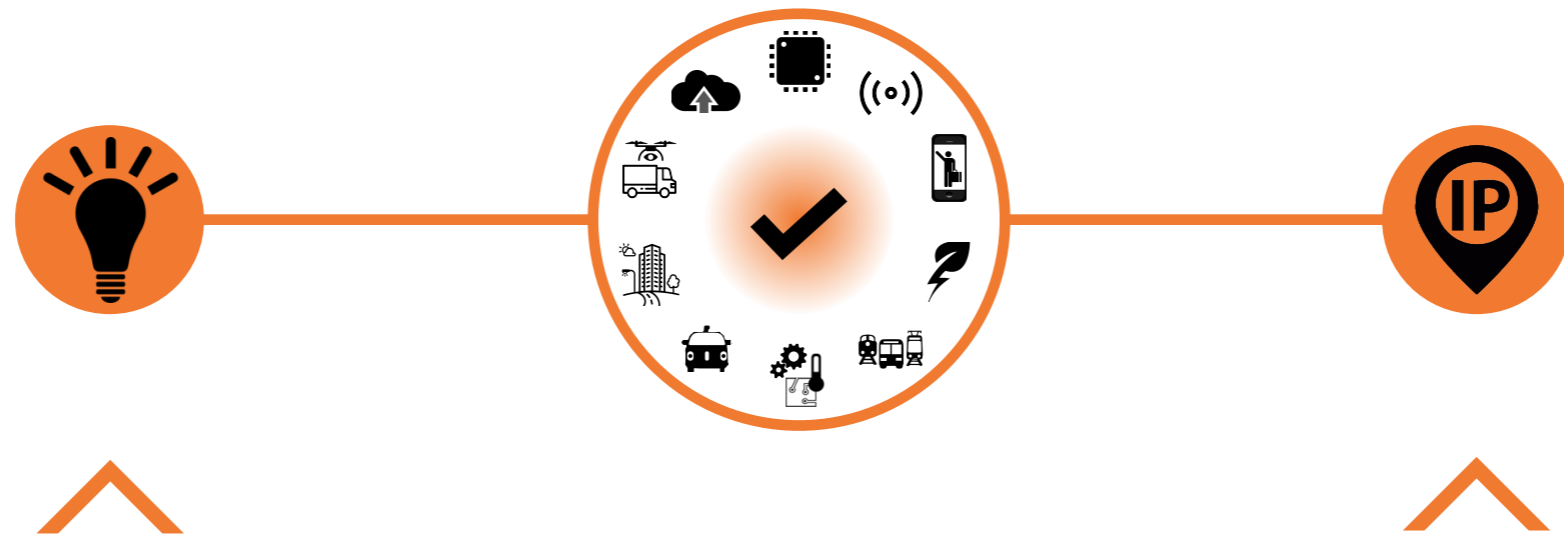
FORUM

VALUE NETWORK
PARTNERSHIPS

LAB

TECHNOLOGY
VALIDATION

RESHAPING MOBILITY



STUDIO

CUSTOMER
VALIDATION

FORUM

VALUE NETWORK
PARTNERSHIPS

LAB

TECHNOLOGY
VALIDATION

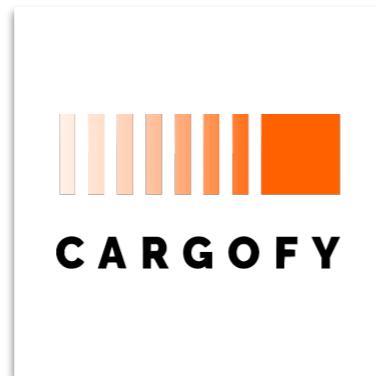
CAPSULA.STUDIO

Summer '16

Jun 21 - Sep 21



Autonomous
Merchandising



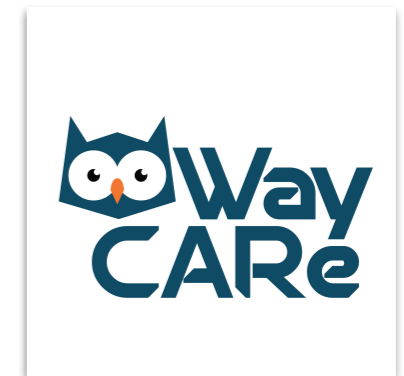
Logistics
Platform



Automotive
Cyber Security



Autonomous
Sensor



Smart City
Forecasting

IDEAS > FUNDS

CAPSULA.STUDIO

Spring '17

Jun 21 - Sep 21

Smart City
Optimization

Fleet
Cybersecurity

Autonomy
Sensors

Ride
Sharing

Drone
Autonomy

Smart
Ticketing

Personalised
Infotainment

Automotive
Chip Design

Fleet
Inspection

Smart
Logistics

> 100 APPLICATIONS
IN PROCESS

CAPSULA.LAB



Autonomous
Car Platform
(in planning)

Entrepreneurs
Researchers
Students

Sense
Think
Talk

Research Funds & Platforms

CAPCON

ENTREPRENEURS - RESEARCHERS - INDUSTRY



**TRENDS
ANALYSIS**



**DESIGN
THINKING**



THANK YOU!

Capsula, Smart Mobility @TAU



Ariel Sella, Managing Director