

# Digital Transportation Exchange

Connecting People, Resources, and Technology for  
Transportation Innovation

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# The Problem: Today there are Silos

## Federal / State / Local Governments

create quality  
transportation  
solutions

creating jobs  
in a tight  
economy

resource and  
technology  
challenges

## Industry

large, growing  
industry

not always  
involved in  
innovative  
new tools and  
technologies

## Entrepreneurs, Businesses and Startups

create quality  
technology  
solutions to  
major  
problems

create large  
profitable  
companies

limited  
understanding  
and focus on  
transportation

## VCs and Strategic Investors

keen on  
funding digital  
technology  
transportation  
solutions

have  
opportunity  
for revenue  
and profits

see limited  
entrepreneur  
interests and  
business plan

## Experts and Academics

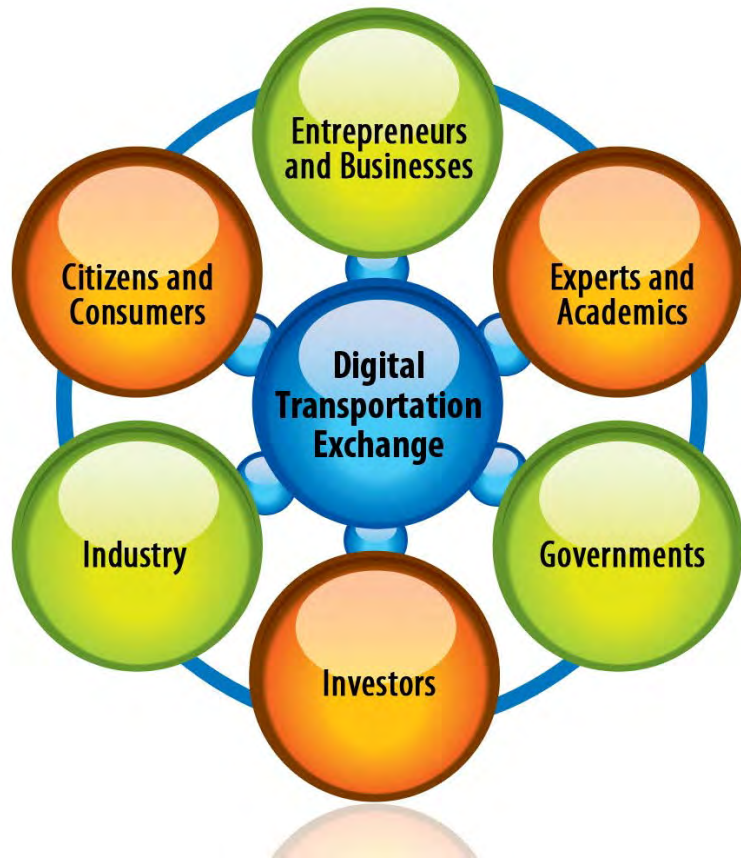
understand  
the complex  
problems and  
potential  
solutions in  
transportation

lack access to  
the resources  
to take  
solutions to  
market

## Citizens and Consumers

want efficient  
and effective  
transportation

# The Solution Could Be the DTE



**Built by you, for you!**

**What:** The objective of DTE will be to bring people and resources together virtually and physically to create innovative digital solutions and companies for transportation.

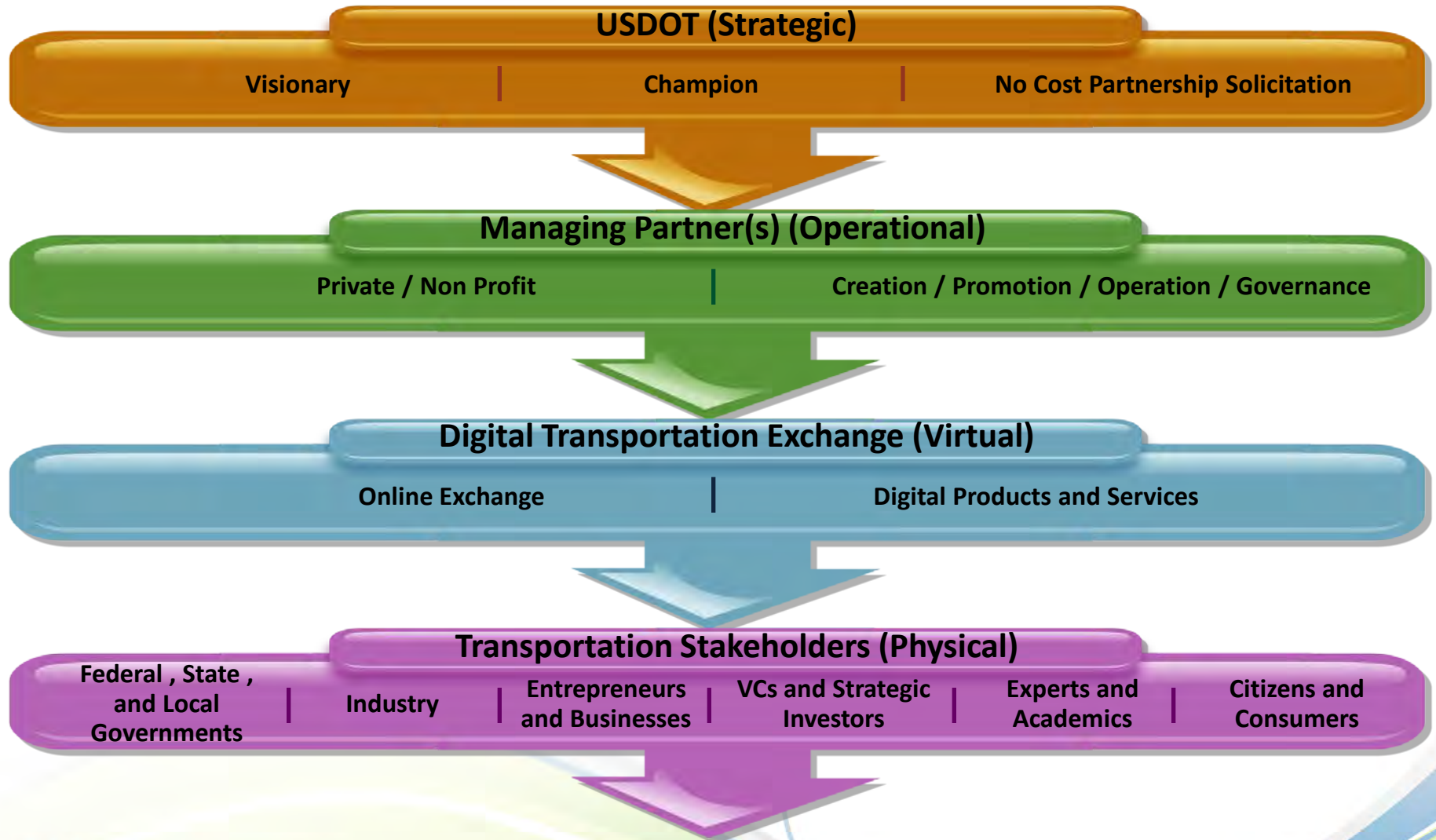
**How:** Through a public-private partnership, DOT will catalyze this innovative exchange at no-cost to the Government.

**Who:** DOT would work with a variety of stakeholders to stand-up and support DTE, including managing partner(s) to build and operate the platform.

**When:** The managing partnership would launch in winter2012.

**Where:** The exchange will have both virtual and physical components.

# DTE would Inject New Connections





# DTE Services Would Evolve



**Prioritizing Problems:** Identify and prioritize transportation problems by size and intensity through ideation and crowd sourcing.



**Solutions Teaming:** Encourage teaming of entrepreneurs, developers, experts, and government entities to create innovative digital transportation strategies and plans for funding.



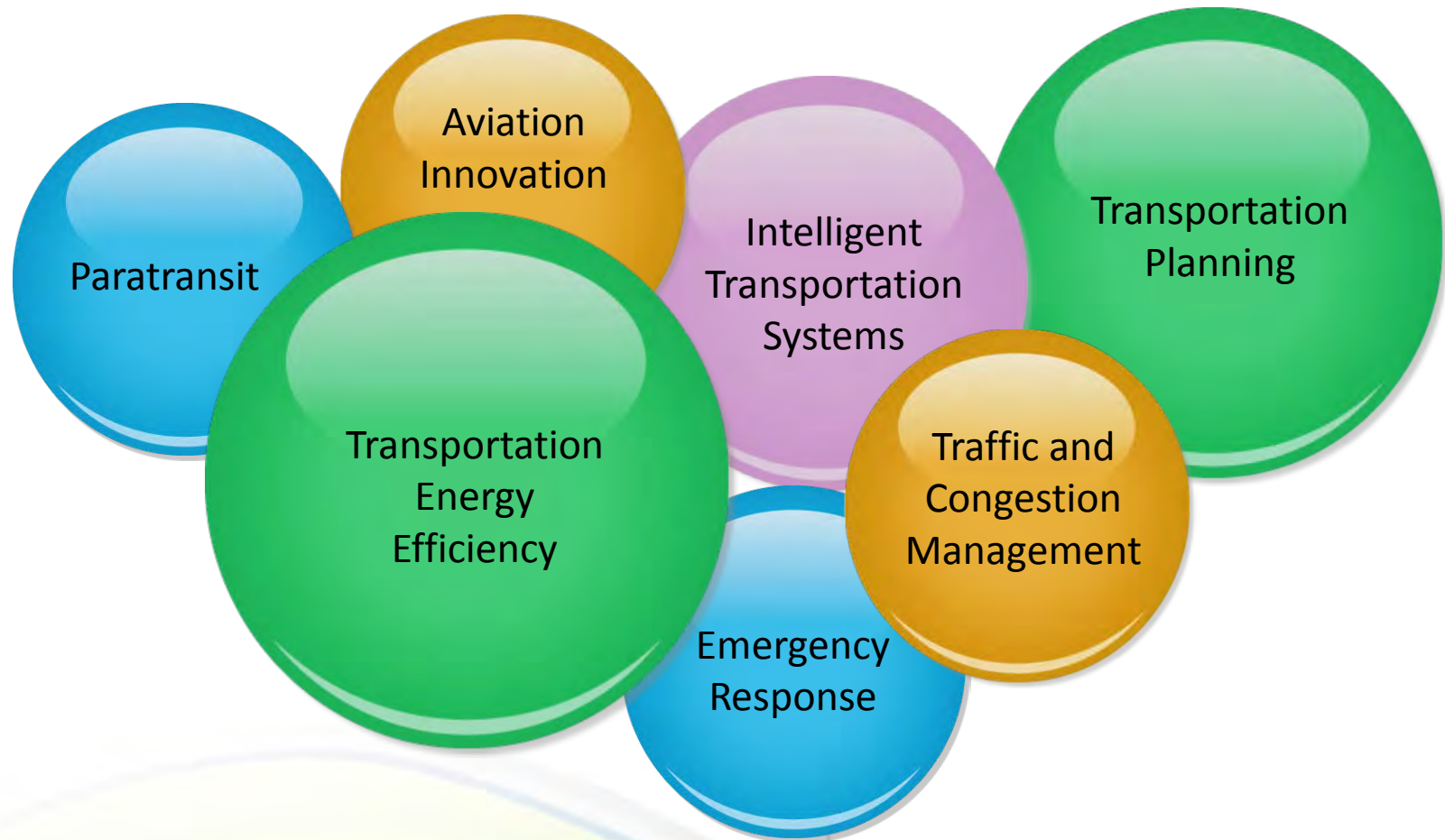
**Funding and Prizes:** Attract investment community attention to digital transportation business plans and stimulate development .



**Marketing and Showcasing:** Draw attention to the transportation industry's technology needs and showcase solutions.

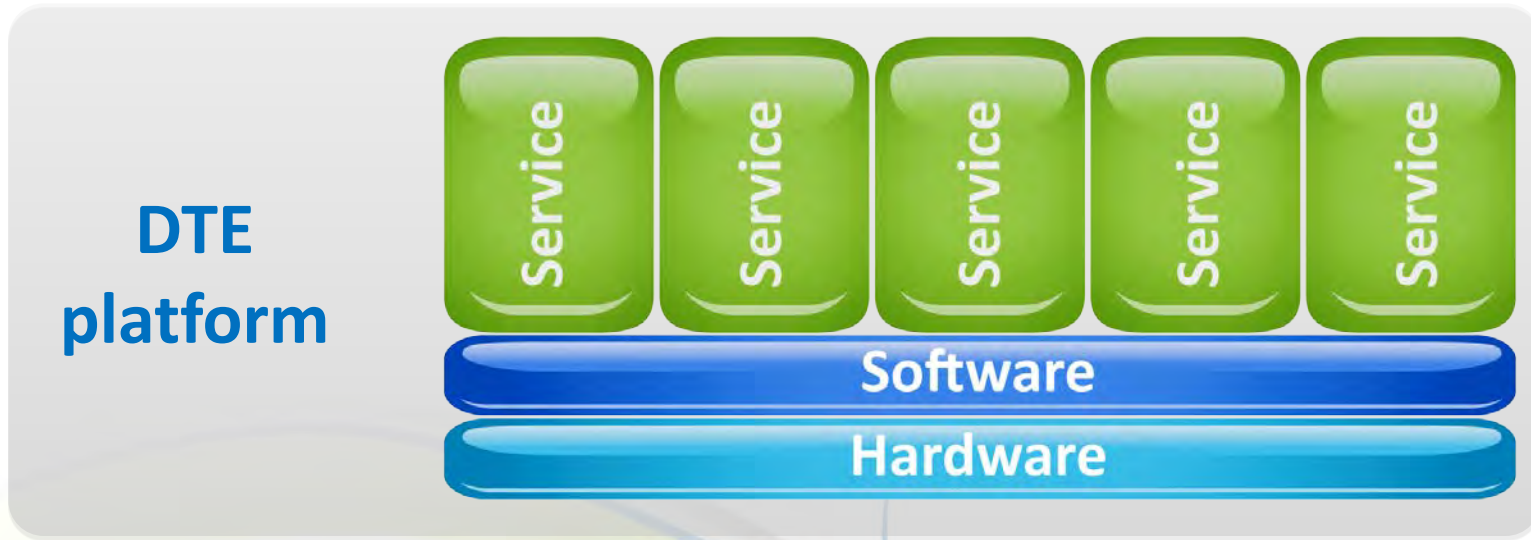
**The DTE could catalyze market development by increasing the supply of solutions as well as the demand by drawing the attention of users and investors.**

# DTE Expertise Applies to Many Topics



# DTE Would Need a Dynamic Platform

- Platform developed, and maintained by non-DOT sources.
- Overall specifications for the platform will initially be set by DOT.
- Multiple contributors/partners could support this structure.
- The platform and services would continuously evolve to address needs.



# DOT Would be a Critical Partner



**Champion the DTE:** DOT will draw attention to the DTE and contribute to the expertise and knowledge base needed to develop innovative transportation solutions.

**Help to Set and Approve Specs:** DOT will help to govern the overall DTE through overseeing the functions and specs of the platform.



# Managing Partner(s) would Build It



## Roles of the Managing Partners

- Build and maintain the online platform
- Promote the community/platform
- Manage off-line components of the DTE
- Others?

## Advantages to Being a Managing Partner

- Increased name recognition
- Full view of the landscape of transportation issues
- Build important connections within the community
- Working relationship with US DOT

## Considerations for Managing Partner(s)

- Managing Partners will not receive funding from DOT
- Multiple managing partners playing different roles or a team approach

# DTE Would Rely on Stakeholders



**To Build, Grow, Upgrade and Maintain an Online Platform:** This platform should be dynamic and evolving, allowing others to add to its functionality based on community demand over time.



**To Promote the Community/Platform:** Participants in the DTE should be expanding over time and the transportation topics they cover should be continually growing.



**To Contribute Solutions, Expertise and Funding to the Marketplace:** The DTE should encourage new transportation solutions to be developed, creating new opportunities for companies, jobs and products in the transportation industry.



**To Be Innovative:** The DTE online platform should be an open, collaborative space that allows for new specs/functionalities to be plugged in by contributors from multiple sectors and sizes.

# Imagine the Possibilities without Silos



The use cases are hypothetical. These use cases are intended to illustrate the potential use and impact of the Digital Transportation Exchange, if launched and operational, to a wide variety of stakeholder communities. Potential uses are not limited to these use cases and the DOT does not endorse these ideas in particular. These examples are purely illustrative.

# The Shipper



The Shipper

**Jean Jacobs**

Children: 2

Job: **Scheduler at a freight shipping operator**

Loves: **Post-it notes**

Hates: **Inefficiency**

*“We have a bunch of empty cargo space in our weekly shipments, but we’re having a hard time finding local businesses to use it.”*



# The Shipper



***“On the DTE, I submitted my idea for that tool, and within a few months a developer in California had created it!”***

## **Through DTE:**

- **Jean connected with Bob, the owner of a local yogurt producer, whose inventory had been spoiling in transit.**
- **Bob switched to Jean’s company for shipping.**
- **Yogurt is leaving earlier, so it is no longer spoiling in transit.**
- **Jean no longer has empty cargo slots.**

# The Retiree



The Retiree

**Megan O'Hara**

Children: 4  
Job: Retired  
Loves: Grandchildren  
Hates: Cold Weather

*“I can never figure out who to call to get a ride to the hospital for my appointments.”*

# The Retiree



*“My son found a simple application for my computer through the DTE that helps me find a ride by entering simple information!”*

## Through DTE:

- Megan found and began using a simple application on her computer.
- The application aggregates all the ride information from multiple agencies.
- Megan just enters her zip code, what time she needs to be picked up, and a destination.

# The Investor



The Investor

**Oliver Charles**

Job: **Venture Capitalist**

Loves: **Cigars**

Hates: **Broccoli**

*“I hear buzz around new technology opportunities in the transportation sector, but where do I find projects I might be interested in funding?”*



# The Investor

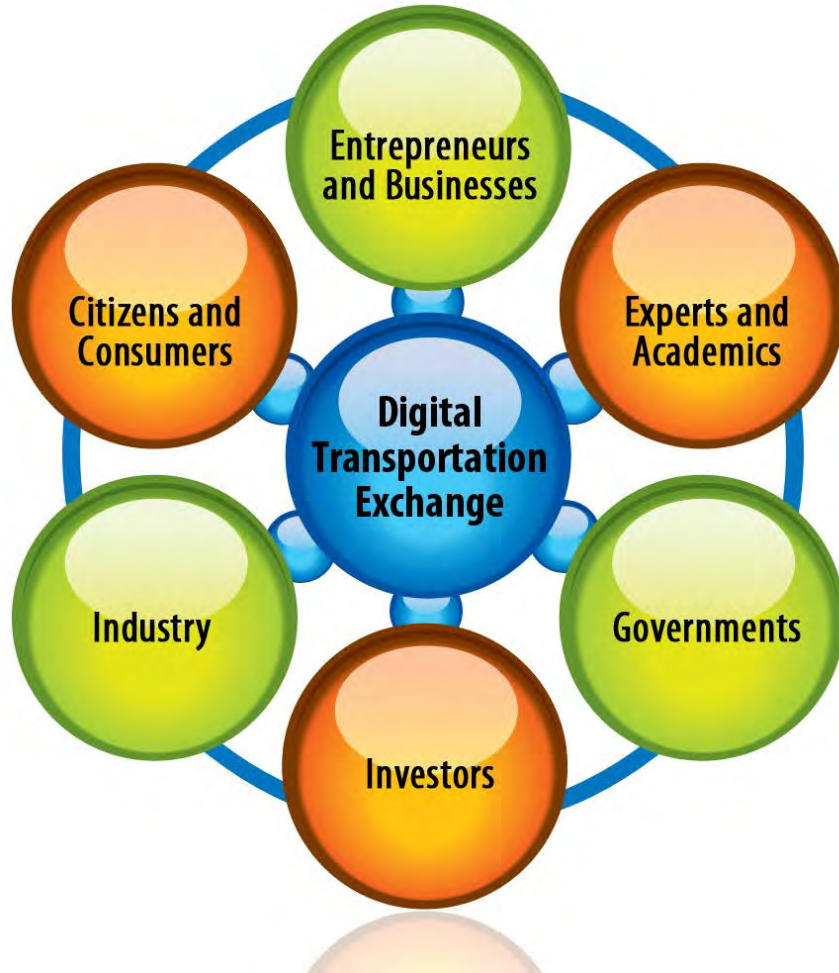


*“The Digital Transportation Exchange allows us to see projects at various stages of development and allows us to match our focus with like-minded experts, developers and entrepreneurs.”*

## Through DTE:

- **Oliver can search DTE for a variety of projects.**
- **Investors have insight into projects in varying stages.**
- **Teams can form based on ideas, skills, and funding.**

# Thank You for Participating



**In the break-out sessions, we will discuss a variety of topics:**

- Identifying the Need for DTE
- Incentivizing Individual Participation
- Building the Solution
- Launching and Implementing DTE
- Defining success

**We look forward to your feedback!**

**DTE: Built by you, for you.**