

AUTOMOTIVE CASE STUDY

Driving Safety Forward:
Pioneering Automotive Technology in Global Markets
and Regulatory Environments



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THE NEED:

Industry and Sector:

The company operates within the safety vertical of the Automotive sector.

Product Focus:

Develops a unique technological system aimed at preventing car accidents, particularly focusing on scenarios involving trucks and buses due to mobile phone use while driving.

Global Expansion:

Interested in entering global markets for the first time.

Regulatory Engagement:

Seeks to be active in the regulatory phase, understanding that regulation in driver safety is an effective way to promote sales of their product.



THE SOLUTION:

The solution combined various fields of research:

- Global regulation,
- Local regulation,
- Customer segmentation research and
- Competition analysis.



THE SOLUTION:

Regulation Research: Study existing driver safety regulations in Europe, the USA, and Australia.

Country Selection: Identify countries with a high demand for the company's safety solutions for focused local research.

Customer Research: Explore potential customers including large truck fleets, school bus fleets, and transportation companies in target countries.

Industry Research: Investigate car manufacturers, OEMs, and Tier 1 companies for insights into technological trends and developments in the automotive sector.

Collaboration Opportunities: Examine potential partnerships with Driver Safety and Student Transportation associations.



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THE RESULTS:

Market Penetration: The product has successfully entered markets in Europe and LATAM, with initial pilots underway in various territories.

Regulatory Influence: The product has influenced EU regulations, with the company's recommendations impacting the next stage of the regulatory process.

Support from International Organizations: The product is endorsed by international organizations that have a specific interest in this automotive technology.

Cost-Effectiveness: The strategic research approach has been cost-effective, significantly reducing mistakes that could have been costly in terms of money and time.



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