COMMSIGNIA

Vehicle-to-Everything (V2X) Solutions

- Budapest University of Technology and Economics -

- March 7th, 2024 -

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www.commsignia.com

Hello – I'm Szabi

Szabolcs (Szabi) Patay

- Born in 1983

- Graduate of BME / Computer Science

- Internship in Finland / Tampere University of Technology

- Internship in the USA / Hungarian American Enterprise Scholarship Fund

- Management & IT Consultant, Project Manager prior Commsignia

- CEO and Co-Founder of Commsignia

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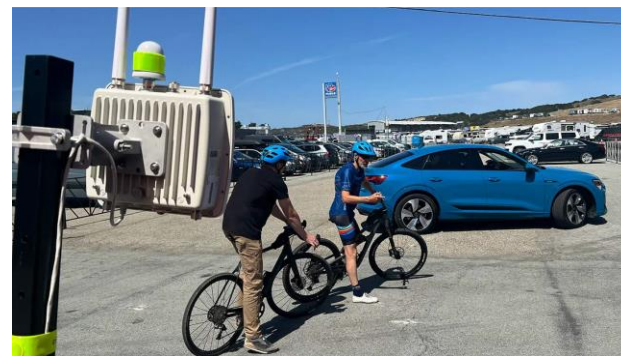# Your Personal Career - Strategic Aspects

- You lay down the foundation of your career now.

- Go out, see the world, see

    - Countries, cultures,

    - Companies of different sizes ("mom & pop" companies, startups, corporates)

    - Different business segments (Tech, Financial Services, Manufacturing etc.)

- Good mentor(s) / role model(s) can support your development a lot

You will connect the dots and reuse the learnings in surprising occasions in your careers & lives

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Commsignia is becoming the operating system of the connected ecosystem by connecting cars, two wheelers, pedestrians with each other and the smart city infrastructure to make intelligent transportation a reality.

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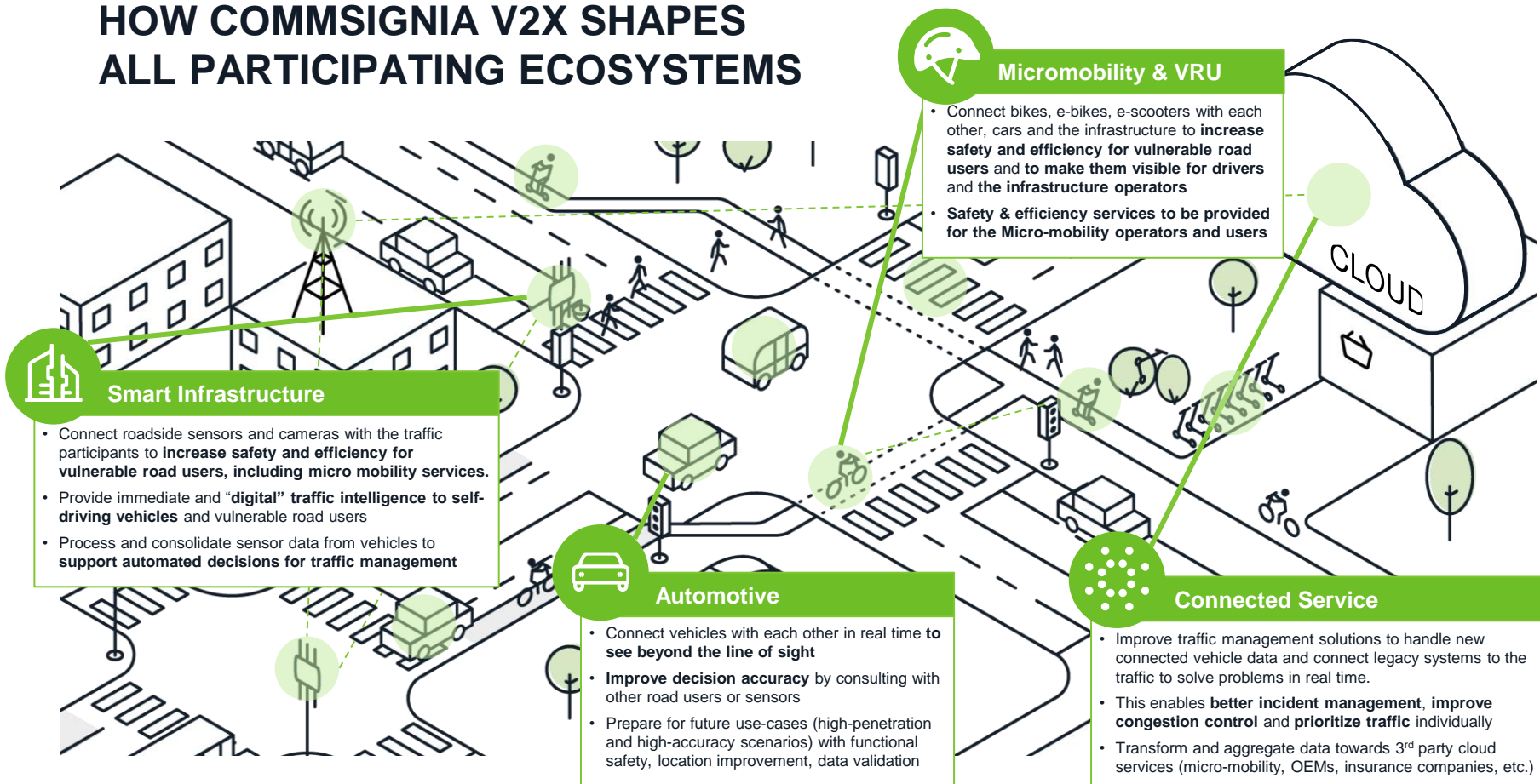
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Our solutions in operation

Check out our videos on YouTube: https://www.youtube.com/@commsignialtd/videos

HOW COMMSIGNIA V2X SHAPES ALL PARTICIPATING ECOSYSTEMS

Micromobility & VRU

- Connect bikes, e-bikes, e-scooters with each other, cars and the infrastructure to **increase safety and efficiency for vulnerable road users** and **to make them visible for drivers** and **the infrastructure operators**
- **Safety & efficiency services to be provided for the Micro-mobility operators and users**

Smart Infrastructure

- Connect roadside sensors and cameras with the traffic participants to **increase safety and efficiency for vulnerable road users, including micro mobility services.**
- Provide immediate and "**digital**" **traffic intelligence to self-driving vehicles** and vulnerable road users
- Process and consolidate sensor data from vehicles to **support automated decisions for traffic management**

Automotive

- Connect vehicles with each other in real time **to see beyond the line of sight**
- **Improve decision accuracy** by consulting with other road users or sensors
- Prepare for future use-cases (high-penetration and high-accuracy scenarios) with functional safety, location improvement, data validation

Connected Service

- Improve traffic management solutions to handle new connected vehicle data and connect legacy systems to the traffic to solve problems in real time.
- This enables **better incident management**, **improve congestion control** and **prioritize traffic** individually
- Transform and aggregate data towards 3rd party cloud services (micro-mobility, OEMs, insurance companies, etc.)
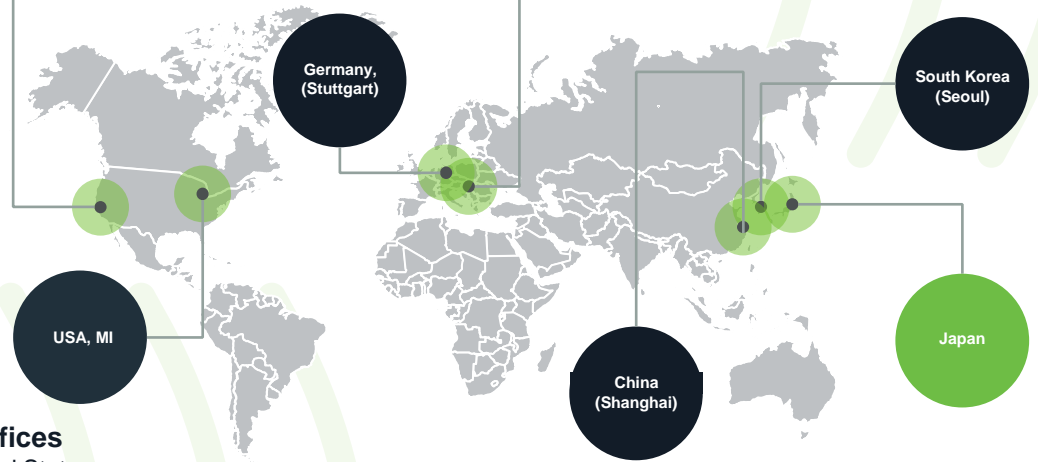
COMMSIGNIA: LEADER IN V2X GLOBALLY

Independent V2X Solution provider with 10 years of experience

R&D center based in Hungary, Europe
Commsignia, Founded 2012
Biggest V2X company with 150+ people

HQ in Santa Clara, CA

Germany, (Stuttgart)

South Korea (Seoul)

USA, MI

China (Shanghai)

Japan

Sales offices
- United States
- South Korea
- Germany
- China

existing offices | planned offices

Investors
- Samsung Catalyst Fund
- Qualcomm Ventures
- LG Electronics
- PortfoLion Capital Partners
- Partech
- Karma Venture
- Inventure
- DayOne
- Credo Ventures

Achievements
- $11.5M (Series A) in 2019
- $15.0M (Series B) in 2023
- Solutions validated in 21+ countries
- Major US Smart City Deployments
- Awarded Automotive OEM projects
- Biggest V2X company with 150+ employees globally

Market Segments
- Smart City and Smart Infrastructure
- Automotive
- Connected Service Delivery and Telecommunication (5G)
- Micro-mobility and Vulnerable Road Users

OUR VISION IS TO BECOME THE OPERATING SYSTEM OF THE CONNECTED WORLD

COMMSIGNIA
OPERATING SYSTEM

AUTOMOTIVE

SMART INFRASTRUCTURE

MICRO-MOBILITY

CONNECTED SERVICES

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Strategic Aspects – Ecosystem and Business Unit Strategy

- Why do we compete specifically these ecosystems?

- Number of business segments we compete in?

- How has our strategy evolved?

  - Automotive

  - Smart City

  - Micromobility

  - Connected Services

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Strategic Aspects – Ecosystem and Business Unit Strategy

- Prioritization of investment / resources between the business units?

- Maturity of the markets in the business segments?

- How much investment do you need?

- Organic Growth or Raise a Funding Round?

- Why does an investor invest in your company?

  - Building your business model, go to market strategy

  - How do you show that this is a company that will generate returns for its shareholders? → Selling your growth story to investors

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Strategic Aspects – How do you grow your company?

- Initial Funding – Startup Dynamics

- Organizational Development: Organic Growth vs. Investment Boosted Growth

- Roles and Responsibilities

    - Growing the organization

    - Changing role of the Founders

    - „Growing up" as a manager / executive

- Growth pains

- Get Sh*t Done vs. The Need for Processes (a structured way of working)

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Contact

SZABOLCS PATAY

CO-FOUNDER & CEO

szabolcs.patay@commsignia.com

+36 70 311 4361

commsignia.com

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