

Keynote:
**weTravel – Creating a New Mobility
Platform based on Jobs-to-be-Done**

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Q1:

Why a startup / business model @ VW?

Q2:

What does it mean to build up a venture
within the Volkswagen group?

Q3:

How did ODI[®] help to increase the innovation probability of your venture?

Q4:

What are the main considerations to take into account when building your platform?
Please share your perspective.

Q5:

Please share your 3 key learnings
during your journey.