

WHY ARE WE?

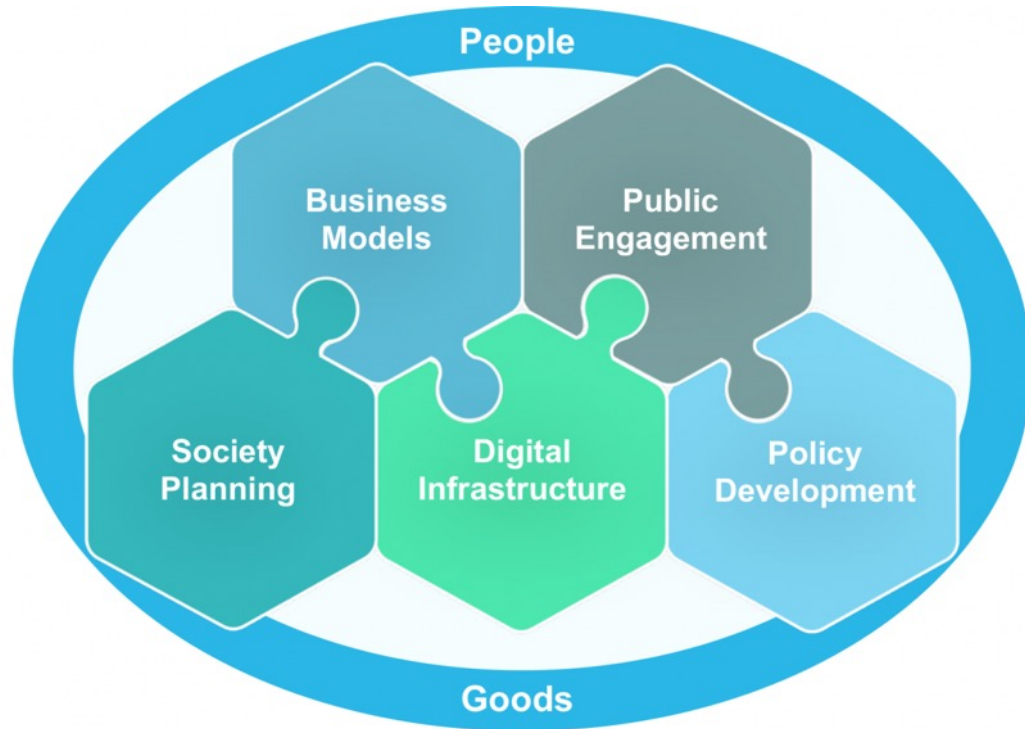
CHANGE FAILS TOO OFTEN!

...AND IT IS NOT THE TECH...

BUSINESS MODEL LAB

DRIVE:SWEDEN

OUR CHOSEN PURPOSE



GOAL

To accelerate the implementation and usage of automated, connected, electrified, and shared mobility by identifying opportunities and tackling bottlenecks connected to business models.

MISSION

To be an “incubator and a learning space” for projects and activities related to Business Model development under Drive Sweden umbrella

OUR CHOSEN PATH

