

**TECHFIRE**

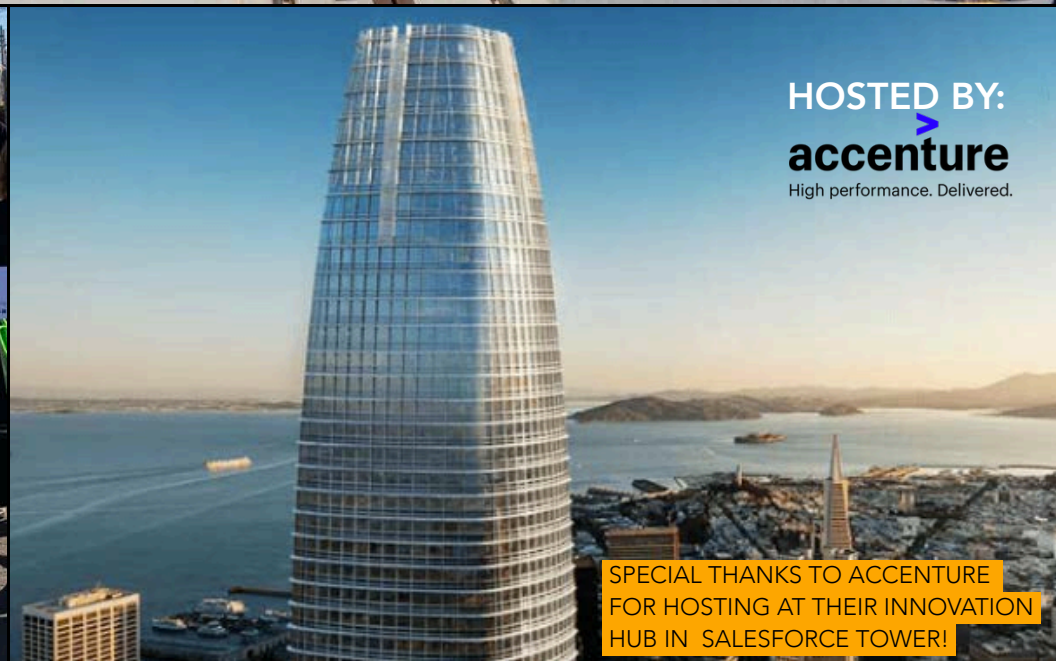
TECHFIRE'S

# AUTONOMOUS VEHICLES & MICROMOBILITY SUMMIT

NOV. 6, 2019 • SAN FRANCISCO (SALESFORCE TOWER)

INFO: [techfire.co/fall2019](http://techfire.co/fall2019)

FEATURING:



HOSTED BY:  
**accenture**  
High performance. Delivered.

SPECIAL THANKS TO ACCENTURE FOR HOSTING AT THEIR INNOVATION HUB IN SALESFORCE TOWER!

**BRINGING TOGETHER TOP AUTONOMOUS VEHICLE & MICROMOBILITY LEADERS**

**SPEAKERS:**



LORI PEPPER  
CALIFORNIA  
STATE  
TRANSPORTATION  
AGENCY



DR. ULRICH  
QUAY  
BMW i  
VENTURES



RYAN  
ARMBRUST  
ALLIANCE  
VENTURES

MICHAEL  
GRANOFF  
MANIV  
MOBILITY



ADAM  
KOVACEVICH  
LIME

ERIC  
WANG  
WIND  
MOBILITY

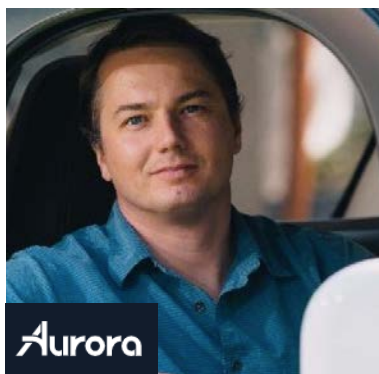


**SPONSORED BY:**

PRESENTING SPONSOR:



# PRAISE FROM OUR PAST SPEAKERS & ATTENDEES:



**"Fun event with a great set of speakers."**

— **Chris Urmson**, Co-Founder/CEO, Aurora & former Head of Google's Self-Driving Car Project (now Waymo)



**"Amazing conferences on autonomous vehicles and future mobility services"**

— **David Kim**, VP of Hyundai Motor Company (at the time); now Secretary of the California State Transportation Agency (CalSTA)

*No endorsement by government agencies is implied.*



**"Thanks again for a wonderful event yesterday. I really enjoyed the speakers and it was an immense pleasure to hear the entire program. What an exciting time!"**

— **Heidi King**, Acting Administrator, National Highway Traffic Safety Administration (NHTSA), USDOT

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# SUMMIT OVERVIEW

**WED., NOV. 6, 2019 (8 AM – 1 PM)**

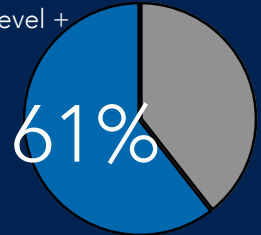
- 8:00 AM: Registration / Networking
- 9:00 AM Welcoming Remarks by TechFire
- 9:10 AM Accenture Fireside Chat/Presentation
- 9:35 AM Maniv Mobility's Michael Granoff, Founder and Managing Partner
- 10:00 AM Wind Mobility's Eric Wang, Co-Founder/CEO
- 10:25 AM Lime's Adam Kovacevich, Head of Americas Government Relations
- 10:50 AM Networking Break
- 11:10 AM BMW i Ventures' Dr. Ulrich Quay, Managing Partner
- 11:35 AM CalSTA's Lori Pepper, Deputy Secretary for Innovative Mobility Solutions
- 12:00 PM Alliance Ventures' Ryan Armbrust, Partner
- 12:25 PM Closing Remarks
- 12:30 PM Informal Networking to Follow (until 1 pm)

*Draft agenda.*

## PAST ATTENDEES

**61% Senior-Level Executives**

(CEOs / C-Level +  
Founder +  
VP +  
Director)



*Based on data from the 400+ RSVPs for the most recent TechFire Ignite Summit.*



## VENUE

**Salesforce Tower**

**Accenture's Innovation Hub** *(pictured above)*

415 Mission St, Floor 33  
San Francisco, CA 94105

## ABOUT TECHFIRE

**About TechFire:** TechFire is a nationally recognized conference producer that has been featured in Techmeme's list of nationally & internationally significant events. Our 45+ past events include events such as a 2018 micromobility summit sponsored by Lyft and hosted by the Los Angeles Mayor's Office atop City Hall, and a 2017 autonomous vehicles summit broadcast nationally on C-SPAN. [Click to view photos from past events and learn more.](#)

# SUMMIT OVERVIEW (continued)



## SPEAKERS

- Dr. Ulrich Quay, Managing Partner of BMW i Ventures (\$500MM fund)
- Lori Pepper, CA Deputy Secretary of Transportation for Innovative Mobility Solutions
- Ryan Armbrust, Partner, Alliance Ventures (Renault-Nissan-Mitsubishi's \$1 billion fund)
- Adam Kovacevich, Head of Americas Government Relations, Lime
- Michael Granoff, Founder/Managing Partner, Maniv Mobility (\$100MM fund based in Israel)
- Eric Wang, Co-Founder & CEO of Wind Mobility (European scooter company operating across Europe, Asia, and Israel)

## THEMES

- **The Road Ahead for Autonomous Vehicles:** what's next for AVs; "Are We There Yet?": addressing public expectation vs. reality on how long the journey to Level 4 (and 5) autonomy will take; what new types of startups and industry partnerships are likely in 2020 and beyond.
- **The Future of Micromobility:** what's next for scooters, e-bikes, and beyond: will we see consolidation as the market matures? Will we continue to see major innovation on modes, or has the sector reached a plateau?
- **Policy: Micromobility & Autonomous Vehicles Policy**

# BIOGRAPHIES: CONFIRMED SPEAKERS



## BMW i VENTURES' DR. ULRICH QUAY

### MANAGING PARTNER

As the Managing Partner of BMW i Ventures, Dr. Ulrich Quay heads BMW's €500 million (\$550 million+) corporate venture capital fund.

BMW i Ventures invests across autonomous driving, industry 4.0, digital car & automotive cloud, shared & on-demand mobility, e-mobility, customer digital life, AI/data/cyber security, and energy services.

A sampling of portfolio companies include Fair, Lime, May Mobility, Nauto, RideCell, and Zendrive, Turo, and Zūm.

BMW i Ventures is headquartered in Silicon Valley, also has offices in San Francisco and Munich.

Dr. Quay has been with BMW i Ventures since 2011, and previously was with BMW in Germany and the UK.

# BIOGRAPHIES: CONFIRMED SPEAKERS



## CalSTA DEPUTY SECRETARY LORI PEPPER

DEPUTY SECRETARY FOR INNOVATIVE MOBILITY SOLUTIONS, CALIFORNIA STATE TRANSPORTATION AGENCY

In August 2019, Governor Newsom appointed Lori Pepper to be Deputy Secretary for Innovative Mobility Solutions, at the California State Transportation Agency (CalSTA) . Prior to her appointment, Lori worked in Washington, DC as the Senior Federal Policy Specialist for Honda North America, Inc. where her portfolio focused on technology and innovation. This included connected and automated vehicles, robotics and artificial intelligence, intellectual property, and spectrum issues.

Lori also served on Capitol Hill for 10 years. She served as Policy Advisor and Deputy Floor Director for Speaker Nancy Pelosi, serving as the Speaker's advisor on issues related to small business, agriculture, and veterans, as well as her liaison to the moderate Blue Dog Coalition. Lori also served on the Science and Technology Committee as Director of Policy & Outreach under former Chairman Bart Gordon (TN), and worked for Rep. Albert Wynn (MD), among other roles.

# BIOGRAPHIES: CONFIRMED SPEAKERS



## ALLIANCE VENTURES' RYAN ARMBRUST

### PARTNER

Ryan Armbrust is a Partner at Alliance Ventures, Renault-Nissan-Mitsubishi's \$1 billion venture capital fund.

Co-located in Amsterdam, Silicon Valley, Paris, Yokohama, Beijing and Tel Aviv, Alliance Ventures invests \$200 million annually on behalf of the Renault-Nissan-Mitsubishi alliance. Launched in 2018, the fund targets technology and business model innovation in vehicle electrification, autonomous systems, car connectivity and new mobility services. Christian leads the investment team with headquarters in Silicon Valley.

Previously was a Partner and Venture Partner at ff Venture Capital in San Francisco and New York. Ryan is a graduate of Columbia University, where he also served as a Technology Licensing Officer for Columbia Technology Ventures.

# BIOGRAPHIES: CONFIRMED SPEAKERS



## LIME'S ADAM KOVACEVICH

### HEAD OF AMERICAS GOVERNMENT RELATIONS

Adam is currently Head of Americas Government Relations for Lime, the shared scooter mobility company. In that role he leads a team that expands consumer access to shared scooters and helps cities craft smart rules of the road for a new mode of transportation.

Adam Kovacevich has 20 years of communications, public policy, and public affairs strategy experience in Washington, D.C. and the technology industry.

Adam previously led Google's 15-person U.S. policy strategy and external affairs team. In that role, he drove the company's U.S. public policy campaigns on privacy, security, antitrust, intellectual property, intermediary liability, telecommunications, advertising, taxation and workforce issues — as well as its partnerships with conservative, progressive, consumer and civil rights organizations.



# BIOGRAPHIES: CONFIRMED SPEAKERS



## MANIV MOBILITY'S MICHAEL GRANOFF

### FOUNDER AND MANAGING PARTNER

Michael Granoff is founder and Managing Partner of Maniv Mobility. Maniv, a VC firm focused exclusively on mobility startups, just raised their latest \$100 million fund. Based in Israel, Maniv invests globally. The Drive calls Maniv "a venture capital powerhouse" that is "among the most well-connected and most-respected in the sector, and serves as an advance scout for many other investors."

Aside from startup boards, Mr. Granoff serves on the board of Securing America's Future Energy (SAFE), a DC-based policy and advocacy organization, and is a past board member of electric car network developer Better Place. He has been involved in three US Presidential campaigns and in 2010 received Brandeis University's Asper Award for Global Entrepreneurship. Mr. Granoff holds a B.A. from Tufts, an MBA and JD from the Kellogg School of Management at Northwestern University, and is a veteran marathon runner and father of four.



# BIOGRAPHIES: CONFIRMED SPEAKERS



## WIND MOBILITY'S ERIC WANG

CO-FOUNDER/CEO

Eric Wang is Co-Founder & CEO of Wind Mobility, a scooter startup with European roots that's backed by \$72 million in funding. Wind currently operates in 20+ cities across Europe, Israel and Asia, including Germany, France, Spain, Israel, Austria, Portugal, Denmark, Korea and Japan. The company currently employs more than 120 people worldwide.

Wind was founded as BYKE, Europe's first dockless e-scooter and bike sharing startup. Eric previously co-founded 我搭车 Wodache, China's first ridesharing platform.



# PAST EVENT: AUTONOMOUS VEHICLES

**TECHFIRE**

**C-SPAN**

WATCH THE SUMMIT ON C-SPAN.ORG

## THE SELF-DRIVING CAR REVOLUTION

A TECHFIRE SUMMIT • DEC 1, 2017 • AT LOS ANGELES CITY HALL

## TECHFIRE'S SUMMIT ON AUTONOMOUS VEHICLES

FEATURED CHRIS URMSON, HEIDI KING, AND OTHER TOP LEADERS, AND WAS BROADCAST NATIONALLY ON C-SPAN.

This high-level summit was generously hosted by Los Angeles Mayor Eric Garcetti's Office in the penthouse tower atop Los Angeles City Hall, providing a fitting stage for speakers to explore the future of mobility and the urban environment.

### SPEAKERS:

AURORA



**CHRIS URMSON**  
FOUNDER/CEO, AURORA  
INNOVATION; FORMER  
DIRECTOR, OF GOOGLE'S  
SELF-DRIVING CAR PROJECT



**HEIDI KING**  
ACTING ADMINISTRATOR,  
NATIONAL HIGHWAY  
TRAFFIC SAFETY  
ADMINISTRATION



**RANDY IWASAKI, P.E.**  
EXECUTIVE DIRECTOR  
CONTRA COSTA  
TRANSPORTATION  
AUTHORITY / GOMENTUM  
STATION



**COUNCILMAN MIKE  
BONIN**  
LOS ANGELES CITY  
COUNCIL  
TRANSPORTATION CHAIR



**BRAN FERREN**  
CO FOUNDER / CHIEF  
CREATIVE OFFICER,  
APPLIED MINDS;  
ADVISOR, TOYOTA  
RESEARCH INSTITUTE



**U.S. SENATOR  
GARY PETERS (D-  
MICH),**  
CO-LEAD SPONSOR,  
AV START ACT (BY  
VIDEO)



### JUST A FEW OF THE COMPANIES ATTENDING:



# PAST EVENT: MICROMOBILITY SUMMIT

TECHFIRE

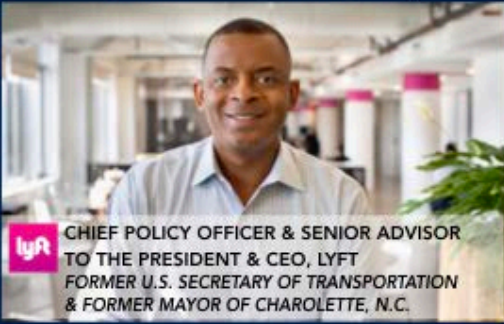
## THE MICROMOBILITY REVOLUTION

A TECHFIRE SUMMIT ON SCOOTERS, DOCKLESS BIKES, & THE FUTURE OF CITIES  
NOV 8, 2018 (8:30 -11 AM) • L.A. CITY HALL (TOM BRADLEY TOWER ROOM)



KEYNOTE SPEAKER:

THE HON. ANTHONY FOXX, LYFT



CHIEF POLICY OFFICER & SENIOR ADVISOR TO THE PRESIDENT & CEO, LYFT  
FORMER U.S. SECRETARY OF TRANSPORTATION & FORMER MAYOR OF CHARLOTTE, N.C.

ALSO FEATURING:

SELETA REYNOLDS

GENERAL MANAGER  
LOS ANGELES DEPARTMENT OF  
TRANSPORTATION (LADOT)



THE HON. PAM O'CONNOR

COUNCILMEMBER & FORMER MAYOR,  
CITY OF SANTA MONICA;  
CHAIR, TRANSPORTATION &  
INFRASTRUCTURE COMMITTEE,  
NATIONAL LEAGUE OF CITIES



Photo Credit: Neon Tommy. (CC BY-SA 2.0)

In partnership with **Lyft** (our Presenting Sponsor), TechFire's micromobility summit — hosted at by the LA Mayor's Office and taking place during the National League of Cities' City Summit — featured a keynote by The Honorable **Anthony Foxx** (Lyft), former U.S. Secretary of Transportation under President Obama, among other speakers.

# + MORE PAST EVENTS W/ BIRD, SPIN, & MORE

## Future of Mobility Panel Featuring Spin & City Leaders

Sponsored by Spin, Fenwick, Accenture & SoCal Assn. of Govts.

### THE FUTURE OF MOBILITY

**Spin**  
 Douglas Curl  
 General Manager, LA

**City of Los Angeles**  
 Councilman Mike Bonin  
 Chair, Transportation Committee

**City of Los Angeles**  
 Councilman Joe Buscaino  
*(pending final confirmation)*

**Culver City**  
 Mayor Thomas Small

**City of Santa Monica**  
 Anuj Gupta  
 Deputy City Manager

**TECHFIRE** PRESENTING SPONSORS: **accenture** (High performance. Delivered.), **FENWICK & WEST**. PROGRAM SPONSOR: **SPIN**. GOLD SPONSOR: **SCAG**.

**TECHFIRE'S SPRING 2019 CONFERENCE**  
 What's Next for Tech & the Economy • The Future of Mobility  
 March 20, 2019 • Playa Vista (USC ICT) • [techfire.co/2019](http://techfire.co/2019)



## 2018 Future of Mobility Panel Featuring Bird & More

Sponsored by Wilson Sonsini Goodrich & Rosati & SCAG

**TECHFIRE** THE FUTURE OF MOBILITY

**David Estrada**  
 Chief Legal Officer & Head of Public Policy at Bird

**Brogan BamBrogan**  
 Co-Founder & CEO at Arrivo

**Grayson Brutte**  
 Co-Founder/President at Brutte & Company

**Varun Jain**  
 Head of Global Early Stage Fund at Qualcomm Ventures

**Nikhil Naikal**  
 Co-Founder/CEO at Mapper

**MODERATED BY**  
**Patrick Anding**  
 Attorney at Wilson Sonsini Goodrich & Rosati

PRESENTING SPONSOR: **W&R** (Wilson Sonsini Goodrich & Rosati)  
 GOLD SPONSOR: **SCAG**  
 HOSTED BY: **Luma**



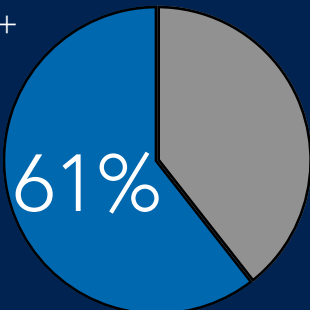
# WHO ATTENDS TECHFIRE

JUST A FEW HIGHLIGHTS:

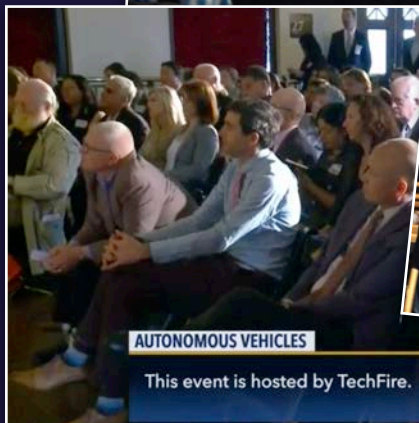


## ATTENDEE PROFILE

61% Senior-Level Executives  
(CEOs / C-Level + Founder + VP + Director)



Based on data from the 400+ RSVPs for the most recent TechFire Ignite Summit.



AUTONOMOUS VEHICLES

This event is hosted by TechFire.

C-SPAN  
c-span.org  
@cspan

# MORE PAST SPEAKERS

A SMALL SAMPLE OF PAST SPEAKERS FROM 45+ EVENTS:



- Founders/CEOs from **Aurora, HotelTonight, Dollar Shave Club, BlackLine, Factual**, and more
- C-Level executives from **Lyft, Bird, Warner Bros., PBS**, et al.
- Top Tier VCs from **Kleiner Perkins, Greylock, Upfront, CRV, First Round, Greycroft, Lightspeed, True Ventures**, et al.
- Government leaders: **US Senator Gary Peters, NHTSA chief Heidi King, L.A. Councilmember Mike Bonin, Santa Monica Councilmember/former Mayor Pam O'Connor, LADOT chief Seleta Reynolds**, and more
- Visionaries like **Applied Minds' Bran Ferren** and **Paramount Pictures' Futurist in Residence Ted Schilowitz**



## TECHFIRE'S NATIONALLY-RECOGNIZED EVENTS WITH HAVE BEEN BROADCAST ON NATIONAL TV AND FEATURED IN TECHMEME'S LIST OF TOP EVENTS.

Founded in 2013 in Santa Monica and regarded as a tech conference powerhouse, TechFire has been recognized in industry arbiter **TechMeme's list of nationally- & internationally-significant tech conferences**. TechFire frequently features C-level leaders from companies shaping the future of mobility like **Aurora, Lyft, and Bird** as well as the nation's top public sector transportation leaders, and top founders and VCs from across Silicon Valley. Our summit on the **Self-Driving Car Revolution** was broadcast on nationally on C-SPAN. TechFire's **more than 45 events** have been sponsored by Fortune 500 & industry-leading giants. TechFire CEO David Murphy founded TechFire after running a transportation group funded by Elon Musk, Google, Uber, and Lyft. Learn more at [techfire.co](http://techfire.co)

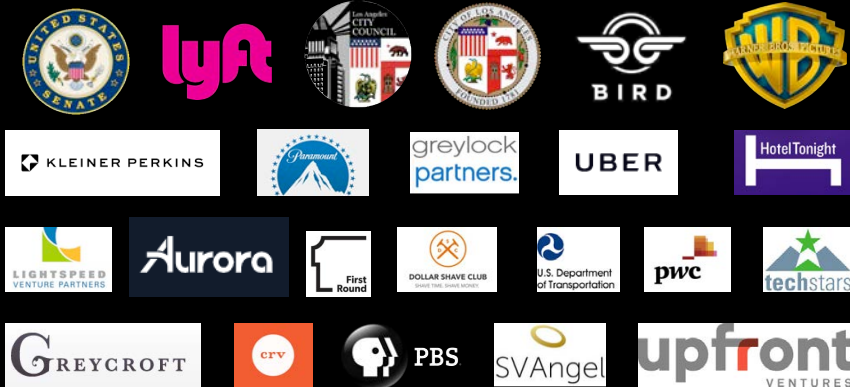
AS SEEN IN/ON:

EVENTS HOSTED BY:

Techmeme

All Tech Events	
May 26-28	Code Conference
May 27-29	O'Reilly Velocity
May 27-29	MuleSoft Connect
May 28	TechFire Ignite
May 28-29	Google I/O

## FEATURING SPEAKERS FROM:



## SPONSORS & CLIENTS

