Session’s project-(Winter 2016)

Introduction to E-Business (410-CE10-AS)

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# *Table of Contents*

1. Introduction of the business . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .. 3

 1.1The nature of the industry / of the competition . . . . . . . . . . . . . .4

2. Description of the technology . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 5

3.Financial & Technical . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 6

 3.1 Cultural Challenges . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .7

4. Comparison of the before and after . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 8

 4.1 Value of the company . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .9

5. Conclusion . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .10

6. References . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 11

Presentation of the business

The business that we will talk about that is a new technology in this century of 2016 is the Google self-driving car developed by Google X. This was created in the year of 2012. The mission statement of Google x is “”we’re a moonshot factory. Our mission is to invent and launch ‘’moonshot’’ technologies that we hope could someday make the world a radically better place. We have a long way to go before we can fulfill this mission; so today it’s really an ambition.”” We must wonder who are these people known as Google X? These people who come with a brand new technology are some entrepreneurs from various background that came together to create some new challenges that seem to be impossible in this world. Their mission statement has shown us that creating something that may be impossible can make a better world. Their strategy to implement this kind of technology is quite fascinating because they think of this way

“”We want to force ourselves to learn. We actively embrace failure: by making mistakes, we make progress. In this way, our ideas get stronger faster, or we discard them and move on to new ones. “”The way they take out good ideas from days to weeks to months until this idea last long enough and they will take their time to create this project so this could be successful and hopefully it can be a new business from a brand new technology.

The nature of the industry/of the Competition

Their nature of their industry is to create project that will be useful in the future of this world. Google X have created many technology such as the project loon, Makani , Project Wing and many mores. Most of these projects have been created to do things faster and safer. Such as the Project Wing is something that they have created to delivery goods & services faster and safer. We think the nature of the industry is mostly to make the world easier.

Their competition toward their technology will be mostly normal car . Will people stay to drive their own normal car or will they come toward to the new technology Google Self-Driving car?

Description of the technology

The Google self-driving car developed by Google X, by many entrepreneur from various background that came out together to create this project since 2009. Google have developed software in the car named as a self-driving car. This project was led by Sebastian Thrun , a former director of the Stanford Artificial Intelligence Laboratory and the co-inventor of Google street view. This project have been working on few cars such as Toyota Prius , Audi TT , Lexus RX450H. They have been working with a few partner to be able to build a Google car such as Roush, Bosch, Continental, FRIMO, LG Electronics, Prefix, RCO, ZF Lenksysteme and many others.They have also been customize their own car . They have been testing their Google car in the road starting in the year of 2012 in a few cities from the United States of America. This mean objective of this new technology is the software in this Google car is designed to do all the work of the driving and the human won’t need to take any control to drive the car.

Their mission is also to transform the mobility by making easier, faster and more enjoyable to enjoy the ride.

Financial and technical involving the technology

Google’s car have spend about more than 150,000 $ for the equipment for the car. Including 70,000$ of Lidar.Lidar is a technology that allows to measure the distance. Which is very important for the Google self-driving car ! Like I said in the previous page, Google have partner with many companies to achieve their project like Roush, Bosch, Continental, FRIMO, LG Electronics, Prefix, RCO, ZF Lenksysteme and many others. Of course, they have technical problem toward their project. In 2015-2016, they were many situations where the car crashes for some many reasons. That is the reason why; they have been testing their Google’s cars since 2009 and its still in process to see when this product will be 100 % sure to be release in the market for the safety of the humans. Additionally, Google maintains monthly reports that include any traffic incidents that their self-driving cars have been involved in. We can see that in this project may be useful for the humans that don’t need to take the wheel to drive. But it is also the dangerous if every something goes wrong with the car. The creator of this project will be responsible for every customer that will use this car.

Cultural Challenges

The cultural challenges are probably those to bring a new technology to everybody that will appreciate and will use it wisely.

Their man goal is to show a technology to to attract the attention the drivers.

That is their main cultural challenges because we live in a society where their have many other cultures.

Comparison of before and after

Google car have being tryingtheir google self-driving on road test since 2011 and 2012.They be trying on several cars such as Toyota, Audi & Lexus also they have been building their own cars . Even in 2012 , Google even have announced that they release a video on Youtube about their car to show to public a small preview about their project. Since then, many cities in the States are starting to allow the law to allow autonomous cars. Autonomous cars are called like : robotic cars or self-driving cars.

In 2011-2012, they try their robotic car on Toyota Prius and Lexus X450H with over of 300,000 miles of testing on freeways.

It was in 2014, they came out with a good idea which the car won’t have any steering wheels, no brake, or gas pedal at all with a brand new design. This will make their car to a 100% robotic car. However, their first autonomous cars were designed exactly like a simple normal car. This new idea could bring to the customers to think that ‘’ this looks really different from a normal car?’’ That was in December 2014 , Google X delivered their first ever Google Self-Driving car. After 5 years of work in their project.

The value of the company

The company of this business is: Google X that is a company owned by Google of course. The value of their company is mostly the way to invent a new technology to make the world easier to live or a better place.

We think that they take their entire project really seriously so it could be successful and it could be useful for the humans. We have made some research about their other projects. Most of their project leads to a brand new technology that didn’t exist never before.

We can obviously they take their business really seriously. They even wrote on their website that they could take days, weeks or months to think about a idea for a project and than to developed their project. This is what they wrote about them : “”Although we’re a team of diverse thinkers, we don’t have all the answers. So we also work closely with industry experts and commercial partners around the world as we try to solve new problems.””

We have also discovered that for them most of their value is to solve problem. I also thinks they want to upgrade the technology by providing some brand new technology. As we can see, Google is very useful these days and especially Google Map. What would be Their next advanced technology that would be also be useful?Will it be the Google self-driving car ?

Conclusion & References

In conclusion, I was already though that the self-driving car will be possible in the future because driving our own car is already a good technology in the present. I think this project will be very successful in the futures. Especially from Google, they could change the whole world with that brand new technology.

The lessons that I learned by doing some research it was the technology in this will never stop. They will always have some technology that would replace the old ones. This what make the technology so useful these days?

My recommendation is of course this car will change the future of other normal cars. When this will release in the market probably in a few more years, people will get insane about this product. Would it be so awesome to stay in the car and observe the city without worrying about the driving road.