

# MEMBER BENEFITS

## INTRODUCTION

**The CMC helps promising start-up companies (Clients) and industry incumbents (Members) work together more productively to rapidly commercialize future mobility products and services in California and beyond.**

**This is accomplished by providing start-up companies with a single point of access to California resources and services, including Client-Member partnering, customized programming and access to resources.**

## MEMBERSHIP BENEFIT OVERVIEW

**CMC Member benefits are as diverse as the types of organizations involved in the future mobility industry. The CMC provides three areas of value that benefit nearly all Members.**

### SEE THE WHOLE FIELD

This industry requires contributions from a wide variety of business, government and academia and will fundamentally change our roads, cities and modes of travel. Industry incumbents who don't see past their own agenda risk missing out on significant opportunities or confronting unseen obstacles. The CMC addresses this by providing a full-field view of the future mobility industry. CMC Members are drawn from the full spectrum of future mobility categories to provide a comprehensive perspective. Member committees and leadership programming helps socialize diverse perspectives throughout the membership.

### TURN POTENTIAL INTO PRODUCTS

Successfully commercializing future mobility products, services and business models relies on a partnership between innovators and industry incumbents. Start-up companies bring new ideas and technologies as well as a higher tolerance for risk and a lower threshold for bureaucracy. Industry incumbents provide resources and market access but innovate at a cautious pace due to multiple issues, including organizational checks and balances, brand preservation and shareholder responsibilities. Despite their mutual need for cooperation, these cultural differences can derail an initiative before it's finished.

With Client-Member partnering and a variety of programming resources, points of friction are reduced to help bring more future mobility offerings to the market faster.

### MAKE A DIFFERENCE

With offices and a 25,000 sq. ft. Ramp-up Factory in Sacramento, California, you'll have a front-row seat to one of the world's most important markets. California has a large, motivated customer base and some of the world's leading technology companies, investment firms and academic institutions. California's policies and regulatory requirements often set the national standard for many industry sectors, including transportation and clean energy. CMC Member committees and Preferred Service Providers (PSPs) offer Members a unique opportunity to plug into the California future mobility system and engage in dialogues with decision makers.

## MEMBER-CLIENT PARTNERING

**A key feature of the CMC is its focus on improving partnerships with innovators and industry officials to be more productive and results driven. To accomplish this, there are partnership structures that include planning, vetted resources and access to funding. Participation by Members is facilitated by CMC Staff under the agreement of the Client. Members will be required to sign agreements designed to protect the competitive position of the Client and the Members.**

### OBSERVATION

There may be instances where a Client wishes to have select Members monitor the progress of the Client's journey. The reason for providing a Member such access is to create an opportunity for them to learn more about a prospective partner, providing a new level of trust when the time comes for working together in the future.

### ADVISORY

The next step is to become an advisor to the Client during the commercialization journey. An advisor may be requested to comment on the product, technology or service, as well as provide feedback on application or use case, functional requirements, anticipated operational performance, among others. During a demonstration, the advisor may contribute to the list of performance parameters, thresholds definitions, testing methods, the range of use cases tested, interpretation of the results, etc. Each situation will be handled on a customized basis.

### DEMONSTRATION

Demonstration partners are CMC Members and/or CMC-sourced industry leaders in the broader future mobility ecosystem that provide a real-world field of operation for Clients, and may include the facilities, R&D, equipment and other resources necessary for a Client to successfully demonstrate their product, technology or service.

### DEPLOYMENT

Deployment partners are CMC Members that collaborate with Clients on a commercial launch backed by a guaranteed purchase order pending fulfillment of mutually agreed upon milestones established in the CMC, Client and participating Members.

## MEMBER PARTICIPATION OPPORTUNITIES

**The following describes the programming, committees and initiatives currently in development that ensure benefits are delivered to Members.**

### THOUGHT LEADERSHIP

Each month a webinar is hosted by the CMC to highlight topics of interest in the mobility space, presented by industry experts. Some of these topics include the California regulatory roadmap, a CA mobility policy highlights, future mobility deployment updates and highlights of new technologies.

### MEMBER COMMITTEES

Members have opportunities to work together on issues that are important to their industry group and on issues that cut across business classifications. These meetings are the main interaction between Members on matters of mutual interest.

#### Technology Committee

This committee works closely with the CMC partners and PSPs that provide technology and product development expertise. Among other activities, an active list of newly available and emerging technologies that are of broad interest to the mobility industry, including the correlated business and market implications of such technologies is maintained.

#### Compliance and Policy Committee

This committee will work closely with the CMC staff and partners who work in lockstep with representatives of federal, state and local governments with an important role in mobility commercialization. This committee will develop strategies and methods to partner with government stakeholders and help operationalize policies that promote clean transportation solutions using techniques that evolve with what's needed and available in the market. This effort will help government agencies succeed in attaining their goals with the mobility industry through the CMC and its Members and Clients.

#### Workforce Development Committee

This committee will work closely with academic and other workforce development partners. The goal of this committee is to provide insights on the skills, competencies, certifications, etc. needed for the future mobility workforce.

#### Liaison Committee

This committee will serve as a key point of connection with all the other industries that have a role in fostering mobility innovation (e.g., IEEE, SAE, etc.). The CMC does not intend to duplicate these efforts; therefore, it must identify organizations and define liaison agreements with those that are deemed important and relevant to the CMC's objectives to determine how the CMC and such organizations can mutually benefit from one another.