

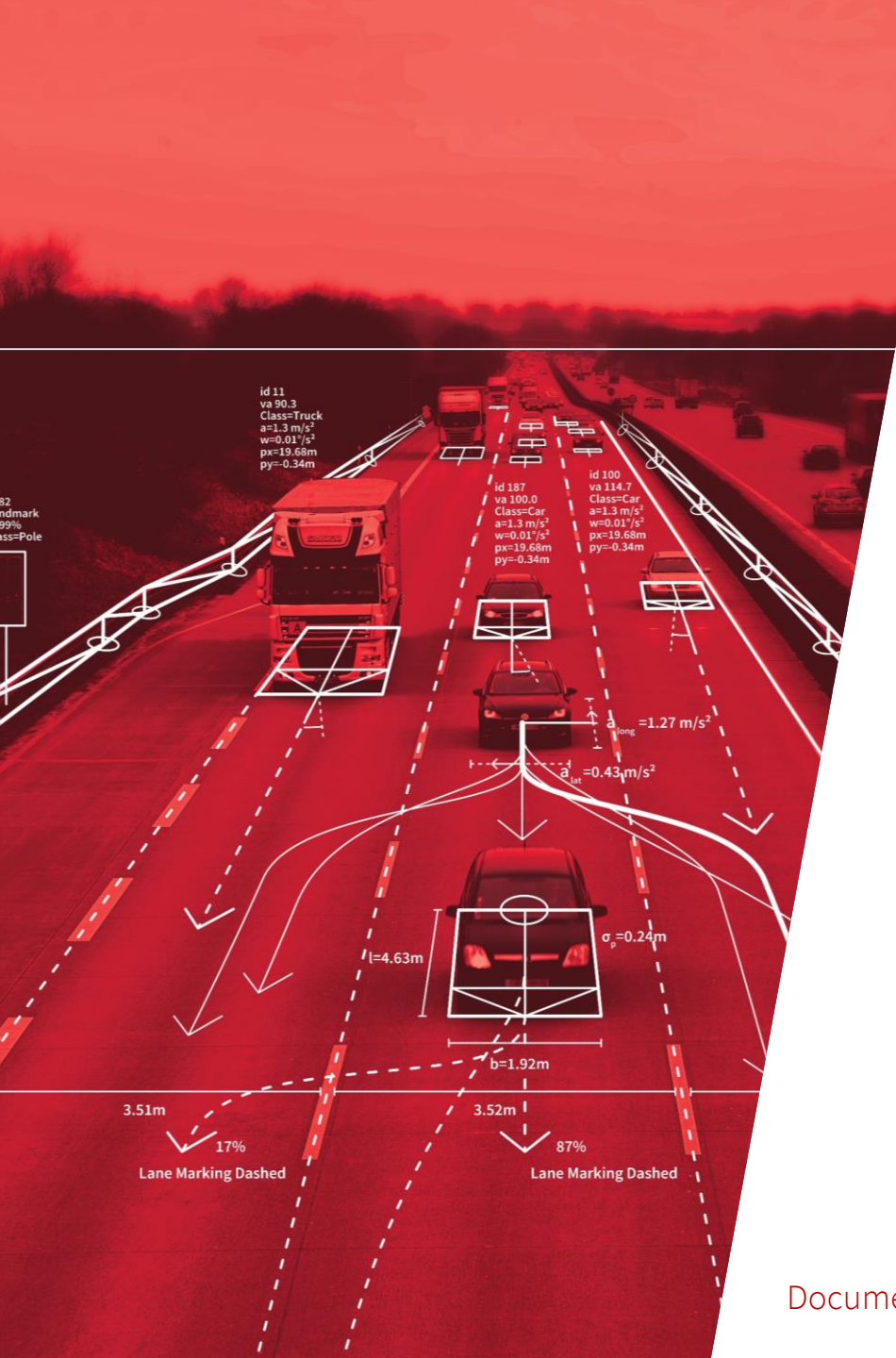
BIG BANG THEORY MEETS LIDAR – TRANSFORMING SOCIETY

Business Agility Conference | New York City | March 23rd, 2022

Dr.-Ing. Ulrich Lages, MBA
CEO

Marie Lages
Organisational Development

Founder of Ibeo in 1998;
MBA Univ. of Maryland, USA;
PhD Univ. of German Army;
Captain of German Army



WHO ARE WE?



425 & COUNTING



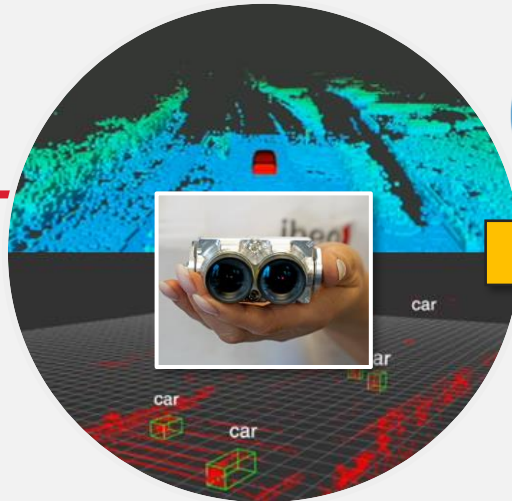
IBEO'S STRATEGIC APPROACH

"ONE SMART LIDAR FOR ALL TYPES OF AUTOMATION"

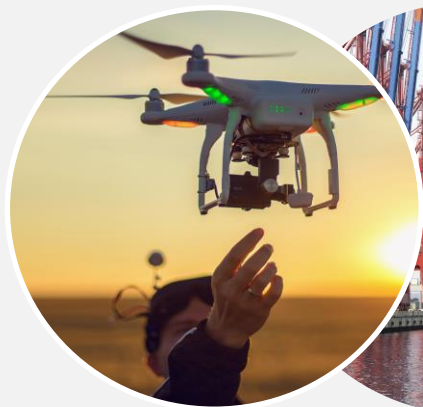


425 people

ibeoNEXT
4D Solid State LiDAR
& Perception Software



Assisted L2+
and Automated
Driving L3, L4, L5



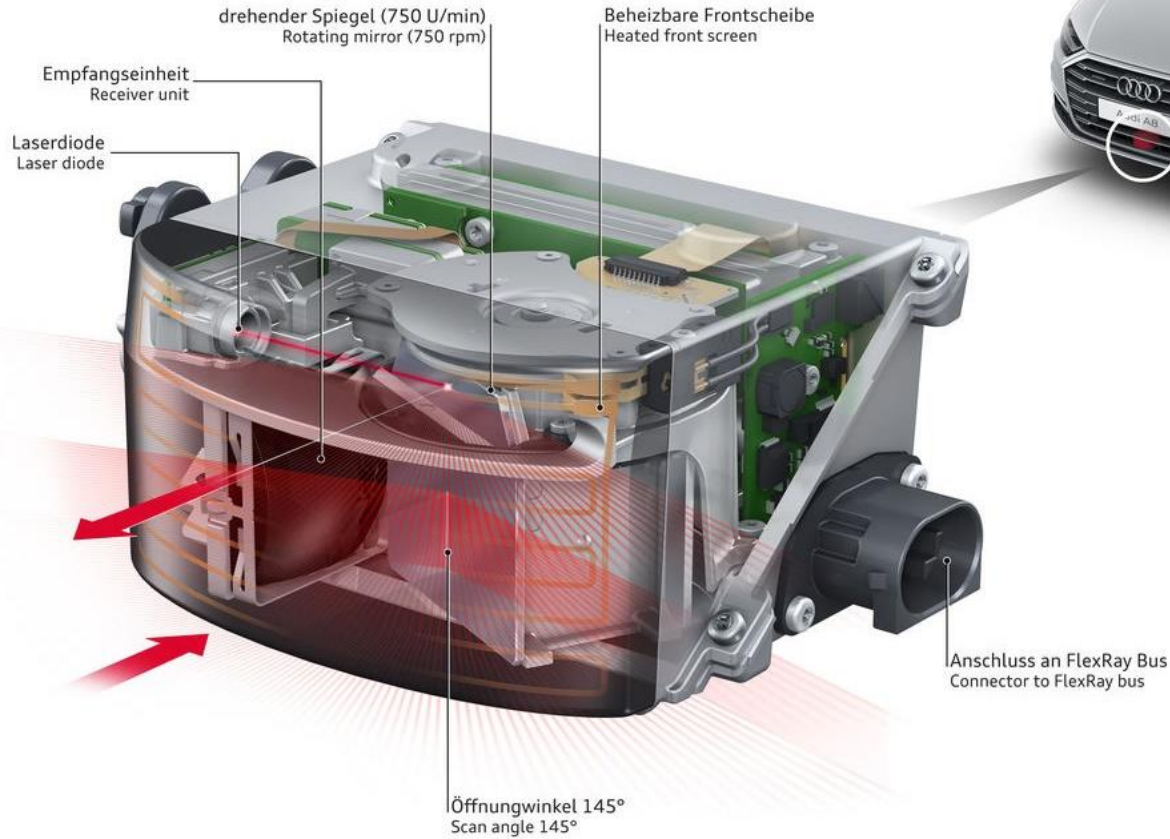
Wide Field of
Industrial
Applications



2017 – MASS PRODUCTION SENSOR

Audi A8

Laserscanner
Laser scanner
07/17



Pictures: AUDI AG

Source: Audi press information, <https://www.audi-mediacyber.com/de/audi-a8-50>



TOP 100 INNOVATOR 2019 & 2020 & 2022

Ibeo has succeeded to belong to the TOP 100 **most innovative companies in Germany** three times. The award distinguishes **particular strength in innovation** and **exceptional achievements**.



HOW DID WE GET THERE?

BIG BANG
MARCH 9TH, 2019



ibeo
automotive



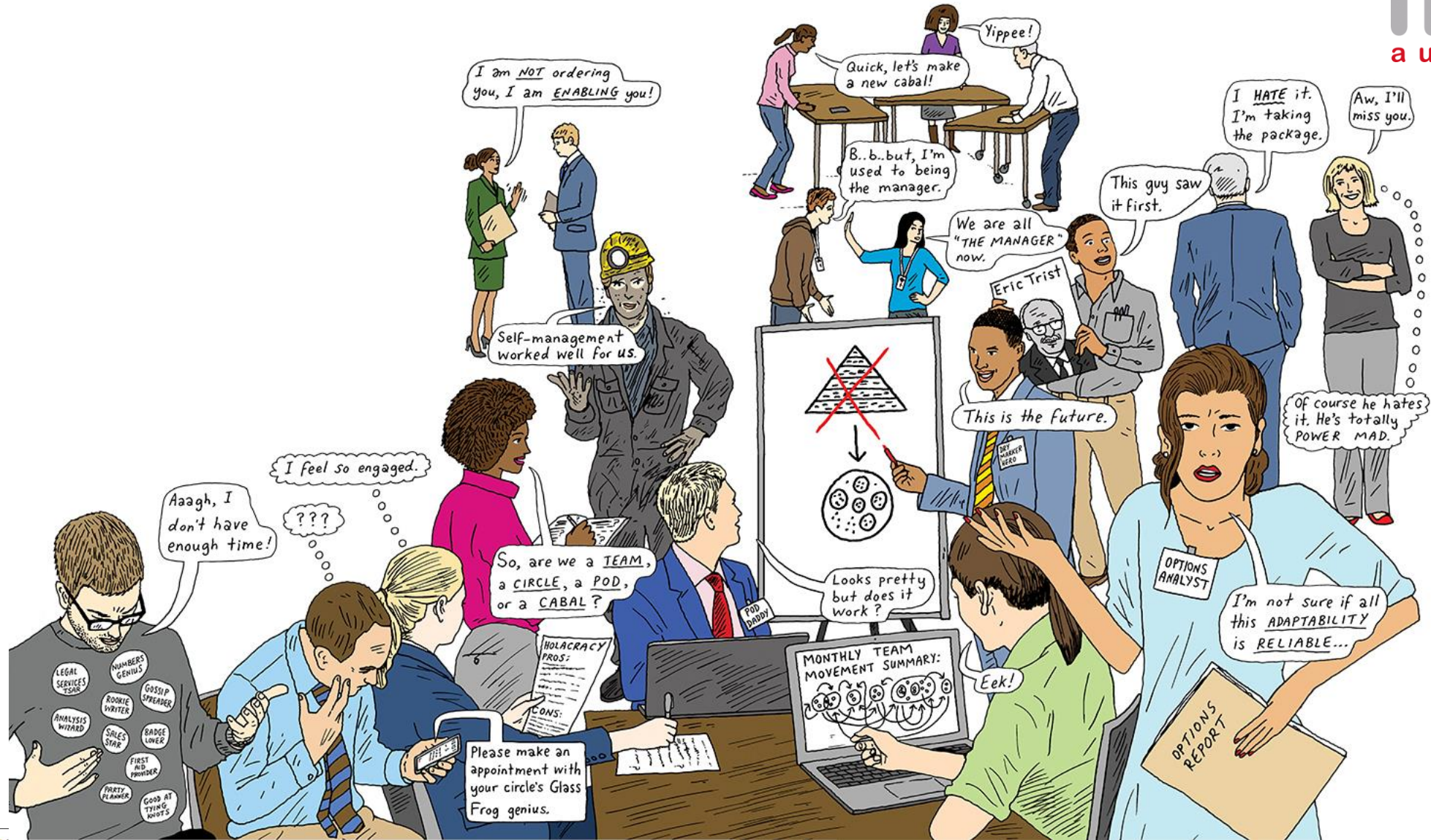
Author: Dr. Ulrich Lages, CEO / Big bang theory meets lidar – transforming society

4. April 2022

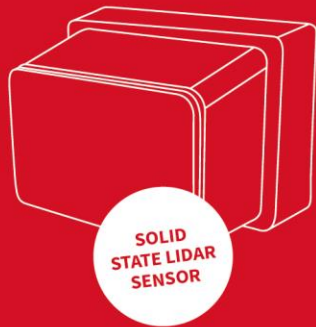
PUBLIC

Top-Innovator
2022

THE DAYS AFTER



MESS MAKES ME MAD.



ibeoNEXT
GERMAN
ENGINEERING



High precision lasers and modular combinability: this is what German precision looks like. ibeoNEXT creates an intensity image for an accurate picture of the environment without any moving objects. It is an outstanding, durable, future-ready piece of German engineering. Get more insights: [ibeo-as.com](https://www.ibeo-as.com)



Stephan
Occupational
Safety Officer

Restructuring



GOALS OF IBEO'S SELF-ORGANISATION



Ibeo's claim "where Ibeo is, is ahead" transferred from technology to organization

Lasting effect on how we work together & reduction of hierarchies

Today, we are shaping the future way of working in a modern society

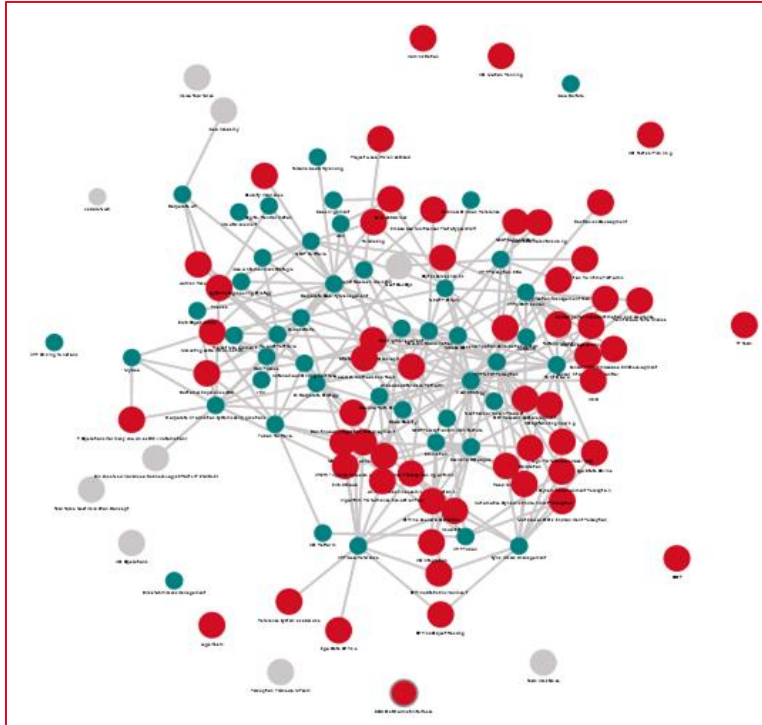
Each employee should contribute their skills & competencies to the work process in the best possible way

More flexible & faster response to customer & market requirements

Encourage & promote entrepreneurial thinking: training entrepreneurial competencies

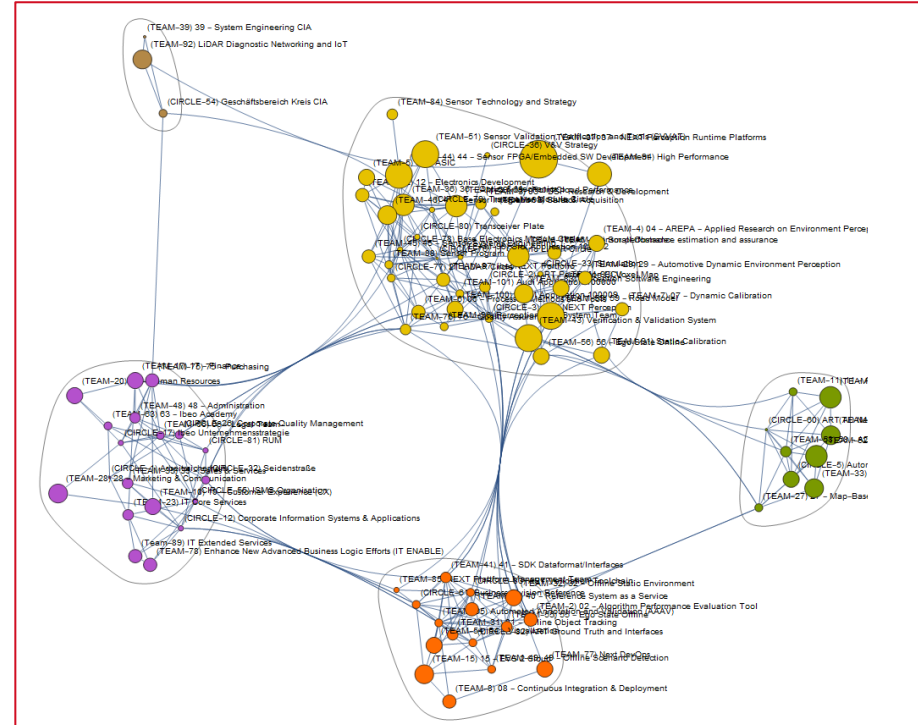


OUR DYNAMIC ORGANIGRAM



Old

No discernible clusters & many free-floating teams/circles



New

Based on the specified contacts: clusters become recognizable

All employees enter their contacts within Ibeo in a protected area & from this the actual working relationships between the teams & circles are determined fully automatically & result in our current organigram



WHY THE LEAP INTO SELF-ORGANIZATION HAS BEEN WORTH IT



Team spirit &
sense of
responsibility



Hidden
potentials



Support &
transparency



Our vision: The sentient company!



YOU CAN READ MORE ABOUT OUR STORY
MARCH 29TH, 2022, ON LINKEDIN:

[HTTPS://WWW.LINKEDIN.COM/IN/ULRICH-LAGES-44639120/](https://www.linkedin.com/in/ulrich-lages-44639120/)
[HTTPS://WWW.LINKEDIN.COM/COMPANY/IBEOAUTOMOTIVE/](https://www.linkedin.com/company/ibeoautomotive/)

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