



Inventures Insights

June 2022 Newsletter



Inventures Complimentary Consulting

We've all heard it before, "You don't get something for nothing." Well, Inventures is proving that old adage wrong by offering select complimentary consulting services to qualified alliances, associations, consortiums, and societies.

Why free you ask? We realize that some may be hesitant to contract with a professional services company they've not used before, but we're confident that our best practices and knowledge base built upon 30 years of alliance and association management experience will meet your needs and our complimentary consulting services provide a way for you to tap into our industry-leading capabilities, at no-cost.

Learn more about our [complimentary consulting services](#) and [contact us](#) to indicate the service you are most interested.

Employee Spotlight:

John Ehrig
Executive Director



What is your role at Inventures?

I've been with Inventures for 15 years as an Executive Director and I've had several clients over the years. My current client is the West Coast Lumber and Building Material Association (WCLBMA).

What does your job entail and what is a typical day like?

There really isn't a typical day and that variety is what makes the job both fun and challenging. With WCLBMA, I primarily work with the board of directors, several board committees and manage the business operations and event teams that work directly for them, but truly I have my fingers in all the pies.

What's the key to managing volunteer-based alliances and associations?

There's no magic bullet but several important aspects are showing leadership by example, pushing the ball forward an inch at a time, putting up the targets to shoot at as nothing happens if someone doesn't take the first step, being a pest, and communication, communication, and more communication.

If you could do another job for just one day, what would it be?

U.S. President!

What is your favorite vacation destination?

I really enjoy rock climbing but there is too much rock and not enough time! I would start with Kalymnos (Greece), Maple Canyon (Utah), Potrero Chico (Mexico), Smith Rock (Oregon), and Lake Tahoe (California).

The Retuning and Reset of GENIVI Alliance

When is industry-wide brand recognition a liability and not an asset? Most member-driven, collaborative organizations would celebrate a clear understanding of mission and deliverables among its primary stakeholder group. Isn't that the purpose of effective PR and marketing communications?



But what happens when that same organization has completed the initial mission for which it was launched? What if it decides to pivot to a different mission and scope of work to align with new and relevant problems facing its membership? What if it actually delivers fresh outcomes within that new scope, but cannot convince the industry that its well-known brand means something different now?

Mission Accomplished but Time to Reset

This was the challenge facing Inventures' client, formerly known as the GENIVI Alliance, now known as COVESA (Connected Vehicle Systems Alliance). GENIVI was initially launched to accelerate the broad adoption of an open source, in-vehicle infotainment (IVI) software platform (think navigation and entertainment systems in today's vehicles). The clever naming of the alliance, GEN (referencing Geneva as a neutral place of coming together) and IVI (the acronym for in-vehicle infotainment), served the alliance well in those years when delivery and growing adoption of IVI systems was prevalent.

Having accomplished its initial mission in 2016, GENIVI then looked to connected vehicles and car-to-cloud connectivity challenges as its next target for alliance work. And, while the alliance was successful in delivering an increasingly adopted, common method for describing vehicle data, and other connected vehicle work, the industry still thought of GENIVI as an IVI organization. Well, of course, it's in the name! And, when one of the premier global automakers dials up and says, "We'd really like to join GENIVI, but we can't because you're an IVI organization", it's time to take action.

Evolving GENIVI

GENIVI set out to rebrand, redefine the alliance's mission, and strengthen its messaging around the great work being performed in an organization with significant brand recognition...for a different set of work.

“Our first step was to survey GENIVI's primary stakeholders, both those who were already members and others that may consider membership in the future,” said Steve Crumb, Executive Director at Inventures for GENIVI. “Board members deserved to have accurate and clear data from which it would decide to undertake such a significant project.”

Armed with this information, Crumb proposed that the Board pivot toward the results expressed in the survey, engage a branding agency to work with Inventures' marketing team and execute a rebranding process. In parallel, marketing and technical leaders in the alliance were engaged to define how best to position the good work already being done into a technical scope definition and a set of projects that could be the basis for operationalizing the new brand and technical work. Finally, the legal team reviewed whether the former membership framework could be reused. The marriage of these three threads of work resulted in the launch of COVESA at the GENIVI all member meeting in October 2021.

Realignment is Proven Successful

COVESA has since experienced a 34% membership growth since the announcement including two global automakers. Current member retention has held strong and the pipeline of prospective new members is full. Armed with a new messaging platform, the adoption of COVESA output has likewise strengthened, as has interest from other collaborative bodies wishing to leverage COVESA deliverables.

Inventures appreciates successful brand recognition but also helps its clients realize when a fresh brand and approach is needed. We are ready to apply our best practices for rebranding to other organizations attempting to convince an industry of its fresh approaches and outputs.

Client News

AUTOSAR Appoints Steve Crumb as Regional Spokesperson for North America



Steve Crumb, Executive Director for [COVESA](#) (formerly GENIVI Alliance) was appointed as Regional Spokesperson for the AUTOSAR Hub in North America.

In his role as the AUTOSAR representative of North America, Steve Crumb will oversee the communication activities for AUTOSAR User Groups and Working Groups, the support of Working Group Cloud and other technical activities to increase, strengthen and widen the involvement from AUTOSAR partners in North America. Read the full [press release](#).

SD Announces Advanced Security Features in New SD 9 Specification



[SD Association](#) (SDA) announced three advanced [security features](#) in the new SD 9 specification: Boot support, Trusted Computing Group (TCG) Storage and Replay Protected Memory Block (RPMB) authenticated memory. SD 9 gives device manufacturers the ability to use an SD memory card for all memory and storage needs, simplifying future device upgrades or repairs and enhancing security capabilities for applications when the cards are tightly bound to specific hosts. Devices ideally suited for the new capabilities defined by SD 9 include Chromebook™ computers, tablets, drones, surveillance cameras, dash cameras, gaming consoles, virtual reality (VR) headsets/glasses, small IoT modules and wearable medical devices, to name a few. SD 9 also helps product manufacturers meet new [right to repair regulations](#) and simplifies upgrade and repair processes for devices installed in locations without internet connectivity.

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