



Software-Defined Vehicle (SDV) Working Group Program Plan Approved by Steering Committee

May 16, 2022

Eclipse Working Group Program Plans

1. The Steering Committee is responsible for establishing an annual Program Plan.
2. The Program Plan defines the strategy for implementing the Working Group's vision.
3. The Program Plan iterates the annual key programs and initiatives under consideration by the Working Group in order to advance the vision.
4. The Program Plan is based on inputs from the WG members, their Committees, and the Eclipse Foundation.
5. This input should be sought in advance of defining the Program Plan.
6. The Program Plan must include the strategic goals, set of initiatives, associated roadmap, and timeline.
7. The Program Plan must be approved by the Executive Director.
8. The Steering Committee shall share the Program Plan with Working Group Participants.
9. The Steering Committee drives and monitors the progress of the implementation of the Program Plan.



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Our Mission

Our Mission

Provide a forum for individuals and organizations to build and promote open-source software, specifications, and open collaboration models needed to create a scalable, modular, extensible, industry-ready open-source licensed vehicle software platform to support in-vehicle and around the vehicle applications development and deployment.

It is the intent of the Working Group to support a 'code first' approach to solving problems together.

Program Objectives

Program Objectives

Program objectives are high level pillars of the plan. Specific strategies and tactics will be grouped under these 4 pillars

Project Support

Innovation

Thought Leadership

Community

Provide impactful programs and support for open source licensed projects that encourage use and adoption

Establish technical initiatives that attract organizations and developers to our ecosystem

Create content, events, research and other assets that influence decisions and strategies

Drive community engagement and membership growth that enables open collaboration

Strategies and Tactics

Project Support

Corresponding Strategies and Tactics

1. Start Project Infrastructure and Lab Subcommittee

- Determine tools (e.g., CI/CD) and infrastructure that could support multiple projects
- Determine what Lab Facilities or Test Bed Facilities would be appropriate

2. Organize Contribution Day(s)

- Encourage existing members to begin Eclipse projects with existing projects
- Leverage industry and WG research to find and encourage new candidate projects to Eclipse
- Provide a welcoming environment that attracts new innovation-focused projects
- Target the first Contribution Day for end of June or early July

3. Increase Support for Emerging Projects

- Map out the journey and relationships to link projects together
- Determine relevant specifications

Innovation

Corresponding Strategies and Tactics

1. Observe, Anticipate and Help Drive Industry Trends

- Ensure WG messaging stays relevant to industry leading innovation
- Determine WG research plan to benefit our members and community
- Provide a welcoming environment that attracts new innovation-focused projects

2. Pursue Technology and Partner Integrations

- Identify tools and APIs to integrate with our platform
- Facilitate relationships between projects and technology partners

3. Nurture Differentiation in New Technology Sectors

- Create an environment that encourages innovation at the project level
- In collaboration with project leads, investigate new technology areas, e.g. AI/ML and Edge
- Map out a content strategy that demonstrates innovation

4. Make Security a “Day Zero” Priority

- Promote transparent and timely practices around security
- Work with project leads to identify/implement current and new security features
- Build story of why and how products built on our platforms enhances security

Thought Leadership

Corresponding Strategies and Tactics

1. Execute an SEO-friendly Content Plan

- Case studies
- Blog posts
- Explainer videos

2. Support Virtual and In-Person Events

- Organize Contribution Days
- Organize a Dev Summit Day in conjunction with EclipseCon October 2022
- Increase WG representation as presenters at in-person events

3. Acquire and/or Generate Relevant and Timely Market Intelligence

- 2022 SDV Developer Survey
- Publish articles about market trends and their relation to WG technologies
- Create opportunities for members to discuss market trends

4. Design a Great Onboarding Experience

- Audit project docs to ensure a great experience for new contributors/adopters
- Improve project onboarding tutorials
- Highlight stories around new community members and contributors

Community

Corresponding Strategies and Tactics

1. Community Meetups (in-person)

- Conduct Working Group planning day at EclipseCon for all Members
- Include open sessions for adopters and contributors
- Virtual option for broader community participation

2. Expand Upon the Component Model for Growth and Innovation

- Establish SDV.Dev, SDV.Ops, SDV.Edge SIGs
- Work with stakeholders to explore other SIG topics

3. Grow our Community Channels

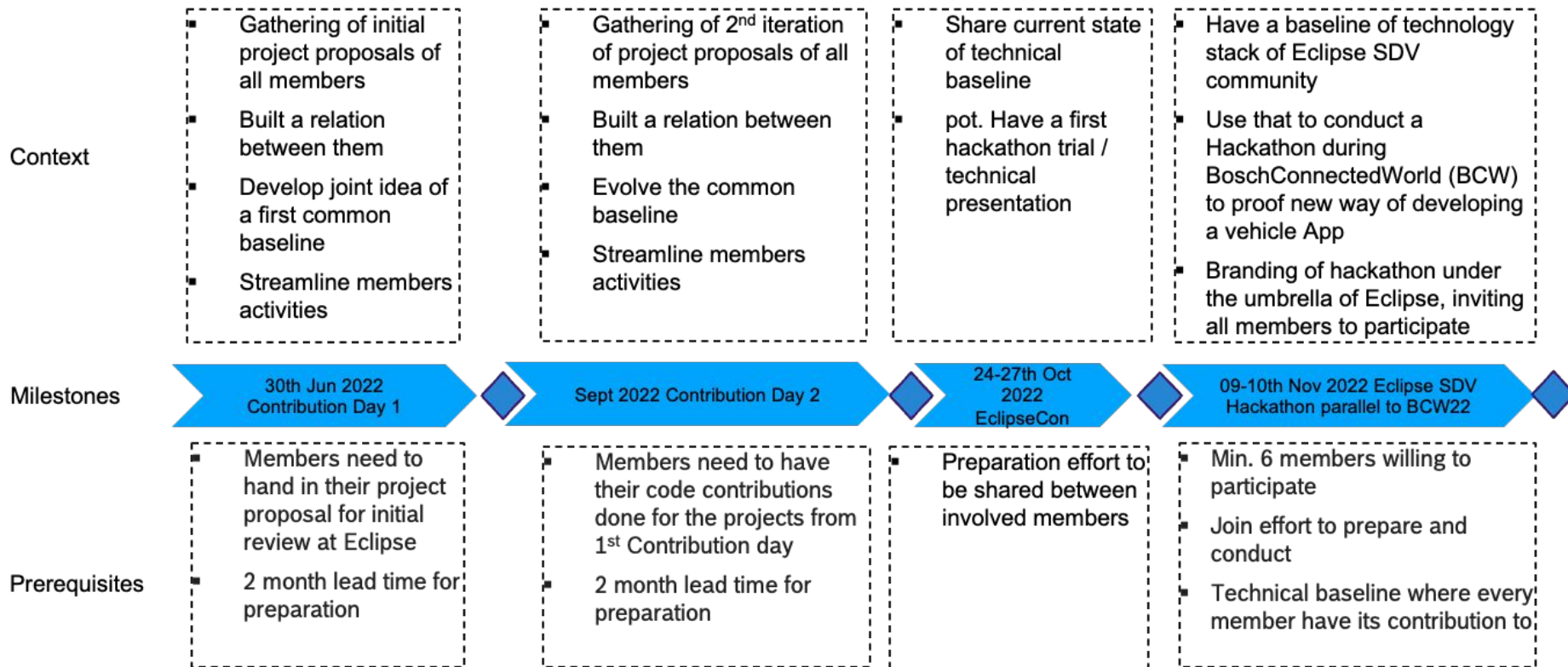
- Use WG Slack channel for events to increase workspace members
- Run experiments to grow Twitter and LinkedIn followers
- Post more frequently to mailing list to promote engagement

4. Increase Membership

- Utilize SIGs to attract new members
- Publish member stories and case studies
- Quarterly WG check-ins to discuss membership

Milestones

Milestones 2022



Member Participation

How You Can Help

- **Engage on proposed and/or active open-source projects**
 - Engage with active code contributions on open-source projects
- **Propose new open-source projects to be associated with the SDV Working Group**
 - Feel free to propose to contribute new open-source projects and associate them with the Eclipse SDV Working Group
 - Feel also free to propose to associate your existing project with the Eclipse SDV Working Group
- **Follow and engage with @EclipseSDV on Twitter and LinkedIn (not yet available)**
 - Please use # hashtags whenever relevant in your posts
 - Ask your company's social media manager to follow and RT from official handles
 - Please share news and updates with your own personal networks
- **Share your project-related news and announcements with news@eclipse.org**
 - Let us know 4-6 weeks in advance of a newsworthy project milestone, so we can draft an announcement, pitch to media, and/or schedule briefings
- **Author blog posts that mention SDV or related projects**
 - Write a post about your experience as a member of the SDV community
- **Share your use cases and success stories with news@eclipse.org**
 - Let us know how you are ...

Proposed **Member Goals**

Program	All Members
Blogs for Postings	1/quarter
SDV-related Social Media Posts from Official Channels	2/year
SDV-related Webinar	2/year
SDV-related presentations / key notes	1/year

Key Metrics

Growth Metrics

Member, Adopter, and Project Growth

Metric	(as of April 2022)	Targets (by Dec 2022)
Members	14	18
Commercial Adopters	0	tbd
Special Interest Groups (SIGs)	0	tbd
Projects	0	tbd



Thank you!