

UISEE: Driving Innovation Technology and the Evolution of Autonomous Vehicles

Jingtian Fang

*Beijing Normal University-Hong Kong Baptist University United International
College, China*

EXECUTIVE SUMMARY

This case explores the dynamic landscape of the autonomous driving industry, focusing on UiSee Technology as a prominent player. It examines the competitive strategies, technological advancements, market dynamics, and regulatory influences shaping the sector. UiSee Technology, founded by Ganesha Wu in 2016, emerges as a key innovator in China's autonomous driving market, navigating partnerships with major industry players and expanding its footprint in both passenger and logistics applications. The case delves into UiSee's pivotal role in advancing autonomous vehicle technologies, its strategic collaborations, and the broader implications for the automotive industry's future. It also discusses market forecasts, investment trends, and the developing regulatory framework driving the industry towards the widespread adoption of autonomous driving technologies.

INTRODUCTION

In 2015, driven by the growing trend of artificial intelligence, Wu Gansha, then director of Intel China Research Institute, decided to leave Intel and pioneer in the nascent field of autonomous driving. UISEE was founded in Beijing in 2016 during this technological shift. Since its inception, UISEE has focused on unmanned

driving and, in 2019, introduced an unmanned logistics solution for cargo delivery, marking a significant technological milestone. This advancement paved the way for their “full scene, true unmanned, all-weather” autonomous driving technology, facilitating large-scale commercial use.

UISEE has not confined itself to unmanned logistics. It quickly partnered with automotive companies to expand its technology into new areas. UISEE developed the U-Drive intelligent driving platform through continuous research and innovation, utilizing AI drivers to enhance intelligent logistics, personal travel, and public transportation (UISEE, 2024). Over the past few years, UISEE has consistently been at the forefront of the unmanned driving industry, achieving significant strategic and technological breakthroughs. Within two years of its founding, the company won the global Red Dot Design Award. By 2019, UISEE had realized true unmanned operation and completed operational safety tests, achieving a major technological milestone. The company has also maximized the benefits of autonomous driving technology, achieving comprehensive coverage for both manned and unmanned vehicles.

UISEE has received numerous accolades for its patent innovations, including the 20th China Patent Award, Machine Heart's “AI China” Top 30, and the LT China Logistics Technology Award for Innovative Product. Strategically, UISEE has been a pioneer in commercialization, developing a sustainable business model while building technical expertise. The company has successfully partnered with leading industry players and has become one of the world's most successful commercialized unmanned driving companies (American Institute, 2023). UISEE's inclusion in the Hurun Unicorn List in 2022 and the Global Unicorn List in 2023 underscores its robust development trajectory. Looking ahead, UISEE plans to focus on globalization, establishing an international headquarters and research and development center in Hong Kong, which will provide an ideal platform for considering dual listing.

UNICORN DESCRIPTION

Business Model

UISEE is a technology-based enterprise focusing on autonomous driving. Relying on its self-developed U-Drive® intelligent driving platform, UISEE not only provides self-developed autonomous driving devices such as sensors, embedded high-performance servers, and other parts but also offers multi-scene, high-level unmanned driving solutions to vehicle manufacturers, automotive suppliers, and

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