As an actuarial student working for a UK general insurance company you have joined a group looking at potential new business ventures for the next 5 to 10 years. One idea under consideration is automotive insurance for the owners of driverless cars. You have been asked to develop a model for the number of such cars in the UK over the next 20 years to gauge the potential size of the market for this insurance. On one page of A4 or less, explain the steps you would take in this modelling exercise. Include (amongst other things) ideas for parameters, data sources, other people you would wish to engage with and the limitations of the model.