

Ten international mobility startups will pitch in the final of the NMW Lab17 at the IAA

- Pitch final with teams from France, Israel, USA, Germany and Luxembourg
- Selection from more than 150 applicants from all over the world
- High-calibre jury including, i.a., Atomico, Index and Accel Partners

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Ten finalists of the startup competition of the New Mobility World at IAA have been chosen. The new incubation hub NMW Lab17 initiated the competition in cooperation with Startup Sesame Mobility. The five “freshmen” – up to seed financing – will pitch on September 14th at New Mobility World in Hall 3.1. The five “seniors” – as of Series A – will pitch on September 15th.

An internationally-renowned jury including serial founders, venture capitalists, journalists and industry representatives have chosen the ten best teams out of 150 applications.

“Not only were we impressed by the innovative strength of the applicants but also by their diversity”, says Dr. Kay Lindemann, Managing Director of the German Association of the Automotive Industry (VDA): “The curated finalists cover an abundance of aspects of the now highly diversified mobility world. Especially topics like image recognition, smart and autonomous vehicles but also technology platforms are relevant for the mobility of the future. It is unfortunate we could only invite ten teams in the end.”

The VDA, initiator of the competition, connects innovative startups with its association members, including leading mobility and industry companies. “Prospectively, the new incubation hub aims to build bridges by using existing synergies: startups get opportunities to access the market, capital and decision-makers, while established companies meet talents and innovators”, says Lindemann.

Among the finalists are various software and hardware providers as well as vehicle manufacturers. With their innovations, the startups solve problems in the field of smart recognition and scanning of the environment, while refuelling, transforming the car to a smart car or while safely locking and connecting bicycles.

The five “senior” finalists (as of Series A):

- evopark GmbH provides a parking card with RFID chip for car parks in Germany.
- TerraLoupe from Munich developed a Deep Learning process for analyzing aerial photographs. This AI can recognize traffic lights and signs in the traffic system.
- Lattis from the USA, provider of Ellipse, an intelligent bike lock and a bike sharing platform based on this lock.
- High-Mobility GmbH from Berlin, Germany, provider of digital development tools for the automotive industry.
- PACE Telematics from Karlsruhe, Germany, developed a software that equips the car with intelligent functions.

The five “freshmen” finalists (up to Seed):

- AkousticArts from France, specialist for sound innovation that allows for isolated headphone-less listening to music in the car without having other passengers listening in.
- TeleRetail from Düsseldorf, Germany, developer of regional logistics automation.
- CarPay-Diem is a service allowing any mobile app or connected car to activate any fuel pump
- Hawa Dawa from Munich, Germany, provides hyperlocal data on air quality for a smart mobility.
- neteera from Israel, developer of a THz-based monitoring system to recognize signs of life.

New international network for innovative mobility experts

Apart from the presence of Startup Sesame Mobility, Europe’s largest alliance of tech events, several international community and curation partners are joining the NMW to support the competition, such as the US investor Techstars Mobility, early-stage investor WestTech Ventures, the Berlin-based high-tech accelerator Atom Leap, the Argentinian company builder incutex and the Renault Open Innovation Lab from Israel. Teams from all over the world – from 24 nations in total – applied.

The competition takes place on the FORUM stage of the NMW on Thursday (September 14th) and Friday (September 15th), from 5:15 PM to 6:30 PM respectively. A high-calibre jury made up of investors, journalists and mobility experts will select the respective batch winners. The jury includes Laura Grimmelmann, Accel Partners; Philipp Hartmann, Index Ventures; Yann de Vries, Atomico; Tanja Kufner, Startupbootcamp

Mobility; Holger Weiss, serial entrepreneur and founder of Chris - AI; Orlie Dahan, Ecomotion; Kat Borlongan, Five by Five and Barbara Belvisi, Hardware Club.

Debating future mobility: Next Visionaries – another highlight

Next to the startup competition, Next Visionaries, a worldwide initiative of BMW i and TED, is another program highlight of the IAA regarding debates on future mobility. Innovators, changemakers and pioneers submitted suggestions for TED talks. Six visionaries were selected in a multi-stage process that will be on stage at the IAA within Next Visionaries on September 10th. The strongest speaker may present his mobility concept in New York in November 2017.

Find the FORUM program here: <https://www.iaa.de/en/nmw/news/program/#/events>

Visit the New Mobility World website: <https://newmobility.world/en/>

Press/Accreditation: <https://newmobility.world/en/press/>

About the NMW

Being the biggest event on the mobility of tomorrow, the New Mobility World, an event of the IAA, is the ideal platform for new and innovative concepts. It is supported by the Federal Ministry of Economy and Energy and the Federal Ministry of Transport and Digital Infrastructure. The intersectoral, interdisciplinary B2B event aims at connecting makers and decision-makers across all industries. Companies like Kaspersky Lab, IBM, Siemens and the Daimler daughters moovel, MyTaxi and Car2Go will be present. The formats are HALL (exhibition), FORUM (conference) and PARCOURS (demonstration area). The most innovative international startups will compete at the startup competition NMW Lab17.