TerraLoupe and Hawa Dawa win the NMW Lab17 Startup Competition during the IAA

- Ten international startups in the pitch final at the New Mobility World
- Prizes worth 100,000 Euro for the winning teams
- Incubation hub NMW Lab17 connects startups, automotive groups, investors and experts

Frankfurt/Main, September 18, 2017.
TerraLoupe and Hawa Dawa win the first startup competition of the incubation hub NMW Lab17. On the FORUM Main Stage of the New Mobility World, TerraLoupe in the category "Seniors" (as of Series A) and Hawa Dawa in the category "Freshmen" (until Seed) prevailed against four other companies. The VDA initiated the competition with Startup Sesame Mobility within the frame of the New Mobility World. Worldwide, more than 150 startups from 24 countries participated.

TerraLoupe prevailed against HIGH MOBILITY from Berlin, Lattis from the USA, evopark from Cologne and Pace from Karlsruhe. The startup from Munich developed a self-learning software that creates high-precision maps out of aerial photographs. This could, for example, be used as a basis for self-driving vehicles. Manuela Rasthofer, founder and CEO of TerraLoupe, after her winning pitch: "The decision is a great affirmation of our vision that the combination of aerial photographs and artificial intelligence is of great value for the next generation of mapping which is necessary for the realization of autonomous vehicles." She says that TerraLoupe, being an expert in the intelligent analysis of aerial photographs, is already working on making this vision a reality.

Rasthofer received the award provided by Techcode, which is a delegation trip to China including match-making on-site, a coworking space at Betahaus as well as media packages from Gründerszene (10,000 Euro) and Edison (7,000 Euro). A top-class jury including VCs like Atomico, Accel Partners or Holger G. Weiss, Partner at Target Partners and founder of the startup German Autolabs, selected TerraLoupe as the winner. "The decision was not easy. The most decisive reason was the high potential of the HD-maps technology. Acquiring such maps is still very complex. TerraLoupe credibly showed that the team can contribute a significant information layer", says Weiss.

Real-time information about air quality

The decision in the category Freshmen was even harder for the jury. "In the end, we actually had to flip a coin", says Tanja Kufner, jury member and managing director of Startupbootcamp. Kufner had a surprise award ready for the winner: a wildcard for a new mobility program. Accordingly, Heiko Erhardt from the winning team Hawa Dawa was delighted to see that the jury also "recognized the potential and need of our technology."

The sensor technology of Hawa Dawa gives real-time information on the air quality – an increasing challenge, especially in the urban space. A first pilot project was successfully realized in Munich. Erhardt says: "The team is constantly finding new scopes of application and is receiving a lot of feedback from the automotive industry". "After all, traffic is a major cause of air pollution in the urban space. We help providing clean air to us and our children in a world where more and more people cohabitate in large cities", he continues.

Hawa Dawa withstood against TeleRetail from Düsseldorf, Akoustic Arts from France, CarPay-Diem from Luxembourg and neteera from the USA. The e-mobility magazine Edison invited the winner to the Autogipfel Summit, including a pitch in front of the executive floor of the automotive groups. Furthermore, Hawa Dawa received a media package from Media-Manufaktur (carIT and automotiveIT) worth 30,000 Euro, 3-6 months of coworking at Fluxunit, as well as a wildcard for the Smart Mobility & Logistics Program of Hardware.co.

"An impressive variety and internationality of the participants"

Besides Kufner, the "Freshmen" jury included high-calibre people like Philipp Hartmann from Index Ventures or Orlie Dahan from Ecomotion, an Israeli mobility community of 5,000 members, including 580 startups. "Not only was the quality of the competition impressive. I was especially delighted by the variety and internationality of the participants. There was everything, from special acoustic solutions for drivers and car passengers, up to sensor technologies for cities and cars. Thus stands the competition for our new mobility world, where different actors develop new interdisciplinary mobility solutions", says Dahan.

New international network for innovative mobility experts

As the initiator of the competition, the VDA connects innovative startups with its association members, which includes worldwide leading mobility and industry companies. "Prospectively, the incubation hub builds bridges that allow us to use existing synergies: startups receive new possibilities to access markets, capital and decision-makers, while established companies meet talents and innovations", says VDA-CEO Dr. Kay Lindemann.

Startup Sesame Mobility, Europe's largest alliance of tech events, was partner of the NMW Lab17. Furthermore, a number of worldwide partners supported the competition. As such, NMW Lab17 received about 150 applications from 24 countries. After this successful start, the activities of the NMW Lab17 should be strengthened in the future.

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 are present. The formats are HALL (exhibition), FORUM (conference) and PARCOURS (demonstration area). The most innovative international startups competed at the startup competition NMW Lab17.