

**“Fast and Curious!”****New Mobility World launches NMW Lab17 and calls on startups to participate**

- New Mobility World (NMW) searches startups with innovative mobility concepts
- NMW Lab17 is the kick-off of an interdisciplinary network building on the topic of future mobility
- A strong network partner: the international alliance Startup Sesame Mobility

Berlin/Frankfurt, April 2017 - “Innovation, disruption, anticipative and lateral thinking”. As part of the IAA Pkw (September 14th-17th, Frankfurt am Main), New Mobility World devoted itself to tomorrow’s mobility with an intersectoral and interdisciplinary B2B event. In order to involve the “young and wild”, it has initiated Lab17, an internationally-oriented challenge that simultaneously acts as the kick-off of a new network initiative. Prospectively, this should result in sustainable synergies between experts of industry, VCs, innovation, research, media and politics, and founders and companies from the mobility sector. The two-day pitch competition on the FORUM-stage of New Mobility World is a significant tool to link the various players together for the long term, which will happen on and offline within the framework of other VDA events.

For this challenge, NMW joined forces with “[Startup Sesame Mobility](#)”, Europe’s largest alliance of tech events. Since 2016, they are especially active in the mobility sector in order to offer selected startups access to events and an international network of mentors. New Mobility World already part of the first Startup Sesame Mobility Tracks as an event partner. This cooperation combines the potentials of both formats, synchronizes the respective expert networks and guarantees international reach.

“Not only is New Mobility World a platform for interdisciplinary dialogue and networking, it is also first and foremost an incubation hub for new, young concept in the mobility sector. Tomorrow’s mobility requires more than just inventiveness: With NMW Lab17, we aim to fight the status quo by combining the power of ideas, the volition and the dynamism of young founders with the experience and strength of decision-makers and pioneers.”, says Dirk Evenson, Director New Mobility World.

In a multi-stage process, an international jury, including VCs, serial entrepreneurs, industry representatives, journalists and influencers, will respectively select five early stage startups (“freshmen” up to seed funding) and later stage startups (“seniors” as of series A funding). Five finalists will be selected in each segment and will then face the audience and expert opinions at the NMW pitch competition in September. The winners will be awarded valuable media packages, wildcards for bootcamp programs and VC funding.

Startups can [apply](#) until June 15th, 2017.

Further information can be found on the [website](#) of New Mobility World.