



# European Startup Prize **for mobility**

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## FREQUENTLY ASKED QUESTIONS

### **What is the purpose of this competition / call for entries?**

The European Startup Prize for mobility supports breakthrough innovations with the potential to shape the mobility landscape in Europe and around the world. Mobility and the transport of people and goods are part of the daily lives of Europeans and are key sectors of the global economy.

These diverse mobility needs are growing as fast as the population continues expanding. In order to meet these needs in the future, innovation in mobility must be both responsible and designed for the benefit of both humans and the planet.

### **What are the criteria for consideration for this competition?**

Mobility startups wishing to start or accelerate their development in Europe can apply on [f6s.com/eustartups/apply](https://f6s.com/eustartups/apply) until January 8th, 2018.

### **How innovative/game-changing is this product/service?**

Does anything like this exist on the market already? How impactful is this innovation/idea on the mobility?

### **What does the traction look like for this startup?**

Does this startup have already a track record that give credibility to his access to market? (How many users, paying clients, Social engagement...)

### **How ecologically impactful is this product/service?**

Do you believe that this product/service can have potentially have a strong ecological impact? Carbone 4, a leading consulting firm specialized in the energy transition and climate change adaptation [will analyse your business with a specific methodology](#).

### **How socially impactful is this product/service?**

Will this product/service have a positive social impact for European citizens in any ways (workforce, users, stakeholders)?

### **How much will this startup benefit from this prize?**

Is this startup well-positioned to take full advantage of a European Visibility and Acceleration?

## **How does the selection works?**

### **1. Evaluation Process:**

All the candidates apply on F6S, if any technical issue they have the opportunity to contact directly the organization team of The European Startup Prize via the WebSite or F6S platform. The startup application can stay in "in progress" status as long as the application survey is not finished. As soon as the survey is finished, the evaluation process starts.

### **2. Eligibility:**

Each Startup passes a first step of eligibility that check if the startup covers the right subject on new mobility. The selection committee makes also the choice to award startups that already have a first traction and impact, ready to scale in Europe.

### **3. Evaluation phase 1:**

All the eligible startups are evaluated by at least 2 evaluators of the selection committee, experts in mobility.

All startups are evaluated with 6 different scores from 0 to 10 on 6 questions:

1. How innovative/game-changing is this product/service?
2. How ecologically impactful is this product/service?
3. How socially impactful is this product/service?
4. What does the traction look like for this startup?
5. How much will this startup benefit from this prize?
6. What is your general feeling about this startup?

### **4. Evaluation phase 2:**

This first evaluation allows the selection committee to Semi-Finalist startups.

The evaluation team has a second look on those applications to select the top 50 startups to present to the selection committee.

### **5. Evaluation phase 3**

The selection committee selects the 10 finalists of the European Startup Prize for mobility among the Top 50, taking into account the quality of the candidate, the Score and the representativeness of the mobility thematic for the different European Countries.

## **Who are the jury members?**

A jury of 10 mobility stakeholders / influencers / thought-leaders - including actors in tech, mobility group investors and elected representatives from Europe, will select startups that are putting innovation in the service of cleaner mobility and for all to accompany them in their European development.

- Karima Delli, MP and President of the Committee on Transport and Tourism
- Joël Hazan, Partner & Managing Director of The Boston Consulting Group
- Jean-François DHINAUX, Head of Strategy Via ID Mobivia Group
- Kadri Simson, Minister of Economics Affairs and Infrastructure of Estonia
- Catherine Leboul Proust, Chief Strategy Officer of GRDF in charge of Innovation and International Affairs
- Edward Arkwright, Chief Executive Officer of Groupe ADP
- Fabrizio Ruggiero, Deputy CEO Sales, Marketing, Customers & InterRent of Europcar
- Ross Douglas, Founder and Chief Executive Officer of Autonomy

- Tanja Kufner, Managing Director at Startupbootcamp Smart Transportation & Energy Berlin
- Gilles Babinet, Digital Champion – Serial Entrepreneur

### **What is selection committee and Jury Members rules?**

All members of the selection committee and jury will sign an NDA and a general agreement. The scores from members with any direct or indirect link with a candidate that can influence the scoring process will not be taken into account in the evaluation process (This include Individual investor, Corporate investors, Board Members, Family, Advisor, Customer or Supplier relationship...).

### **What is the deadline for submitting applications?**

January: 8th, 2018

### **What other key dates should I keep in mind?**

January-February: Selection and jury deliberations

**February 7<sup>th</sup>: announcement of the 10 startups selected for the European Tour.**

February 22nd, 2018: Award ceremony at the European Parliament in Brussels and start of the year-long business and legal mentoring program

### **How many startups will be selected to pitch in Brussels on February 22, 2018?**

10 startups will be selected to pitch in front of the jury during the main event at the European Parliament in Brussels on February 22nd, 2018.

### **What is the prize package?**

The 10 winning startups will participate in a selection of 5 European tech events, from Barcelona to Berlin via Tallinn, to meet investors and new customers. With all travel expenses covered, these startups will be able to focus on thematic workshops, planning of qualified meetings, pitching time and learning expeditions organized at each event.

In addition, 4 laureates will benefit from a personalized business and legal coaching program set up by The Boston Consulting Group (BCG), Grimaldi Studio Legale, Parallel Lawyers and Startup Sesame.

BCG will help 4 laureates change scale through a comprehensive strategy consulting mission. A dedicated BCG team will work together with the startups to develop their business plan and define the market entry strategy in the country chosen by the startups. BCG will also give the laureates access to its network of experts and help facilitate discussions between laureates and traditional BCG clients.

For the same 4 laureates, Grimaldi Studio Legale, in cooperation with its legal network across EU, including Parallel lawyers, will provide the legal information and the regulatory business analysis concerning the relevant jurisdiction, and it will help with the legal procedures and documentation needed in order to set-up the company. A dedicated mailbox will be made available to reply to all the legal questions.

### **Who are the co-founders of this prize?**

Karima Delli, an environmental and European Parliament member of the Transport Committee of the European Parliament, The Boston Consulting Group, a strategy consulting firm, and VIA ID, a mobility startups accelerator, created the European Startup Prize for mobility.

**Which cities are included in the European Tour in 2018?**

Tallin – Lattitude 59 (May 24-25)

Berlin – IFA (Sept. 2<sup>nd</sup>-5)

Copenhagen - ITS international (Sept 18-21)

Paris - Autonomy (October 18-20)

Barcelona – Smart City Expo Wolrd Congress (November 13-15)