

Press Release

September 13, 2017

BMW Startup Challenge Finalists.
Dutch Startups at the Forefront in Unique Challenge to Help Shape Future Mobility and Urban Living.

Rijswijk. Eight startup companies from The Netherlands are among ten finalists chosen by the BMW Group in a competition which calls for innovative business ideas that could help shape the future of global mobility and urban living.

BMW has challenged startups from across Europe, working in all fields related to mobility products or services, to submit their pioneering technology, product or service ideas for a competition that offers a chance to become part of a pool that buy billions of dollars' worth of products and services every year.

The ten startups represent a diverse range of innovative new technology fields that include electric vehicle batteries, artificial intelligence, energy generation, electric motorcycles, peer-to-peer personal transportation, IP security and anti-counterfeiting, wireless electric vehicle charging, augmented reality, radiation protection and carbon dioxide management and control.

The finalists have been selected from a total of 62 startup companies from 10 countries that originally entered the BMW Startup Challenge, which is held in conjunction with StartupFest Europe 2017, Europe's leading startup festival that is taking place in The Netherlands from September 25-28th.

All competition applicants were initially screened by the BMW Startup Garage, the team responsible for identifying startups for partnerships with the BMW Group. Judging criteria called for uniqueness of the idea, quality of early investment in the startup and the potential strategic impact of the idea upon the BMW Group's business.

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The ten finalists selected are:

- Etho Inc (USA)
- EZY Mobility (Netherlands)
- Filigrade BV (Netherlands)
- LeydenJar Technologies BV (Netherlands)
- Motoshare (Netherlands)
- Radygo (Netherlands)
- Sense Glove (Netherlands)
- Skytree (Netherlands)
- Spatial (USA)
- Wellsun (Netherlands)

The selected startups have now been invited to present their innovations to a high-profile jury made up of leading figures in the startup world. Jurors will include Daan Roosegaarde, Dutch artist and founder of Studio Roosegaarde; Evert Jaap Lugt, Managing Director of YES!Delft; Menno Kleingeld, Managing Director of Enabling Transport Solutions VDL Groep; Pieter Waasdorp, Director of Entrepreneurship at the Ministry of Economic Affairs; Anne-Wil Lucas, Program Manager Talent, Knowledge and Skills Startup Delta and Jochem Cuppen, Global Director Get in the Ring.

The top three startups, selected from those 10 finalists, will then be invited to present their innovations to a live audience consisting of international journalists and entrepreneurs in a special BMW Startup Symposium in Amsterdam on September 26th.

This offers a valuable opportunity for the selected entrepreneurs to make their innovations known to top venture capitalists, business leaders and strategic and financial decision makers from within the BMW Group.

The top three will also receive an all-expenses paid visit to BMW's in-house Startup Garage in Munich, Germany, where they will have the chance to present their proposals in detail to BMW managers who are responsible for buying products and services on behalf of the company.

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The overall winner chosen from the top three startups will be awarded the grand first prize: 12-month use of a new, special-edition BMW X1, which will be built in the Netherlands.

“The quality of the submissions from the startups was exceptionally high and has brought to the BMW Group’s attention many highly innovative and creative business ideas from some truly diverse areas of interest,” said Neil Fiorentinos, Managing Director of BMW Group Nederland.

“It was highly encouraging to see such a significant representation of Dutch startups among the entries and in the subsequent selection of the finalists, proving once again that The Netherlands is the home to some highly-skilled and technically competent business pioneers,” he added.

“As BMW Group continues to strengthen its position as an innovation leader and technology pioneer, this next stage of judging provides the perfect platform for these businesses to make their ideas known to a powerful and influential group of decision-makers in the startup business world and from BMW,” he said.

Industry-leading structure to support high-potential startups.

BMW Group has a formal, industry-leading structure in place to support high-potential startups in all phases from early stage development through to late stage and delivery. This ecosystem fosters initial ideas, taking them through to initial production and then on to the creation of full supplier partnerships.

BMW’s business accelerator, venture capital and startup initiatives are designed to find technological solutions at a time of convergence of multiple social trends, which each have the potential to dramatically change mobility and urban living, such as in the areas of automated, connected, electrified and shared mobility.

- **BMW i Ventures** is a venture capital company that provides early and mid-stage investment in cutting-edge solutions that are focussed on the mobility needs of the urban population. BMW i Ventures invests in these solutions, focusing on BMW’s current and future business in the technology and customer / service spaces.

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- **BMW Startup Garage** aims to help startups build their automotive business by becoming their partner to help them put their product or service into millions of cars. The Garage seeks out startups with an innovative technology, product or service that can significantly advance or even disrupt the motor industry. This 'Venture Client' partnership allows a startup to demonstrate the value of its solution to the automotive industry by integrating it first into BMW Group vehicles or mobility services and provides the start-up with access to a network of engineers and managers within the company.
- **URBAN-X** is a venture accelerator for startups reimagining city life, run by MINI and the investment fund Urban Us. Since its launch in 2015, URBAN-X has become a home for creative entrepreneurs from around the globe who are improving cities through technology and design. URBAN-X is not solely a mobility accelerator; the initiative includes mobility and transportation companies but also goes far beyond the car, covering core urban topics such as future living, new solutions for energy, food and waste systems, and innovate approaches to governance. What is unique about i Ventures, Startup Garage and URBAN-X is that it offers both funding and a client relationship, and ultimately allows startups to become part of the pool that buys.

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For more information, visit:

www.bmw.nl/startupchallenge

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Note for editors

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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