



Co-Founded by

Under the patronage of

KARIMA DELLI
Chairwoman of the European
Parliament's Transport Committee

BCG BOSTON
CONSULTING
GROUP

via iD



Press release

Thursday 20th April 2023

Launch of the 5th European Startup Prize for Mobility: applications open until 20 June 2023

On Wednesday 19 April 2023, the 5th European Startup Prize for Mobility (EUSP) was launched at the Ministry of Transport in the presence of Clément Beaune, Minister Delegate for Transport and Karima Delli, Chair of the European Parliament's Committee on Transport and Tourism. This acceleration and investment programme, created by Karima Delli, Via ID and BCG under the patronage of the European Parliament, aims to support and develop intelligent and sustainable mobility start-ups in Europe. Applications close on 20 June.

Bringing out the future leaders of sustainable mobility in Europe

Co-founded in 2017 by **Karima Delli**, **Via ID**, Mobivia's investment fund and accelerator for new mobility startups, and **Boston Consulting Group**, a strategy consultancy firm, the European Startup Prize for Mobility aims to **bring out the future leaders of tomorrow's sustainable mobility through an acceleration and investment programme that is unprecedented in Europe.**

"At a time when climate change is a matter of the utmost urgency, as confirmed by the latest IPCC report, innovation must more than ever be a virtuous catalyst for more sustainable mobility. The challenge for Europe is to maintain its leadership in innovation by supporting its network of start-ups. This is the role of the European Startup Prize for Mobility, which was founded five years ago and has become a key event in the sustainable mobility ecosystem, bringing together an ever-growing community and increasingly committed institutions every year", says **Karima Delli**.

This fifth edition, the fruit of an unprecedented public-private initiative, **brings together 16 exceptional partners:** EIT Urban Mobility, Groupe RATP, Crédit Agricole Auto Bank, European Climate Foundation, Mobilians, Groupe ADP, Europcar, Volta Trucks, GRDF, European Clean Trucking Alliance, Voies Navigables de France, Europe's rail, Die Autobahn, Roland Berger and Shift4Good.

Every year, **more than 500 start-ups** from all over Europe apply to the EUSP, representing more than **2,000 start-ups since its launch**.

Who can apply and how?

[APPLYING FOR EUSP 2023](#)

Applicants must submit their applications [on the application platform](#) before **20 June**. **Start-ups created in Europe that offer an innovative sustainable mobility product or solution with a positive environmental and societal impact and the potential for international development** are sought.

The evaluation and selection of the winners takes place **in three stages**. Firstly, all the candidates are evaluated by more than a hundred mobility experts led and supported by Via ID. The 50 best start-ups will be announced in a **"TOP 50"** on 14 September 2023. In a second phase, the TOP 50 will pitch at the jury to convince partners and co-founders to join the 10 winners who will make up the **"TOP 10" and who will be able to access the EUSP** acceleration and investment programme. Finally, 3 start-ups, selected from the TOP 10, will benefit from personalised support from Roland Berger.

All participants also have the opportunity to apply for the **13 Special Prizes sponsored by the partners**, to be recognised as the best in their category and benefit from the advantages offered by the partners.

The **awards ceremony will take place at the European Parliament in Brussels** on 25 October 2024.

"This 5th edition of the EUSP, of which we are co-founders, is gaining in maturity and strength to provide even greater support for innovative start-ups in sustainable mobility as they expand internationally. For the first time, we will be organising a Demo Day for the TOP 50, bringing together more than 150 investors. The acceleration and investment programme for the TOP 10 focuses on three key areas: European public affairs, financing and international development. Through the EUSP's advocacy work, we will be keen to bring the voice of the best mobility start-ups to the attention of the institutions, with Karima's support once again this year," adds **David Schwarz, Managing Director of Via ID**.

What can we win?

European Startup Prize for mobility	LES DOTATIONS				5 TH EDITION
	TOP 3	TOP 10	TOP 50	Special Prizes	
Visibilité	✓	✓	✓	✓	
Label EUSP	✓	✓	✓	✓	
Démo Day investisseurs	✓	✓	✓	-	
Programme d'accélération et d'investissement de Via ID	✓	✓	-	-	
Mentoring individuel par Via ID	✓	✓	-	-	
Accompagnement par Roland Berger	✓	-	-	-	
Dotation des partenaires : visibilité, financement, etc.	-	-	-	✓	

The TOP 50 start-ups will be promoted by the EUSP and will be able to use the TOP 50 EUSP label in their communications, as well as gaining access to the Demo Day organised by Via ID with an audience of +150 investors. As in previous years, the start-ups will be making a joint plea to the European institutions for their vision of innovative mobility in Europe.

The TOP 10 will also have access to Via ID's European support and investment programme, based on three pillars: lobbying & networking, business & international mentoring and financing. In addition, the 10 winners will receive individual support from Via ID. Finally, the TOP 3 will receive personalised support from Roland Berger.

List of Special Prizes

- Logistics and freight, in partnership with GRDF
- Corporate mobility and intermodality, in partnership with the ADP Group
- Sustainable passenger experience and operational excellence, in partnership with the RATP Group
- Scale-up, in partnership with the European Investment Bank
- Urban mobility, in partnership with EIT Urban Mobility
- Digital and green rail mobility, with Shift2Rail
- Zero emission vehicles, with ECTA and Volta Trucks
- River mobility, with Voies navigables de France
- Circular mobility: design and manufacturing, with the European Climate Foundation ●
- Sustainable and digital road infrastructure, with Die Autobahn
- Women entrepreneurs, under the patronage of Karima Delli
- Fintech services for mobility, with Crédit Agricole Auto Bank
- UkrainianTech, under the patronage of Maroš Šefčovič

Timetable for the European Startup Prize for mobility 2023:

- **19 April** - Launch of the call for start-ups
- **20 June** - End of the call for startups
- **14 September** - Revelation of the TOP 50
- **25 October** - Revelation of the TOP 10 and the Special Prizes, awards ceremony at the European Parliament in Brussels
- **November** - Start of Via ID's 3-month acceleration and investment programme



A propos de l'European Startup Prize for Mobility :

L'European Startup Prize for mobility (EUSP) est un programme d'accélération et d'investissement fondé par l'UE pour les startups de la mobilité durable. Il a été créé en 2017 par Karima Delli, présidente de la commission des transports et du tourisme du Parlement européen, Boston Consulting Group et Via ID. L'EUSP rassemble désormais toutes les grandes institutions de l'UE, notamment le Parlement européen, la Commission européenne, la Banque européenne d'investissement, l'EIT Urban Mobility Europe's Rail ainsi que les grandes entreprises de mobilité et les géants de la tech. En tant qu'initiative publique-privée, l'EUSP vise à soutenir et à développer des startups de mobilité intelligente et durable dans toute l'Europe. Chaque année, plus de 600 startups postulent à son programme d'accélération et d'investissement. L'EUSP leur offre de multiples opportunités d'investissement en tant que "guichet unique" pour les fonds de l'UE (Commission européenne, Banque européenne d'investissement, EIT InnoEnergy) et les investisseurs privés (Demo Day). En outre, les meilleures startups bénéficient chaque année d'un mentorat sur mesure du BCG, de connexions avec les organisations de l'UE et d'une visibilité auprès des décideurs européens. www.startupprize.eu @eustartupprize

About Via ID:

Via ID is Mobivia's (Norauto, Midas ...) investment fund and accelerator for new mobility start-ups. Thanks to its hybrid positioning as an investor, ecosystem and start-up studio, Via ID provides long-term support to the most innovative start-ups in the field of sustainable mobility, turning them into European leaders. Today Via ID has a portfolio of 25 startups (including Vroomly, Heetch, Fifteen, VelyVelo, Reparcar, Beev, etc.), teams in Lille, Paris and Munich and 3 major initiatives: the Moove Lab, the European Startup Prize for Mobility and the Mobility Club. www.via-id.com @via__id

About Boston Consulting:

BCG Group works with the world's leading companies, governments, and NGOs. We are at their side to help them meet their greatest challenges. Founded in 1963, BCG was the pioneer of strategy consulting. Today, we help our clients transform their businesses to accelerate growth, strengthen competitive advantage and generate real impact. The success of today's organisations depends on their ability to combine the best human and digital resources. Our teams bring in-depth industry and functional expertise to our clients. BCG

offers solutions based on high-level consulting, design, the deployment of new technologies and the creation of digital businesses, while always respecting the raison d'être of companies. We work with our clients using a unique collaborative model, at all levels of the organisation.

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