



Press release  
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## **Via ID strengthens its position with the launch of the Ecosystem & Startup Programs cluster**

**On the strength of its hybrid positioning, Via ID, Mobivia's investment fund and accelerator of new mobility startups, is being strengthened with the launch of the Ecosystem & Startup Programs Unit to create new synergies in the world of mobility and the automotive industry. Clément Guillemot, recently appointed Director of Startup and Ecosystem Programs, is responsible for developing three flagship initiatives: the Mobility Club, the European Startup Prize for Mobility and the Moove Lab at Station F.**

### **Clément Guillemot in charge of Via ID's ambitions**

A graduate of IMT Nord Europe (formerly Mines Douai) and Paris-Dauphine University, Clément Guillemot began his career as an engineer with SNC-Lavalin in Montreal. On his return to France, he joined TotalEnergies to develop new energy projects in the MENA region. He then became Business Development Manager at Business France Invest in New York, advising American companies and startups on their development strategy in France and supporting their investment projects.

Clément Guillemot joined Via ID in February 2019 to handle the Mobility Club and the European Startup Prize for Mobility, then the Moove Lab. He will be appointed Director of Startup Programs and Ecosystem at Via ID in January 2023.

"Via ID's fundamental mission is to identify the transformations that are sweeping through and disrupting the world of mobility and the automotive industry, and to help players in the sector to navigate this changing world. Encouraging synergies by bringing together networks, startups, corporates, institutional players and investors; supporting the best startups in their development: these are my ambitions in my role as Director of Startup and Ecosystem Programmes", says Clément Guillemot.

### **The Mobility Club, Via ID's acceleration platform for mobility corporates**

**One of Via ID's three strong initiatives is the Mobility Club, launched by Via ID in 2018.** By positioning itself as **an acceleration platform for mobility players**, the Mobility Club provides its members with a deep understanding of key mobility and automotive trends, but also with new business perspectives through investment and partnership opportunities.

**At the beginning of June, the Mobility Club demonstrated its attractiveness by welcoming three new members, all key players in the mobility sector: Transdev, TomTom and Saemes.**

The Mobility Club is **built around three pillars:**

- **Inspiration:** support for strategic decision-making based on a clear understanding of market trends (decoding and analysis, business intelligence events, Back from CES, monthly newsletter... and exclusive content published every month on a dedicated platform).
- **Matchmaking:** access to the best experts and networks in the new mobility ecosystem (business matchmaking, peer networking, introductions to the Mobility Club community and Via ID's startup ecosystem).
- **Acceleration:** tailor-made support to meet strategic and innovation challenges (Call for Startups, startup mapping & sourcing, tailor-made business intelligence workshops and events, etc.).

**With the arrival of three new corporate members**, the Mobility Club now includes: Banque des territoires, Lab Box (a subsidiary of D'Ieteren Auto), Groupe IMA, TotalEnergies, Hutchinson, Groupe ADP, Hyundai Motor Group, Mobivia and, from now on, TomTom, Transdev and Saemes.

### **Moove Lab and the European Startup Prize for Mobility recruit their next startups**

As a startup accelerator, Via ID is also behind two startup support programs:

- **Moove Lab**, the mobility and automotive startup accelerator at Station F, co-founded with Mobilians.
- **The European Startup Prize for Mobility (EUSP)**, Europe's largest acceleration program for sustainable mobility startups, co-founded with Karima Delli, Chair of the European Parliament's Transport Committee, and BCG.

After celebrating five years of innovation, the Moove Lab is recruiting its 11th class, sponsored by BMW Group France. Applications are open until 16 June 2023, with a view to starting at Station F in October 2023.

European startups can submit their applications for the 5th European Startup Prize for Mobility (EUSP) before 20 June.

**MOOVE LAB  
CALL FOR PROJECTS - BATCH #11  
BMW GROUP FRANCE**

Apply before 16 June 2023

**EUROPEAN STARTUP PRIZE FOR MOBILITY  
CALL FOR ENTRIES - 5TH EDITION**

Apply before 20 June 2023

**About Via ID:**

Via ID is the investment fund and the business accelerator of startups in new mobility of Mobivia (Norauto, Midas ...). Thanks to its hybrid positioning as an investor, an ecosystem and a startup studio, Via ID provides long-term support to the most innovative startups in the field of sustainable mobility to make them European leaders.

Today Via ID has a portfolio of 25 startups (including Vroomly, Heetch, Fifteen, VelyVelo, Reparcar, Beev...), teams in Lille, Paris and Munich and 3 major initiatives: the Moove Lab, the European Startup Prize for Mobility and the Mobility Club.

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