



Via ID strengthens its positioning as an investment fund with the appointment of Romain Lafitte as head of investment.

Press release, Wednesday 8 February 2023

Via ID, Mobivia's investment fund and accelerator of new mobility startups, is entering a new phase in its development with the arrival of Romain Lafitte as Investment Director. He brings his entrepreneurial experience and investment expertise to help Via ID strengthen its investment activity.

Via ID, a leading VC in the mobility sector

For its investment activities and with 13 years' experience behind it, Via ID draws on the power of its ecosystem to provide long-term support for innovative companies in the sustainable mobility sector.

As an investment fund, Via ID's mission is to provide equity financing for **early-stage startups in the Seed and Series A phases**, to help them move on to a new stage in their development. Via ID is primarily looking for startups in the field of **new forms of mobility linked to electric vehicles, micro-mobility, data and connected vehicles and the circular economy**. Integrating the notion of Impact into its selection criteria, startups that contribute to environmental, social and societal challenges are given priority.

The arrival of Romain Lafitte strengthens the investment activity

The arrival of the new investment director is part of Via ID's development strategy **to reaffirm its position as a French and European investment fund.**

Romain Lafitte began his career in the mergers and acquisitions team at Crédit Agricole Securities New York, before joining the Valuation and Financial Modelling department at Deloitte and then Generis Capital Partners. He then decided to set up his own business and founded a consultancy specializing in young digital brands. After selling his shares and drawing on his experience in finance, investment and entrepreneurship, Romain decided to return to the world of investment.

"I'm delighted to be joining Via ID. I fully identify with the team's vision and values. Furthermore, the challenges of the new mobility sector are many and exciting, which is why I'm delighted to be joining an investment structure with a real value proposition for startups. A structure that offers not only a capital injection, but also, and above all, genuine sector expertise and a powerful network, thanks in particular to its ecosystem - Moove lab,

European Startup Prize for Mobility and Mobility Club," said Romain Lafitte, Investment Director at Via ID.

At the head of a team of 4 people that he has put together, he now manages the investment process and the active monitoring of Via ID's investments.

Strengthening the European dimension of investments: a priority for 2023

The new Investment Director and his team are determined to **continue and accelerate the investment drive underway, with a particular focus on expansion in Europe.**

The opening of the Munich office in 2021 established Via ID's strong **commitment to strengthening its activities on the European market through a local presence.** Under the leadership of Jean-Luc Rippinger, Venture Partner & Director of European Operations at Via ID, the ambition is to increase the presence of the investment center not only in Germany, but also in the Nordic countries, Benelux and soon Spain.

With this in mind, Via ID has just signed a **partnership agreement with the Digital Hub Mobility of the UnternehmerTUM (UTUM)**, the largest technological innovation center in Europe attached to the Munich University of Technology, Germany's "Station F". The aim of this collaboration is to develop intelligence on the German-speaking investment market, to identify investment opportunities and to facilitate the establishment of startups from the Via ID ecosystem in Germany.

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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