

L'Observatoire des startups françaises de la mobilité

Press release
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The Moove Lab and Roland Berger present the 1st edition of the Observatory of French mobility startups

This Wednesday, February 28, Mobilians and Via ID, co-founders of Moove Lab - the accelerator of mobility and automotive startups at Station F - and the strategy consulting firm Roland Berger, present the first edition of the Observatory French mobility startups. The objective? Offer an analysis of fundraising carried out by French mobility startups and put it into perspective with the megatrends which are transforming the historic ecosystem of mobility and the automobile.

Mobilians, Via ID and Roland Berger take stock of French mobility startups

As part of its mission to anticipate developments in the sector, the Moove Lab announced in 2023 the launch of the Observatory of French mobility startups. To carry out this study, the Moove Lab partnered with the Roland Berger firm.

“The Observatory’s mission is to highlight the players who are transforming the mobility landscape in France, players represented by Mobilians. It’s a diverse range of startups and young shoots with revolutionary ideas that are rethinking the way we move around every day. Their innovations are shaping a future where mobility becomes synonymous with sustainability, efficiency and connectivity. This first edition offers strategic insights, from emerging trends to inspiring success stories” indicates Xavier Horent, General Delegate of Mobilians.

One of the first lessons from this analysis of fundraising is the important role played by the Moove Lab. Indeed, startups accelerated by the program represent a quarter of Early Stage fundraising in 2022 and 2023 (for example: Beev, Flitter, Loewi, TOLV, Nelson, ProovStation, Betterway, Zenride, etc.). This contribution from Moove Lab highlights the positive impact of acceleration programs on the financial development of start-ups in the mobility sector in France.

Zoom from the transport sector to mobility and automotive services

As part of the Observatory, two areas were studied. The first scope includes French transport startups in the broad sense of the term, i.e. all solutions, software, products or services to solve problems or improve the conditions of movement of people and goods, on land, sea or in the tunes. The second, narrower scope analyzed corresponds to French startups in the daily mobility of people and automotive services (downstream sector), sectors supported by Mobilians and the Moove Lab. This category covers all of the following segments: Automotive service, Road safety, Automotive commerce & energy distribution, MaaS & smart city, Cycles & micromobility, Maintenance & repair, Circular economy and Financial services (Fintech /Assurtech).

“By delving into an in-depth analysis, both qualitative and quantitative, of the mobility and automotive startup landscape, we set out to demystify the innovations and trends of the growing sector . The Observatory pays particular attention to last year’s fundraising and the deciphering of the main phenomena” explains David Schwarz, CEO of Via ID.

Startups in the transport sector: one of the rare sectors whose fundraising is growing in a context of sharp contraction of venture capital in France

Fundraising in the transport sector in France recorded a significant increase of 12% between 2022 and 2023, reaching a record of 1.9 billion euros despite the general contraction of venture capital in the country, in decline 43% over the same period. This resilience of the transport sector can be explained, among other things, by the quality of its entrepreneurial ecosystem, and because it is part of strategic issues such as deep tech and the climate.

The Early Stage fundraising segment shows certain dynamism, and shows growth of 33% compared to 2022. However, the relative weakness of the Growth Stage, accentuated by the drop in valuations, poses a challenge for the sector. At the same time, the Late Stage is boosted by two major fundraising rounds, linked to a gigafactory (Verkor) and electric charging stations (Driveco, Swish, E-TOTEM), highlighting the high capital requirements for industrial projects and infrastructure.

This performance confirms France's solid position as the second largest transport innovation ecosystem in Europe, just behind the United Kingdom, while most European countries are facing a slowdown in fundraising. Startups specializing in transport electrification have emerged as the main driver of this growth, representing 73% of funds raised, compared to only 13% in 2019.

The startup ecosystem in the transport sector is mainly concentrated in Paris and the Auvergne-Rhône-Alpes region, occupying a solid second position in terms of amounts raised over the last ten years, driven by the deep tech ecosystem. Grenoble. Five other regions (Provence-Alpes-Côte d'Azur, Occitanie, Nouvelle-Aquitaine, Pays de la Loire, and Hauts-de-France) have ecosystems that have raised more than 100 million euros over the same period.

“As demonstrated by the dynamism of fundraising carried out in 2023, the mobility sector is very popular with investors. The rise of electrification plays a major role in its development and is expected to continue in the years to come. We are proud of the creation of this observatory which aims to become a real barometer of the mobility sector in France, and will allow us to closely monitor its evolution.”, concludes Olivier Hanouille, Automotive Partner within the Roland Berger firm.

Bpifrance is the leading investor in the ecosystem of French startups in the transport sector in 2023, followed by EIT Urban Mobility, a European player specializing in Early Stage. Historical players such as Via ID, Demeter and Banque des Territoires maintain their influence, just as Crédit Agricole, through its regional subsidiaries in particular, also remains very active.

Mobility and automotive services: fundraising down, but Growth & Early stage growing

Since 2019, we have seen an increase in fundraising in the mobility sector of 190%. However, in 2023, fundraising will mark a drop of 30% compared to 2022, to reach an amount of 750 million euros, with a particular emphasis on electric charging.

Financing of mobility startups is growing in the Early Stage (+43%) and Growth Stage (+22%) segment between 2022 and 2023, with an increase in the number of operations and amounts raised. The Late Stage shows a significant drop in the amounts raised, which can be explained by the low number of operations analyzed (7 in 2022 and 2023) and therefore does not seem to indicate a downward trend in investments. A further increase could be seen in 2024 - as indicated by a first raising of 300 million Electra in January 2024.

While the transport sector represents 30% of greenhouse gas emissions in France, startups in the sector play a crucial role in the decarbonization of French mobility by developing models based on the circular economy and usage. responsible for natural resources.

Fundraising and key trends by segment

- After a difficult year in 2022, the automotive service ecosystem is growing again in 2023, driven by carpooling players (Karos, Ecov, StadiumGo). Also note the development of tech startups that support the electrification and optimization of fleets (Nelson, Pelikan).
- Startups in the automotive trade and energy distribution are experiencing strong growth, mainly driven by investments in electric charging (Driveco, Mob-Energy, e-Totem, etc.), as well as some fundraising linked to the digitalization of the sale of vehicles.
- The cycle and micromobility sector has experienced strong growth post-Covid, driven by sharply increasing use and strong public support. Note among other things the lifting of Pony despite a difficult global context for shared micromobility and the emergence of numerous new brands (Bastille, REF Bikes, Gaya).
- Virtually non-existent 5 years ago, fundraising in the circular economy has been constantly growing since 2019, reaching €100M in 2023. A complete ecosystem of players is being formed around electric batteries (Mecaware, VoltR), while retrofit (TOLV, Qinomic), economy of functionality (Sline, Knave) and the reconditioning of electrically assisted bicycles (Upway, Loewi, MINT Bikes) are also developing.

Initial horizons for the future of mobility startups

Mobility startups are rethinking the way we move around every day. However, to create significant impact, these solutions must be part of a broader ecosystem that incorporates sustainable practices. An acceleration of investments - particularly in the direction of the circular economy and more particularly in the remanufacturing and maintenance-repair-recycling of batteries - would encourage the emergence of holistic innovations, combining innovative mobility models with eco-friendly practices. responsible, to respond more effectively to the environmental, social and economic challenges facing our society. To build a sustainable future compatible with the European ambition of carbon neutrality by 2050, public authorities and investors should simultaneously support innovation in shared mobility and the circular economy.

Public authorities play a decisive role in supporting mobility startups. Strengthening the ambition of public authorities towards mobility startups can take the form of incentive tax policies. In addition, active government support for mobility startups helps strengthen national competitiveness and position the country as a leader in the field of sustainable mobility. Particular attention must also be paid to Growth and Late stage fundraising, decisive periods for the rise of the new French mobility champions.

The State should also guarantee a stable regulatory framework capable of supporting innovation over several years. It is hoped that existing systems will be renewed and/or new investment aid will be put in place within the framework of France 2030, with particular attention paid to access for subcontractors and SMEs.

[Click here to directly access the Observatory summary](#)

Data considered

The data on which the Observatory of French Mobility Startups relies comes from several sources:

- Fundraising recorded by the Dealroom.co platform (as of February 11, 2024), carried out between 2014 and 2023 by startups headquartered in France, active in the transport sector ([definition of the "Transport" category by Dealroom.co](#))
- Fundraising recorded by Via ID and Roland Berger, carried out by French mobility and transport startups, the announcement and details of which are publicly available as open source on the internet
- More than 160 responses to a questionnaire distributed to French mobility startups at the end of 2023

In total, 1,203 fundraising operations carried out between 2014 and 2023 were identified for the Observatory, 572 for the first part ("transport startups" scope) and 291 for the second ("mobility startups and transportation services" scope). automobile"). These sources were aggregated, homogenized and interpreted by the Via ID, Roland Berger and Mobilians teams. They were supplemented by nearly twenty interviews with experts (investors, entrepreneurs, business leaders, specialists, etc.) whose reports are available in the Observatory.

A propos du Moove Lab :

Né de la rencontre entre Mobilians et Via ID, le Moove Lab a pour mission d'accélérer le développement des startups de la mobilité. Il offre pendant 6 mois un accompagnement sur mesure par une équipe d'experts et des opportunités de collaboration avec ses partenaires leaders de la mobilité. Le tout à Station F, le plus grand campus de startup au monde situé à Paris. Depuis 2017 plus de 90 startups de la mobilité et de l'autotech ont été accélérées par le programme. Le Moove Lab est soutenu par des partenaires de premier plan : BMW Group France, EDF, Roole, Bessé Motors, EIT Urban Mobility, bee2link, BCA Expertise, Opteven., ANFA, OPCO Mobilités and NextMove.

Pour plus d'informations : <https://www.moove-lab.com/>

A propos de MOBILIANS :

MOBILIANS est le premier mouvement des chefs d'entreprise du commerce et de la réparation automobile et des services de mobilité : voitures, motos, vélos, véhicules industriels, trottinettes, etc. Notre organisation professionnelle représente près de 170 000 entreprises de proximité et 500 000 emplois non délocalisables partout en France. MOBILIANS défend les intérêts individuels et collectifs des professionnels de la mobilité par la route et les accompagne dans les évolutions de leurs métiers. Il déploie une action prospective de développement durable et de promotion d'une mobilité individuelle ou partagée en lien avec toutes les parties prenantes.

En savoir plus : www.mobilians.fr / [@Mobiliansfr](https://www.instagram.com/Mobiliansfr)

A propos de Via ID :

Via ID est le fonds d'investissement et accélérateur de startups des nouvelles mobilités de Mobivia (Norauto, Midas ...). Grâce à son positionnement hybride d'investisseur, d'écosystème et de startup studio, Via ID accompagne sur le long terme les startups les plus innovantes en matière de mobilité durable pour en faire des leaders européens. Aujourd'hui Via ID c'est un portefeuille de 25 startups (dont Vroomly, Blablacar, Heetch, Fifteen, VelyVelo, Beev.), des équipes à Lille, Paris et Munich ainsi que 3 initiatives majeures : le Moove Lab, le European Startup Prize for Mobility et le Mobility Club. www.via-id.com @via__id

A propos de Roland Berger :

Fondé en 1967, Roland Berger est le premier cabinet de conseil de directions générales d'origine européenne et à l'ancrage international. Implanté en France depuis 1990, le bureau de Paris avec près de 300 collaborateurs, conseille les plus grandes entreprises internationales ainsi que des institutions publiques, sur l'ensemble de leurs problématiques, du conseil stratégique à la mise en œuvre opérationnelle. Avec la conviction que le monde a besoin d'un nouveau paradigme durable sur toute la chaîne de valeur des entreprises, il s'attache à proposer des solutions innovantes, avec une attention particulière portée à l'obtention de résultats concrets et mesurables.

Pour plus d'information : www.rolandberger.com

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