



**Startup program brings together supply and demand of mobility innovations**

## **Registration open for Mobility Lab 2021**

**ROTTERDAM/DEN BOSCH/MAASTRICHT - Entrepreneurs who want to test their concepts in the real world can once again register for Mobility Lab, startup program in the field of mobility. Registrations have already started coming in. During a nine-month-long program, Mobility Lab connects entrepreneurs with an appealing first customer with whom they can prove that their innovation works in practice. The four previous editions of the program led to more than 17 million euros in funding and hundreds of jobs. Well-known participants from previous editions include Cargoroo, Felyx, Amber, and Juuve.**

### **Pilot with a first customer**

The pressure on our mobility system will keep rising even after COVID-19 and innovation in the field of mobility remains necessary. Mobility Lab helps startups with this by giving them the opportunity to prove that their mobility concept works in practice. Pilots take place in the regions of Rotterdam, Noord-Brabant, and Limburg at organizations, municipalities, and companies with mobility challenges. Mobility Lab has already carried out pilots at various municipalities, Ahoy, Efteling, Eindhoven Airport, RET Rotterdam, and Dura Vermeer.

Mobility Lab was founded five years ago in Rotterdam, and that did not remain unnoticed. Over the past few years, 50 startups have participated in Mobility Lab. "We offer startups from the Netherlands and abroad the opportunity to test their product or service with a potential customer and a chance to prove themselves in the real world: in a realistic environment with real users. That proof helps a startup enormously when it comes to developing and attracting growth capital. Examples that demonstrate this are Felyx and Juuve", says Hans Stevens, program manager of De Verkeersonderneming.

Mobility Lab has been active in Brabant since 2018. Various tests and pilots have taken place there, such as Amber, an electric car sharing service, and Mobility Sensing, which uses sensors in the road to measure traffic and monitor road surface condition for the municipality of 's-Hertogenbosch. "Testing is not only useful for startups - we also learn from it. Smart innovations can provide solutions for the mobility challenges we face now and after the pandemic," explains Gertjan Koolen, program manager of SmartwayZ.NL.

As of this year, the province of Limburg is also a partner of Mobility Lab. Exciting news for Limburg, though pilots have taken place there before. In 2019, Peazy helped the municipality of Venlo with decisions regarding their parking policy using an algorithm that performs analyses using data from parking meters, parking apps, and more. And last year Citysteps tested the first shared electric scooters in the Netherlands in Roermond. "For Limburg, mobility innovation is important. After positive experiences with pilots in the past, we want to give even more startups the



opportunity to get off to a flying start this year”, said Hubert Mackus, deputy of the province of Limburg.

### **Sign up**

Startups can register through May 5th, 2021. From the registrations, 25 startups will be selected for the Mobility Lab program. Over the course of nine months they will be matched to a first customer, also referred to as a "launching customer" in startup terms, and they can also count on legal, marketing, and communication advice and help in finding funding. You can register at <https://mobilitylab.nl/en/>.

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### **About Mobility Lab**

*Mobility Lab is an initiative of two mobility programs: De Verkeersonderneming from the Rotterdam region and SmartwayZ.NL, which focuses on the South of the Netherlands. Both programs are collaborations with various authorities as partners and focus on improving the accessibility of their region. This year, the province of Limburg has also joined as a partner. Mobility Lab was founded in 2017 and launches its fifth edition in 2021.*

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