

FAQ

What is Mobility Lab?

Mobility Lab is a startup program that helps bring to market and scale up innovative prototypes in the field of mobility. The goal is to give startups and organizations with a mobility-related challenge the opportunity to test innovative solutions together in the real world. Because before a new product or service can be put on the market, it must first be thoroughly tested. And preferably in a real-life situation with real users. Only then can the product or service be scaled up and be useful on a large scale. Mobility Lab provides plenty of space for this in the regions of Rotterdam, Noord-Brabant, and Limburg.

Who is the initiator of Mobility Lab?

Mobility Lab is an initiative of De Verkeersonderneming, SmartwayZ.NL, and the Province of Limburg.

There are many other startup programs. What makes Mobility Lab special?

Mobility Lab is primarily about connection, gaining knowledge through practical tests, and networking. We link startups directly to launching customers and a test location. Testing has priority and we therefore do not waste entrepreneurs' valuable time on countless workshops or group training courses, although 1-on-1 expert knowledge is available for those who need it.

Thanks to our large network, we are in contact with many companies and governments that are willing to work with a startup. It is our ambition to facilitate the connection between startups and launching customers, to mobilize the launching customers, and to ensure that the startups are seated at the table with the right people straightaway.

In addition, many other startup programs are mainly about money - about investment. While startups can receive a loan through this program (maximum 25,000 euros), that is not the focus.

What is meant by "launching customer"?

Our launching customers are companies or governments that have a concrete challenge and / or are open to offering the right startup a test environment. They are crucial partners for scaling up startups and successful market introductions. They purchase the product or service from the startup before it has proven itself, and in this way ensure that the product or service is tested in the real world. In addition, the launching customers provide meaningful feedback which enables useful adjustments and they make time and money available.

In other words: launching customers provide access to a larger market, through investment or through strategic cooperation.

What kinds of startups can participate?

The focus is mainly on startups that offer a solution to an existing problem. Launching customers may or may not have a concrete challenge on the table. Startups provide a solution for this challenge or they

offer another mobility solution that they want to test at one of the launching customers. Some examples of possible challenges can be found on the website. On our website you can also find the participating startups from Edition 1 (2017), Edition 2 (2018), and Edition 3 (2019) and Edition 4 (2020).

What's new in the 2021 edition of Mobility Lab?

In 2021, the market will select the best startups. From all registrations, the Mobility Lab team will select the 25 most promising startups. All 25 will then talk to launching customers (the market). Startups that connect with one or more challenges from launching customers will earn a testing spot. Startups that do not manage to do this will be released at the end of September. While there will no testing for them, they too will be wiser thanks to the conversations they have had.

How can I register as a launching customer?

The registration of launching customers is done through our account managers. They are your first point of contact during Mobility Lab 2021. To get in touch, you can send an email to yves@mobilitylab.nl. He will then connect you with the appropriate account manager.

How can I register my startup for Mobility Lab 2021?

You can register for Mobility Lab 2021 via the online registration form [here](#). When your registration has been successfully completed, you will receive a confirmation in your inbox.

Is my mobility solution suitable for Mobility Lab?

Mobility Lab is open to mobility solutions in the broadest sense of the term. After all, sometimes you are not aware of a problem or challenge, let alone the solutions that have been devised for it.

That said, we do focus on a number of themes and we also see that demand from launching customers is greatest for solutions related to these themes. Think of:

- Accessibility
- Sustainable mobility
- Shared mobility
- Sustainability (sustainable use of materials)
- Electrification
- Cycling
- Health
- Inclusion
- Infrastructure
- Climate (CO2 and reduction of particulate matter)
- Logistics
- Public transport
- Crowding
- Road safety
- Prevention of mobility movements

What is the deadline for registering?

Registration is possible until May 5, 2021 at 11:59 pm. The startups that have been selected will be notified by May 24th at the latest. The selected startups will start on May 27th with a pitch training to prepare for the pitches for launching customers on June 3rd.

Does my startup have to be registered with the Chamber of Commerce?

Yes, that is a requirement to participate in Mobility Lab. To claim a loan through Mobility Lab, a startup must be a BV.

I am the founder and sole employee of my startup, can I register?

We prefer startups that consist of a team of at least two people.

Does my startup have to be Dutch?

No, that is not necessary. We do expect the startups to be present in the Netherlands during the pilot, but international startups are more than welcome to register.

Does participation in Mobility Lab cost money?

You do not have to pay for your participation in Mobility Lab. The goal of Mobility Lab is to enable and guide startups. Startups receive support in various areas: PR, marketing and communication, legal, and financing. They can also claim a loan of 25,000 euros. Launching customers are expected to provide a working budget to make it possible to carry out the pilots. Agreements are made about this during the matchmaking between startups and launching customers.

Will I be reimbursed for my travel expenses during the Mobility Lab process?

No, those costs are for the startup itself.

When does the Mobility Lab process start?

The registration for startups is open from March 1, 2021 to May 5, 2021. The startups will be informed by May 24th at the latest whether they have been selected and are therefore expected at the pitch training and pitch day. These take place on May 27th and June 3rd, respectively.

What does the selection period look like?

By May 24th at the latest, 25 startups will be invited to the pitch training on May 27th. During this training, the startups will prepare the pitches that they will give on pitch day (June 3rd). Due to COVID-19 measures, the startups will pitch in front of a camera. The recorded pitches will be shared with the launching customers who can get to know all participants in this way and indicate which parties they would like to get to know better.

What does the process look like after the selection?

After the pitch event, the Kick Off will follow on June 9th and 10th. Each startup only needs to be present on one of these two days. During these days, every startup will be checked in and we will map out the development status, needs, and challenges of all participants to make sure we offer the most appropriate support possible during the program. On this day, each startup will have a meeting with:

- the team of account managers in contact with the launching customers
- the startup manager
- the funding expert
- the legal expert
- the marketing / PR expert

The outcome of these discussions is a tailor-made plan for the coming months. With this, the launching customer and the startup will start discussing things like: What is the focus? How can we support the startup in the areas of PR, marketing and communication, legal affairs, and financing? And what goals does the startup set for itself for the coming months?

In the period from June to September, (mostly online) matchmaking and follow-up discussions will take place between startups and launching customers to see whether they both support conducting a pilot. If one of the parties does not, the pilot will not be started. An account manager from Mobility Lab will also join these conversations.

At the end of September an evaluation will take place. Has a pilot been developed or is one in the future? Has the startup developed itself and achieved the set goals? Based on the answers to these questions, it is determined whether the startup will proceed to the final phase of Mobility Lab: testing.

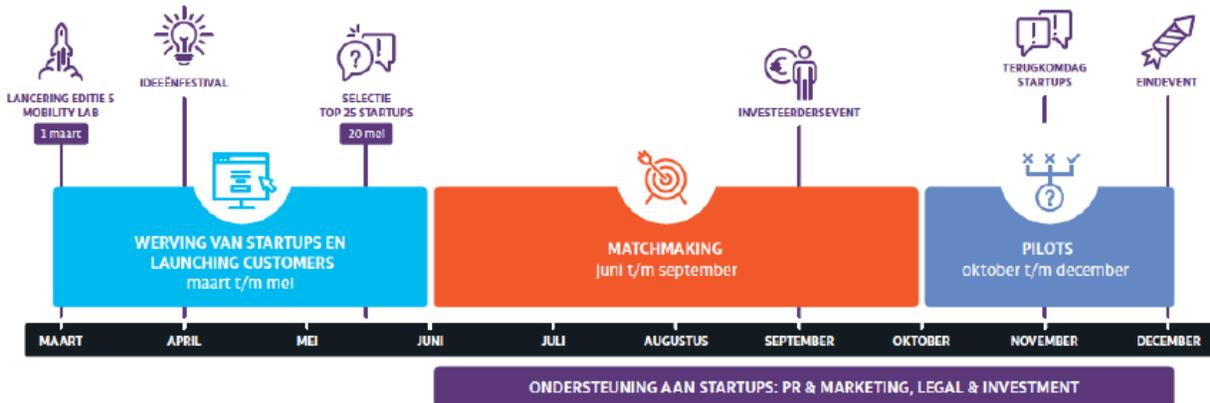
With the startups that will be testing, we will then work towards the Let's Go closing event in December 2021.

How long does the entire process take?

Mobility Lab is a nine-month-long program, including the selection period. On May 27th, we will start the program with a pitch training. Then the startups get to work. The closing event is planned for the autumn. During the program, the startup is in regular contact with the startup manager (about the general progress) and with the account managers (about the progress of the discussions with launching

customers). In addition, the startup can contact the experts when needed.

The timeline below provides an overview of the entire 2021 edition of Mobility Lab:



The timeline is in Dutch, if you have any specific questions about the timeline please email janneke@mobilitylab.nl.

What does the closing event look like?

The results of all pilots will be presented to a group of potential customers, investors, influencers, etc. during the closing event. The closing event will take place in December 2021. More information will follow later.

How many startups are admitted to the program?

Twenty-five startups are selected to participate in Mobility Lab. These startups will have the opportunity to pitch in front of the launching customers and engage with them. Then the market decides. At the end of September, an evaluation will be made and startups that have joined one or more challenges will be able to continue in the program. Startups that fail to do so will be released.

As a startup, can I choose a launching customer myself?

The startup can of course indicate a preference, but the launching customer decides with whom they want to come into contact. The Mobility Lab team will mediate and guide in this.

As a startup, do I remain the owner of my product / service?

Yes, as a startup you will always remain the owner.