

## Let the Pitching Begin!

### *Mobility.Pioneers Top Startups & Jurors Revealed*

**Vienna, February 1<sup>st</sup>, 2018 - With exactly a week to go until Mobility.Pioneers in Munich on February 8th, we name the 20 startups who'll be taking to the stage to compete across 4 different topics. We also talk to Trillium, who not only came out on top in the autonomous track a year ago but also sowed the seeds for a major collaboration with Volkswagen at Mobility.Pioneers. They share insights on what it takes to impress the jurors - whose names you'll also learn, if you read on!**

If you wanted to know why a startup should attend an event like Mobility.Pioneers, look no further than Japanese automotive cyber security company Trillium Secure, which impressed last year's jury at their first European event, winning the Autonomous Track pitching competition, one of the 3 pitching categories.

Trillium met automotive giant Volkswagen at the event, a connection which directly led to an ongoing collaboration. The impression they made last year also earned them an invitation to return, this time to take part in a panel discussion that reflects their growing status in the industry: the *What Could Future OEM Business Models Look Like?* discussion with Trillium's CEO David Uze.

"We were humbled that the jury recognized the importance of securing vehicles and how that is fundamental to enabling autonomous drive," recalls their Strategic Business Development Manager Adrian Sossna, who will also be present in Munich once again. "Without cyber security, there's no autonomous drive.

"What these panels give you is the opportunity to begin a conversation about industry-wide problems, with the right parties," says Sossna. "Cyber security solutions won't come from a startup. Nor from an OEM. And nor from a Tier 1. They'll come from a group of companies coming together to solve different parts of a major problem. Panels enable us to start that conversation. One of the reasons we're coming back is to meet the right people from the right mobility companies."

Having narrowed down the invitation list to 100 startups, we can now name the 20 who we've selected to pitch on stage - and the experts who'll judge them. The program has been expanded from last year, and now includes 4 pitching tracks:



### Autonomous Track

- **Startups:** TheWhollySee, Sensible 4, Humanising Autonomy, emotion3D, embotech AG
- **Jury:** Ulrich Eisele (Fluxunit), Boris Shulkin (Magna International), Phillip Stangl (Pioneers Ventures)

### Electrification Track

- **Startups:** CIRRANTiC, AVILOO, EcoG, Lennahc, ChargeX
- **Jury:** Olaf Joeressen (High-Tech Gründerfonds), Julien Etienne (Aster Capital), TBC

### Connectivity Track

- **Startups:** Capricode, WeNow, German Autolabs, Susi & James, High Mobility
- **Jury:** Marie-Helene Ametsreiter (Speedinvest), Gitte Bedford (Robert Bosch Venture Capital), Christian Lindener (Wayra)

### Shared Use Track

- **Startups:** Caroo Mobility, MOV TZ, 2hire, Getaway, Utopian Future Technologies
- **Jury:** Julius Rübmann (Earlybird Venture Capital), Tian Tian Feng (Cherry Ventures) and Jens-Philipp Klein (Atlantic Labs)

Each track's winning startup will pitch on the biggest stage at the end of the day, as they shoot for a chance to win overall. The tough job of picking the best of the 4 will be entrusted to Tobias Jahn (BMW i Ventures), David Murray-Hundley (Tech London Advocates Automotive) and Pioneers Ventures expert Stangl.

Perhaps the final word on pitching should go to Sossna, who was happy to share some advice on what helped get Trillium win a year ago.

“Focus on the problem that you're solving, but be mindful of the applicability and the feasibility of what you're doing,” he suggests. “Tie things into reality by presenting a clear business case for what you're doing and how you're doing it. If you have excellent tech and you don't have the business model that goes with it, then you won't be able to win. And if you have an excellent business model, but don't have the tech for it, you won't be able to win either.”

And lastly, our Match & Meet networking service is now live. The personalised meeting schedule will be ready on February 6th, 2 days before Mobility.Pioneers. Look out, too, for the PioBot, our on-event chatbot, which is now even smarter at handling and redirecting queries and has speaker profiles, agenda information and Match & Meet built in, so you can arrange your entire event via Messenger.

- Ends -



### **Note to the Editors**

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### **About Pioneers:**

Founded in 2009 in Vienna, Pioneers establishes and facilitates direct, meaningful business relationships between startups, corporate executives, and investors to foster growth and innovation. It is the ultimate One-Stop-Hub for global tech innovators to access high-value, curated and qualified data of early and Series A European startups. Pioneers offers various platforms to help redefine industries, develop future technologies and introduce cutting-edge solutions. Its services include digital services, consultancy, ventures services, events and inspirational, tailor-made offline experiences. Its flagship event takes place annually in the 500-year-old Hofburg Imperial Palace in Vienna and brings together a community of 2,500 founders, investors, executives and public sector representatives from over 100 nations. Of all future tech events globally, Pioneers has unparalleled access to European tech leaders. The 2017 edition was awarded with the bea World 'Best Conference/Congress' Award.

