



22.09.2020

# Engaging mobility entrepreneurs

HiReach StartupLab acceleration programme  
André Marquet, João Bernardino, PRO





# Agenda

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- HiReach Goals
- Why to engage mobility entrepreneurs?
- The HiReach StartupLab
- The Entrepreneurs
- The Startups
- Preliminary Conclusions

01

# HiReach Goals

Developing innovative mobility solutions

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# Goal

Develop innovative mobility solutions to improve accessibility for areas and communities in need.



# “middle-aged, independent, living in urban areas, with digital literacy”







... Can we find solutions that  
suit more diverse social  
groups?




 **LOW INCOME**  
**~25%**

**WOMEN**  
**51%** 

**CHILDREN**  
**+15%** 

 **MIGRANTS**  
**4.3M AND GROWING EVERY YEAR**

 **PEOPLE LIVING IN RURAL AREAS**  
**+50%**

 **ELDERLY TO EQUAL THE WORKING POPULATION IN THE COMING DECADES**

**PEOPLE WITH DISABILITIES**  
**~14%** 

02

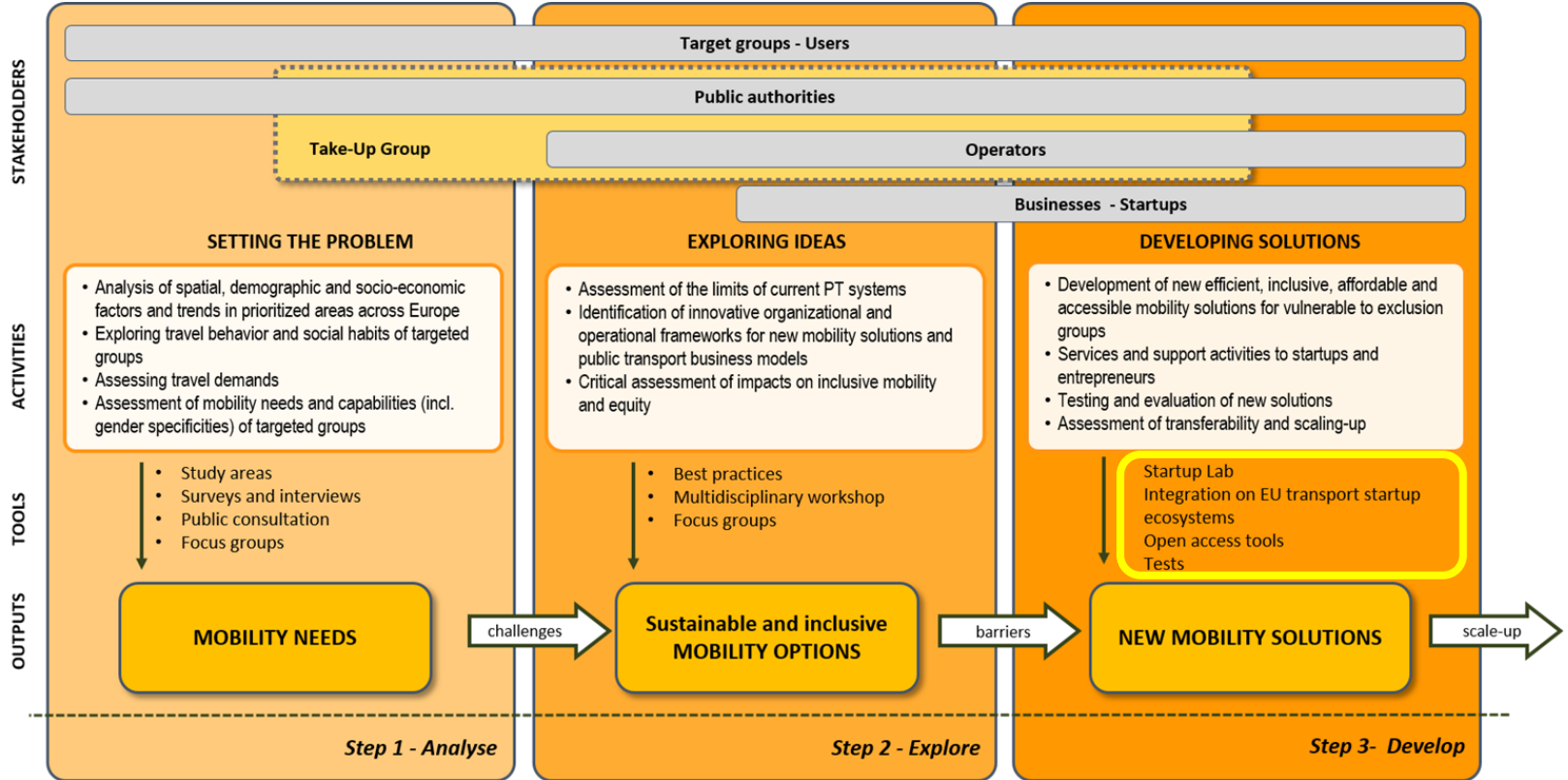
# Why to engage mobility entrepreneurs?

The StartupLab approach

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HiReach aims the creation of **viable business models** for scalable mobility services that can be **provided at affordable prices** or with minimum subsidies, targeting **low-density and *transport poor*** segments.

# Project



We need **entrepreneurs** that are capable of **designing** solutions for these people and give them **proposals** according to their **real needs**.



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# The HiReach StartupLab

Acceleration Programme

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= **Startups**

Pre-seed or seed stage

(prototype stage)



# Mentors & HiReach Network



- StartupLab provided a pool of mentors
- HiReach Network
- Connection to pilots







# Pilot Hosts

- HiReach did full matchmaking service for all startups, finding suitable pilots in several EU countries and matching them with most relevant startups.



## I NUMERI DEL SETTORE

Produzione lorda di energia da impianti da fonti rinnovabili (valori espressi in GWh)

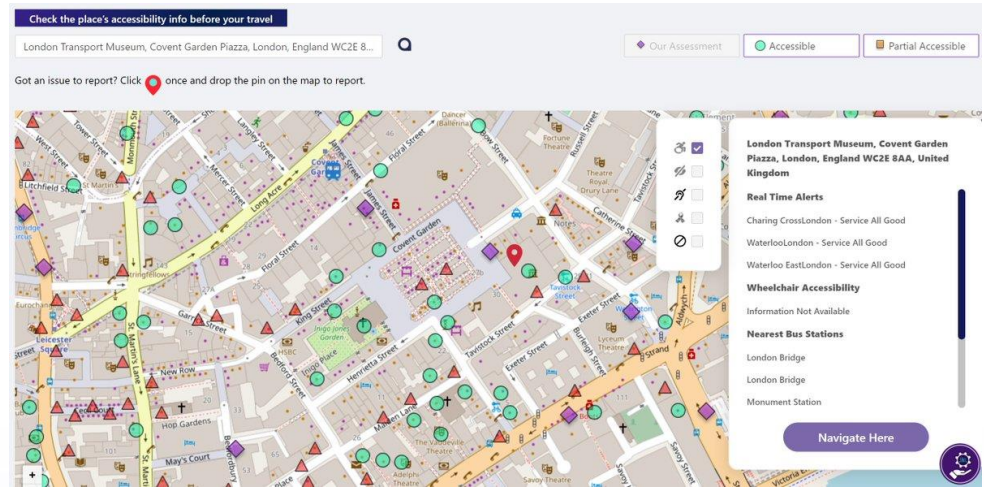
	4,9*	IDRICA
	3.909,4*	EOLICA
	3.714,9*	FOTOVOLTAICA
	1.628,8*	BIDENERGIA
	9.258,1*	TOTALE

\*Fonte: TERNA, Anno 2013



# Open toolbox API

- Open toolbox compiled APIs from open-source and free providers (UPB) allowed the development of geo-spatial, routing, and algorithm optimizations on apps, web-apps and software of selected startups (e.g. CityMaas)



Operated by



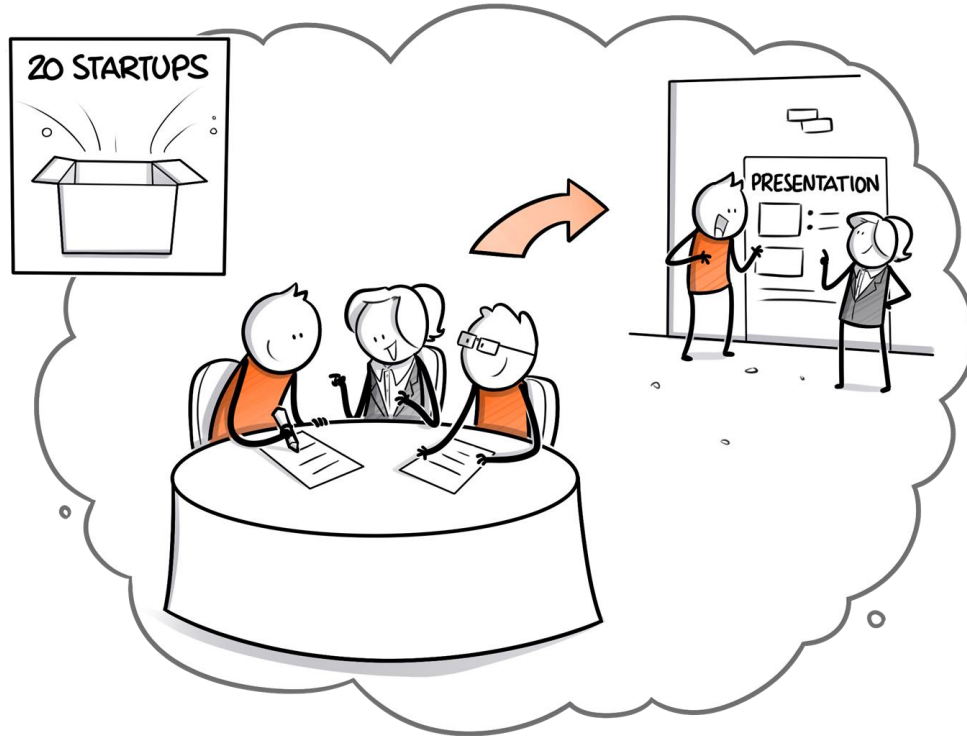
04

# The Programme

Acceleration Phases

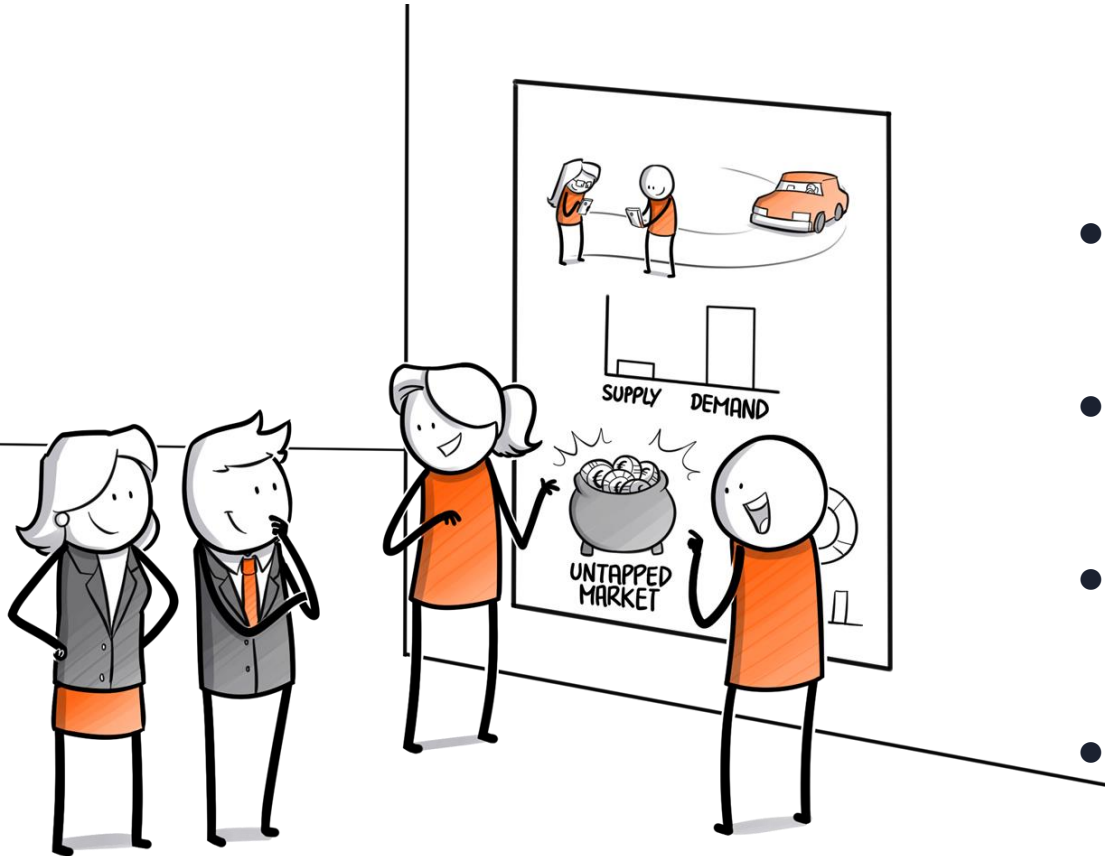
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# Startup Bootcamp (Feb 2020)



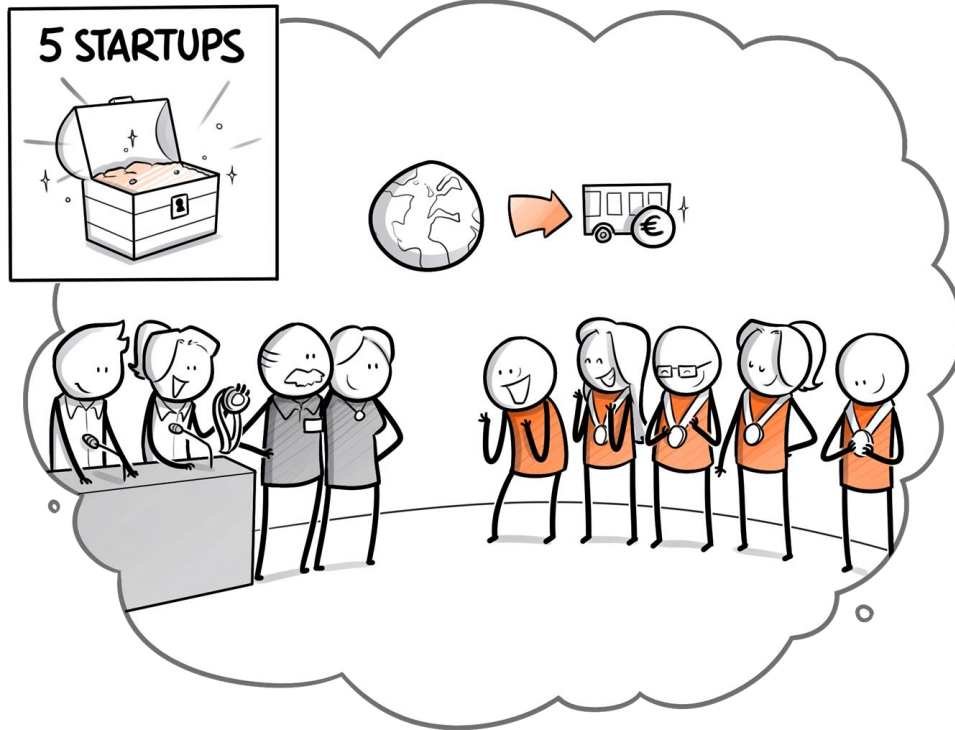
- **1-week bootcamp**
- Business model innovation, methodologies and tools
- Product validation, market potential and its contribution to eradicate transport poverty

# Startup Acceleration (Mar to Jun 2020)



- **3-month follow-up acceleration programme**
- Technical solutions and business model
- Open toolbox API compiled by HiReach
- Financial support

# Piloting and Testing (Demos Sep15th 2020)



- **Meetings and Networking between entrepreneurs and decision-makers**
- Test-bed their ideas under real-life conditions
- International recognition
- Financial support



**HiReach**

innovative mobility solutions  
to cope with transport poverty



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# The Entrepreneurs

Overview

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# The Entrepreneurs of the Acceleration Phase



**Juan Arevalo**  
CEO  
Childfy



**George Cambanis**  
Mobito



**Bernhard Edmaier**  
CEO  
B2RIDE Business Ridesharing



**Hugo Furtado**  
CEO  
Dreamwaves



**Mihai Rotaru**  
CEO & Founder  
Neobility



**Andrea García Torrijos**  
Co-founder and Business Develo...  
Hoop



**David Heid**  
CEO & Founder  
Iamiloo



**Sergi Paniagua Lara**  
Business Developer  
Nemi



**Rene Perkins**  
CEO  
CityMaas



**Alex Shapland-Howes**  
CEO & Co-Founder  
Tandem

Finalist

Finalist

Finalist

Finalist

Finalist

# 10 Startups on Phase 2 - Acceleration

## DEB2RIDE

> Workplace carpooling (disabled)

## DELAMILOO

> Last mile delivery of pharmaceutical products

## ESCHILDIFY

> Children community transportation

## BEMOBITO

> Mobility Data Platform

## GBCITYMAAS

> MaaS platform for reduced mobility persons

## ESNEMI

> Demand-responsive transport for low-density areas

## ATDREAMWAVES

> Sound-based navigation for the blind

## RONEOBILITY

> Low-cost urban multipoint rapid delivery system

## ESHOOP

> Carpooling for everyday rides (hospitals)

## GBTANDEM

> Turning local taxis into shared micro-buses

# 5 Startups on Phase 3 - Pilots

CHILDFY

CHILDFY

Children community transportation

Pilot

host ES



CITYMAAS

MaaS platform for reduced mobility persons

PT



DREAMWAVES

Sound-based navigation for blind people

AT



HOOP

Carpooling for everyday rides (hospitals)

ES



NEMI

Demand-responsive transport for low-density areas

IT



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# Conclusions

Real Innovation or Fake?

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# Conclusions

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- Diversity of problems and groups covered by finalist startups (e.g. blind, reduced mobility, children, rural, older people, and low-income).
- Startups have shown resilience during the Covid-19 pandemic, even in the regions that were hit the hardest in the 1st wave (e.g. Italy, Spain), pivoting towards the “new reality” opportunities (e.g. medical transportation, pharma deliveries).
- Startups and founders are fast to answer to cash with no-strings attached incentives but also to effective mentoring.
- Pilots matchmaking was effectively one of the most important parts of the HiReach StartupLab and allowed for new revenue streams of business partnerships.
- Most startups will outlive the scope of the HiReach project (2020) and will continue to serve business and social aims for next years, and hopefully keep growing.
- HiReach has proven a critical support factor for top 10 projects but, further support and monitoring is needed in the next 5 years to understand real EU socio economic impact.

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# Thank you



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