

#MOBILITY4ALL

THE BETTER MOBILITY ACCELERATOR

European-wide innovation program
to create more inclusive mobility solutions.



Did you know that...

...only ~20% of women are using new mobility services such as car-sharing?

But why?

- Lack of understanding of **diverse movement patterns and needs**
- **homogeneous teams** leads to underrepresentation
- and much more.



THIS IS WHY WE ARE HERE:

LET'S CREATE

SAFE ACCESSIBLE

AFFORDABLE

GREEN MOBILITY!



THE BETTER MOBILITY ACCELERATOR

European-wide innovation program designed to foster the development of innovative mobility solutions and new business models focused on safe, accessible, affordable & green #mobility4all.

Our goal:

Create positive social, environmental and economic change by addressing the **different levels of accessibility & including diverse target groups.**

- 6-months hybrid program
- 12 startups per batch
- Run by Impact Hub Vienna, Punkt vor Strich & Productized
- Funded by EIT Urban Mobility 2023-25

FOCUS AREAS

Intermodality
Active Mobility
Public Realm
Workplace
Future Mobility



The three key pillars of the accelerator.



DIRECT ACCESS TO LIVING LABS

Direct access to mobility living labs, industry partners and cities to test and validate your products & solutions.



NEW TARGET GROUPS & STAKEHOLDERS

Accelerate international market entry and expansion with a network of urban mobility innovators, investors & inclusion experts.



FUNDING VEHICLES

Work on investment readiness & opportunities to securing financial support for ventures & customers.



This is batch#1 Better Mobility Accelerator.

EIT Urban Mobility Program

50+ applications
from 20 countries all over Europe

Our program:

12 mobility startups
from 7 countries
58% with female founder



This is batch#1

Better Mobility Accelerator.



workride.



■■■■ LUMEN

LEND  CARE

3finery

ne—mi



cyclebee

Omni Audio

cūCOON
Airbag Protection

White Jacket



What to expect in each batch.

Online & offline modules on **investment readiness & opportunities**, **inclusive product design**, **market access and validation**.

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

12.6.
KICK-OFF



10.-12.7.
**Better
Mobility
Module 1.0**



13.-15.9.
**Better
Mobility
Module 2.0**



3.10.
**Testing &
Validation**



6.11.
**Impact &
Investment
readiness 2.0**



5.12.
Demo Day



22.6.
**Impact &
Investment
readiness 1.0**



Individual Testing & Validation
with industry partners, living labs
& cities



14.12.
**Closing
Celebration**



Mentoring & Coaching



The method elements we will focus on.

LEARNING

Knowledge elements such as lectures and keynotes & international best use cases.

DOING

Applying knowledge in workshop settings and working directly on your services / products.

CONNECTING

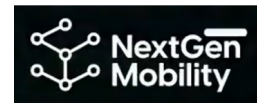
Engage with mentors, partners, cities, networks, new target groups and other startups.

MEASURING

Measure & reflect on the improvements and what has changed when creating more inclusive business settings.



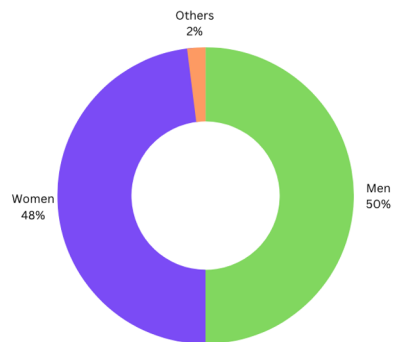
Our vibrant Better Mobility Ecosystem.



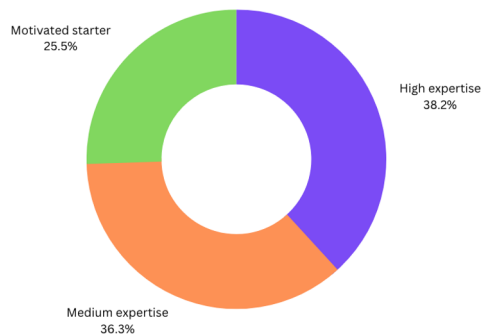
Better Mobility Mentoring.

55 people from all over Europe.

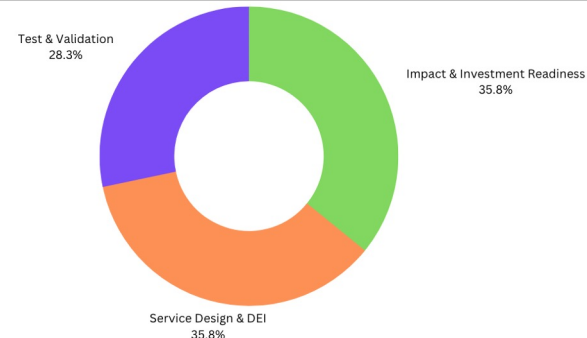
Mentors



Expertise with startup programs



Expertise in focus areas



Partnership that makes a difference.

 **Join as experts** in jury and program modules

 **Providing access** to mobility testing zones, networks and infrastructure

 **Investment** and project opportunities

 **Be a frontrunner** on inclusive mobility design

Better benefit.

- **Trend research & network expansion** in inclusive mobility
- **Develop** better mobility solutions
- **Access** to new relevant target groups, markets & investments



Better Mobility Testings in Vienna & Lisbon.



Use the ecosystem intelligence.
Get connected.

Better Mobility Linkedin Page



bit.ly/BMA-linkedin



05.12. | ⌚ 10:30 - 12:30 (CET)
📍 ONLINE

BETTER MOBILITY DEMO DAY



SUPPORTED BY:  **SUPER
CONNECTORS**



Co-funded by the
European Union



Let's create better mobility solutions together!