



European Startup Prize *for mobility*



REVEALING EUROPE'S CHAMPIONS OF MOBILITY



A EUROPEAN PUBLIC-PRIVATE INITIATIVE TO SUPPORT BREAKTHROUGH AND SUSTAINABLE INNOVATIONS CAPABLE OF SHAPING THE MOBILITY LANDSCAPE WORLDWIDE



By



Karima Delli

Chairwoman of the European
Parliament's Transport
Committee, President of EUSP



**The Boston
Consulting Group**

The world leader in business
strategy consulting



Via ID

The startup accelerator
specialised in new mobilities

Under the patronage of

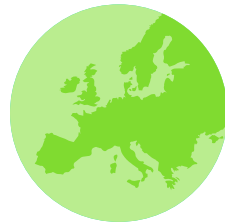


European Parliament





WE UNEARTH THE BEST MOBILITY STARTUPS AND HELP THEM ACCESS NEW MARKETS



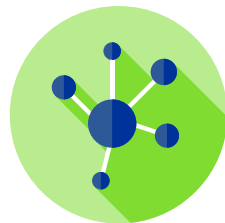
Visibility

We promote visibility and international recognition through both owned & shared communications tools for our partners (social media, press articles, website, blog), the Award Ceremony, VIP meetings



Mentoring

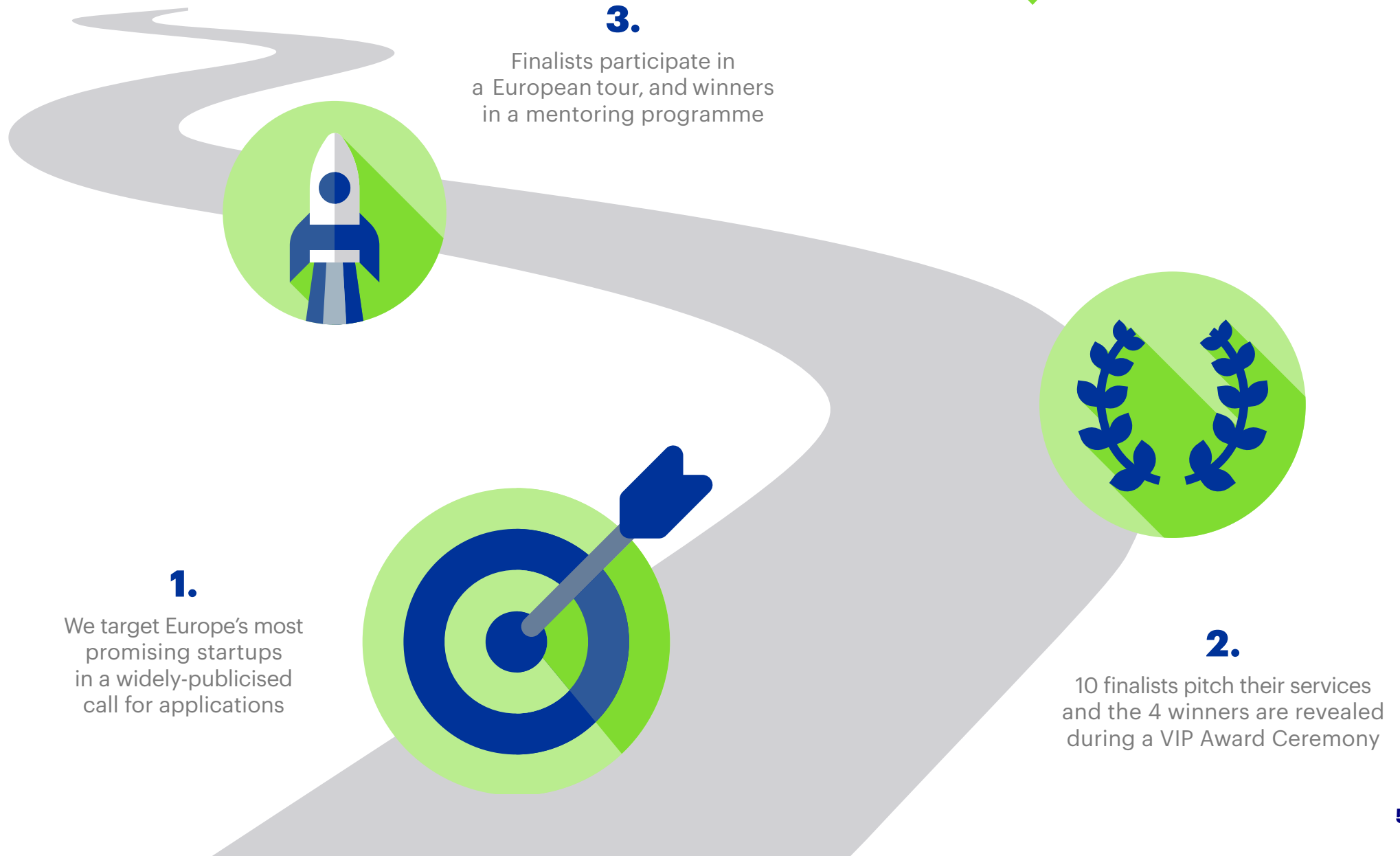
We offer them personalised business and legal coaching and allow their projects to reach their full potential thanks to our partners the BCG, Via ID, Grimaldi Studio Legale and Parallel Avocats



Networking

We help them to build a network of public and private decision-makers involved in sustainable mobility thanks to a unique tour of European major tech events and through the community we animate

THE PATH TO SCALE UP





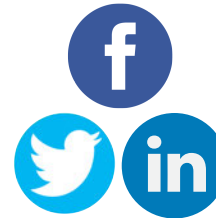
EUSP # 1

A LOOK BACK

EUROPE'S MOST VISIBLE INITIATIVE MATCHING MOBILITY AND INNOVATION

29

Countries represented



2 000 000

Views of our posts

500+

Startups applying



6 000 000

Viewers of EUSP-dedicated articles

380+

High-level attendees
at the Award Ceremony in Brussels



5000+

Shares on social media

1

Application



10

Promotional films

WE PARTNERED WITH EUROPEAN LEADING COMPANIES



PUBLIC AND PRIVATE VIPS

SUPPORTING THE EUROPEAN STARTUP PRIZE FOR MOBILITY



Violeta Bulc

European Commissioner
for Transports



Bertrand Piccard

Founder of
Solar Impulse



Mounir Mahjoubi

French Minister
for the digital economy



Elisabeth Borne

French Transports
Minister



Andrus Ansip

Vice-President of the
European Commission



Kadri Simson

Estonian Minister
of Economic Affairs
and Infrastructure



Frédéric Mazzella

Founder and CEO
of BlaBlaCar



Jean Todt

President of FIA



Gilles Babinet

Digital champion for the
European Commission



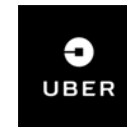
Martin Villig

Founder
of Taxify

OUR VIP AWARD CEREMONY AT A GLANCE



380+ POLITICAL DECISION-MAKERS AND BUSINESS REPRESENTATIVES ATTENDING THE FIRST AWARD CEREMONY



AWARDING THE BEST EUROPEAN SUSTAINABLE MOBILITY STARTUPS



Winners



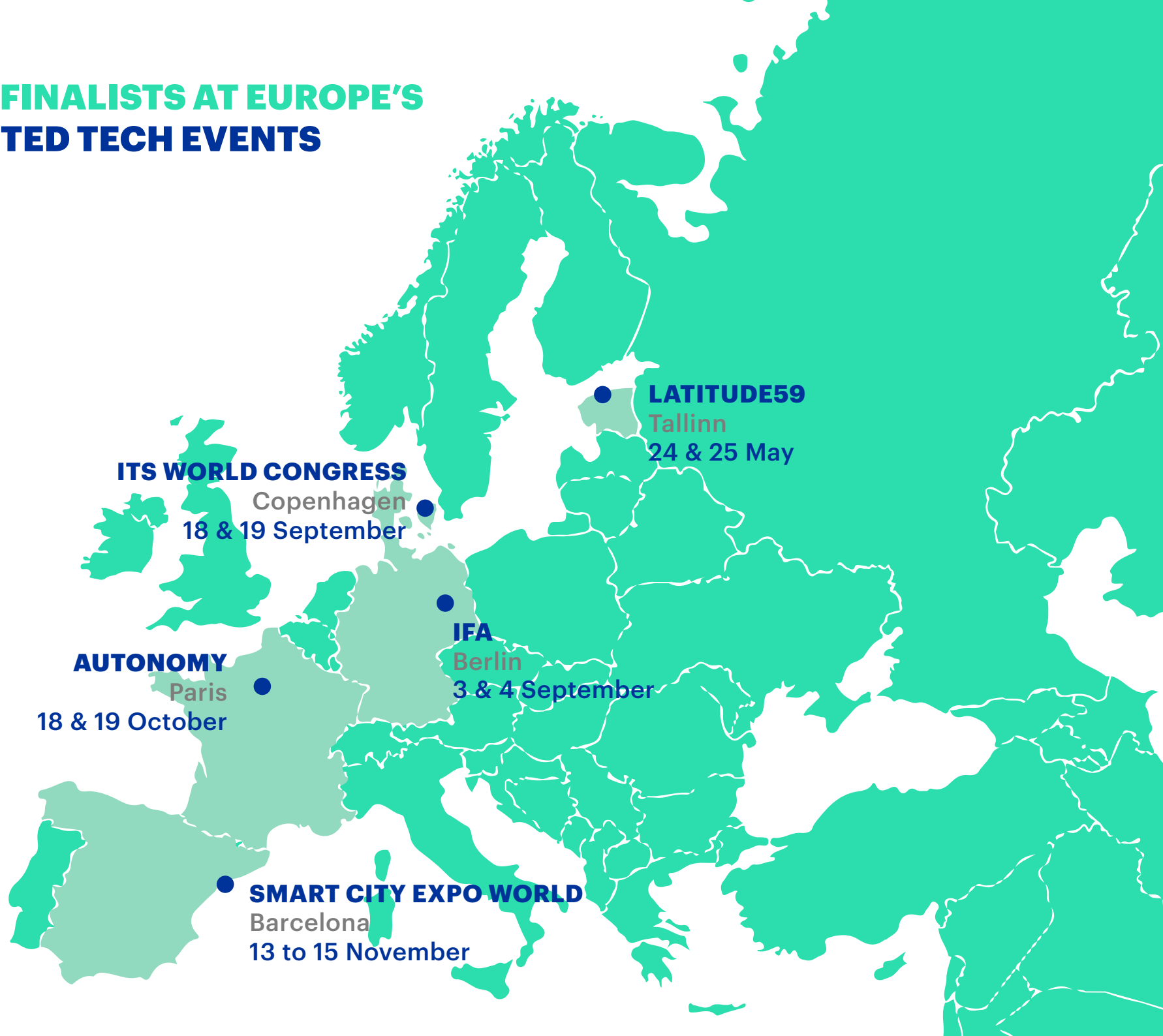
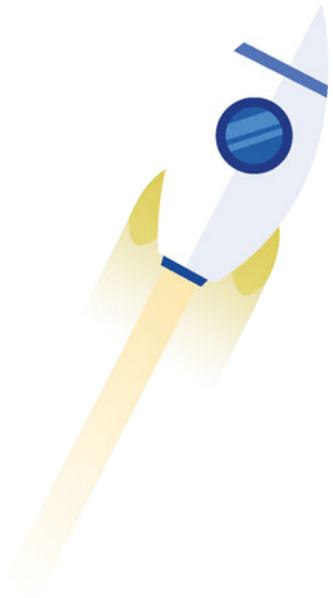
Finalists



Special mention from the Jury



USHERING FINALISTS AT EUROPE'S MOST WANTED TECH EVENTS





**BECOME
A PARTNER!**

A CONSTANT VISIBILITY AND NETWORKING BEFORE, DURING AND AFTER THE 2ND EDITION

Announcement of
the finalists during
a press conference

Middle of February

Award Ceremony and
reveal of the winners

Middle of April

Middle of November

Opening of the call
for applications

Middle of February

Opening of the public vote
which allows all European
citizens to choose EUSP's 4th

THREE REASONS TO JOIN EUROPE'S MOST PROMISING PRIZE

INFLUENCE

Promote your actions
to a European
audience

IMAGE

Position your brand
as an innovative player
in the sustainable
mobility market

NETWORK

Strengthen your public
and private network
in the mobility
and tech sectors

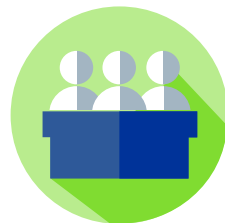


INFLUENCE

POSITIONING AS AN INNOVATIVE PLAYER IN SUSTAINABLE MOBILITY



Associate your company with leading European actors in the sustainable mobility sector



Promote your expertise in this field by participating in our jury and in our panel as well as in the Award Ceremony

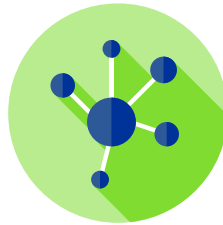


Appear on all communications collateral of a European public-private project: press kit, blog articles, banners, social media, short video posts



BRAND IMAGE

DEVELOPING YOUR BRAND AWARENESS BEFORE A EUROPEAN AUDIENCE



5 000+ SHARES

on social media: Facebook, LinkedIn, Twitter, EUSP's blog



6 000 000 VIEWS

of EUSP dedicated articles



70+ PIECES OF COVERAGE IN EUROPE:

France, Germany, Italy, UK, Spain, Netherlands, Belgium...

Check our coverage





BUSINESS NETWORK

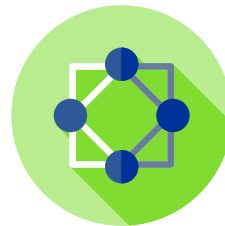
MEETING WITH PUBLIC AND PRIVATE DECISION-MAKERS IN MOBILITY AND TECH



Meet with political decision-makers and European business executives



Access to a tailored database on candidate startups in your field and work with booming startups



Meet with high-level attendees from across the EU at the Award Ceremony and hundreds of tech actors during our European tour of the major tech events

BECOMING A PROUD PARTNER



EUROPEAN PARTNER

70K€

Image & Awareness

- Logo on ALL COMMUNICATIONS, listed as a **EUROPEAN PARTNER**
- **POSTS** on the website + **REPOSTS** on Twitter, Facebook, Instagram and LinkedIn

Networking

- Presence at the **AWARD CEREMONY + 20 GUESTS**
- Access to a **TAILORED DATABASE ON CANDIDATE STARTUPS IN YOUR FIELD**

Influence

- **KEYNOTE SPEECH** during the ceremony
- Become a member of the **JURY**



PARTNER

35K€

Image & Awareness

- Logo on ALL COMMUNICATIONS, listed as a **PARTNER**
- **POSTS** on the website + **REPOSTS** on Twitter, Facebook, Instagram and LinkedIn

Networking

- Presence at the **AWARD CEREMONY + 10 GUESTS**

Influence

- **KEYNOTE SPEECH** during the ceremony

OPTION: EUROPEAN TOUR BOOST / 5 MAJOR TECH EVENTS / 2 TICKETS PER EVENT - 20K

Connect during the Tour with relevant startups, experts and investors with Startup Sesame:

- Dedicated personal event connector to assist you with schedule planning and introductions
- Get 3x more qualified meetings and save up to 40h of your time per event



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