



MCE
4X4
2024
9. OTTOBRE. 2024

What is meant by mobility sector?

All business projects and startups that boost the efficiency and sustainability of people and goods transportation, its connection, use, logistics and other business activities. Included are: innovative vehicles; freight logistics services at ports, airports and interports; last-mile urban freight logistics; the inter-modality of goods and people; improvement of public and private transportation; transportation infrastructure; sharing mobility; dissemination and use of low-impact vehicles; use of vehicle parking spaces; use of road and rail networks; new environmentally sustainable materials; new fuels with low environmental impact; new mobile or transportation means; improvement of business logistics processes; improvement of business transportation systems; drones and driverless cars; smart cars; road safety; digital transformation of businesses; 3d printing; internet of things applied to transportation and logistics; infrastructure for smart cities; energy innovation technologies; smart payment.

Which categories can I apply for?

Applications can be submitted within one of the following categories: MCE4X4 FOR PEOPLE - MCE4X4 DATA&SECURITY - MCE4X4 FOR LOGISTICS - MCE4X4 FOR ENERGY

MCE4X4 FOR PEOPLE: Green solutions that improve transportation systems and services for people on the move, including innovative systems for connectivity, reception, digital documents, payment systems, power banks, multimodal platforms, sharing mobility; solutions that improve social inclusion, mobility of people with disabilities, children, the elderly, families, frail people; solutions for m-health, i.e., mobile health care; assistive technologies and human-machine interfaces dedicated to or applicable to mobility; urban travel tech; infotainment.

MCE4X4 DATA&SECURITY: Solutions for cyber security of systems that manage mobility and transportation, personal, business, public; cyber security of the connected car and IOT systems; apps for security of people on the move; health protection and security devices; systems for secure data management and collection in mobility; software for personal data protection in sharing mobility; open data and AI for traffic flows; in general, software, systems, products applicable to data and security management of transportation systems and people.

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MCE4X4 FOR LOGISTICS: Technologies, services, solutions to improve efficiency, environmental impact and cost system of goods movement; new frontiers of delivery means (drones etc.); automation; logistics App; collaborative platforms; document dematerialization (smart contracts); solutions for contract logistics and green logistics; zero-impact delivery platforms.

MCE4X4 FOR ENERGY: New energy carriers for mobility; technologies for electric engines and green hydrogen supply chain; energy efficiency (AI); new types of fuels (example: SAF Sustainable aviation fuel); biofuels; innovative batteries; engines and vehicles to breakthrough energy efficiency or leverage clean energies.

What if my project is shortlisted?

Shortlisted projects will be guests at several meetings with companies during the virtual event Mobility Conference Exhibition on Oct. 9:

- Virtual Elevator Pitch: shortlisted projects will have the opportunity to present their solutions (5 min.) to outstanding mobility companies and investors;
- Virtual Tandem Meeting: shortlisted projects will get to meet with companies registered for the Business Speed Date in a dedicated meeting (20 min.). Companies will request to meet the startups and not the opposite.

Winning startups will also be granted to:

- be invited to hold a virtual pitch featuring the initiative's promoters and companies within the business sector, and Italian startups will be eligible for free InnovUp membership, for one year, worth €150 for seed startups and €500 for scaleups.
- those based outside Italy will be eligible to enroll for free in Founders Academy, an online (12 lessons for 24 hours total) and English-language training course worth €500.

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Which are the judging criteria?

Each business idea/startup will be shortlisted by a panel of experts based on the following criteria:

- innovation potential of the project compared to the existing ones
- quality and sustainability of the business model
- quality and completeness of the team
- level of technological development
- presence of an application of the idea (beta/prototype)
- possible synergies and prospects for collaboration with other companies
- sustainability in terms of positive impact generated by the solution on people and/or planet

Who will evaluate the participating projects? How will the sorting take place?

A panel made up of a technical committee of industry experts will select a short list of applicants according to the criteria stated in the question "Which are the judging criteria?" Short-listed startups will receive the selection notice to attend the **Mobility** Conference Exhibition.

Who can apply?

Already legally established startups, in any corporate form, from Italy and abroad.

How to apply for the call?

The form on this website needs to be filled out from April 9, 2024 to June 9, 2024.

How long can I apply for the call?

The deadline is June 9, 2024 up to 11:59 p.m.

How are the meetings with companies arranged?

These are virtual and take place during October 9. Shortlisted startups will receive agenda and details of any arrangements.

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What are the goals of the UN 2030 agenda?

The Sustainable Development Goals are as follows.:

1. End all forms of poverty in the world
2. End hunger, achieve food safety, improve nutrition and promote sustainable agriculture
3. Ensure health and well-being for everyone at any ages
4. Provide quality, equitable and inclusive education and learning opportunities for everyone
5. Achieve gender equality and emancipate all women and girls
6. Ensure the availability and sustainable management of water and sanitation for all
7. Ensure access to affordable, reliable, sustainable and modern energy systems for all
8. Fostering lasting, inclusive and sustainable economic growth, full and productive employment and decent work for all
9. Strengthen resilient infrastructure and promote innovation and equitable, responsible and sustainable industrialisation
10. Reducing inequality within and among nations
11. Make cities and human settlements inclusive, safe, durable and sustainable
12. Ensure sustainable patterns of production and consumption
13. Promote actions, at any levels, to address climate change
14. Maintain and make sustainable use of the oceans, seas and marine resources for sustainable development
15. Protect, restore and promote sustainable use of the Earth's ecosystem
16. Promote peaceful and inclusive communities for sustainable development
17. Strengthen means of implementation and renew the global partnership for sustainable development