

THE MOVIN'ON START-UP CHALLENGE 2020 IS NOW OPEN



40 startups focused on sustainable mobility will be selected to participate at Movin'On Summit 2020, created and inspired by Michelin

Boulogne-Billancourt, February 4th, 2020 – For its fourth edition, the Movin'On Startup Challenge will award 40 early-stage companies with a unique opportunity to pitch at the Movin'On Summit, the leading world summit on sustainable mobility spearheaded by Michelin. At the summit, which will take place from June 3-5, 2020 in Montreal, Canada at the prestigious McGill University, **the selected start-ups will present their innovative solutions to 5,000+ decision-makers** in the sustainable mobility space.

Which start-ups should apply?

Movin'On is looking for start-ups that align with its mission and offer concrete solutions to make mobility 100% sustainable, protect the planet and advance society. Participating start-ups should fit within at least one of the five Movin'On themes:

- Combating global warming and air pollution
- Preserving resources
- Ensuring safe and accessible mobility
- Improving multimodal mobility (multiple and complementary mobility solutions)
- Designing new global transport efficiency

Why participate?

The winners will be able to:

- Showcase their projects to a group of high-level expert judges
- Attend the Movin'On Summit 2020 in Montreal for free
- Expose their innovation to 5,000 summit attendees: large corporates, local governments and cities, academics, international organizations from around the world. Past participating cities include Los Angeles, San Francisco, Detroit, Boston, Portland, Kansas City, Shanghai, Buenos Aires and Singapore
- Pitch their products to the leaders of sustainable mobility, the media, potential partners, clients or investors
- Network with and get inspired by world-renowned speakers, to change the world through a new sustainable transportation.

Candidates must upload their application on the [challenge platform](#) before March 1st 2020. For more information about the Startup Challenge, visit startupchallenge.movinonconnect.com

About the Movin'On community and the Movin'On Summit

Created and inspired by Michelin, Movin'On is the premier world community for developing real-life solutions to the challenges of sustainable mobility. Movin'On and its partners are immersed in the ecosystem all year long — notably via the Movin'On Lab, its “think and do tank” — working to move from ambition to action. The Movin'On community organizes the Movin'On Startup Challenge and the Movin'On Summit every year to advance its projects in a concrete way. Over the course of three days, Movin'On Summit gathers 5,000 participants from big corporations, startups, international organizations, public authorities and academia to collaborate. A one-of-a-kind C2 International production, the Movin'On Summit fosters encounters, dialogue and experience sharing. The next edition will be held June 3-5, 2020 on the campus of Montreal's prestigious McGill University. For more details and to secure your place: summit.movinonconnect.com.