



Boulogne-Billancourt, 14 May 2020

Spearheading sustainable mobility, MOVIN'ON puts startups centre stage

*Grab your keyboards: Ready! Vote! The Movin'On Startup Challenge final will take place online **on 4 June from 2pm to 4pm**, French time, in an entertaining interactive online format.*

Despite the cancellation of the World Summit on Sustainable Mobility, which was to be held in Montreal, Movin'On continues to provide development opportunities for the startups in its ecosystem.

"The present crisis should not put a stop to our activities, quite the reverse, in fact. It is an unprecedented opportunity to highlight the expected shift towards more sustainable mobility," said Florent Menegaux, President of Movin'On. "By organizing an online grand final for its Startup Challenge and by supporting young start-ups able to offer new models of sustainable mobility, new business models and opportunities to do things differently, Movin'On is fully in line with the movement".

The Movin'On Startup Challenge Final will be held as an interactive digital event on Thursday 4 June from 2 to 4 pm (French Time).

Organized by the Movin'On teams, the Michelin incubator and the Agorize platform, which specializes in organizing online challenges, it will be held online with a format that showcases interactivity.

10 startups have been selected and will be invited to pitch live to a jury of experts in Movin'On's 5 categories (preserving resources, safer and more accessible mobility, etc.). Each presentation will last for no more than 2 minutes and will be followed by one question from the audience and one question from the jury. The jury and the audience will then be able to vote for their favourite start up. At the end, the 5 winners will benefit from tailor-made programs and support (skills sponsorship, incubation, acceleration, coaching, visibility and networking) to develop their innovation. The prizes are the result of the solidarity of Movin'On community members who have rallied to support this responsible ambitious project.

To take part, simply register online at www.movinonconnect.com:

<https://www.movinonconnect.com/startup-challenge-the-finale-june-4/>

This exceptional final, hosted by Dan Sobovitz, a key figure in responsible digital entrepreneurship, is expected to bring together more than 1,000 participants, all curious and determined to contribute to the development of tomorrow's mobility - mobility that is safer, more responsible and accessible to all.



At the same time, working hard to advance its co-innovation projects, Movin'On continues to accelerate the development of its working groups (interest communities), which are fully committed to building concrete sustainable mobility solutions. Online meetings are therefore offered to summit participants on 3 June to report on some of the work in progress and launch new topics.

To find out more and participate in the program on 3 and 4 June, go to www.MovinsonConnect.com.

An outstanding jury

Under the joint chairmanship of **Karima Delli, MEP, Chair of the European Parliament's Committee on Transport and Tourism** and **Bertrand Piccard, President of the Solar Impulse Foundation**, the Movin'On Startup Challenge Grand Final jury, brings together top flight experts including:

François-William Croteau, responsible for Smart City, Information Technology, Innovation, and Higher Education for **the city of Montréal**

Pierre Delaigue, Director connected autonomous, electric mobility projects **Vinci**

Carlos Diaz, **The refiners**, early stage investor in San Francisco

Elba Fuster Figuerola, **UN Singapore**, Technical Expert – Smart Cities and Digitalisation, UNDP Global Centre for Technology, Innovation, and Sustainable Development.

Marcus Goddard, VP Intelligence **NetExplo** Smart cities Observatory

Jean-Michel Guillon, Director for Innovation and Partnerships, **Michelin**

Jonathan Hall, Managing Partner Sustainability Transformation Practice **KANTAR**

David Johnson, Director of **Maddyness** UK (specialist startup news webzine)

Dorothee Julliand, Head of WAI - We are Innovation - **BNP Paribas**

Stina Lantz, responsible for the Programme Lead at **Ignite** Sweden

Felipe Matos (**Brazil**), mentor, acceleration and funding for startup in Brazil

Jean-Marc Pailhol, Head of global strategic partnerships **Allianz Partners**

Géraldine Pinol, Head of sustainable mobility, prospective and communications **Total** Marketing & Services

Rémy Pothet, Investor & independent consultant **Paris Business Angels**

Jean-Michel Reynaud, Head of Start up relations **Engie**

Nayeli Rodriguez, Mayor's Office, Urban Mechanics' Technologist for the Public Realm, **city of Boston**

Florence Sanson, DG / CEO Car Studio, **Mobivia**

Matthieu Van-Der-Elst, Venture capital, **Michelin**

Alexander Verbeek, Dutch environmentalist, public speaker, and moderator Founder, **Institute for Planetary Security**

Anthony Virapin, Director start up business unit, **Microsoft** France

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The startups selected for the grand final

THE 10 FINALISTS



Find the presentation videos produced by each start up hosted by MovinOn connect's Youtube channel: <https://we.tl/t-X6v7kzZt4V>

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

Created and inspired by Michelin, Movin'On is the world's leading community developing concrete solutions to meet the challenges of sustainable mobility. In order to move from ambition to action, Movin'On and its partners work throughout the year as an ecosystem, in particular via the Movin'On Lab "think and do tank". Every year the Movin'On community organizes its summit to drive concrete progress on its projects. For three days, 5,000 participants from major companies, start-ups, international organizations, public authorities and academia work together.

This year, Movin'On has transformed its World Summit into an online meeting to continue advancing sustainable mobility projects, always focusing on collective innovation.

For further information: www.movinonconnect.com

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