



EXPO2022



STARTUPAUTOBAHN
powered by PLUG&PLAY

welcome

Dear Partners, friends and innovation drivers,

The last time we had Expo in this capacity and published a booklet was in February 2020. Since then, we have been living through a longer than expected pandemic, supply chain struggles, political unrests, energy crisis and lately an inflation among other lowlights.

Industry and businesses have been hit hard and must deal with price increases to keep up production and sales. At the same time the technology race is going full throttle while the war of talents is peaking.

Underlining are the ambitious but of course necessary goals and kpi's to become carbon neutral and move the mindset, processes, materials, production etc. and make companies more sustainable.

There seems to be no resting in sight. While many companies are re-aligning, strategizing and restructuring they are simultaneously ramping their innovation efforts. Especially the startup innovation channel has become more important as speed is of the essence.

With our Partners at STARTUP AUTO-BAHN powered by Plug and Play, we have been using these past 2.5 (mostly virtual) years to develop processes and best practices to streamline and make innovation efforts as cost and result effective as possible.

Our continued focus are POC's and getting the best new startups tech into products, processes and services – fast! By working either 1:1 with our partners, in cross-collaboration and sometimes cross-industry our projects result in an unheard-of transfer rate into implementation of 25%+.

Today, you will be able to explore 30+ handpicked POC's our partners liked to share with you.

I like to thank everybody involved in helping to push these projects and innovation forward.

Let's rock!



Sascha Karimpour
Managing Director
Plug & Play Germany GmbH

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imprint

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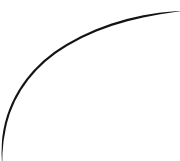
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startup profiles



FILL ELEMENTS USUALLY DO NOT DIFFER ACROSS THE STARTUP PROFILES. THEY ARE SOLELY USED TO CREATE A RICH READING FLOW.

Pied Piper offers a **software** solution that enables its custommers to **send and store data in the world's first decentralized internet.**



HIGHLIGHTED PASSAGES ARE THE ACTUAL (AND MOSTLY UNEDITED) ANSWERS PROVIDED BY THE STARTUPS.

On the following pages, you will find the profiles of our program startups. In an effort to streamline and standardize the description text of each startup, we started a special approach. The startups provided answers to specific questions, which afterwards were used to build simple but precise sentences. As a result, each startup profile presented to you in this booklet contains the same level of information.

THEREFORE, THESE ARE THE DETAILS YOU SHOULD PAY ATTENTION TO, IF YOU ARE LOOKING FOR THE MOST IMPORTANT PARTS.

The background of the page is a complex, abstract pattern. It features a dense grid of small green dots that form a larger, wavy, undulating shape. The lines of the grid are more pronounced in some areas, creating a sense of depth and movement. The overall color palette is a range of green tones, from light to dark.

mobility

&charge

&Charge offers a **software** solution that enables **EV drivers** to **have a great experience while charging cheaper and more reliable**, and that allows **businesses to decrease costs and increase quality and uptime.**

&Charge's platform is **making EV charging cheaper, more reliable, and fun with its unique crowdsourcing approach**, while helping businesses **decrease costs and increase quality of service through real-time feedback and accurate POI data.**

&Charge is mainly targeting customers in **the e-mobility (charging), automotive, and routing/navigation industries.** Their focus is on applications in areas such as **data accuracy, CPO operations, CPO sales, OEM EV routing, EV charging, loyalty schemes.**

&Charge is currently focussing on building new customer relationships with **small, mid-sized or large companies in the automotive, navigation, e-mobility, and loyalty sectors.**

Headquarters:
Frankfurt a. M., DE

Founded:
2019

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Mobility, EV, Charging, Valueadded Services

4silence

4Silence offers a **hardware and software** solution that enables its customers to **easily localize and identify their acoustic issues**.

4Silence's solution identifies **acoustic issues under actual operating conditions** by using **their measurement device: the Sonocat**.

4Silence's solution can be applied in any industry.

The application of their solution is focused on **business areas such as R&D, manufacturing, consulting, quality control, and maintenance**.

4Silence is currently focusing on building new customer relationships with **small, mid-sized or large companies in the automotive, aerospace, construction and general R&D sectors**.

Headquarters:
Enschede, NL

Founded:
2012

No. of Employees:
1 to 10

No. of Pilots:
One

Tags:
**Mobility, Acoustics,
Measurements,
Noise Reduction**

accure battery intelligence

ACCURE Battery Intelligence offers a **software** solution that enables its customers to **optimize the performance of their batteries, while ensuring a safety-first approach.**

ACCURE Battery Intelligence's solution is determining **the safest, most cost-efficient, and sustainable use of batteries to increase added value** through the use of **operational data to develop the most accurate analysis of the batteries in the real-world.**

ACCURE Battery Intelligence is mainly targeting customers in the **evs, e-buses, e-scooters, maritime, large scale storage and home energy storage industries.** Their focus is on applications in areas such as **data analytics, finance, risk assessment, operations, logistics, R&D, engineering and manufacturing.**

Headquarters:
Aachen, DE

Founded:
2020

No. of Employees:
51+

No. of Pilots:
One

Tags:
**Mobility, EV,
Battery Safety,
Machine Learning**

asvin

Asvin offers a **software** solution that enables its customers to **track and trace the provenance of software in supply chains for vehicle cybersecurity risk management in regulatory compliance services.**

Asvin's solution is improving **SBoM towards real time cybersecurity risk analytics on vehicles & suppliers by reducing the time needed to identify security risks in supply chains and increase the speed of cyber responses.**

Headquarters:
Stuttgart, DE

Founded:
2018

Asvin is mainly targeting customers in the **automotive, aerospace and industrial systems industries.** Their focus is on applications in areas such as **cybersecurity risk mitigation, regulatory compliance monitoring, and supplier risk management.**

No. of Employees:
11 to 50

No. of Pilots:
One

Asvin GmbH is currently focussing on building new customer relationships with **mid-sized to large companies in the automotive OEM and Tier 1 supplier sector.**

Tags:
Mobility, Cybersecurity, Software Supply Chain

atlatec

Atlatec offers a **software** solution that enables its customers to **get access to high-definition maps for autonomous driving and simulation.**

Atlatec's data solution is implementing **customer requirements** for projects **of any scale** by **using a custom-built full-stack mapping solution.**

Atlatec is mainly targeting customers in the **automotive industry.** Their focus is on applications in areas such as **the global development and deployment of ADAS/AD vehicles.**

Headquarters:
Karlsruhe, DE

Founded:
2014

No. of Employees:
11 to 50

No. of Pilots:
Two

Tags:
**Mobility, ADAS,
Localization, AV
Simulation, HD
Maps**

bareways

Bareways offers a **software** solution that enables its customers to **enhance mobility experiences in rural environments with complex road conditions.**

Bareways's service is providing **data-driven services** for **drivers and vehicles in off-motorway environments** by offering highly customized routing and navigation solutions.

Bareways is mainly targeting customers in the **automotive industry**. Their focus is on applications in areas such as **scenic routing and customized navigation, as well as assisted and autonomous mobility.**

Bareways is currently focusing on building new customer relationships with **mid-sized to large companies in the assisted driving units, navigation, HMLs, and branding sectors.**

Headquarters:
Lübeck, DE

Founded:
2019

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Mobility, Scenic Routing, Big Data, Navigation, AI

brodmann17

Brodmann17 offers a **software** solution that enables its customers to **revolutionize safety in mobility with automotive-grade Vision-AI.**

Brodmann17's technology is **identifying and classifying objects, their position and trajectory** by offering **deep-learning AI computer vision that saves 95% compute power.**

Brodmann17 is mainly targeting customers in the **automotive, fleet telematics and micro mobility industries.** Their focus is on applications in areas like **ADAS safety systems, driver behavior analysis and automated video review.**

Brodmann17 is currently focussing on building new customer relationships with **mid-sized to large companies in the ADAS, camera technologies, and automated Vision-AI sectors.**

Headquarters:
Tel-Aviv, IL

Founded:
2016

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Mobility, ADAS, Object Detection, Vision-AI

deepfine

Deepfine offers a **software** solution that enables its customers to **create virtual vehicle experiences beyond space limits.**

Deepfine's service aims to **reduce vehicle exhibition costs and gain potential customers through real-time interaction between dealer and buyers in the XR showroom.**

Deepfine is mainly targeting customers in the **automotive industries.** Their focus is on applications in business areas such as **promotion, consulting, sales and training.**

Deepfine is currently focussing on building new customer relationships with **small, mid-sized or large companies in the automotive and heavy equipment sectors.**

Headquarters:
Seoul, KR

Founded:
2019

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Mobility, Customer Experience, XR, Vision AI, Smart Glasses

edgeless systems

Edgeless Systems offers a **software** solution that enables its customers to **turn the public cloud into their private cloud**.

Edgeless Systems' solution is **taking cloud security and compliance to the next level, easily and at scale, by unleashing the power of confidential computing to always keep everything encrypted**.

Edgeless Systems is mainly targeting customers in **financial services, health care, telecommunication, defense, and automotive industries**. Their focus is on applications in areas such as **data security and compliance**.

Edgeless Systems is currently focussing on building new customer relationships with **mid-sized to large companies in the automotive, telecommunications, health care, financial services, AI, and defense sectors**.

Headquarters:
Bochum, DE

Founded:
2020

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Mobility, Cybersecurity, Confidential Computing, Data Encryption

griip

Griip offers a **hardware and software** solution that enables its customers to **unlock the value found in racing data**.

Griip's platform is **digitizing sport driving activities**, which opens new income channels for its customers by **collection, analysis and distribution of real-time data**.

Griip is mainly targeting customers in the **motor-sport, automotive, gaming, media and entertainment industries**. Their focus is on applications in areas such as **driving analysis, fan engagement, performance enhancement, data analytics, and machine health**.

Headquarters:
Tel-Aviv, IL

Founded:
2015

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Mobility, Motorsport, Data Analytics, Fan Engagement,

hypermile

Hypermile offers its customers a **hardware and software** solution that enables them to **reduce fuel consumption of trucks**.

Hypermile's technology is **reducing fuel costs and carbon emissions by leveraging computer vision and AI to control trucks more efficiently**.

Hypermile is mainly targeting customers in **the logistics industry**. Their focus is on applications in business areas such as **fleet management**.

Hypermile is currently focusing on realizing pilot projects with companies in the **automotive and logistics fields**.

Headquarters:
London, UK

Founded:
2020

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
**Mobility, ADAS, AI,
Energy Efficiency**

monolith ai

Monolith offers a **software** solution that enables its customers to **build self-learning models that empower their engineers to do less testing, more learning, and to develop better quality products in half the time.**

Monolith's solution is **facilitating faster development of better quality products by instantly predicting the performance of complex systems.**

Monolith is mainly targeting customers in the **automotive, industrial, aerospace and defense industries.**

Their focus is on applications in business areas such as **R&D and testing.**

Monolith is currently focusing on realizing pilot projects with companies in the fields of **test, fluid and automotive.**

Headquarters:
London, UK

Founded:
2016

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Mobility, Enterprise, AI, Product Development, Machine Learning

mopic

MOPIC offers a **hardware and software** solution that enables its customers to **perceive depth with no HMD or 3D goggles** when looking at displays.

MOPIC's solution is offering **depth perception and improved productivity** by providing **3D depth and volume with no HMD or 3D goggles**, while **reducing fatigue and physical strain**.

MOPIC is mainly targeting customers in the following areas: **Automotive- , aerospace- and defense industries, heavy industries, telecommunications industries**. Their focus is on applications in areas such as **human-computer interface, XR/MR/AR/VR, remote monitoring & control, displays, and metaverse**.

Headquarters:
Anyang, KR

Founded:
2015

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Mobility, Display Technologies, 3D, Light Field, XR/MR/AR/VR

route konnect

Route Konnect offers a **software** solution that enables its customers to **anonymously analyse** **how people and vehicles are using spaces**.

Route Konnect's solution is **automating the analytics process with additional insights by connecting the dots across multiple cameras without using facial recognition**.

Route Konnect is mainly targeting customers in the **road, rail, and retail industries**. Their focus is on applications in areas such as **traffic surveying and intelligent transportation systems**.

Headquarters:
Cardiff, UK

Founded:
2018

No. of Employees:
1 to 10

No. of Pilots:
None

Tags:
Mobility, Smart Cities, Video Analytics

seven bel

Seven Bel offers a **hardware and software** solution that enables its customers to **locate sound emitted from products and processes**.

Seven Bel's tool is **shortening product development cycles and keeping production up and running by effectively locating problematic sound emitted from products and processes**.

Seven Bel is mainly targeting customers in the **automotive, machinery construction, energy, and building acoustics industries**. Their focus is on applications in areas such as **product development, quality control and troubleshooting**.

Seven Bel is currently focusing on building new customer relationships with **small, mid-sized or large companies in the automotive, rail, aerospace and machinery construction sectors**.

Headquarters:
Linz, AT

Founded:
2018

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
**Mobility, Acoustics,
Sound Imaging,
Measurement**

trieye

TriEye offers a **hardware and software** solution that allows its customers to **harness superior imaging and ranging capabilities in all visibility conditions.**

TriEye's solution is providing **superhuman perception** that enables **enhanced ADAS and AV functionality** by delivering the **best in class perception system** that offers **HD imaging and a detailed depth map.**

TriEye is mainly targeting customers in the **automotive industry.** Their focus is on applications in **business areas such as R&D and production.**

Headquarters:
Tel-Aviv, IL

Founded:
2017

No. of Employees:
51+

No. of Pilots:
One

Tags:
Mobility, ADAS, SWIR, Semiconductor

truckoo

Truckoo offers a **software** solution that enables its customers to **simply buy and sell commercial vehicles and construction machinery from anywhere.**

Truckoo's platform is **digitizing commercial vehicle trade end-to-end and matching supply and demand across borders by making conditions transparent, enabling operations and connecting all stakeholders.**

Truckoo is mainly targeting customers in the **commercial vehicle and heavy machinery industries.** Their focus is on applications in business areas such as **operations, finance and sales.**

Truckoo is currently focusing on building new customer relationships with **small, mid-sized or large companies in the commercial vehicle industry sector.**

Headquarters:
Munich, DE

Founded:
2019

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Mobility, Commercial Vehicle Trade, Mobile Inspection, Matching

ventus technologies

Ventus Technologies offers a **software** solution that enables its customers to **optimize vehicle range predictions**.

Ventus Technologies's product is improving **vehicle range predictions through high resolution wind forecasts at road level**.

Ventus is mainly targeting customers in the **automotive and railway industries**. Their focus is on applications in areas such as **range predictions and hazard warnings**.

Ventus is currently focusing on building new customer relationships with **large companies in the automotive and transport (incl. railway) sectors**.

Headquarters:
Stuttgart, DE

Founded:
2022

No. of Employees:
1 to 10

No. of Pilots:
One

Tags:
**Mobility, EV, Wind
Forecasts, Range
Prediction,**

vianova

Vianova offers a **software** solution that enables its customers to **better integrate and manage shared, connected, electric, and autonomous transport solutions in the urban space.**

Vianova's solution is enabling **better use of city infrastructure, and promoting safer and more sustainable mobility**, by giving access to **mobility insights directly from the connected vehicles for improved real-time transport orchestration and more informed urban planning.**

Vianova is mainly targeting customers in the **automotive, transport systems, urban mobility, and smart cities industries.** Their focus is on applications in areas such as **big data, public policy, data analytics, Geographic Information System Mapping, mobility & traffic management and urban planning.**

Vianova is currently focusing on building new customer relationships with **mid-sized to large companies in the Connected Car Data, ADAS, and Autonomous Vehicles sectors.**

Headquarters:
Paris, FR

Founded:
2019

No. of Employees:
1 to 10

No. of Pilots:
One

Tags:
Mobility, Smart City, Big Data, GIS, SaaS

way ahead

Way Ahead Technologies offers a **software** solution that enables its customers to **make driving safer, more efficient and more entertaining.**

Way Ahead Technologies' solution is improving and enhancing **the driving experience for its customers** by offering **unique tracking, mapping and visualization, both live and in 3D.**

Way Ahead Technologies is mainly targeting customers in the **automotive industry.** Their focus is on applications in areas such as **ADAS, HMI, software development and entertainment.**

Headquarters:
Zürich, CH

Founded:
2019

No. of Employees:
1 to 10

No. of Pilots:
One

Tags:
Mobility, Computer Vision, Virtualization



accure



wheel.me



vianova



mopic



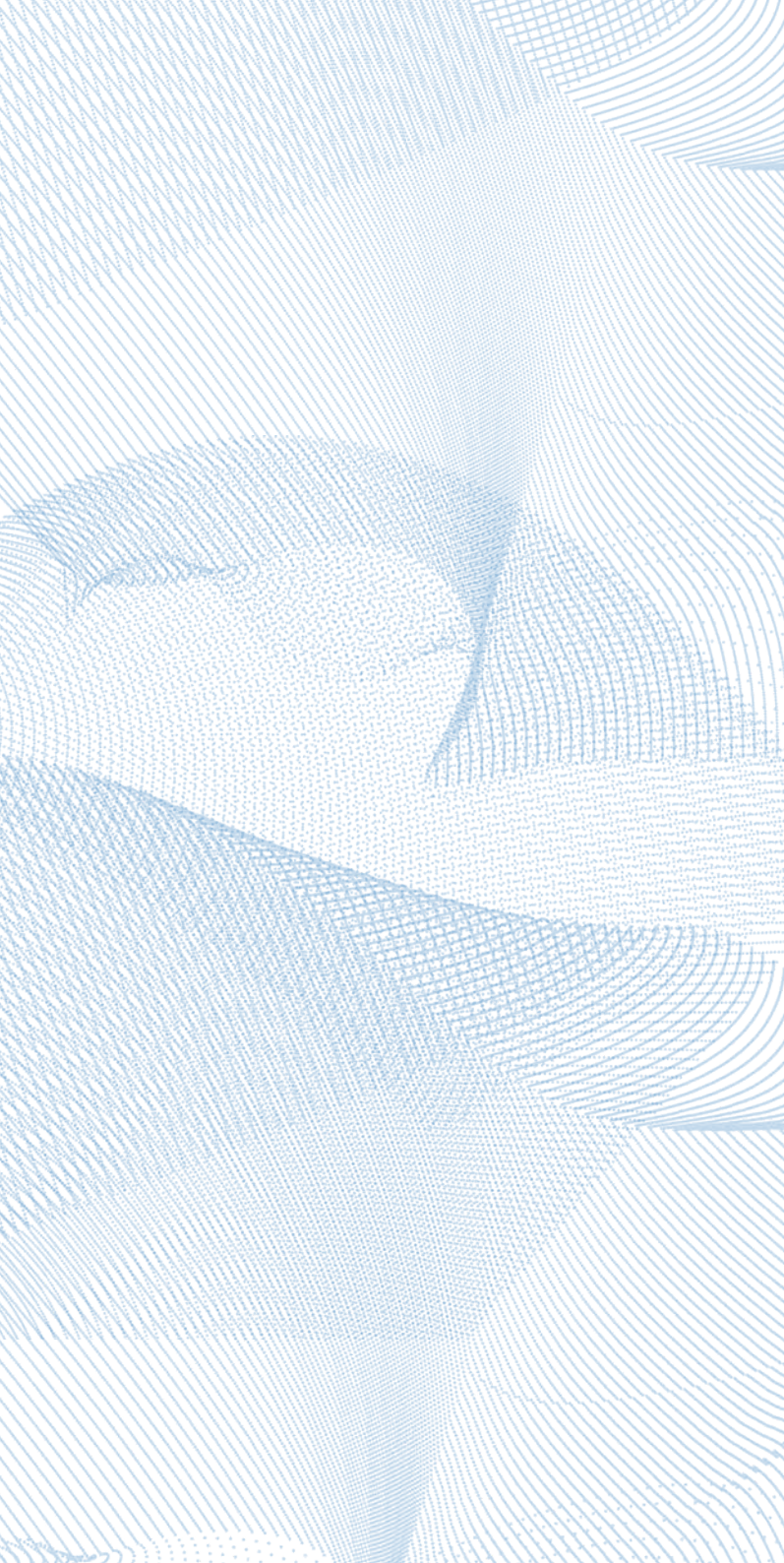
rooute konnect



&charge



hypermile



production

cirqua

CirQua offers a **hardware** solution that enables its customers **to perform testing of electrical machines faster with higher quality of measurement results.**

CirQua's technology is **reducing testing time through the intelligent generation and analysis of measurement data.**

CirQua is mainly targeting customers in the **automotive, electrical drive and home appliances industries. Their focus is on applications in business areas such as development, testing and manufacturing.**

CirQua is currently focussing on building new customer relationships with **mid-sized to large companies in the electrical drives sector.**

Headquarters:
Aachen, DE

Founded:
2017

No. of Employees:
1 to 10

No. of Pilots:
One

Tags:
**Production,
Electrical Drives,
Intelligent Testing,
Analysis**

hyperganic

Hyperganic offers a **software** solution that allows its customers to **dramatically accelerate innovation through algorithmic engineering.**

Hyperganic's platform is **dramatically accelerating the pace of innovation** by offering **the possibility to engineer at the speed of algorithms.**

Hyperganic is mainly targeting customers in the **automotive, aerospace, heating & cooling, consumer goods, bioprinting, and medical industries.** Their focus is on applications in areas such as **additive manufacturing, industrial design, supply chain, 3D printing.**

Hyperganic is currently focusing on building new customer relationships with **small, mid-sized or large companies in the automotive, aerospace, consumer goods and additive manufacturing sectors.**

Headquarters:
Munich, DE

Founded:
2017

No. of Employees:
51+

No. of Pilots:
One

Tags:
Production, Additive Manufacturing, Algorithmic Engineering, Engineering Design

identifai

Identifai offers a **software** solution that enables its customers to **manage and improve their energy efficiency significantly**.

Identifai's solution is identifying **energy saving opportunities** and providing actionable insights by **converting raw data from multiple sources into a single source of truth**.

Identifai is mainly targeting customers in the **manufacturing industry, incl. metals, chemicals and more**. Their focus is on applications in areas such as **data analytics, maintenance, and operations**.

Identifai is currently focusing on realizing pilot projects with **small, mid-sized or large companies in the automotive, manufacturing, chemicals and metals industries**.

Headquarters:
Oslo, NO

Founded:
2020

No. of Employees:
1 to 10

No. of Pilots:
One

Tags:
Production, Energy Optimization, Data-driven Insight Industrial AI,

makersite

Makersite offers a **software** solution that allows its customers to **solve complex challenges in their products and supply chains.**

Makersite's tool is helping its customers to **get to NetZero, support product design and build resilient supply chains** by building **the world's largest transparent supply chain database with a purpose-built AI cascade.**

Makersite is mainly targeting customers in the **automotive, electronics, manufacturing, aerospace, defence, and chemicals industries.** Their focus is on applications in business areas such as **product design, sustainability, procurement and supply chain.**

Headquarters:
Stuttgart, DE

Founded:
2018

No. of Employees:
11 to 50

No. of Pilots:
Two

Tags:
**Production, Digital
Twins, Product
Data, Supply Chain**

node robotics

NODE Robotics offers a **software** solution that enables its customers to **enable autonomous intralogistics**.

NODE Robotics' solution is turning **mobile robots into multi-vendor, autonomous and collaborative fleets by offering plug and play software solutions**.

NODE Robotics' solution can be applied in **any industry**. Their focus is on applications in business areas such as **intralogistics**.

Headquarters:
Stuttgart, DE

Founded:
2020

No. of Employees:
11 to 50

No. of Pilots:
None

Tags:
Production, Robotics, Autonomous Intralogistics, Industrial IoT

spinque

Spinque offers a **software solution** that enables its customers to **have a better grip on the whole production process.**

Spinque's technology is focusing on the **task at hand by letting the user define efficient access methods over the knowledge graph.**

Spinque's technology can be applied in **any industry and any business area.**

Spinque is currently focusing on building new customer relationships with **mid-sized to large companies in the knowledge intensive organization sector.**

Headquarters:
Utrecht, NL

Founded:
2010

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Production, Information Retrieval, Knowledge Graphs, Task-Based Search

swipeguide

SwipeGuide is offering a **software** solution that enables its customers to **capture and scale critical operational knowledge across the organization through crowdsourcing** in order to **boost performance improvements at scale.**

SwipeGuide's solution is **reducing errors and continuously improving processes** by empowering **frontline teams with collaborative instructions and checklists.**

SwipeGuide is mainly targeting customers in the **consumer packaged goods and machinery industries.** Their focus is on applications in business areas such as **manufacturing, engineering, maintenance, service, assembly, cleaning, warehousing and logistics.**

SwipeGuide is currently focusing on building new customer relationships with **mid-sized to large companies in the manufacturing and field service engineering sectors.**

Headquarters:
Amsterdam, NL

Founded:
2015

No. of Employees:
11 to 50

No. of Pilots:
One

Tags:
Production, Industry 4.0, Frontline Excellence, Knowledge Transfer

wheel.me

Wheel.me offers a **hardware and software** solution that allows its customers to **improve processes and reduce overall costs.**

Wheel.me's service is improving processes in **manufacturing and logistic operations by offering an autonomous robot-as-a-service capable of moving virtually any asset or sets of assets.**

Wheel.me is mainly targeting customers in the **automotive, aerospace, energy, logistics, hospitality, manufacturing, and transportation industries.** Their focus is on applications in business areas such as **manufacturing and logistics.**

Wheel.me is currently focusing on building new customer relationships with **small, mid-sized or large companies in the manufacturing and logistics sector.**

Headquarters:
Oslo, NO

Founded:
2013

No. of Employees:
1 to 10

No. of Pilots:
One

Tags:
Production, Industrial Automation, Robot-as-a-Service





enterprise

mercanis

Mercanis offers a **software** solution that enables its customers to **digitize their indirect procurement**.

Mercanis' platform is **increasing transparency and efficiency** while reducing costs by **applying machine learning and AI to indirect sourcing projects**.

Mercanis is mainly targeting customers in the **automotive, mechanical engineering, and energy industries**. Their focus is on applications in business areas such as **procurement and indirect procurement**.

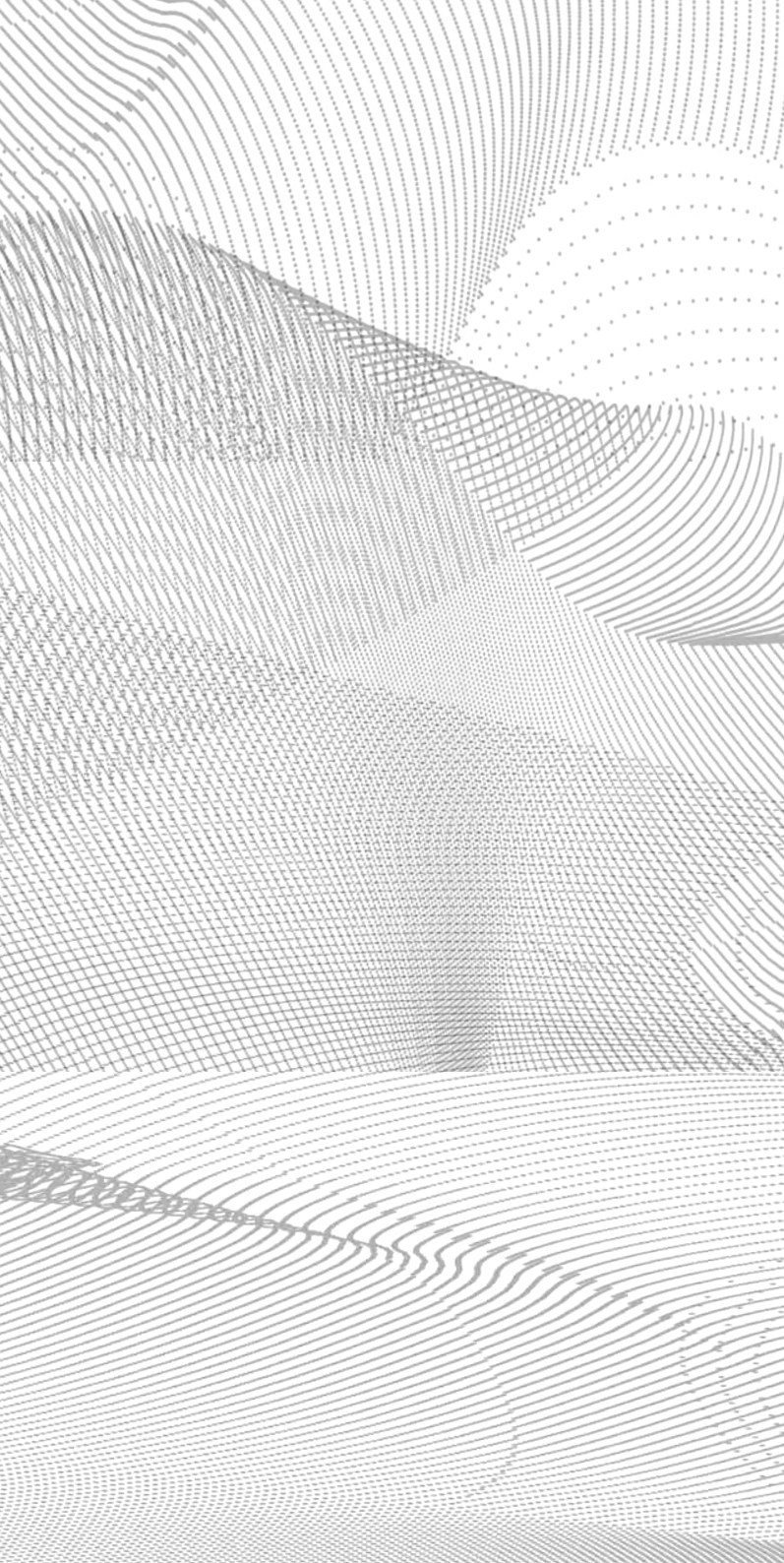
Headquarters:
Berlin, DE

Founded:
2020

No. of Employees:
11 to 50

No. of Pilots:
None

Tags:
**Enterprise,
Source2Contract,
Procurement**



partners

mercedes-benz ag

future of mobility future of production ai supply chain future ui
industry 4.0 blockchain ar vr

As a founding partner of the innovation platform START-UP AUTOBAHN, we want to mediate between startups and large corporations bringing together specific tech know-how with comprehensive automotive competence.

We are convinced that we will benefit from the open innovation approach. Therefore, we are constantly looking for innovative startups to combine the best of both worlds to shape the future of mobility and production.

Headquarters:
Stuttgart, DE

Partnership Type:
Founding

Partner since:
May 2016

plug and play tech center

future of mobility

iot

raetail

inurtech

health

travel & hospitality

supply chain & logistics

sustainability

Plug and Play is the ultimate innovation platform, bringing together the best startups, investors, and the world's largest corporations.

Headquartered in Silicon Valley, we have built accelerator programs, corporate innovation services, and an in-house VC to make technological advancement progress faster than ever before.

To give startups the necessary resources to succeed in Silicon Valley and beyond, we are now active in 40+ locations globally.

One of Plug and Play's most successful mobility programs is STARTUP AUTOBAHN: An innovation platform for global startups that brings Silicon Valley tech expertise to the birthplace of automotive. We accelerate software and hardware startups – from early stage to growth stage – which develop innovative solutions in the fields of Future Mobility, Sustainability, Production, and Enterprise.

Headquarters:
Sunnyvale, US

Partnership Type:
Founding

Partner since:
May 2016

arena2036

automotive functional integration industry 4.0 vr production

ARENA2036 is one of the founding partners of STARTUP AUTOBAHN.

Headquarters:
Stuttgart, DE

The research campus is a platform where science and industry meet in order to cooperatively work on the “flexible production for the next generation of automobiles”. Within such a creative and synergistic environment, the startups of STARTUP AUTOBAHN receive coworking space as well as state of the art hardware to implement their ideas. This setup grants many possibilities for startups to exchange with the ARENA2036 partners, to employ their know-how as well as to profit from their experience.

Partnership Type:
Founding

Partner since:
June 2016

The results of the preceding startups have shown how well the concept of STARTUP AUTOBAHN works and how important an extensive network is for their establishment. With the following Programs startups, we intensify the network between ARENA2036 partners and startups even more closely. Thus we are excited about the results achieved in a very short time.

university of stuttgart

security

sensors

supply chain

digital twin

The University of Stuttgart inspires its students in the field of science by means of research-led teaching and learning. However, great importance is also placed on the ability of the university's graduates to make a creative contribution to scientific, business and social innovations once they leave the university.

The University of Stuttgart believes that STARTUP AUTOBAHN plays an important role in this process, as it brings the spirit of entrepreneurship to campus. The goal of the University of Stuttgart is to inspire more of its students to join the events organized by STARTUP AUTOBAHN, thus empowering them to become a part of Stuttgart's entrepreneurship ecosystem.

Research, innovation and entrepreneurship have found an ideal home at the ARENA2036 research facility on campus at the University of Stuttgart.

Headquarters:
Stuttgart, DE

Partnership Type:
Founding

Partner since:
June 2016

dxc technology

analytics ai process automation security industry 4.0

digital business solutions supply chain management

machine connectivity autonomous driving

Industries are becoming digital ecosystems making it more important than ever to work in partnership networks. Partnership networks also play a vital role in DXCs effort of supporting customers in their digital transformation, generating new engaging customer experiences, developing differentiating business models and helping to automate and optimize corporate processes in administration, in production and along the supply chain.

Headquarters:
Tysons Corner, US

Partnership Type:
Founding Anchor

Partner since:
November 2016

Speed and efficiency are two core drivers for success. Working with range of innovative partners from large corporations to high potential startups, allows us to deliver first proof of concepts up to fully scalable solutions faster and at lower cost - providing the customer a proven solution which can be adapted along changing needs.

We see STARTUP AUTOBAHN as a great way to meet these startups and jointly work on new business models and innovative ideas for our customers. With our global reach and our long experience delivering scalable technology solutions to solve our customers problems we can help startups to bring their business to new markets.



sensor technology ai lidar radar gps positioning v2x
predictive maintenance iot enabled components

ZF is driven by innovation to realize its Vision Zero - Zero emissions and zero accidents. We work on this next generation mobility in 5 distinct technology fields - autonomous driving, electric mobility, integrated safety, vehicle motion control and digitalization/software.

To stay at the forefront of innovation, ZF continuously searches for partnerships and collaboration opportunities with startups.

Headquarters:
**Friedrichshafen,
DE**

Partnership Type:
Founding Anchor

Partner since:
December 2016



new materials

operational excellence

ai

iot

data to value

At BASF we expect ourselves to actively steer future trends and find smart answers for the world's challenges. As the leading global chemical company, our innovative products have touchpoints to nearly all aspects of life and help to form a more sustainable future.

STARTUP AUTOBAHN enables us to gain early access to startups with amazing ideas. Partnering with these super-agile enterprises, fosters our own entrepreneurial spirit and makes us live a "just-do"- instead of a "let's-see"-mentality.

We look for bold endeavors that enrich and/or challenge our products, markets, services and processes. Let's dream big together. Let's create the unexpected and let us help you to thrive.

Headquarters:
Ludwigshafen, DE

Partnership Type:
Founding Anchor

Partner since:
February 2017

porsche

electric vehicle

new materials

sensor technology

ai

iot

Digitization, electrification and connectivity are revolutionizing the automotive industry. Porsche sees this as an opportunity, and wants to make the most of it.

STARTUP AUTOBAHN gives the innovative culture at Porsche an extra boost. The top talent from the international startup scene gives external inspiration that accelerates the progress the sports car manufacturer is making. To make this happen, Porsche provides the startups with an environment in which they can reach their full potential and focus on their work.

Headquarters:
Stuttgart, DE

Partnership Type:
Founding Anchor

Partner since:
February 2017

deutsche post dhl group

robotics machine learning ai supply chain visibility ar vr iot
smart devices last mile logistics

DPDHL Group services range from the mail and parcel business, across global e-commerce, Express, air and ocean freight, to end-to-end supply chain solutions. As the world's leading logistics and mail company, we are continuously exploring new logistics business models and we recognize the great potential of digital technology exploitation to drive productivity and service improvements.

Plug and Play has proven highly effective in bringing industry leaders together with high potential technology startups, and we are very excited about our partnership opportunity to participate in STARTUP AUTOBAHN and its global network of young, innovative disruptors.

We seek entrepreneurs with challenging ideas to jointly bring their solutions to life, supported by our existing capabilities and global footprint in more than 220 countries and territories.

Headquarters:
Bonn, DE

Partnership Type:
Founding Anchor

Partner since:
April 2017

webasto

automotive

e-mobility

mechatronics

digitalization

smart factory

new materials

electric charging

iot

The Webasto Group is a global innovative systems partner to the mobility industry and one of the 100 largest suppliers to the automotive sector worldwide.

The company's offering includes in-house developed roof, heating and cooling systems for various types of vehicles, batteries and charging solutions for hybrid and electric vehicles, and additional services related to thermal management and electromobility.

Headquarters:

Stockdorf, DE

Partnership Type:

Founding Anchor

Partner since:

September 2017

motherson

intelligent manufacturing

smart and active surfaces

intuitive hmi

sustainability

Motherson is one of the world's largest tier 1 manufacturers of components and modules for mobility. The industries we supply are constantly evolving and we embrace and support the vision of our customers. We evolve through learning and collaborating, so STARTUP AUTOBAHN provides us with the perfect platform to meet innovative startups and help to bring bold ideas to life.

Together we aim to be a sustainably relevant solution provider and are proud to be part of the world's most admired OEMs.

Headquarters:
Noida, IN

Partnership Type:
Anchor

Partner since:
February 2019



innovation

future mobility

electrify

sustainable

#likeabosch

invented for life

Bosch Mobility Solutions is one of the leading automotive suppliers and pursues a vision of mobility that is safe, sustainable, and exciting. It combines the group's expertise in the domains of personalization, automation, electrification, and connectivity.

As a supplier of automotive technology, the business sector offers its customers integrated mobility solutions in the following main areas of business: injection technology and powertrain peripherals for internal-combustion engines, diverse solutions for powertrain electrification, vehicle safety systems, driver-assistance and automated functions, technology for user-friendly infotainment as well as vehicle-to-vehicle and vehicle-to-infrastructure communication, repair-shop concepts, and technology and services for the automotive aftermarket.

The mobility lifecycle business involves additional products and services for fleet operators, such as regular data acquisition, over-the-air software updates, and smart battery-charging systems. The business sector also includes activities involving two-wheelers, commercial and off-highway vehicles, and engineering services.

Headquarters:
Stuttgart, DE

Partnership Type:
Anchor

Partner since:
February 2020

schaeffler

future of mobility

renewable energy

production machinery

sustainability

production 4.0

As a leading global supplier to the automotive and industrial sectors, Schaeffler has been pioneering and driving forward groundbreaking developments in the fields of motion and mobility for over 70 years. With innovative technologies, products, and services for CO₂-efficient drives, electric mobility, Industry 4.0, digitalization, and renewable energies, the company is a reliable partner for making motion and mobility more efficient, intelligent, and sustainable. Thinking outside the box and strategic collaboration with startups are a core element of our innovation strategy. With STARTUP AUTOBAHN, we have found the perfect network for further developing our core business together with strong partners. The partnership is a key initiative of our Roadmap 2025. Together, we want to create the progress that moves the world.

Headquarters:
**Herzogenaurach,
DE**

Partnership Type:
Anchor

Partner since:
January 2021

stmicroelectronics

autonomous driving industry 4.0 iot smart cities
energy management hmi Solutions connectivity

We are 46,000 creators and makers of semiconductor technologies, devices, and solutions that start with our employees, with our 100,000 customers, and with our thousands of partners. Together, we design and build products, solutions and ecosystems that address the sustainability and resource management challenges our customers are facing, while helping them seize opportunities they are pursuing.

This is why we have 8,100 R&D employees, invest about 16% of our revenues in R&D every year, and engage in extensive collaboration with leading research labs and corporate partners throughout the world. Moreover, we are continuously investing in our footprint as an independent device manufacturer. Our 11 manufacturing sites master all aspects of the semiconductor supply chain and offer our customers the quality, flexibility, and supply security they need.

Headquarters:
Geneva, CH

Partnership Type:
Anchor

Partner since:
May 2021

bridgestone mobility solutions

telematics tyre solutions fleet management solutions

data solutions

Bridgestone Mobility Solutions (BMS) is a business unit of Bridgestone EMIA supporting and accelerating the company's digital transformation - from a tyre manufacturer to a global leader in tyres and sustainable mobility solutions. This business unit brings together innovative tyre technologies and solutions as well as data-driven fleet and mobility products and services, including Europe's leading fleet management software Webfleet.

Bridgestone Mobility Solutions has the mission to move the world towards a sustainable future with data-driven mobility solutions. The Bridgestone E8 Commitment – a framework of eight values (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment) – guides strategic priorities, decision making, culture evolution and sustainability actions towards the achievement of this mission.

Headquarters:
Amsterdam, NL

Partnership Type:
Anchor

Partner since:
February 2022

nxp semiconductors

autonomous driving

future of e-mobility

connected car

edge computing

smarter world

For decades we have been developing innovative micro-chips as a world market leader that can be found almost everywhere – and make life possible as we know it today. Whether it's in credit cards, in smartphones or cars – we make sure that your life is easier, better and safer. Get to know us and what we do at: showroom.nxp.com or www.nxp.com

Headquarters:
Eindhoven, NL

Partnership Type:
Anchor

Partner since:
July 2022

murata

future of mobility

health & wellness

new materials

packaging

energy

sustainability

Murata is a worldwide leader in the design, manufacturing and sale of ceramic-based passive electronic components and solutions, communication modules and power supply modules.

Murata is committed to the development of advanced electronic materials and leading edge, multi-functional, high-density modules. This links directly to key IoT building blocks like wireless connectivity, sensors, and energy harvesting and buffering.

Combined with its capabilities in highest volume production, Murata is aiming to be an active contributor to transforming related ideas developed together with startups and the other corporate partners at STARTUP AUTOBAHN into scalable and reliable solutions. For Murata, STARTUP AUTOBAHN is a perfect place to jointly work on its target of shaping the future as an innovator in electronics.

Headquarters:
Nagaokakyo, JP

Partnership Type:
Ecosystem

Partner since:
April 2017



future of mobility

new materials

sensor technology

industry 4.0

ai

ar

vr

iot

life science

AGC Inc. supplies building, automotive, and display glass, electronic materials, chemical products, ceramics, and other high-function materials to customers around the world.

The AGC Inc.'s automotive glass business holds a world leading market share in the sale of laminated and tempered glass. AGC set mobility, electronics and life science as three strategic businesses. Keywords in the mobility fields include weight reduction, IoT and sensoring. For weight reduction, AGC will develop new materials based on glass and chemical technology.

For IoT and sensoring, AGC will develop new glass that has display functions, antenna glass functions, comfort functions and compatibility with ADAS sensors for new automotive markets, electric vehicle and autonomous driving.

AGC has joined STARTUP AUTOBAHN's program to seek new disruptive ideas with startups and other corporate members.

Headquarters:
Tokyo, JP

Partnership Type:
Ecosystem

Partner since:
January 2018

linde

machine learning

ai

deep learning

computer vision

ar

vr

iot

blockchain

supply chain management

analytics

predictive maintenance

The Linde Group – one of the leading gas and engineering companies in the world: Collaboration with Plug and Play's global network will give us much wider access to the extremely dynamic startup scene; especially in the field of digitalisation.

Working with young entrepreneurs; we will thus be able to rapidly resolve concrete problems during the development of new products and services for our customers and also identify and tap into new growth fields. Driving digitalization to redefine our business; technology and culture is key for Linde.

Building on our digital accelerators in Munich and Singapore, which bundle our group-wide digitalization activities, the Plug and Play partnership is an important building block in Linde's far-reaching digitalization strategy – designed to maintain our competitive edge moving forward.

Headquarters:
Munich, DE

Partnership Type:
Ecosystem

Partner since:
January 2018

hyundai

future of mobility

clean tech

smart city solutions

ai

robotics

Lifetime partner in automobiles and beyond – at Hyundai we strive to reinvent ourselves as a global mobility brand and life partner for our customers, that provides a new driving and mobility experience.

Our vision for future mobility is 'Freedom in Mobility', 'Clean Mobility', and 'Connected Mobility'. To shape our vision, we collaborate and partner with global promising startups and corporates, as well as excellent technical institutes.

As a corporate partner at STARTUP AUTOBAHN, we are accelerating our open innovation activities to identify and successfully implement new technologies that bring Hyundai new business values for the future.

Headquarters:
Seoul, KR

Partnership Type:
Ecosystem

Partner since:
February 2019



ev charging infrastructure

smart energy management

battery tech

digital mobility services

first/last mile logistics

At BP our goal is to keep the world moving by driving next gen integrated mobility solutions whilst making a real contribution to a low carbon future. We're focused on how fleets, Last Mile / First Mile Logistics and on-demand mobility will shape transportation. Electrification is integral to this and we intend to provide the fastest and most convenient network of home, business and service station ultra-fast charging solutions.

Headquarters:
United Kingdom

Partnership Type:
Ecosystem

Partner since:
April 2019

Our participation in STARTUP AUTOBAHN helps us realize this ambition by enabling us to tap startups who are pioneers in the field of mobility tech and who are looking for support to scale-up or access new markets. Having the opportunity also to partner and work together with progressive, innovative companies through STARTUP AUTOBAHN fuels cross-industry innovation that will shape the future of mobility and we are delighted to be part of this ecosystem.

eberspächer

future of mobility

clean mobility

smart solutions

With approximately 10,000 employees at 80 locations worldwide, the Eberspächer Group is one of the automotive industry's leading system developers and suppliers.

The family business, headquartered in Esslingen am Neckar, stands for innovative solutions in exhaust technology, automotive electronics and thermal management for a broad range of vehicle types.

Eberspächer components and systems provide more comfort, greater safety and a cleaner environment on or off the road. In 2018, the Group generated revenue of around 4.6 billion euros.

Headquarters:
Esslingen a. N., DE

Partnership Type:
Ecosystem

Partner since:
November 2019

forvia

cockpit of the future

smart surfaces

sustainable materials

sensing & hmi

digital factories

FORVIA, the world's 7th largest automotive technology company, provides solutions for a safe, sustainable, advanced and customized mobility. Composed of 6 business groups with 24 product lines, FORVIA comprises the complementary technology and industrial strengths of Faurecia and HELLA. FORVIA is focused on becoming the preferred innovation and integration partner for OEMs worldwide.

Headquarters:
Nanterre, FR

Partnership Type:
Ecosystem

Partner since:
February 2020

We see a great benefit in the collaboration with the STARTUP AUTOBAHN platform & its unique corporate automotive ecosystem. With their support, we scout for deep tech solutions of disruptive startups on a global scale & initiate unique pilot projects that boost our innovation activities. Due to our numerous innovative tech areas and key position in the value chain as a Tier 1 supplier, we are a strong partner for tech companies across all maturity stages and for corporate co-innovation projects that lead to unique & implementable PoCs with the involved OEMs & startups.



As a mobility services provider, ADAC has a history of over 100 years in ensuring the safety and enhancement of individual mobility for our – currently 21 million – members. We continue to do so today, taking into account such factors as digital transformation, connectivity and environmental protection.

Our partnership with STARTUP AUTOBAHN will help us to dynamically develop our offers, benefitting from new technologies, innovative services and, ultimately, expanded business segments. This will allow us to remain our members' partner of choice when it comes to tackling the challenges of individual mobility in the future.

We look forward especially to being able to exchange ideas within the network of the STARTUP AUTOBAHN ecosystem on all issues concerning future individual mobility and safety.

Headquarters:
Germany

Partnership Type:
Ecosystem

Partner since:
June 2020

sekisui s-lec

future of mobility

smart solutions

sustainability

SEKISUI S-LEC is part of the Japanese company SEKISUI CHEMICAL CO., LTD and manufacturing PVB interlayer film for laminated glass. More than 60 years of continuous improvement for interlayer film technology has made us the leading brand in our business field.

With our group vision "Innovation for the Earth" for a realization of sustainable society, we would like to create new value in existing businesses and change to new business styles for the future.

We believe that STARTUP AUTOBAHN can support us to enhance our activity and looking forward for a partnership with start-ups and champions to create the next new frontier together.

Headquarters:
Roermond, NL

Partnership Type:
Ecosystem

Partner since:
June 2020

plastic omnium

future of mobility

sustainability

clean mobility of the future

clean tech

smart sensors

smart product

Plastic Omnium provides innovative solutions for a more connected and sustainable mobility. The Group develops and produces intelligent exterior systems, clean energy systems and customized complex modules.

With €8 billion economic revenue in 2021, an international footprint of 137 plants and 31 R&D centers, Plastic Omnium relies on its 30,000 employees to meet the challenges of clean and smart mobility. Innovation-driven since its creation, Plastic Omnium is now paving the way for zero carbon mobility through its investments in hydrogen solutions, where the Group has ambitions to become world leader throughout the entire value chain.

Headquarters:

Levallois Cedex, FR

Partnership Type:

Ecosystem

Partner since:

September 2020

maxion

For more than 100 years, Maxion has provided automotive wheels and structural components that keep our world in motion. With our eyes on the long-term view, we challenge ourselves to think beyond the day-to-day and connect our current business with the future of mobility.

Joining STARTUP AUTOBAHN is one of many ways we connect Maxion's work with the global innovation ecosystem. Through the partnership we will participate in new mobility platforms, leverage screening and scouting opportunities, and share insights and collaborate with other industry partners and startups on important industry challenges.

With our membership, Maxion becomes the first wheel supplier to join STARTUP AUTOBHAN's community.

Headquarters:
Königswinter, DE

Partnership Type:
Ecosystem

Partner since:
January 2021

novelis

Novelis Inc. is driven by its purpose to shape a sustainable world together.

As a global leader in innovative products and services and the world's largest recycler of aluminum, we partner with customers in the aerospace, automotive, beverage can and specialties industries to deliver solutions that maximize the benefits of lightweight aluminum throughout North America, Europe, Asia and South America.

Novelis is a subsidiary of Hindalco Industries Limited, an industry leader in aluminum and copper, and the metals flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India.

Headquarters:
United States

Partnership Type:
Ecosystem

Partner since:
January 2021



ITT Inc. is an American worldwide manufacturing company based in Stamford, Connecticut. The company produces specialty components for the aerospace, transportation, energy and industrial markets. ITT's three businesses include Industrial Process, Motion Technologies, and Connect and Control Technologies.

Headquarters:
United States

Partnership Type:
Ecosystem

Partner since:
May 2021

grupo antolin

automotive interiors

intelligent lighting

sustainable materials

Grupo Antolin is one of the largest global suppliers of technological solutions for the car interior. With presence in 26 countries, this multinational supplies the world's leading car manufacturers offering an extensive portfolio through four Business Units: Overheads, Cockpits & Doors, Lighting & HMI, and Electronic Systems.

Headquarters:

Burgos, ES

Partnership Type:

Ecosystem

Partner since:

May 2021

huf group

access and authorization

industry 4.0

smart sensors

sustainability

Whether it's a key or by touching a door handle – almost every car driver in the past 100 years got in contact with one of our products. Huf is the leading specialist for secure car access and authorization. 7,800 employees at 19 sites around the world passionately develop and produce locking systems, door handles, passive entry systems and digital key solutions for a unique car access and authorization experience.

Headquarters:
Velbert, DE

Partnership Type:
Ecosystem

Partner since:
July 2021

Our considerable R+D invest and the high degree of registered patents are proof of our innovative power. We always pursue the goal of developing trend-setting products and bringing them into series production with our automotive customers around the globe. At STARTUP AUTOBAHN we are looking forward to find partners with the same passion, expertise and creativity to jointly bring future mobility solutions on the road – and beyond.



future of mobility

sustainability

manufacturing automation

smart fleets

CEAT's purpose is – Making Mobility Safer & Smarter. Everyday. We are committed to providing safe products, safe environment and safe relationships to all our stakeholders and also understand our customers' latent needs and provide them with smart solutions. To make this happen, we continue to invest / partner with new-age mobility startups, some of which have become integral part of our solutions. For e.g. – doorstep tyre fitment, fleet management system, tyre sensor etc. We also have aspirations to expand our business beyond tires and hence, we will be scouting for technology partnerships and collaboration opportunities in the space of new mobility trends.

STARTUP AUTOBAHN provides us the perfect platform to engage with top international startups and have a mutually beneficial partnership with them.

Headquarters:
Mumbai, IN

Partnership Type:
Ecosystem

Partner since:
August 2021

gf casting solutions

future of mobility

sustainability

sustainable mobility

ai

GF Casting Solutions is one of the leading solution providers of lightweight components in the mobility and energy industry.

As a future-oriented company, we act as a driving force for innovation in the global foundry industry and additive manufacturing world and want to take the lead in shaping the development of sustainable mobility.

GF Casting Solutions aims to further strengthen its role as innovation and quality leader for sustainable lightweight cast and additive manufacturing solutions. "Partnering with STARTUP AUTOBAHN will inspire our way of thinking and sets valuable new impulses through collaborating with a very strong and innovative partner network. The collaboration with startups will enable us to develop proof of concepts for both, new product and process solutions, very quickly", states Gabriel Selbach, Head of Innovation at GF Casting Solutions.

Headquarters:
Schaffhausen, CH

Partnership Type:
Ecosystem

Partner since:
January 2022

hero motocorp

future of mobility

sustainable solutions

smart tech

The New Delhi (India)-headquartered Hero MotoCorp is the world's largest manufacturer of motorcycles and scooters for 21 consecutive years. The company remains at the forefront of developing modern, technologically superior and eco-friendly mobility solutions for its millions of customers around the world.

Led by Dr. Pawan Munjal, Chairman and CEO, Hero MotoCorp has rapidly transformed into a true multinational organization with a presence in 43 countries across Asia, Africa, Latin America and the Middle East and with people from over 10 countries working in the company.

In keeping with its Vision, "Be the Future of Mobility" and Mission "Create Collaborate Inspire" the company has embarked on new partnerships with global brands like Harley-Davidson and Gogoro Inc. to develop future-ready and technology-driven mobility solutions. In March 2022, Hero MotoCorp unveiled 'Vida, Powered by Hero', a brand-new identity for emerging mobility solutions, including Electric Vehicles (EV).

Headquarters:
New Delhi, IN

Partnership Type:
Ecosystem

Partner since:
February 2022

togg

mobility

ev

smart vehicles

connected vehicles

smart cities

An intellectual property of Turkey, Togg is a globally competitive USE-CASE MOBILITY® brand. Togg was established on June 25, 2018 as a joint venture of Anadolu Grubu Holding A.Ş., BMC Otomotiv Sanayi ve Ticaret A.Ş., Turkcell İletişim Hizmetleri A.Ş., Zorlu Holding A.Ş. and the Union of Chambers and Commodity Exchanges of Turkey (TOBB).

Togg is set to start manufacturing in its Gemlik facility in 2022, part of its focus on developing next-gen smart and connected EVs and the surrounding mobility ecosystem, for which the company also develops novel technologies, services, customer experiences, and business models.

Togg aims to reach a production of 1 million by 2030 across five connected EV models, built over a common platform.

Headquarters:
Gebze, Turkey

Partnership Type:
Ecosystem

Partner since:
July 2022

notes

notes

founding partners

ARENA2036

Mercedes-Benz

PLUGANDPLAY



anchor partners



ecosystem partners

