



prototype.club

» IAA MOBILITY
2023

IAA MOBILITYTHON 2023

The second developer competition for the mobility transition at IAA MOBILITY in Munich,
September 5-8, 2023



Under the slogan
**„EXPERIENCE
CONNECTED
MOBILITY“**

the exhibitors at IAA MOBILITY 2023 will present the diversity of a mobility of the future that brings people even closer together - sustainably, digitally and intelligently networked.

IAA Mobilitython 2023 in a nutshell



Professional hackathon as a virtual startup tender with physical "Live Coding" during the IAA MOBILITY 2023.

Target group companies: CEOs, CTOs, CDOs, HR, innovation departments, etc.

Target group participants: Startups, universities, research institutions as well as individual tech talent such as developers, BizDev, UX/UI designers, lawyers, etc.

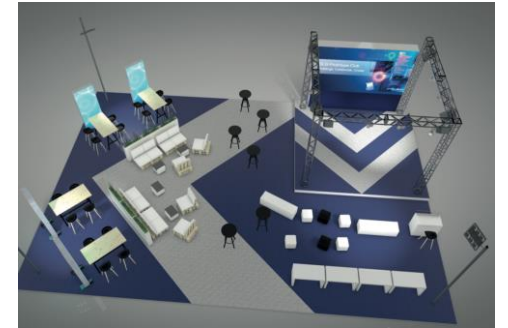
Goal: Based on actual challenges in the automotive industry, innovative startups develop working prototypes in a 14-day developer sprint before and during the IAA MOBILITY 2023. The team with the best solution receives a follow-up order.

Benefits:

- Presentation of the company as "Open Innovation Ready" with a "New way of working" attitude to attract new skilled workers.
- 14 days before and during the IAA MOBILITY "Experience digitization tangibly"

Prozess Challenge-Design:

1. Definition of a challenge together with the company
2. Prequalification of suitable expert teams
3. Compliant process: Startups are accompanied 14 days before the IAA MOBILITY in the creation of functional prototypes in the competition
4. Main prize: Follow-up contract of the winning team by the challenge-setting company



Referenzen:

- IAA MOBILITY 2021
- IAA TRANSPORTATION 2022
- E-world 2022 & 2023
- Dena Enerthon 2020 & 2021
- DLG EuroTier 2022
- HANNOVER MESSE 2023

Why IAA Mobilitython?



Securing your market position in times of digital transformation of the industry! You know that the value of your data is increasing massively and have an urgent need for action.



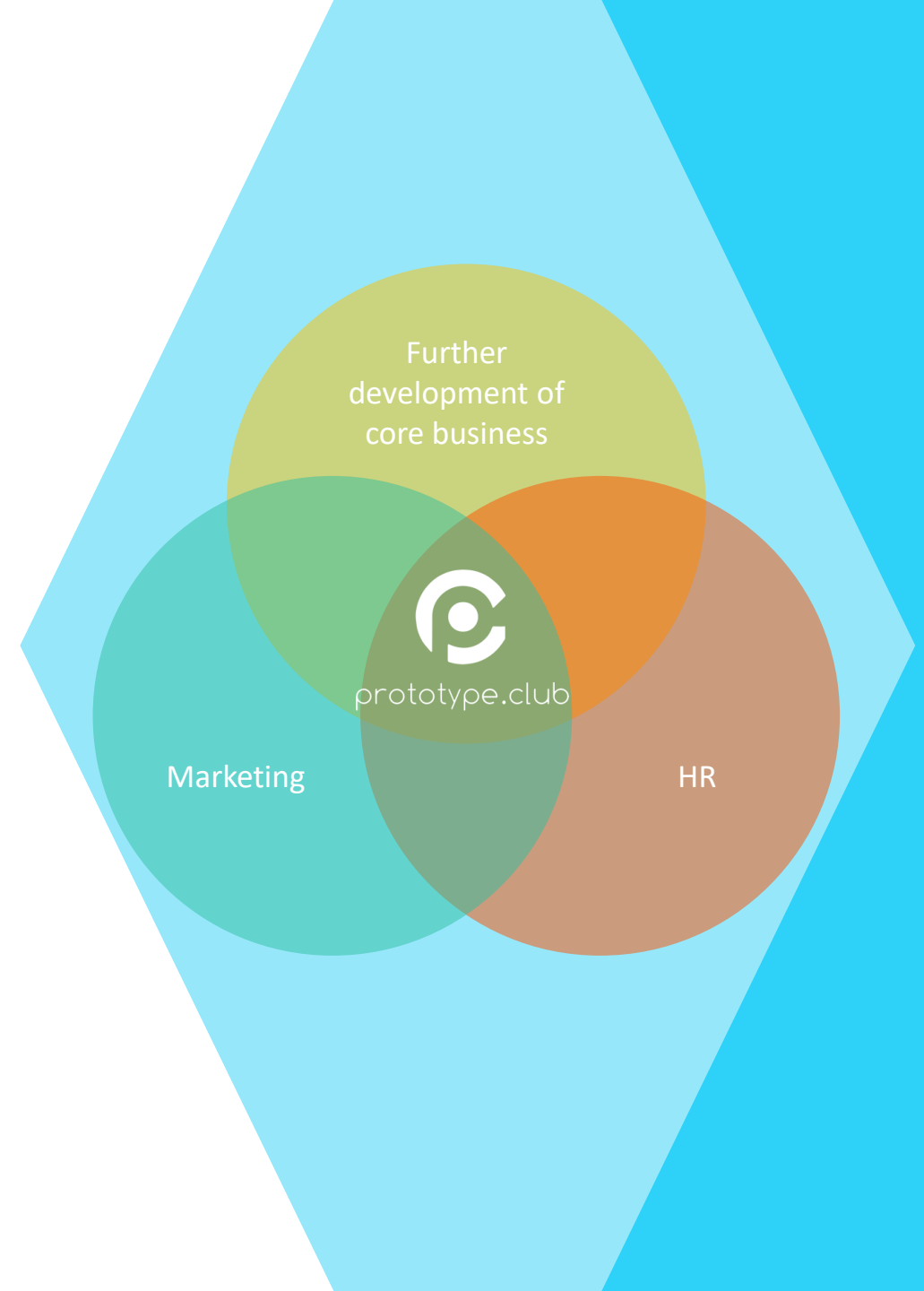
Show your company as innovation-friendly with an open "new way of working" attitude → Work closely with teams from science and startups and get working prototypes tailored to your current challenges.



The personnel demand for highly qualified digitalization value creators is enormous and will continue to increase in the future → You will receive access to experts and help in evaluating the quality and performance of startups.



prototype.club is the innovative and procurement law-compliant platform for small-scale contracts for companies, where startups and outstanding talents pre-qualify as new service providers.

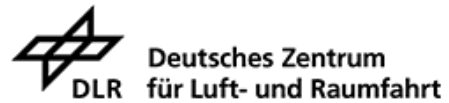


IAA Mobilitython process



Customized solutions from the most innovative startups will be developed, presented and awarded in a competitive mode for **specific challenges in the industry.**

Some prototype.club partners



Your participation at IAA Mobilitython

Challenge package

- Definition of a challenge & agenda setting in two workshops
- Identification and approach of participants
- Access to pitch documents, prototypes and CVs of all applicants
- Participation of 2 R&D and 2 HR employees
- Sponsor booth and banner at events
- Promotional package & social media coverage
- Implementation workshop with winning team immediately afterward

€35,000

Individual sponsoring, e.g.

- Sponsor booth and banner at IAA MOBILITY
- Various advertising packages & social media coverage
- Donation of a special prize for teams, e.g. SDG fit, etc.
- Onsite strategy event or networking event, etc.

from €5,000

*DO YOU HAVE ANY QUESTIONS,
SUGGESTIONS OR IDEAS FOR
IMPROVEMENT?*



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