



MOBIGOIN-ACTION NETWORK

European Start-ups, Small and Medium
Companies with smart mobility solutions
and competences

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MobiGoIn-Action is a European Strategic Cluster Partnership focused on Smart Mobility. It supports European SMEs in their internationalisation processes beyond Europe; also intensifying clusters and networks collaboration across borders.

MobiGoIn-Action's main focus regards a sustainable, smart and safe mobility in metropolitan areas, achieved through the implementation of solutions and systems for intelligent and cooperative transport, intermodal and sustainable mobility for the citizens and sustainable urban freight logistics.

THE MOBILITY GOES INTERNATIONAL - IN ACTION PROJECT IS AN EUROPEAN STRATEGIC CLUSTER PARTNERSHIP - GOING INTERNATIONAL (ESPEC-4i) AWARDED BY THE EUROPEAN COMMISSION, DG GROWTH AND THE EXECUTIVE AGENCY FOR SMES OF THE EUROPEAN COMMISSION EASME. ESCP-4i IS ARE TRANSNATIONAL CLUSTER PARTNERSHIPS THAT DEVELOP AND IMPLEMENT A JOINT INTERNATIONALIZATION STRATEGY AND SUPPORT EUROPEAN SMES IN THEIR INTERNATIONALIZATION TOWARDS THIRD COUNTRIES.

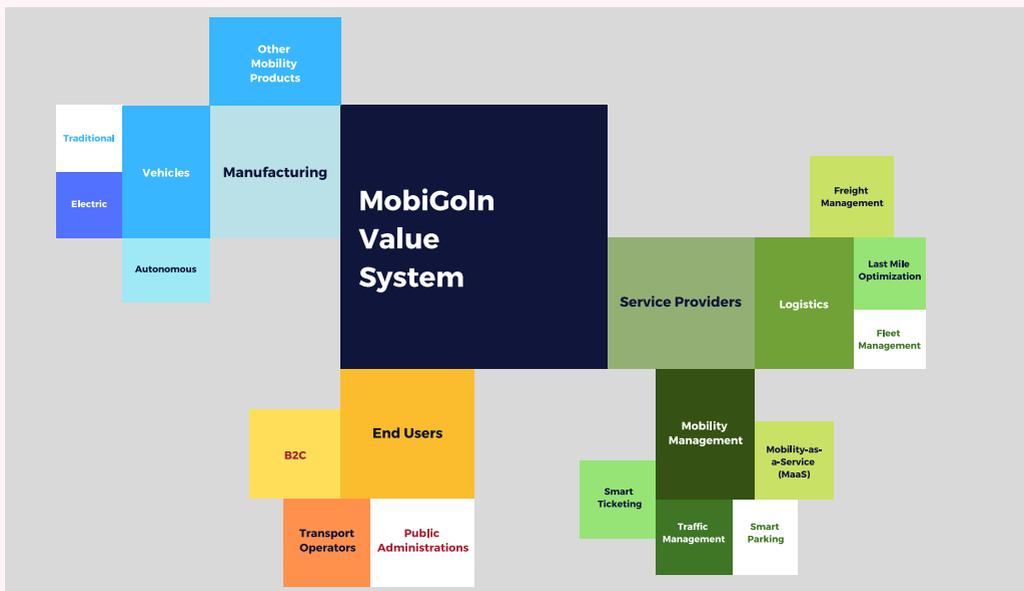
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VALUE SYSTEM

PRESENTED BY
MOBIGOIN-ACTION



MobiGoIn-Action supports potential business partnerships and technological opportunities, in two World Regions (WRs): USA/Canada and China/Singapore, aimed at initiating business collaborations for Small and Medium Enterprises (SMEs) in the field of smart mobility innovation.

For each WR, the participating SMEs are mapped and profiled according to their competences, skills and experiences

regarding internationalisation. This graphic shows the value system for the **MobiGoIn Network, composed by Start-ups, Micro, Small and Medium companies** that participated in the project's activities targeting the Automotive and Smart City (mobility) markets in USA and Canada

The Value System shows the main areas of the MobiGoIn Network organizations involved in the

production and delivery of an offering to the smart mobility and automotive markets. It is divided in 3 main blocks related to mobility: (1) Manufacturing, (2) Service Providers, and (3) End Users.

The Manufacturing Block is divided in 2 areas, one refers to solutions and products targeting the vehicles manufacturers that can be implemented to just one or several of the different combinations of nowadays vehicles: traditional, autonomous and electric. The other area refers to other products that can be linked to the vehicles in the enhancing of driving experience (i.e. helmets stop light, etc.)

The Service Providers Block is divided in 2 main areas: Logistics, which refers to the solutions related to the logistic processes and activities from Fleet and Freight management to the solutions for optimizing Last-Mail deliveries within the cities. And Mobility Management, which comprises the different technologic solutions that can be adopted and required by the smart cities that want to optimize their processes and enhance their mobility services for the citizens.

The End User Block shows the different stakeholders that can interact with the companies and that could be their target customers: Public Administrations searching for solutions for mobility management, the Transport Operators searching for solutions to enhance their services and the B2C segment that represents the final customers of some solutions and products (mainly the citizens and people).

In the following pages, 15 companies from the MobiGoIn Network, ready to present their products/services/solutions in the US market are described in terms of their competences, solutions and offering; competitive advantages and types of target customers. Moreover, a coloured circle around the company's introductory picture connect the profile to the 2 main blocks of the value system graphic: **Manufacturing** and **Service Providers**.

THE COMPANIES

From Italy, Sweden, France, Germany, Spain and Ireland.

All a part of MobiGoIn-Action!

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ApParking Spot

SWEDEN

Micro company Apparkingspot has created a new concept for the renting and sharing of parking spots between organizations, individuals and companies. Apparkingspot seeks to change the parking market in the same way as AIRBNB did with the household renting, but with an extra invention of automated leasing and new usage of sensor technology that monitors the usage of garages.

Competitive advantage:

- Time saving.
- Real time information on where the vacant parkings are.
- Automated rent out system.
- Security margin for people that don't necessarily arrive at home when everyone else does.

Target customer:

- Citizens
- Governmental and public administrations/ municipalities



www.apparkingspot.com

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Clem

FRANCE

Startup Clem is specialized in MaaS (Mobility as a Service). Early on, they learned that the transportation sector generates the largest share of greenhouse gas emissions, and that mobility therefore is key in building a successful energy transition. Clem's e-MaaS leverages the ineluctable development of charging stations. It transforms every charging point into a smart mobility station. These electromobility services offers the users a modern and efficient personal vehicle alternative for all types of short-to-medium distance travels.

Competitive advantage:

- Clem is the only operator that can operate a range of e-mobility services (EV carsharing, car charging, e-shuttle, bike sharing).
- The technology is open to all types and brand of electric vehicle and charging stations.
- The "plug & play" solution enables a turnkey electromobility service.

Target customer:

- Governmental and public administrations
- Municipalities
- Big players in the automotive and smart city markets



www.clem-e.com

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Cosmo Connected

FRANCE

Startup Cosmo Connected is behind a safety solution called Cosmo Moto, the world's first connected brake light that makes motorcyclists more visible and safer on the road. Made of 24 LEDs, it lights up in red to show the deceleration of the motorcycle at eye level of drivers behind. It works autonomously from the rear brake of the motorbike. It is removable and adaptable to every type of helmet. Users can adjust different light diffusion modes thanks to a connected app. A fall detector is integrated into the device that automatically alerts and sends GPS coordinates to emergency services.

Competitive advantage:

- Product combining hardware and software to provide the maximum of safety.
- More visibility to prevent accidents

Target customer:

- Governmental and public administrations/ municipalities
- Big players in the automotive and smart city markets
- Citizens
- Driving schools

COSMO
connected

www.cosmoconnected.com

Contact

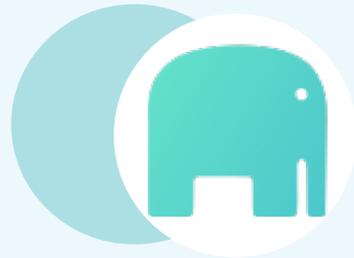
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Energy Elephant

IRELAND

Startup Energy Elephant has developed a real-time fuel monitoring sensor with inbuilt AI across Low Powered Wide Area Networks (LPWAN). Sensor plugs into vehicle OBD, connects to a low-powered wide area network and communicates fuel use in real time with detailed interval data every 5 minutes.

Competitive advantage:

- Focus exclusively on fuel/energy data.
- Works across electric and ICE vehicles.
- Low cost using LPWAN in real-time without the need to sync to mobile phones.
- Simple plug and play device.

Target customer:

- Governmental and public administrations/ municipalities
- Big players in the automotive and smart city markets
- Transport operators

Energy
Elephant

www.energyelephant.com

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KNOT

FRANCE

KNOT builds automated kick scooter rental system for cities, campuses and businesses. Lighter, easier, and more practical than a shared bicycle system – scooters are sidewalk-friendly, extremely compact and very portable. They also provide electric and dockless solutions. The scooters feature built-in GPS and smart lock technology that integrates with existing racks.

Competitive advantage:

- Product created and designed for the intensive urban use.
- Robust, comfortable.
- We can make our scooters electric, but the main version is non-electrical, meaning less pollution related to the battery use and much more secure for pedestrians.

Target customer:

- Governmental and public administrations/ municipalities
- Big players in the automotive and smart city markets
- System-integrators
- Citizens
- Working on B2B2C or B2B2G market

knot

www.knot.city

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KSH

FRANCE

Startup KSH (short for Kosmos Smart Helmets) has developed a closeness detection system for 2-wheeled motor vehicles, as well as a medical identification system for accidents. With their line of smart helmets, they have set out to create a new generation of connected motorcycle helmets and accelerate emergency medical services in cases of accidents.

Competitive advantage:

- Can modify the bright silhouette of the motorcyclists in urban zones
- Have developed the very first integrated detector of closeness into a motorcycle helmet.
- Wristlet includes two functions: a practical solution of payment for trips (gas station/public parking) and a digital identity card (accessible to rescue by NFC contact if you were to be the victim in an accident)

Target customer:

- System-integrators
- citizens

KSH

www.kosmos-helmets.com

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Mobeelity

FRANCE

Startup Mobeelity has created the first intermodal platform that gathers both public and private essential transportation means for your daily commutes. Disruptly innovative, Mobeelity integrates technologies such as an AI for better UX, geo-predictive algorithms and an intermodal algorithm.

Competitive advantage:

- Provides a personalized mobility experience thanks to AI in order to optimize mobility flows.
- Helps people access a greener way to move around.

Target customer:

- Governmental and public administrations
- Municipalities
- Big players in the automotive and smart city markets
- Citizens



www.mobeelity.io

Contact

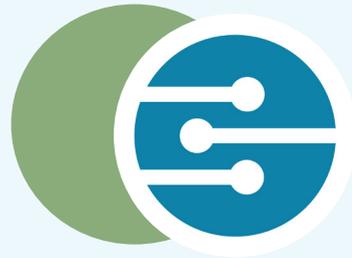
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Opportumeety

SPAIN

Startup Pupid Mobile App SL works with on-demand and autonomous interurban public transports. At the moment, they're keen on letting the world know about Opportumeety, the first proximity sensor on a helmet with an automatic blind spot management. The sensor is connected to the brake spot lights, giving the driver more visibility on the road and introducing a new, much-needed element to a product that basically haven't changed since the 70s.

Competitive advantage:

- A real evolutive application, giving the users a chance to improve their everyday behaviour on their favorite journeys.
- The more the user drives the more the helmet will learn about its behaviour.
- By connecting with the traffic and the weather you will know how you can adjust your driving.

Target customer:

- Governmental and public administrations/ municipalities
- System-integrators
- Citizens



www.opportumeety.com

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Park Smart

ITALY

Startup Park Smart have created a city parking detector that can indicate the availability of parking lots in monitored areas in real time. The software uses video cameras, even those already existing in the territory for security reason, to process the images through a simple-to-install embedded solution. Not only does the system help drivers find the closest parking spot, it also helps parking management companies to monitor their spaces more efficiently.

Competitive advantage:

- Advanced video analysis that allows the automatic detection of specific events and measures on the road
- Powerful embedded system
- Privacy protected system that doesn't record or send the images/video anywhere.

Target customer:

- Governmental and public administrations/ municipalities
- Big players in the automotive and smart city markets
- System-integrators



www.parksmart.it

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Standard Development GmbH

GERMANY

Startup Standard Development GmbH has created a waste management system called Smart Collector. Through placing sensors that will automatically provide data about filling level of trash containers and send alerts, the sensors transmit data to a cloud platform with information about the filling level, temperature and GPS coordinates of the containers. After analyzing the data, the cloud platform will send optimized routes to collection trucks, increasing collection efficiency. Collection trucks will receive live data with lifting points and optimal routes.

Competitive advantage:

- Reports available via web or mobile.
- Collection patterns can be predicted.
- Fuel saving and reduction of CO2 emissions.

Target customer:

- Governmental and public administrations/ municipalities
- Big players in the automotive and smart city markets
- System-integrators



www.s4bd.de

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Topp

SWEDEN

Design and innovation company Topp was founded in 2013. With Noodl Labs, their mix software and service solution, they have created a platform where the customer can prototype, test and develop disruptive products. Noodl Labs enables everything from rapid design choices to full-scale pilot programs. It also provides the customer with expert team members – both for training and execution purposes.

Competitive advantage:

- Simulate complex data sets of pedestrian movement, weather, traffic or any data important to help with rapid design and testing of complex, distributed systems
- Multi-device, multi-service, multi-touchpoint out of the box
- Proprietary integrations are easily created to work directly with existing city data or other 3rd party technology stacks

Target customer:

- Big players in the automotive and smart city markets
- 3rd party app or service providers building on top of large platforms

TOPP^

www.topp.se

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Ubitransport

FRANCE

Startup Ubitransport is known for having developed 2Cloud, a cloud-based platform supporting 3 business solutions. There's 2Place for Urban transit, 2School for school transit and 2TAD for demand response. The platform – along with its intermodal smart ticketing system, transit operations management and connected car functionality – is all about sharing information among users, vehicles and infrastructures.

Competitive advantage:

- Unique value proposition for smaller size agencies: one simple, integrated, affordable solution for all its needs.
- Unique technical and functional features for a light yet reliable system.
- It's made to operate smoothly in zones without cellular coverage
- Proprietary Mobile Device Management module compatible with all smartphones.

Target customer:

- Governmental and public administrations/ municipalities
- Big players in the automotive and smart city markets

Ubitransport

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WeProov

FRANCE

Startup WeProov built an ecosystem of trust to secure companies and people from the risk of conflicts, operational expenses, time-consumption and fraud that can derive from a damage claim generated after an exchange of goods. WeProov is a third party inspection app that allows anyone to create certified visual evidence of an asset's condition.

Competitive advantage:

- Drastically accelerates and secures actors each time there is a transfer of responsibility.
- Empowers drivers by allowing them to make their own car inspections guided by the app.
- Reports are geolocated, time-stamped, secured in Blockchain, unforgeable.

Target customer:

- Governmental and public administrations/ municipalities
- Big players in the automotive and smart city markets
- System-integrators
- Citizens
- Insurance actors

WeProov

www.weproov.com

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uConekt

FRANCE

uConekt, a security company whose mission is to create a secure environment for those who expose their personal identities specifically in provide access controls, payments and personalization identity services. uConekt's goal supports its vision by working to provide multi-factor authentication (MFA) solutions using biometrics on tamper-resistant hardware devices so businesses can protect the personal identities of their customers with all the benefits of seamless frictionless transactions.

Competitive advantage:

- Biometric authentication of fingerprint and voice using a small, tamper-resistant device.
- Approved common criteria evaluation assurance level (EAL) 6+
- Combing access control with keyless solutions to deliver personalized identity services

Target customer:

- Governmental and public administrations/ municipalities
- Big players in the automotive and smart city markets
- System-integrators

uConekt

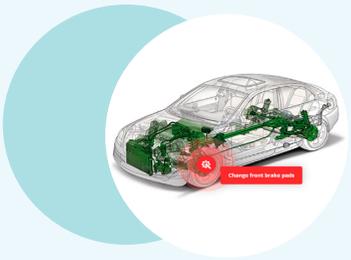
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xMotion

FRANCE

Startup xMotion has developed an intelligence vehicle health monitoring system called SMRT RUL as a way of reinventing the check engine light. From vehicle sensor data, driving behavior analytics and other key contextual information, xMotion's technology predicts the remaining useful life and maintenance schedules using a combination of automotive science and machine learning algorithms. The web dashboard helps fleet managers to better manage their maintenance jobs.

Competitive advantage:

- Device Agnostic
- IP-Protected
- Disruptive to existing platforms

Target customer:

- Big players in the automotive and smart city markets



www.xmotion.io

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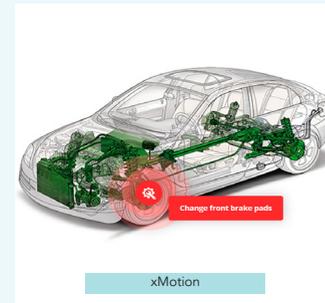
ApParkingSpot



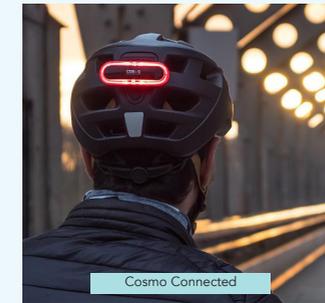
Topp



KSH



xMotion



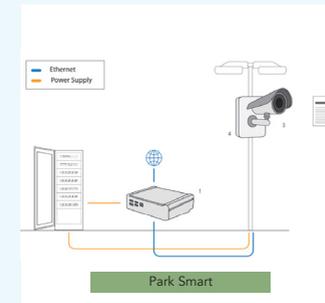
Cosmo Connected



Mobeelity



Clem



Park Smart



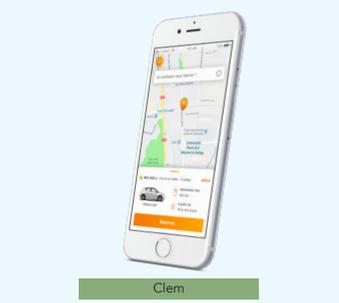
Energy Elephant



KNOT



uConect



Clem

Some of the MobiGoIn Network solutions.



MobiGoIn-Action European Strategic Cluster Partnership (ESCP) is composed by 4 European Clusters:



TORINO WIRELESS (Coordinator)

- Innovation and technological Cluster focused on ICT and Smart Cities and Communities
- Network of 1000+ companies within ICT, around 100 SMEs with experience in the Mobility solutions



bwcon

- Technological Cluster focused on ICT: automotive and mechanical engineering, aimed at stimulating innovation and strengthening competitiveness in Baden-Württemberg's region
- Network of 600+ members, mostly SMEs



MOV'EO

- Mobility R&D competitiveness cluster
- 350 members, from which circa 180 SMEs



MEDIA EVOLUTION

- Cluster and member organization that works to strengthen innovation and growth within southern Sweden's digital and creative industries.
- Network of 400 members, mostly SMEs



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