

BMW **Nederland** **Corporate Communications**

Press release

28 September 2017

Comments from the Jurors to the Startup Challenge Finalists.

Comments from the Jurors to the Startup Challenge Finalists.

Evert Jaap Lugt, Managing Director, YES!Delft

On Leydenjar:

“You are facing up to a true and relevant issue and have a clear picture of the road ahead. If you can deliver on your promise, your company will achieve something awesome for the industry.”

Daan Roosegaarde, Dutch artist and founder of Studio Roosegaarde

On Wellsun:

“We really liked your notion of energy of the future. You have a great product and you are authentic. We would urge you to be bold, be radical – make a car or make a highway out of your material.”

Menno Kleingeld,, Managing Director of Enabling Transport Solutions, VDL Groep

On Skytree:

“You look at carbon dioxide in a different way. Skytree solves a real issue when it comes to air quality. It has potential on a far bigger scale. You should be even bolder in your vision. You should also turn your idea from a solution of a negative to a positive - and make a CO2 positive car.”

Quotes from Presenters

Dr Eva Becker

“Cities might in fact be one of the most fascinating inventions of all times, for many reasons. But only if we recognize that cities need to be built first and foremost for people.”

“Revolutionary urban activist Jane Jacobs said “Cities have the capability of providing something

Firma
BMW Nederland bv
BMW Group Company

Postadres
Postbus 5808
2280 HV Rijswijk

Bezoekadres
Einsteinlaan 5
2289 CC Rijswijk

Telefoon
(070) 41 33 222

Fax
(070) 39 07 771

Internet
www.bmw.nl
www.mini.nl

F001

BMW

Nederland

Corporate CommunicPublic Relations

Press release
Datum 28 September 2017
Onderwerp Comments from the Jurors to the Startup Challenge Finalists.
Blad 2

for everybody, only because, and only when, they are created by everybody.” We at MINI believe that the answer is: By empowering a community of urban innovators through design and technology.”

“Our aim is to build a home for those people who share our passion for urban environments.”

“At MINI, we think that today’s urban heroes are the founders, who challenge existing beliefs and conventions. This is why we want to support them, and for sure also learn from them, as a company.”

“Together with our partner, the US based venture fund Urban Us, URBAN-X invests up to a 100.000US\$ per company for up to 10 % equity – depending on the maturity of the startup. We’ve helped to build 17 companies so far, and 11 of those were able to secure their next investment.”

Peter Schwarzenbauer

“We will be ready with an autonomous car in 2021 but it isn’t clear when the car can be ready for the current environment.”

“Once the tech companies looked at the auto industry with an arrogance but that has changed and they now realise that making a car is not as easy as making a smartphone.”

“In 2030 and beyond, when the streets are full of robot cars, the impact on cities will be tremendous. There will be no need for traffic lights or signs or on-street parking. Zero accidents, zero noise and zero emissions. The quality of life in cities will increase dramatically.”

“With Reach Now, a MINI customer puts a car into the field when it’s not needed. It earns money while they work. It’s like AirBnB on four wheels.”

“We decided as a company several years ago that with all the changes we have coming – and

BMW

Nederland

Corporate CommunicPublic Relations

Press release
Datum 28 September 2017
Onderwerp Comments from the Jurors to the Startup Challenge Finalists.
Blad 3

speed of change is a challenge for a corporation – that we needed to work with startups working on mobility.”

“Previously, few people in Silicon Valley talked about mobility but now every second startup there now works on mobility. We needed to take a clear look at this situation.”

“We are currently designing a car today for 2033/23 which means we are designing a car that you will see in 2030. How can we know what a customer wants in 2030? So we, we work with scenarios of “what if?” When it costs €1.5 bn to €2.5 bn to develop a new car, it’s becoming more and more risky but we have to do it.”

“We are risk averse in Europe and we don’t have so much venture capital available in Europe (as in the USA). We have started a little late in Europe. We are in the catching up phase in Europe with startups. But the quality of startups here is extremely high – it’s not quantity but quality.”

Matthias Meyer

“The BMW Startup Garage leverages the innovation potential of early stage startups for the BMW Group worldwide.”

“At BMW Startup Garage, we are an early adopter in the automotive industry. We can add value when startups plan to enter the automotive market. We are like matchmakers between those companies and our engineers.”

“The BMW Startup Garage offers co-working and event space to foster integration and networking with startups.”

Sohaila Ouffata

BMW Nederland Corporate CommunicPublic Relations

Press release
Datum 28 September 2017
Onderwerp Comments from the Jurors to the Startup Challenge Finalists.
Blad 4

“BMW iVentures is the largest investor in the investment round but we join with other investors in the €500,000 to €20 million range.”

“We want the startups we work with to have an exit whether that’s an IPO or a trade sale. We have money but we also offer access to the BMW network. In return we receive some shares, information rights, board seats (if negotiated). It’s good for both sides.”

“Innovation is fueled by VC money.”

“We believe that startups are here to stay so you’d better engage with them. How do we do it? This is true innovation. We invest in strategically-relevant startups but in a way here we look for good financial returns.”

“This way, we align our thoughts with the entrepreneurs and other investors. We are incentivized to grow the companies.”

“We have built up a portfolio of 25 companies. We cover almost 2000 people and some top notch CEOs and we have become the leading corporate investor in the automotive industry. We have been described by Tech Crunch as the leading investor in this space.”

Rijswijk, 28 September 2017

Noot voor de redactie

Informatie:

BMW Group Nederland, Corporate Communications
Andrew Mason
Tel.: (070) 413 3 338
andrew.mason@bmw.nl / www.press.bmwgroup.nl

Wilt u geen persberichten meer van ons ontvangen? Klik [hier](#)

Volg BMW Nederland op Facebook, Twitter en YouTube.



BMW

Nederland

Corporate CommunicPublic Relations

Press release
Datum 28 September 2017
Onderwerp Comments from the Jurors to the Startup Challenge Finalists.
Blad 5

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>