



**SWITZERLAND
INNOVATION**
PARK CENTRAL | SITE OF PARK ZÜRICH

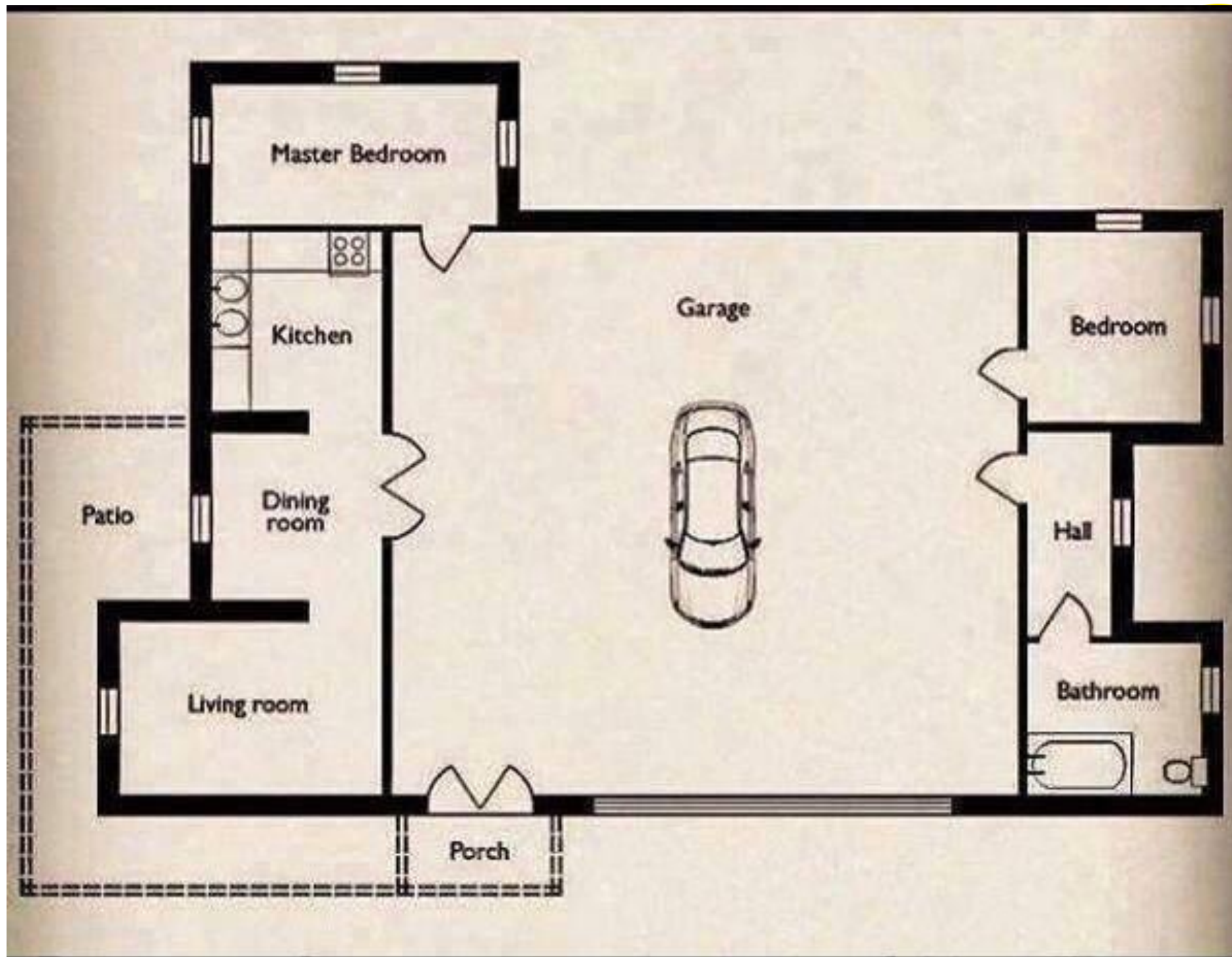


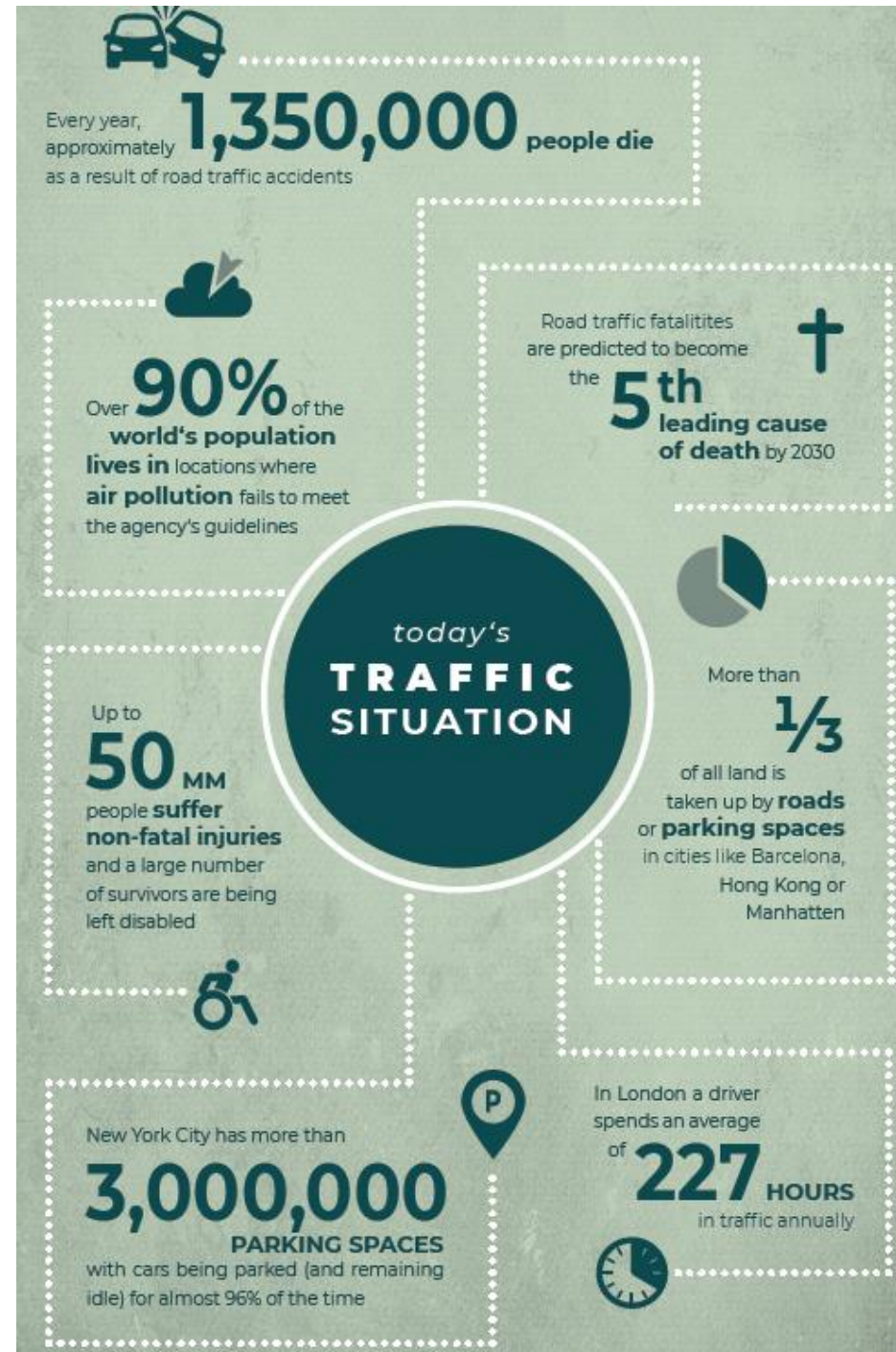
Innovation Booster New Mobility

Dr. Maximilian Richter

MOBILITÄT HEUTE







MOBILITÄT DER ZUKUNFT

Mobilität der Zukunft – Innovative Trends



Mikromobilität



Urbane Seilbahn



Flugtaxi



Hyperloop



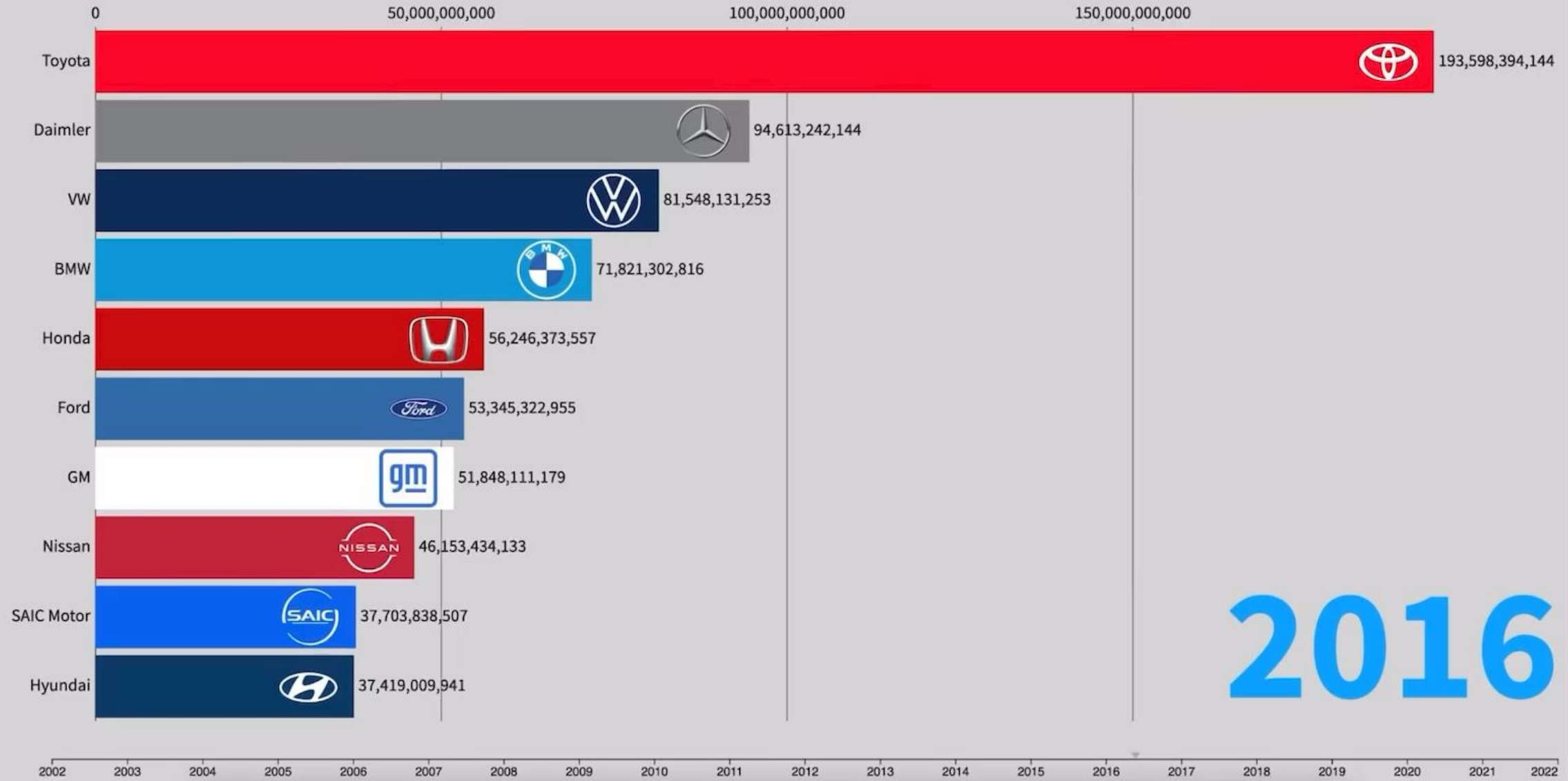
Mobilitätshubs



Autonomes Fahren

WANDEL IN DER AUTOINDUSTRIE

Total Market Value (US Dollars)



Businessmodell der Zukunft?



Traditionelle Autohersteller passen sich an



Das Auto wird zum rollenden Konsumtempel – und eine gefährliche Kostenfalle

Sie möchten eine Sitzheizung im BMW? Macht 18 Euro pro Monat.

INNOVATION: AUTONOME FAHRZEUGE

Pilotprojekte: Autonomes Fahren



AV shuttle tests on
public roads



Voyage operates robo-taxis
in retirement community



Waymo operates robo-taxis on
public roads w/o safety driver

LONDON

AV tests on public
roads in Stratford



MOSCOW

Yandex tests AVs on public
roads since 2017

DUBAI

Target of 25% of all trips
autonomous by 2030



Jerusalem

100-car AV-fleet operated
by Intel and Mobileye



Hyundai to test AVs
in Gangnam district



Didi Chuxing to launch
robo-taxi service in 2020

SINGAPORE



Opens ~1.000 km of public
roads as AV testing ground

Selected examples

The Self-Driving Car Companies Going The Distance

Number of autonomous test miles and miles per disengagement (Dec 2019-Nov 2020)*

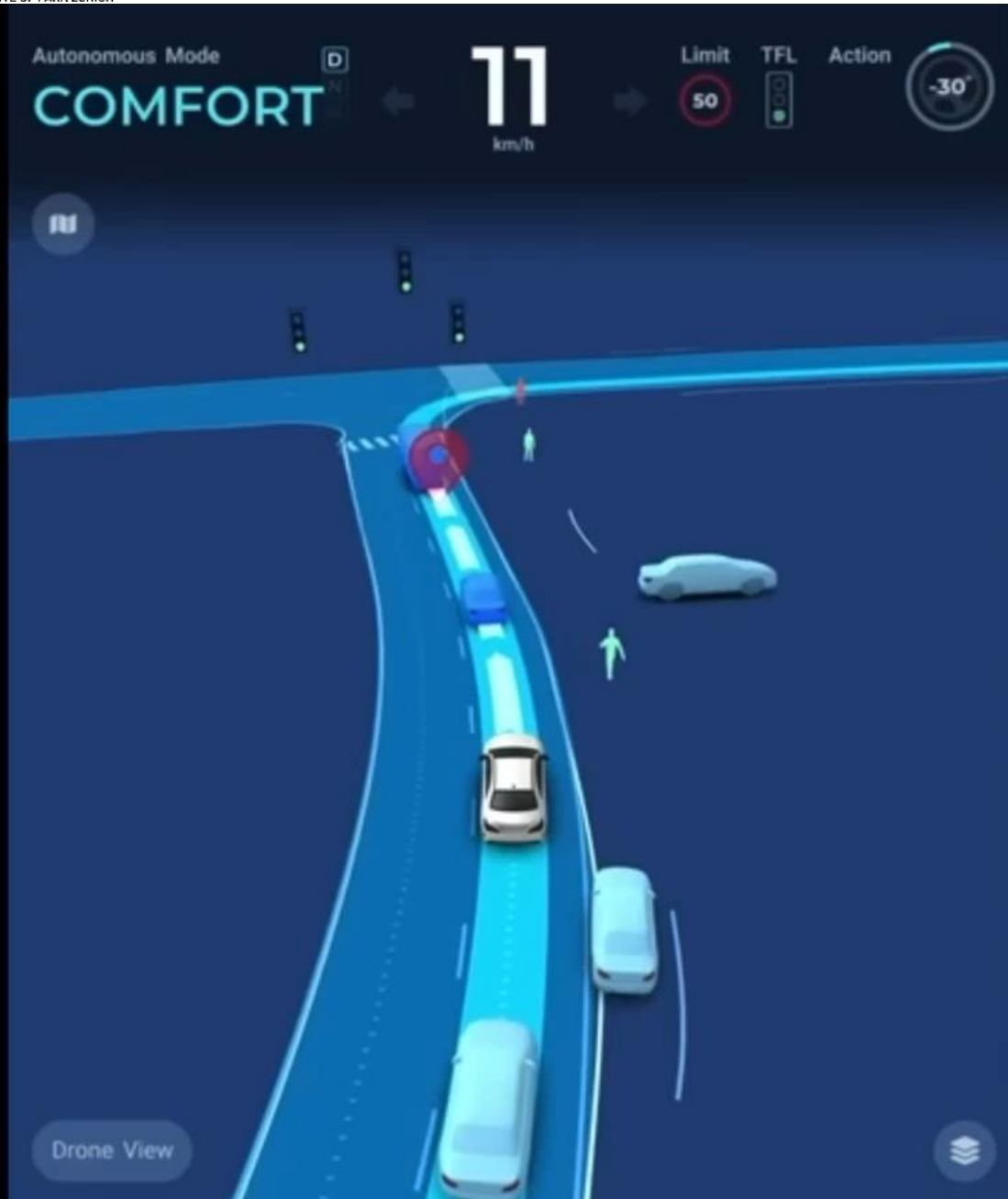


* Cases where a car's software detects a failure or a driver perceived a failure, resulting in control being seized by the driver.

Source: DMV California, via The Last Driver License Holder

Formen von Autonomen Fahrzeugen





Easter morning 1900: 5th Ave, New York City. Spot the automobile.



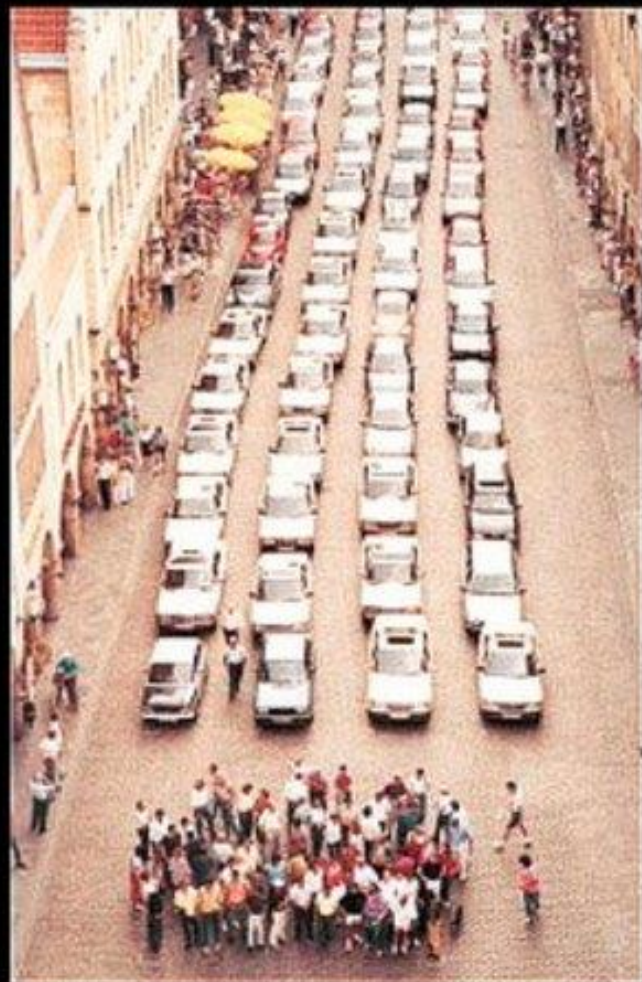
Source: US National Archives.

Easter morning 1913: 5th Ave, New York City. Spot the horse.

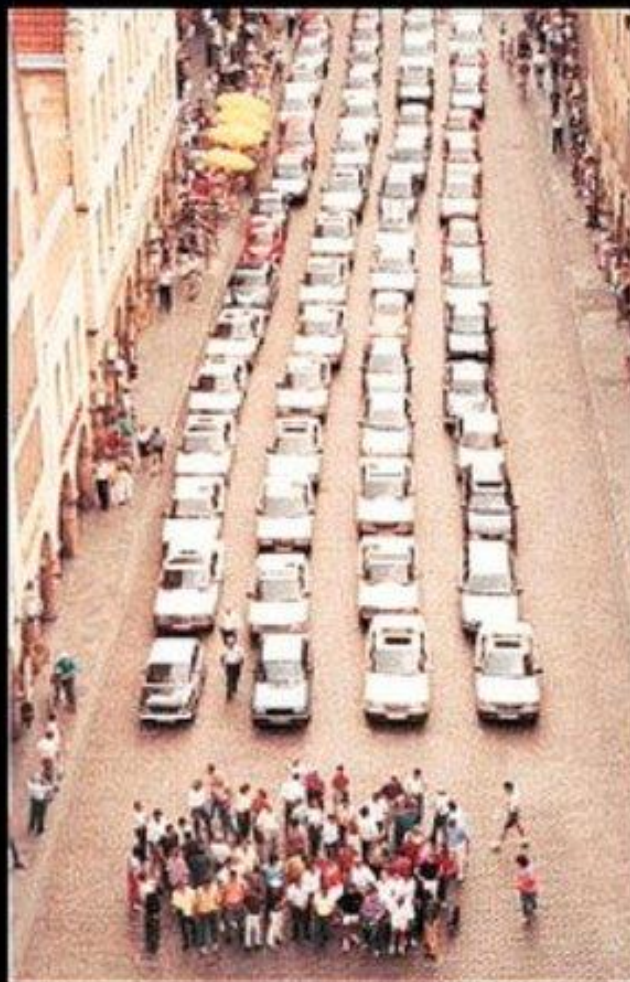


Source: George Grantham Bain Collection.

space required to transport 60 people



car



uber



autonomous car

Reduction of private cars



Strong push for robo-shuttles



NEW
MOBILITY
LAB

Dominance of micromobility



future
scenarios

Strong uptake of robo-pods

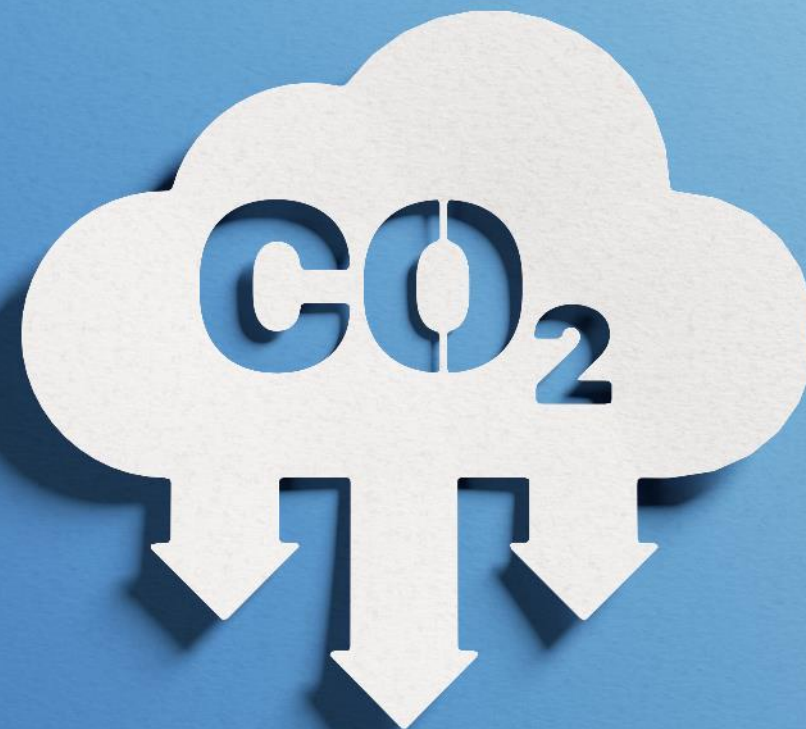


Innovation Booster New Mobility

Dr. Maximilian Richter

Our Vision

**Förderung systemischer und
nachhaltiger Mobilitätslösungen
durch offene Innovation und Ko-
Kreation, um die Schweiz in Richtung
einer klimaneutralen Verkehrszukunft
voranzubringe**



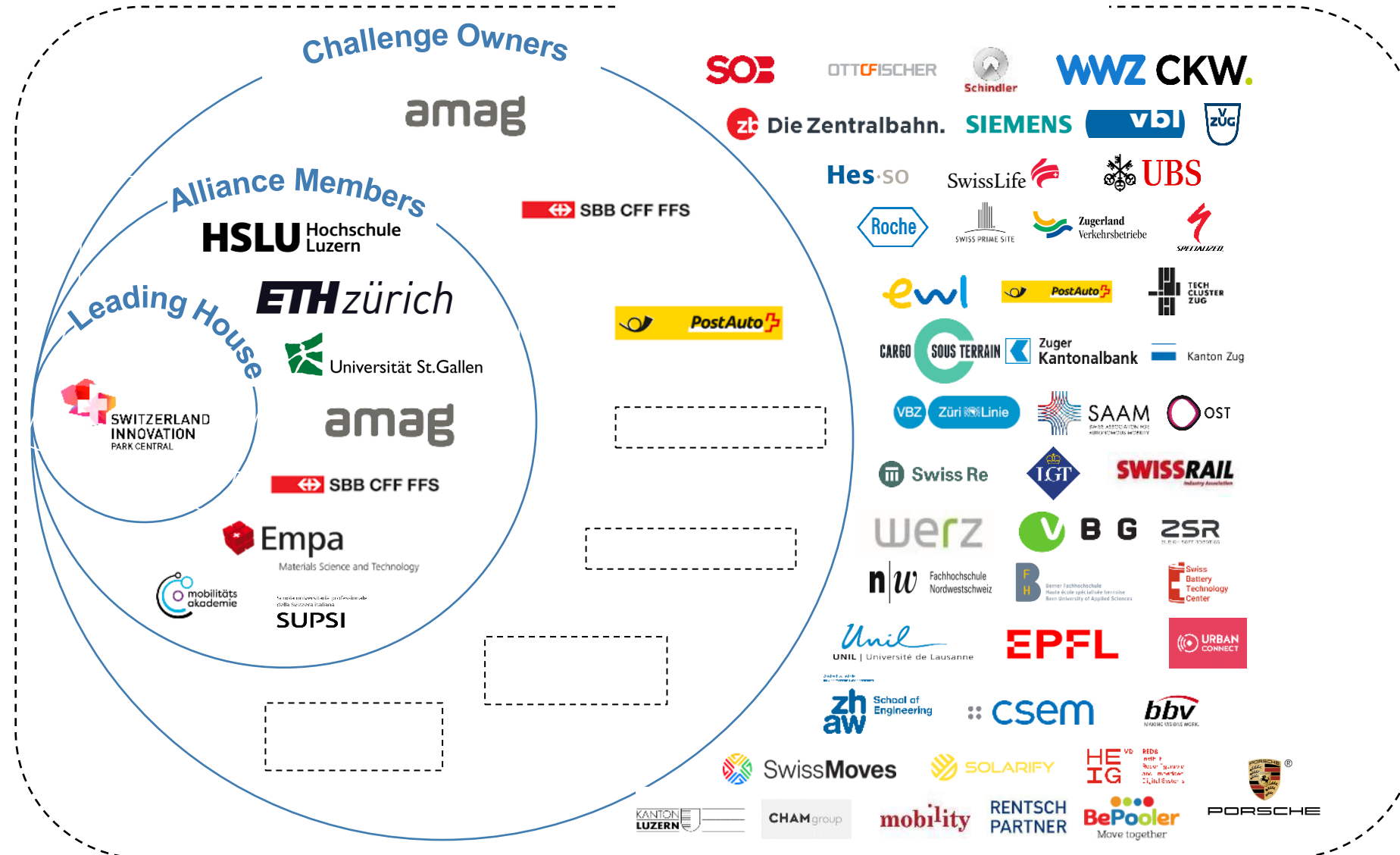
About

Der New Mobility Innovation Booster ist ein Innovationsökosystem, das aus Partnern aus Wissenschaft, Industrie und Politik besteht. Sein Ziel ist es, systemische Mobilitätslösungen in der Schweiz zu entwickeln, um die Mobilitätsaspekte der Klimastrategie 2050 und der Energiewende schneller umzusetzen. Durch die Identifizierung und Unterstützung von Pilotprojekten zur Reduzierung von CO₂-Emissionen beschleunigt der IB den Übergang zu nachhaltiger Mobilität. Der IB erleichtert die Entwicklung innovativer Produkte durch Finanzierung und Methoden und bringt Stakeholder zusammen, um gemeinsam innovative Lösungen mit einem offenen Innovationsansatz zu entwickeln

Benefits

Steigere deine Innovationsreise! Wir verbinden dein visionäres Projekt mit Spitzenexperten und Partnern. Und dank der genehmigten Anmeldung im Swiss Innovation Booster Programm von Innosuisse bieten wir nicht nur Beratung – wir sind ebenfalls bereit, finanziell in deinen Erfolg zu investieren

Swiss Mobility Ecosystem



Call for project ideas

Your benefits

Receive **CHF 25,000** funding to develop your project idea towards a concept

Team-up with experts and develop your concepts on our **co-creation platform**

Get guidance with **Design Thinking** to move from the problem to the solution space

Become a member of our community with **experts from research, industry, politics and society**

Stay up to date with your **Knowledge** and get access to latest scientific findings

Broadcast your solution to market experts, policy makers and the general public



Call #1 For Mobility Transformation P...





Call #1 for Mobility Transformation Project Ideas
Receive CHF 20'000 project funding & expert support!

Einreiche-Phase
118
days left

12. Okt. 2023

More

Schon dabei

Folgen

Beschreibung

About the Innovation Booster New Mobility Lab

The New Mobility Innovation Booster synchronizes academia, industry, and politics to develop systemic mobility solutions in Switzerland, enabling faster implementation of mobility aspects in the 2050 Climate Strategy and the

Challenge Timeline

Startet		Prämierungs-Phase	
Am	Bis	Bis	Am
13.11.2023	08.04.2024	08.05.2024	16.05.2024

Einreiche-Phase

JointCreating

Bewertungs-Phase

Schlüsselangebote

Likes (1)

Follower(1)

Kommentare

Teilen

Submit your ideas now!

What's in it for you?



Funding

Receive **25'000 CHF** to develop your project idea



Co-Creation

Team-up with experts and develop your concepts on our co-creation platform



Design Thinking

Get guidance to move from the problem to the solution space



Community

Become a member of our community with experts from research, industry politics and society



Knowledge

Stay up to date and get access to latest scientific findings



Communication

Broadcast your solution to community members, policymakers and the general public

Innovation Booster Agenda

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Inspire & Community			Innovation Booster Kick-Off tbd									
Innovation Cycle I	Challenge Announcement	Briefing Webinar Call I 22.02. 9-9:30 virtual			Pitch&Enrich I 16.04. 9-17 Park Central	Pitch&Fund I 16.05. 13-17 virtual		Co-Creation Workshop I 03.09. 9-17				
Innovation Cycle II				Challenge Announcement		Briefing Webinar Call II 20.06. 9-9:30 virtual		Pitch&Enrich II 22.08. 9-17		Pitch&Fund II 03.10. 13-17 virtual	Co-Creation Workshop II 21.11. 9-17 Park Central	

Booster Team

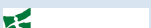
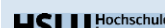
Lab Management

  Dr. Maximilian Richter Lab Lead	  Prof. Dr. Antonios Papaemmanouil Head of Digital Energy	  TBD Lab Manager / Doktorand (Business)	  Dr. Jörg Beckmann Managing Director
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Operational Workgroup

  TBD Lab Manager / Doktorand (Business)	  Alba Arias	  Bettina Zipper Marketing	  Matthias Eifert	  Tamara Wisser	  Dr. Yousra Sidqi Senior Researcher	  Dr. Thao Thi Vu
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Relationship Workgroup

  Prof. Dr. Antonios Papaemmanouil Head of Digital Energy	  Dr. Gloria Romera Managing Director Center for Sustainable Future Mobility	  Dr. Philipp Scharfenberger Vice Director Institute for Mobility	  Francesca Cellina Senior Researcher	  Dr. Andrea Del Duce	  Christian Bach Head of Department Vehicle Drive Systems	  Prof. Dr. Andrea Vezzini Head BFH Centre for Energy Storage	  Prof. Dr. Widar von Arx Head of Competence Center Mobility
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Representatio Workgroup

  Dr. Jörg Beckmann Managing Director	  Prof. Dr. Maike Scherrer Head of Sustainable Supply Chain Management and Mobility	  Dr. Andrea Schneider Head of User Experience Research	  Prof. Dr. Ulrike Sturm Head of the Institute for Sociocultural Development	  Prof. Sarah Hauser Vice Director HSLU Informati	  Bernhard Soltermann Co-Managing Director AMAG Energy & Mobility	  Dominique Scheller Head of New Business and Innovation	  Andreas Haas Managing Director	  Prof. Dr. Francesco Corman Chair of Transport Systems
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