

# OPEN CALL: 360° SUSTAINABILITY.

Innovative ideas for more sustainability:  
BMW Group invites startups worldwide to collaborate.

- Startups can register in seven innovation areas: [bmwstartupgarage.com/opencall-sustainability](https://bmwstartupgarage.com/opencall-sustainability)
- Jury will recognize best startup solutions.
- Winners to be announced at IAA Mobility in Munich.

## Requirements for startups:

- USE CASE FOR SUSTAINABILITY
- FUNCTIONAL PROTOTYPE OR WORKING PRODUCT
- INSTITUTIONAL FUNDING (VC OR ACCELERATOR)
- LEGAL ENTITY AND FULL-TIME TEAM



The decisive factor in selecting startups and determining whether they move on to the next round is how the solution contributes to sustainability at the BMW Group in the defined innovation areas.

**Launch**  
28.04.

**Kick-Off Event**  
11.05.

**End of Registration**  
28.06.

**Open Demo Day**  
22.7.

**What's next?**  
September

Startups learn more about the program and the innovation areas.

BMW Startup Garage will evaluate all innovations submitted.

Startups chosen pitch their solution with the chance to win the BMW Group as a client.

Winning startups gain access to our venture client program.

# ABOUT THE BMW STARTUP GARAGE.

## The Venture Client Unit of the BMW Group.

We are looking to partner and become the early adopting venture client of top startups that can make a significant difference to innovation at the BMW Group.

## Our Venture Client Program:

**Build** from concept to pilot.

**Learn** how the automotive world works.

**Network** within the BMW Group.

**Sell** with a compelling automotive use case.

## Benefits for Startups:

### ▪ ACQUIRE A PREMIUM CLIENT

We buy a first unit of your technology to validate it – in our vehicles, services, factories or systems.

### ▪ RETAIN YOUR IP

You will retain all your Intellectual Property. There are no exclusivity obligations.

### ▪ USE CUTTING-EDGE TOOLS & CARS

You get access to our labs, factories, systems and vehicles to pilot your innovative solutions directly at the BMW Headquarters.

### ▪ LEARN FROM THE WORLD'S BEST

You work with our top engineers, get valuable feedback and learn how to scale your solution.

### ▪ BUILD YOUR AUTOMOTIVE NETWORK

We connect you with key decision makers you need to grow your automotive business.

### ▪ BECOME A GLOBAL PLAYER

The BMW Group is a leading provider of premium mobility products and services. With us as your client, you are a truly global player.

For more information, visit [bmwstartupgarage.com](http://bmwstartupgarage.com) or follow us on social media:

