



INNOVATIONCAMPUS  
FUTURE MOBILITY

# ICM Early Ride Program — Move your Idea forward!

KICK-OFF  
07. NOVEMBER 2023

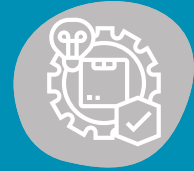
THREE MONTH ACCELERATOR PROGRAM FOR EARLY-STAGE STARTUPS

Apply now until  
**09.10.2023**



### Collective Workshops

You will take part in topic-specific business workshops together with all other participants.



### Individual Business Coaching

An experienced startup coach accompanies you from day one to the end of the program. After the collective workshop, you will apply the learnings on your specific project together with your business coach.



### 1:1 Session with a Technical Expert

Develop ideas for applications that can be successfully marketed together with an expert from your mobility field.



### Networking Events

During the program, there will be several opportunities to engage with like-minded people. We will meet on-site for both the Kick-off and Demo Day. In addition, there will be two more networking events.



## KICK-OFF 07.11.2023

Assess your venture readiness level and get to know your roadmap and coach. We meet in person @TRIANGEL OpenSpace in Karlsruhe

## DEMO DAY 01.02.2024

Pitch your business in front of investors and decision-makers and win a prize for your team. **(On Site)**

**START**

**FINISH**



16.11.2023  
13:30 UHR

Problem Solution Fit (Online)

07.12.2023  
13:30 Uhr

Sales & Marketing (Online)

11.01.2024  
13:30 Uhr

NETWORKING EVENT (On Site)

23.11.2023  
13:30 Uhr

Product Market Fit (Online)

14.12.2023  
13:30 Uhr

Business Strategy (Online)

18.01.2024  
13:30 Uhr

Pitch Training (Online)

30.11.2023  
13:30 Uhr

NETWORKING EVENT (On Site)

21.12.2023  
13:30 Uhr

Finance & Legal (Online)

25.01.2024  
13:30 Uhr

Demo Day Rehearsel (Online)



### You can apply, if ...



You have founded your start-up based in Baden-Württemberg or intend to found it in Baden-Württemberg.



A main part of your product/service deals with production or manufacturing in the mobility sector or does your mobility technology or mobility system has a focus on sustainability.



We primarily support founding teams. Ideally, your team should consist of at least one co-founder.



You are willing to invest 4-6 hours/week in your personal development.



# From your Mobility Idea to a scalable business model!

Your contact person



Alexandra Bura-Dollhofer



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[Apply Now!](#)



**Baden-Württemberg**  
MINISTRY OF SCIENCE, RESEARCH AND ARTS

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