



May 25, 2018

## Israeli Startup enters the "Future Mobility Incubator" at the Gläserne Manufaktur in Dresden

- "Make my day" won startup pitch from Volkswagen at EcoMotion mobility fair
- Israeli founders will come to Germany in September for six months – a cooperation with "Konnnect" in Tel Aviv
- *Startup* has developed an app which acts as a personal assistant to optimise route planning

Tel Aviv/Dresden – Volkswagen supports innovative business ideas for future mobility. A young founder team was selected at the EcoMotion international mobility fair in Tel Aviv, Israel for the startup programme in the Future Mobility incubator at die Gläserne Manufaktur in Dresden: the *Make My Day* startup was chosen as the victor following a pitch competition. The startup is developing an innovative app, a kind of personal assistant for your car which looks for the optimal route for the driver, the optimised charging for electric vehicles and integrates necessary daily shopping into the route planning. The user will save time and money with *Make My Day*. The startup will begin work in Die Gläserne Manufaktur in September 2018, where they will have the opportunity to develop their ideas to market readiness with the support of Volkswagen and the City of Dresden's business development team.



Foto: Volkswagen/ Elad Malka

Forty one Israel startups from the Future Mobility division took part in the competition at the EcoMotion fair. Five of them were selected and presented their mobility concepts to a six-person panel of experts from Volkswagen and the City of Dresden, the state capital. The startup's success in the competition was mostly due to the clear customer orientation of its app. "We are very lucky that we were chosen, particularly as we can now approach the German market with a strong partner" said

*Make My Day* business principal Cnaan Aviv.

"The tech scene in Israel is the world leader in digitization. It's good news that the founders from Israel are bringing their innovative

Press contact

Volkswagen Saxony / Gläserne Manufaktur

Dr Carsten Krebs

Head of Communications and Public Affairs

Tel: +49 351 420 -4245

[carsten.krebs1@volkswagen.de](mailto:carsten.krebs1@volkswagen.de)



More at

[volkswagen-media-services.com](http://volkswagen-media-services.com)



concepts to Germany – from September we want to develop the idea to market readiness with our experts”, continued Dr Nils Kristian Hüske, Head of Customer Experience, Strategy and Innovation at the Volkswagen brand. “With our successful competition in Tel Aviv we are pushing the internationalisation of the incubator forward – after Czechia and Israel we are now looking for startup from the Baltic states”, reiterated Lars Dittert, site manager of die Gläserne Manufaktur.

The startup will be supported for six months by the Volkswagen incubator programme at die Gläserne Manufaktur in Dresden. Furthermore the startup will work part of the time at Konnect, the new Volkswagen AG campus in Tel Aviv. The cooperation between the Volkswagen incubator at Dresden and the Campus in Tel Aviv was now newly initiated.

Ahead of the EcoMotion fair, the Volkswagen Group opened its new campus in the presence of Israel’s Minister for Economic Affairs and Trade, Eli Cohen. The campus facilitates a direct exchange between startups and local partners and the Volkswagen Group and its brands. It’s not only about intensive cooperation with the highly innovative tech scene in Israel – it’s also about advising and supporting the startups.

About the programme in the startup incubator in Dresden: the incubator programme is aimed at students and researchers interested in establishing new businesses. As part of the programme, each start-up receives financial support totalling €15,000. The Gläserne Manufaktur offers the following support as part of the incubator programme:

- Support from the coaches and experts from SpinLab (the HHL Accelerator programme of the HHL Leipzig Graduate School of Management)
- An attractive working environment in the Gläserne Manufaktur
- IT infrastructure
- Contact with researchers, developers and decision-makers at Volkswagen
- Project management
- Proximity to the start-up scene along with financial and personal support from the state capital, Dresden, for example, for housing.

---

**About the Volkswagen brand: “We make the future real”**

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2017, Volkswagen delivered 6.23 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 198,000 people work for Volkswagen across the globe. The brand also has over 7,700 dealerships with 74,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.

---