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## Volkswagen's incubator programme: three international innovative start-ups move into the Gläserne Manufaktur

- Experts for ride-pooling for children, pay per app at petrol stations and blockchain-based recording of vehicle history chosen
- Third programme begins in September 2018
- From innovative idea to market readiness in six months

Hannover/ Riga / Dresden – Three more start-ups have been decided on for the founders programme in the Future Mobility Incubator at the Gläserne Manufaktur: At CEBIT, the international digital trade fair in Hannover, and at a founders competition in Riga (Latvia), the start-ups CarPay-Diem from Luxembourg, Zouzoucar from France and carVertical from Lithuania were chosen as the winners. They will begin work in the Gläserne Manufaktur in September 2018, where they will have the opportunity to develop their ideas for market readiness with the support of Volkswagen and the city of Dresden's business development team. Thus with the third founders class, exclusively international start-ups are moving to the capital city of Saxony.



Winners declared at the CEBIT digital trade fair in Hannover: the start-ups CarPay-Diem and Zouzoucar receive their symbolic factory ID cards for the Gläserne Manufaktur in Dresden. Seen here with the VW jury of experts. Photo: Volkswagen/Knoth



Founders competition in Riga: The start-up carVertical is moving into the Gläserne Manufaktur in Dresden in September. Seen here with the VW jury of experts. Photo: Volkswagen/Garda

Fourteen international teams presented their innovative ideas for future mobility, three of which won over the jury of eight experts at the two start-up pitches. The three winners are developing digital solutions for ride-pooling for children, quick pay at petrol stations and recording vehicle histories.

Press contact

Volkswagen Sachsen //  
Gläserne Manufaktur  
Dr Carsten Krebs  
Head of Communications  
and Public Relations  
Tel: +49 351 - 420 42 45  
[carsten.krebs1@volkswagen.de](mailto:carsten.krebs1@volkswagen.de)



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"We were very impressed by the wide range of ideas for new mobility solutions. Starting in September, we want to get these ideas ready for the market together with our experts", says Kai Siedlatzek, the Chief Financial Officer at Volkswagen Sachsen. "The jury was above all convinced by the consistent focus on the customers. These new solutions are more convenient, secure and economical for users", according to Dr Nils Kristian Hueske, Head of Customer Experience Strategy & Innovation for the Volkswagen brand.

The start-ups:

**Zouzoucar from France:** This start-up is developing a novel ride-pooling app for kids. Via the app, rides to school, extra-curricular activities or birthday parties are pooled together. The kids are driven around by people they know and trust, thus offering a safe and secure transport solution for little ones. The aim is also to avoid parents driving unnecessarily and to save costs.

**CarPay Diem from Luxembourg:** This start-up is developing a platform that can be accessed via any mobile app or a connected car to activate fuel pumps at petrol stations and make payments from inside the vehicle. At the same time, the petrol station can send the driver targeted promotional offers that are designed to encourage him or her to enter the petrol station. The CarPay Diem platform is already compatible with more than ten thousand petrol stations in Benelux countries.

**carVertikal from Lithuania:** This start-up offers a blockchain-based solution in which as much information as possible about the history of a vehicle can be gathered from various sources (leasing and insurance companies, private owner) in a register. Vehicle owners can check the data about their car, for example if the specified mileage of the vehicle is correct or, in the event of an accident, if the information has been recorded.

The incubator in Dresden is aimed at students and researchers interested in establishing new projects. Each start-up receives financial support totalling €15,000 as part of the incubator programme. The incubator has been around since August 2017. The Gläserne Manufaktur offers the following support as part of the start-up programme:



- Support from experts, for instance, from the 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 housing.

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**About the Volkswagen brand: We make the future real.**

The Volkswagen Passenger Cars brand is present in more than 150 markets worldwide and produces vehicles at more than 50 locations in 14 countries. In 2017, Volkswagen shipped approximately 6.23 million vehicles, including bestsellers such as the Golf, Tiguan, Jetta or Passat. 198,000 people currently work for Volkswagen worldwide. There are also more than 7,700 dealerships with 74,000 employees. Volkswagen is consistently pushing ahead with the development of automotive construction. Electric mobility, Smart Mobility and the digital transformation of the brand are the key strategic issues of the future.

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