



# MINI CORPORATE COMMUNICATIONS

Media information

04 August 2023

## URBAN-X supports urban tech startups in the second year of the global MINI Impact Program.



As part of the URBAN-X by MINI startup platform, the MINI Impact Program supports early-stage startups working to make life in cities more sustainable, livable, and resilient. In 2023, the program expands, looking for the best ideas in eight countries on four continents.

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**New York.** In the second year of the MINI Impact Program, MINI is once again increasing the impact of URBAN-X startup platform by expanding this program for new ideas on sustainability. Through this initiative, URBAN-X by MINI supports transformative climate technologies and seeks innovative solutions to solve cities' toughest challenges. Teams from Brazil, Mexico, India, South Africa, Portugal, France and Germany can participate in this year's Call for Applications from beginning of August. The first confirmed startup comes from Spain: Gravity Wave collects and recycles plastic waste from the oceans to make street furniture.

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In the next step, URBAN-X and the MINI markets will identify startups to participate in the four-week program. During this time, teams work remotely for three weeks and in person for one week with URBAN-X experts in New York. The entrepreneurs receive support tailored to the stage and needs of their startup. For idea stage startups, the experts will focus on customer discovery, business roadmap, and pitching the solutions. For seed stage companies, product and pitch will be reviewed, a strategy to enter the US market framed, and the supply chain assessed.

### **Ideas for the fight against climate change.**

In the 7 years since its inception, URBAN-X has already supported over 100 startups developing novel, scalable solutions. As the fight against climate change has never been more urgent, the URBAN-X platform was expanded last year with the MINI Impact Program, leveraging MINI's global distribution network to maximize impact amid growing climate challenges in cities around the world.



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To further engage and activate local networks, the MINI Impact Program 2023 is working with local partners. For example, with the architecture accelerator FAIRE Paris in France, the innovation lab Urban Innovation in Germany, and the global urban tech platform Utopia outside of Europe.

Applications for the program are open from the first week of August at <https://142-urban-x.webflow.io/programs/mini-impact-program>.

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## About URBAN-X

URBAN-X is the platform for founders reimagining city life. Built by MINI in 2016, URBAN-X partners with startups to build bold technology solutions for a sustainable planet. Breaking from traditional startup program molds, URBAN-X provides early stage entrepreneurs with tailored support that accelerates growth and builds successful businesses for the next generation of climate- and city-focused innovators. Core to its platform, URBAN-X offers world-class engineering and design resources, industry-leading investment capital from our venture partner JVP, a global network of investors, policymakers, corporate strategies and end-customers, and premier educational content for a global network of founders. Find URBAN-X on Twitter & Instagram at @urbanxtech or at <https://urban-x.com/>.

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### The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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