



Media information

April 13, 2021

## **URBAN-X STARTUP ACCELERATOR BY MINI AND URBAN US MOVES TO NEWLAB IN THE BROOKLYN NAVY YARD**

**Startups participating in the urbantech accelerator will solve pressing climate and urban challenges in Newlab's growing innovation community**

Brooklyn, NY — [URBAN-X](#), the leading urban technology startup accelerator backed by MINI and Urban Us, today announced its move to Newlab, a community of experts and innovators applying transformative technology to solve the world's biggest challenges.

Taking up 1,000 square feet at Newlab's headquarters in the Brooklyn Navy Yard, URBAN-X will bring its prototyping tools, such as a 3D printer and digital fabrication lab, to Newlab's space to support the early-stage startups participating in the 20-week accelerator specifically. URBAN-X will also leverage access to Newlab's suite of on-site prototyping and product realization resources to turn the startups' ideas into reality.

"Brooklyn is central to New York City's role as a global innovation hub and is home to countless founders building new solutions that challenge the status quo and solve some of the biggest issues of our time, like climate change," said **Micah Kotch, Managing Director at URBAN-X**. "We are excited to join Newlab's community, provide resources for entrepreneurs to succeed and scale, and collaborate to drive change across the city and beyond."

Combining deep expertise in developing hardware for startups and to kick-off their partnership, URBAN-X and Newlab will host a virtual event series this spring on building hardware in a digital world.

"We're pleased to welcome URBAN-X to the Newlab community, where its startup cohorts will be able to benefit from access to Newlab's resources, infrastructure, staff, and collaborative environment to continue driving innovation that solves the world's biggest challenges," said **Shaun Stewart, CEO of Newlab**. "Some of the most exciting, impactful and transformative innovation is happening right here in New York City, and



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by welcoming URBAN-X into the Newlab community, we are strengthening the already-thriving NYC innovation ecosystem.”

URBAN-X recently announced their latest class of startups, [Cohort 09](#), who are building technologies to increase sustainable transportation, support a transition to clean energy, improve disaster preparedness, and create connected communities. The accelerator is also now accepting applications for its tenth cohort of startups who are reimagining city life. The cohort will launch in August 2021. Interested entrepreneurs and founders should apply at <https://www.urban-x.com/apply/> by Friday, April 30, 2021.

## **About URBAN-X**

URBAN-X is the leading accelerator for startups reimagining city life. Founded by MINI and run in partnership with Urban Us, URBAN-X helps early-stage companies work with and in cities. URBAN-X has a global reach unparalleled by any other urbantech accelerator. Startups have access to a network of over 2,000 partners around the world, including entrepreneurs, investors, and public-sector leaders, who support founders through the URBAN-X program. Applications for Cohort 10 are currently open at [www.URBAN-X.com](http://www.URBAN-X.com). Find URBAN-X on Twitter & Instagram at [@urbanxaccel](#) and on Facebook at [facebook.com/urbanxaccel](https://facebook.com/urbanxaccel).

## **About Newlab**

Newlab is a community of experts and innovators applying transformative technology to solve the world's biggest challenges. Newlab membership and studios bring together entrepreneurs, engineers, inventors and industry leaders to create sustainable solutions and enterprises. Newlab employs technologies including robotics, AI and material science to transform what matters most—health, environment, media, cities, and infrastructure.

## **About MINI in the US**

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented by a network of 166 MINI passenger car

# MINI CORPORATE COMMUNICATIONS



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dealers located throughout the US. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI brand in the U.S. has grown to encompass a model range of five unique vehicles.

Journalist note: Media information about MINI and its products is available to journalists on-line at [www.miniusanews.com](http://www.miniusanews.com).

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