



# URBAN-X 14<sup>TH</sup> COHORT OF STARTUPS

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## URBAN-X BY MINI ANNOUNCES NEWEST COHORT OF STARTUPS POINEERING CLIMATE SOLUTIONS

*Seven startups offer innovative solutions to obstacles in electric mobility, energy management, landfill waste and more.*

**Brooklyn, N.Y. – March 11, 2024 –** [URBAN-X](#), the technology startup platform by MINI, announced its fourteenth cohort of startups committed to tackling today's pressing climate issues. These startups are not just addressing, but redefining solutions that push us to meet net zero goals while creating more resilient communities, including an e-bike battery swapping for delivery workers, a landfill waste diversion operation, space-based solar power, and more.

Chosen out of a pool of 79 applicants, these early-stage startups will receive guidance from URBAN-X mentors as they drive towards the successful productization and commercialization of their technologies. URBAN-X and MINI are committed to future-proofing cities against climate change by championing solutions that bring tangible, positive impact to everyone.

“I’m excited for the team to engage with this next cohort of promising, innovative startups. Our team helps develop urbantech solutions from idea to impact by offering world-class resources and expertise, a global network of investors, and deployment opportunities.” said **Mike Peyton, President of MINI Business Innovation LLC, and Vice President of MINI of the Americas**. “I’m confident we’ll see these startups maximize their impact over the course of the program.”

Over the course of a four-month program, founders will gain access to hands-on mentorships in go-to-market strategy, product development, engineering, and more – all catered to the unique goals of each startup. Additionally, founders and their teams can tap into URBAN-X and MINI’s global community of experts and enjoy office space in the Brooklyn Navy Yard, a burgeoning climate tech hub. More than 100 startups have completed URBAN-X’s program in the past, with the vast majority moving on to several successful funding rounds and expansions. Alumni include [Dollaride](#), [itselectric](#), and [co:census](#).

“These startups are taking on decades-long challenges in entirely new, radical ways, centering their solutions on the individuals and communities that keep our cities functioning,” said **Johan Schwind, Managing Director of URBAN-X**. “We recognize true potential within this cohort to drive significant strides towards a more resilient and sustainable future. We’re thrilled to be part of their journey.”

### The complete list of URBAN-X Cohort 14 companies includes:

- [Verify Analytics](#): Providing AI image classification and drone scanning to streamline building facade inspection and energy retrofitting.
- [Lectrium](#): Offering home EV-charger installation and EV dealer analytical tools to simplify the EV purchasing process.
- [Rego](#): Automating waste diversion operations for residential buildings, making waste management more efficient.
- [Velo.ai](#): Keeping cyclists safer with an AI-powered bike camera and light that monitors drivers nearby, preventing crashes before they occur.
- [Popwheels](#): Empowering bike delivery workers by building a battery swap network for quick swaps and safe charging across the city.
- [Chargely](#): Helping EV drivers find their ideal charging station based on their vehicle and personal preferences wherever they go.
- [Virtus Solis](#): Bringing clean, uninterrupted energy to Earth by pioneering the first space-based solar power plant.

### 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 Pre-Seed and Seed-Stage entrepreneurs with individualized and 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 and on Facebook at [facebook.com/urbanxtech](http://facebook.com/urbanxtech).

### 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 authorized MINI USA dealer organization is represented by a network of 104 MINI passenger car sales and service 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

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Cooper S Hardtops. Since then, the MINI brand in the U.S. has grown to encompass a model range of five unique vehicles.

**Journalist notes:** Media information about MINI and its products is available to journalists on-line at [MINIUSANEWS.com](http://MINIUSANEWS.com). To learn more about the new all-electric 2025 MINI family, visit [MINI USA.com](http://MINI USA.com).

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