



mobi

A UM SMART enabling platform & prize

*Crowdsources, Connects, Honors & Advances
New Mobility Enterprises Worldwide*

- » SMART MobiPlatform crowd sources, connects, honors and advances a growing community of New Mobility innovators and enterprises globally. Established by SMART at the University of Michigan, it supports understanding and advancement of new business models and entrepreneurial opportunities related to an integrated, multi-modal, IT-enabled, and sustainable transportation future.
- » SMART MobiPrize is a global award that crowd sources and honors entrepreneurs, businesses, governments and public sector leaders advancing New Mobility industry and enterprise
- » The MobiPrize global award ceremony is going to India for 2015. (Mobi launched in Brazil at Rio + 20 in 2012 and Mobi 2014 was at the ITS World Congress in Detroit USA).
- » Along with the prize, SMART at the University of Michigan and the Indian Institute for Competitiveness will jointly host a one-day conference on New Mobility industry and entrepreneurship in New Delhi on October 29th, 2015.

SUPPORT MOBI AT ANY LEVEL

☒ **Become a Promoting Partner: (it's free!)**

Spread the word about MobiPrize and Platform through your networks and get profiled on the Mobi prize and platform websites in return.

☒ **Grow an existing MobiPrize OR Create a New MobiPrize! (\$5k - \$15k - \$50k +)**

Join other sponsors in growing the Grand MobiPrize or the Michigan MobiPrize or the Enterprising Cities, states and nations MobiPrize. OR create a new prize to Crowd source enterprises from a particular sector or use case or geographic location or ones that meet particular criteria (e.g. technology; all-India; logistics, for women; safety; new idea etc.).

☒ **Sponsor the Mobi conference & a special issue Mobi Magazine (for \$1 k - 3k- 5k or more)**

SMART and the Institute for Competitiveness will jointly host a one-day conference on New Mobility industry and entrepreneurship in New Delhi on October 29th, 2015. A special issue of a magazine that will include case studies of shortlisted companies will also be launched at this event.

☒ **Provide in-kind support (TBD):**

Offer technical, marketing, or acceleration support through your shop. Or be a mentor. Give winners an opportunity to speak at your events, join your accelerator program, etc. Or any other contribution you can think of.

☒ **Support the Mobi Platform: (\$5 k - \$25 k - 50k)**

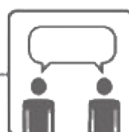
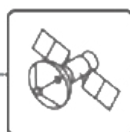
The Platform helps to identify new business models and approaches, trends and opportunities, and to build capacity amongst entrepreneurs, city regions, and big business in advancing New Mobility enterprise.

☒ **Support Mobi-x India: (\$10k - \$15k - \$25k)**

Support Mobi's growth in India by forging a partnership. Support the development of the one-day conference; the special edition Mobi magazine, India-based prizes, and the global Mobi Platform that will help connect Indian companies to their global counterparts.

☒ **Do a Mobi deep dive! (\$50 k or more)**

Support Mobi's growth by forging a 2-5 year partnership. Support the growth of the Mobi Platform, host an annual Mobi prize, support an annual Mobi conference, help build resources and support that we can offer to enterprises and the related ecosystem on a continuing basis. Or even create a Mobi-x in your country or region!



MOBI is a project of SMART. SMART is a cross-university initiative of UMTRI & Taubman College at the U of M



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BENEFITS OF MOBI SPONSORSHIP

BENEFITS	Mobi Deep Dive (50k +)	Mobi-x India (10k - 15k - 20k)	Mobi Platform (5k -25k- 50k)	Mobi Prize (5k -15k- 50k +)	Mobi Conference (1k - 3k -5k +)	Mobi Magazine (1k +)	Promoting Partner (free!)
Access to and representation in Mobi Advisory Network							
Develop additional criteria for MobiPrize							
Company name displayed on Mobi Trophy							
Promotion through SMART Network, and Institute for Competitiveness's network							
Logos and/or links profiled through selected Mobi channels							
No. of Invitations to Mobi Conference	5	5	5	3	3	1	0
Company mention at MobiPrize Award Ceremony							
Logo displayed at conference venue and in conference materials (size may vary)							
Logo printed in Mobi Magazine							

ABOUT THE MOBI TEAM

» SMART at the University of Michigan advances and accelerates Next Generation sustainable transportation, and the New Mobility industry that will supply it, through tech transfer, research and education.

» For MobiPrize 2015: The Institute for Competitiveness, India is an independent international initiative based in India. It is dedicated to enlarging and disseminating the global body of research and knowledge on urban competitiveness and business strategy.

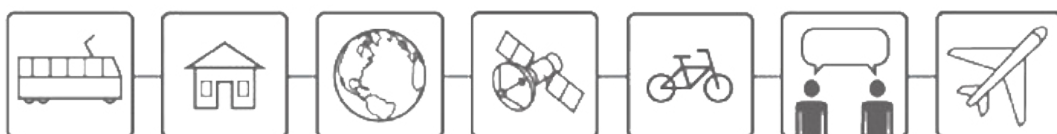
For further details visit our websites: www.mobi-platform.com, www.mobiprize.in, and <http://um-smart.org/blog>

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