



Techstars Mobility + GENIVI

@tedserbinski



#1 Accelerator
rated by Founders

#1 Startup Program
in the Industry



The Basics

- 10-12 mobility startups per year
- \$120,000 investment per startup
- 3 months in Detroit
- 8 Automotive & Mobility Corporate Partners
Ford, Verizon, Magna, Dana, Honda
McDonald's, Munich Re, Michelin
- Access to 300+ mentors across industry
- Since Jan 2015
 - 1000+ applications & discussions
 - 22 investments

Hi, I'm Ted

an entrepreneur & investor



Drupal™



A-E NETWORKS

/DETROIT
VENTURE PARTNERS



STANSON
VENTURES



 #TSMobility

@tedserbinski



San Francisco

Detroit
Oct 2011



The Entrepreneurial Gold Rush



What is Techstars?

Techstars is
the global ecosystem
that helps entrepreneurs
build great businesses

Helping entrepreneurs from Inspiration to IPO

Startup Programs



Accelerators



Venture Capital



Techstars Global Ecosystem

● Techstars City Programs

● Corporate Partner Programs

600 cities
130 countries
22 offices

Atlanta
Austin
Berlin
Boston
Boulder
Cape Town
Chicago
Detroit

Kansas City
London
Los Angeles
Minneapolis
New York
San Antonio
Seattle
Tel Aviv



Awesome Mentor Network 7000+

Techstars provides a global ecosystem of influential founders, mentors, investors and corporations, giving entrepreneurs an unfair advantage.

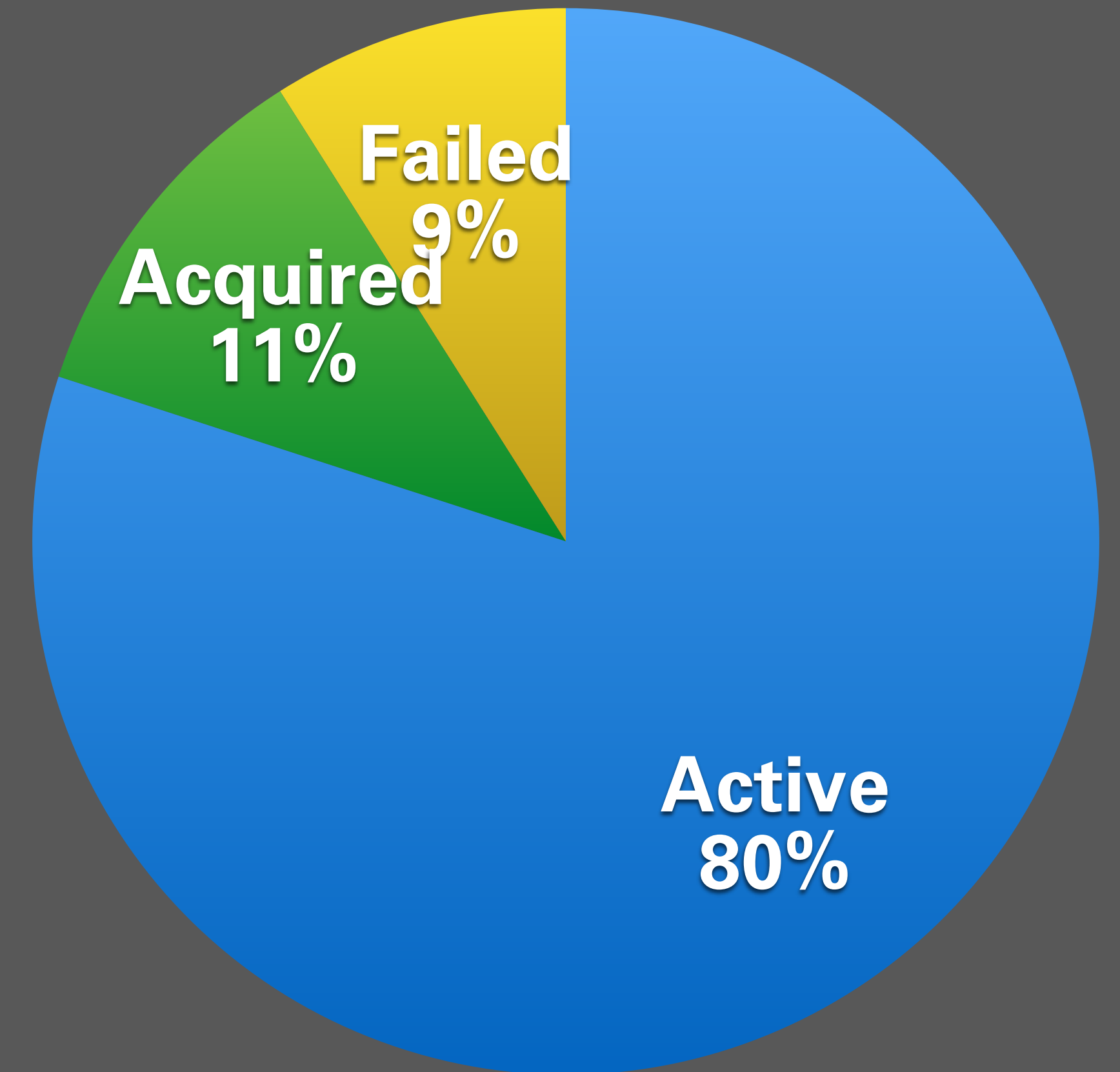
By the Numbers

874 companies

\$2.6B raised

\$5B market cap

#1 accelerator for founders



What is Techstars Mobility?

Technologies and services
that enable
people and goods
to move around **more freely**

Connected
Shared
Autonomous
Electric



Manufacturing
Light weighting
Materials
Security
On Demand
Multi Modal
Personalized

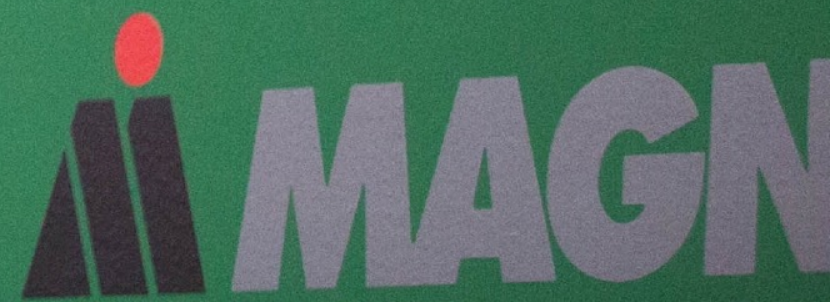
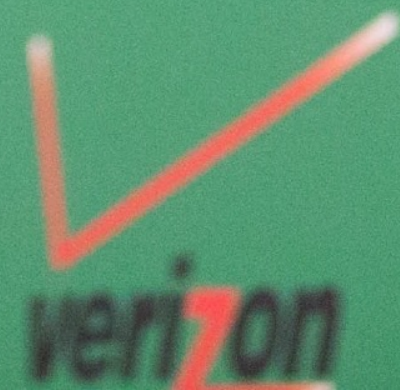


Henry Ford introduced the world to mobility over 100 years ago

Bringing **disruption**
back to its **birthplace**
in **Detroit**



techstars





Detroit: The Hub for Future Mobility Solutions





NORTH AMERICAN INTERNATIONAL
AUTO SHOW

Troy

#OneDetroit



Ann Arbor



Detroit



@tedserbinski

Automotive Dominance

+

Entrepreneurial Resurgence

Connecting the **startup & automotive worlds** by **breaking down silos** and working across the industry to **build partnerships**



verizon^v



HONDA



Munich RE  [®]

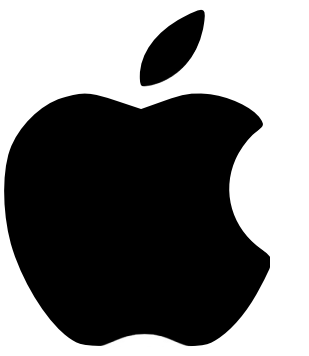


GM VENTURES

URBAN SCIENCE

Team Detroit

USAA



Deloitte



COX AUTOMOTIVE



FedEx Services

amazon

CarGurus

ELECTRIC CENTER

BMW i



CAR CENTER FOR AUTOMOTIVE RESEARCH

ULTIMATION XALT Energy



NEXTENERGY

AUTOTRADER GROUP

TERRY BARR SALES MANUFACTURERS REPRESENTATIVES

SAE INTERNATIONAL



FONTINALIS PARTNERS



Whirlpool CORPORATION



CHEVROLET

GOODYEAR

COLLEGE for Creative STUDIES

DENSO

ROUSH



Telogis

Insurance | USAA Insurance Group

transdev MOBILITY INSPIRED BY YOU

FCA FIAT CHRYSLER AUTOMOBILES



Con-way



autoweb



YAMAHA

Google

TRUECar

AB InBev



GENIVI®



OEMs



First Tiers



OSV, Middleware, and Services Suppliers



Silicon



200+
Automotive
Organizations



22
Startups

1
Network

The **#1 network** between
automotive companies & startups
that accelerates
innovation and connections

1000+
Applications



52

Countries

6

Continents

22
Companies



1
Michigan

4
International

8
Companies with
Diverse Founders



Class of 2015

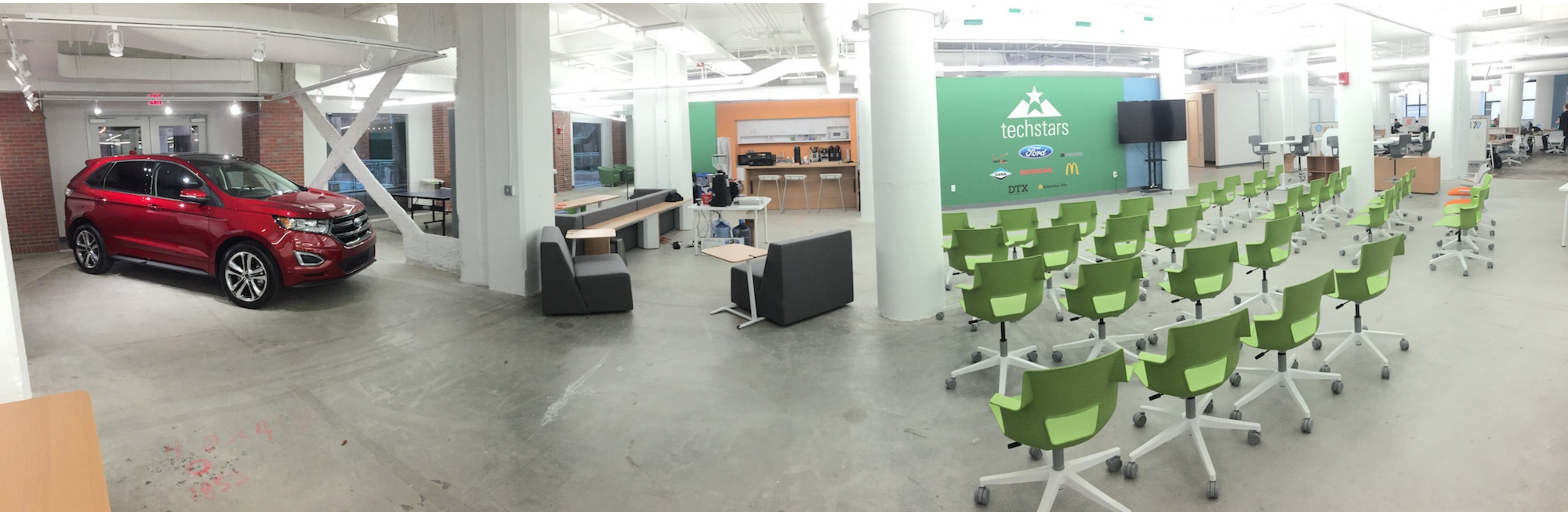




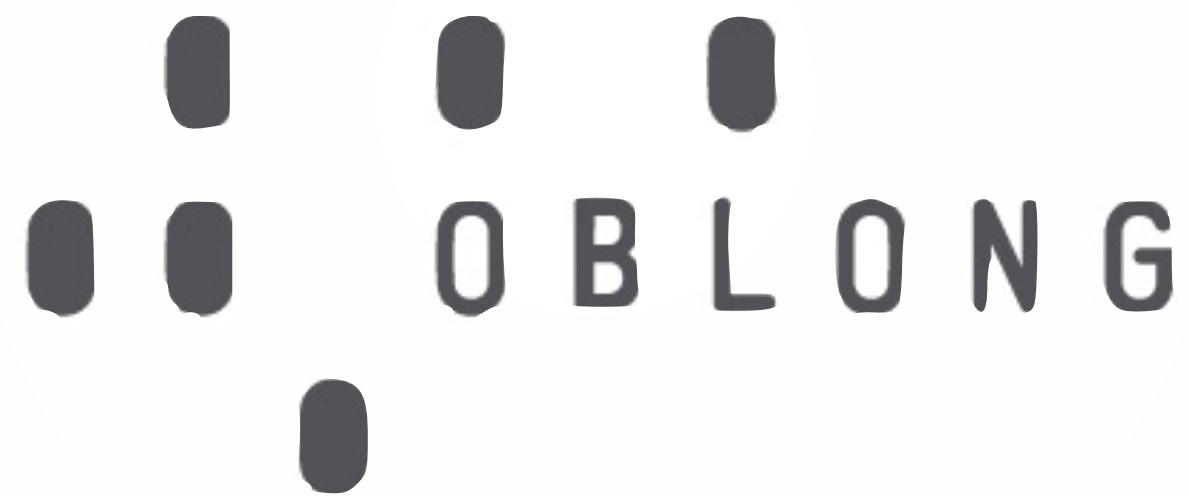
Class of 2016



Collaboration in downtown Detroit



Mapbox





techstars MOBILITY 2016

Good Luck class of 2016
RHM

Robit
McCarthy

Go for it!
Jim Keller
Honda

Evant Johns
Seam Helen

Good Luck
Stige

You rock!
Keep it up.
Jeremy Phillips
@jerryjpp

BEST of Luck
[Signature]

Keep rolling!
Pater

Keep on TRKIN'
Paul [Signature]

Great day!
Chris Rizait

Best day Ever!
Belt

MARVIN DOBER
INVEST DETROIT
VENTURES

Awsome ideas!
John McPhee
FCR

Looking Good!!
[Signature]

Thin Little
-Fontinals

Go MOBILITY 2016!
Cody Simms

SUCCESS
ANTONIO LUCER
ENDEAVOR

Do work!
Derek
Gebhard

AWESOME!!
Mike Nunney
GENIVI

Best of Luck
Drew Miller of
ARICEE

PIVOT'S
Indrapal
Sij

GOOD LUCK!
-KEN BOWNE

Better day!
Jonathan Troost

Tracy Hewitt
Ford Pass Analytics!

GREAT TEAMS
CONGRATS!
Aul Sood
McDonald's

Aim for
on we score!
Bryan [Signature]

Don't fuck it up.
-Raid

[Inspirational Quote]
Derek Kleinow
AWS

TONY MANSKEIN
-GENERAL MOTORS DESIGN

BEST of Luck!
-Rad
Dimitrov
GGGG!!!
-DUSONG@DUO

Advisors, network, just do it!
Congrats class of 2016!
-Heather Johnston

LEARN &
HAVE NO REGRETS!
-Zump R [Signature]
Make it happen!
Janal Stesit
DVP

Anga Babbitt
SPCT

Sanjay
#AGONA

Great ideas!
can't wait to
see how it goes.
Greg Glush - Verizon

Great Start!
Greg Stasaitis

Best of Luck!
[Signature]

all the Best,
Tony
Detroit
Rocks

Best of luck
Class of 2016!
Rene Marciniem

Smokin!
Digital Cowboy

Great job!
Bill Ford

Chris Thomas

Bill Coughlin
Ford "Go Further"

KEEP UP THE GREAT WORK!
-Lunar Labs
- [Signature]
Michael
Keen ig
-Lunar

Love Detroit...
Represent it well...
Always give first...
Justin Hill

Keep up the
great work!
Bainbridge

Best of luck!
-Habe Rap

GREAT CONCEPTS
LEE P @ [Signature]
CHARLES M.
@CHARLES FUGITT

DANNY ELLIS
-SICK SPECS

MATTHEW
WEASE
[Signature]

AWESOME
COMPANIES!
ALEX N.

Best of luck!
[Signature]

This is ONLY THE START! Go get em
Nice Kusloba

Knock 'em dead at
Demo Day!!
Good Luck class of 2016!
Alex [Signature]
@Motoroso

Joy Moore
FORD

Best of Luck
Dwight Hartman

Rock it out!!
Eric B.
HRA

JEFF ERSTEIN
@JEFFERSTEIN
AMBASSADOR

Best of
Luck!
-Matt Farina

Best of Luck!!
-Jeff Hand

GOOD LUCK!
[Signature]

Go Get it!
-Jackie McCarthy
@hejackie

Can't wait to see you fly

☆ OneStep PITS
@imcnstiepits

[Signature]
-LUNAR

Have Fun! Embrace Detroit.
Kristen Johnson - Ford

Doug Ned
Lab!
All the
BEST!
Sue Zielinski
sasanz@umich.edu

House for Founders



Midtown Detroit

5 bedrooms

Basement workspace

8-12 people



1000+ attendees
2 years in a row
2100+ live stream





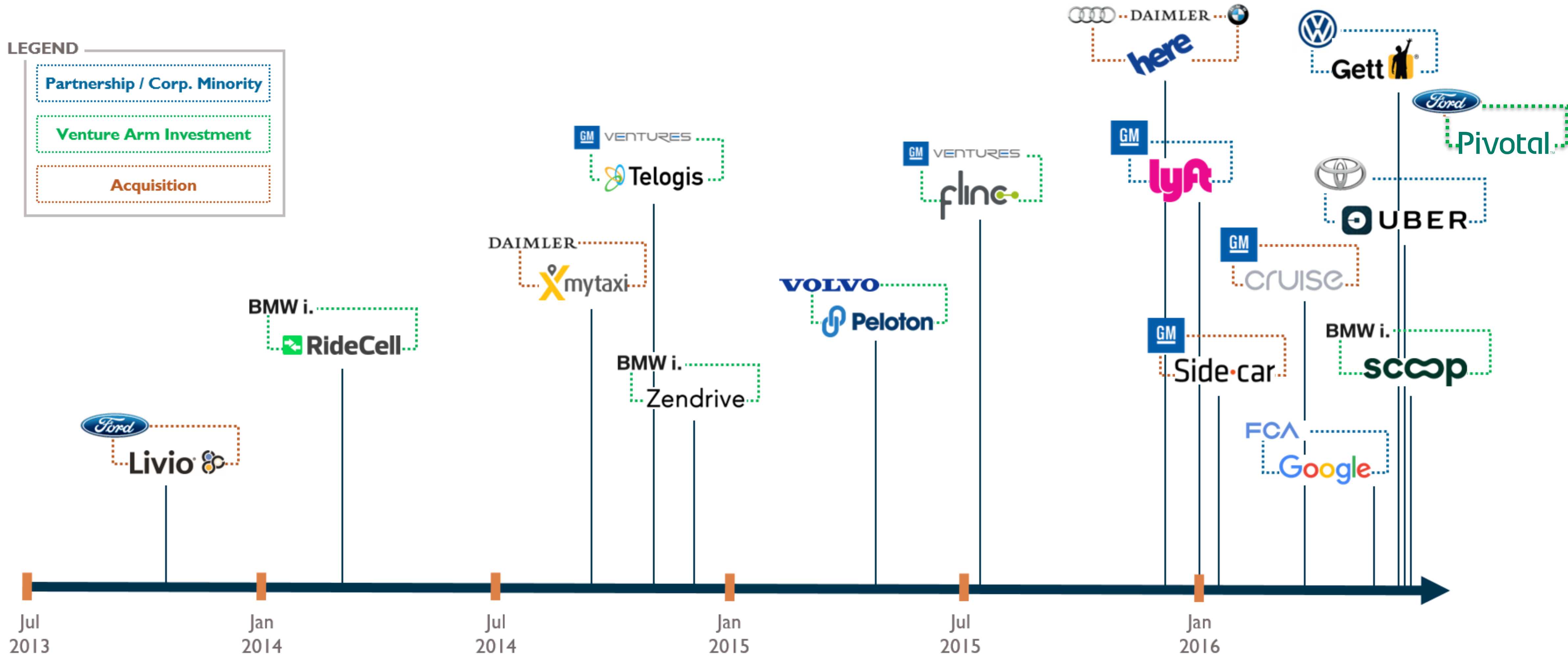
The Opportunity for Startups + Automotives

Auto industry revenues are
expected to climb from \$2 trillion
today to \$3 trillion by 2020
— Mark Fields, CEO of Ford Motor Company

Big Auto's Tech Partnerships, Investments, & Acquisitions

LEGEND

- Partnership / Corp. Minority
- Venture Arm Investment
- Acquisition



Includes only auto tech and ride-hailing partnerships, investments, and M&A.



www.cbinsights.com

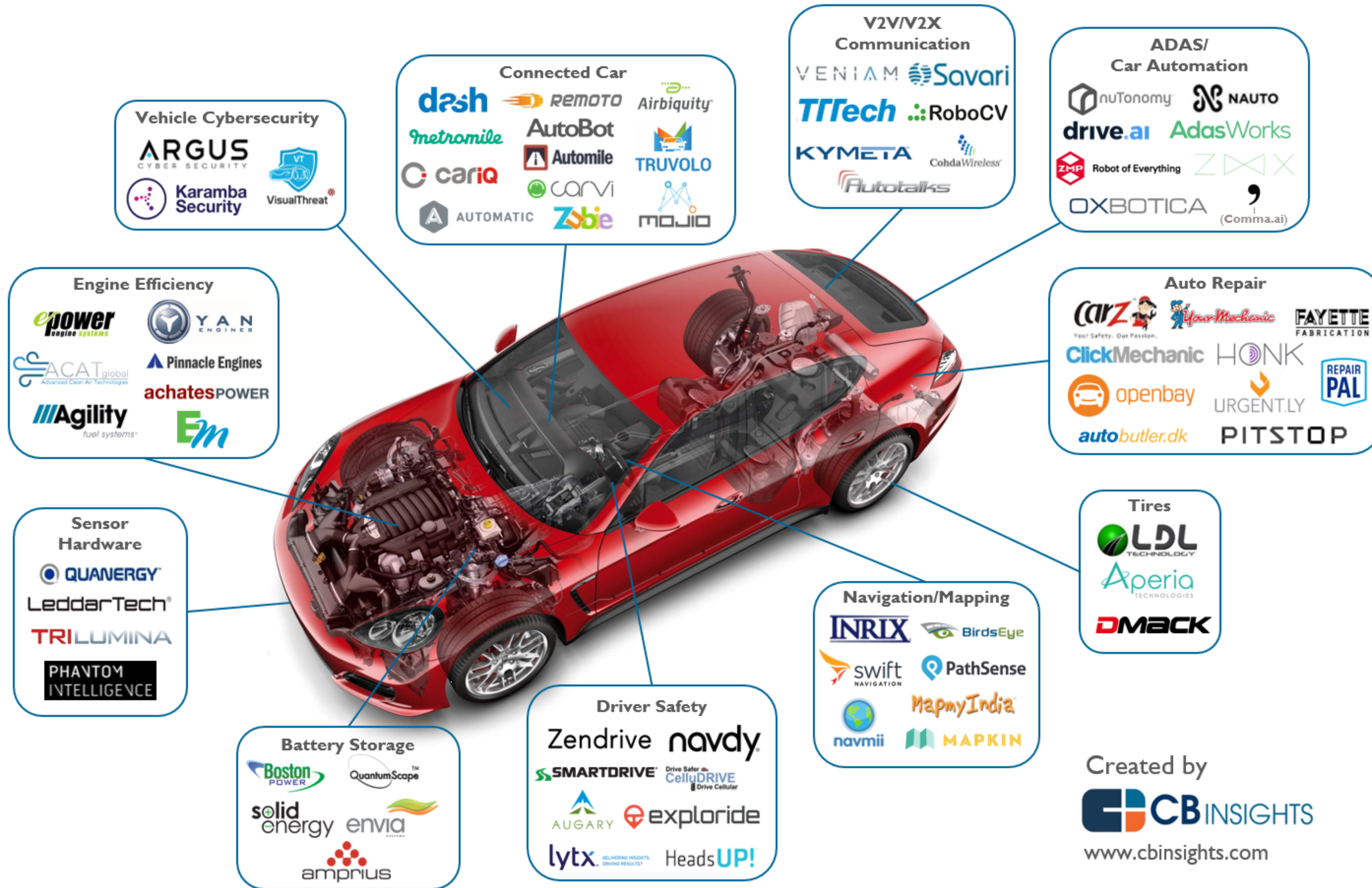
#TSMobility

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\$14 trillion annual market
that consists not just of
selling, servicing, repairing and insuring cars,
but also of the
**time drivers spend behind
their steering wheels.**

— Adam Jonas, Morgan Stanley

Unbundling The Automobile



Created by
CB INSIGHTS
www.cbinsights.com

Auto industry companies
and strategics in the space
have nearly **\$1 trillion in cash**
for M&A over the next decade

The **future** of
automotive & mobility
is **collaboration** between
innovative **startups**
and large **corporations**
around the **globe**



GENIVI®





Thank you!

techstars.com/mobility

ted@techstars.com