



**EIP-SCC**

European Innovation Partnership  
on Smart Cities and Communities

## Success stories

**Carlien Roodink, JIIP-TEUC  
consortium**

# JIP-TEUC Consortium

The European Commission has hired the services of the Joint Institute for Innovation Policy (JIIP) and The Extremely Useful Company (TEUC) to help you to assess the investment readiness of your project, identify investment opportunities and connect you with investors and financiers.

The focus is on deployment of new mobility services and electromobility, linked with the action cluster Sustainable Urban Mobility of the European Innovation Partnership on Smart Cities and communities.

# Success: Bolt Mobility Closes Seedrs Round With Over €3.2 Million in Funding



November 3, 2017 @ 9:49 am By [Samantha Hurst](#)

Larger equity crowdfunding campaigns do illustrate that crowdfunding is no longer confined to early stage startups and constitutes a possible collaboration option for seed/series A VC funds



# Finding funding/finance is not the biggest success factor





## INVESTORS

- Have funds
- Seek returns



## COMPANIES

- Create products
- Seek paying customers



## CUSTOMERS

- Have money
- Seek value for end users



## END USERS

- Have unmet needs
- Seek delight



1 million euro growth funding (convertible loans) in 2 campaigns

- marketing
- broad support
- market research
- brand loyalty
- easier to attract additional funds

## Renault Grand Scenic - 2004 ★★★★★ (5)

Theodoor Van Hoytemastraat , Amsterdam (0 m)



**Carlien**

Lid sinds 23 september 2014

Meer dan 3x verhuurd

15% geaccepteerd

Minder dan 7 dagen reactietijd



# A self driving car to transport wheelchair-bound children IJburg, Amsterdam



youtube; zelfrijdend  
gehandicaptenvervoer

# Context

- A home for residential care is built for multiply disabled children
- Distance to the daycare center is only 400 meters
- The children need flexible care
- The transport system however is very rigid, only transport on fixed times is available, no budget for a driver to be around all day long
- Labor costs are 60-75% of the total transport costs of target groups



# Stakeholders involved

- Caretakers (parents & friends)
- Neighbourhood, inhabitants of IJburg
- Healthcare institutions
- City of Amsterdam
- Regional Transport Authority
- GVB, Amsterdam Public Transport Operation
- The Netherlands Vehicle Authority (RDW)
- Ministry of Health, Welfare and Sports
- Ministry of Infrastructure and Water Management
- Manufacturers

# Favourable conditions

- The project is very 'sympathetic'
- City of Amsterdam willing to do an experiment and to gain experience with self driving cars
- More general: driving cars enhance the inclusiveness for people that can't drive themselves
- Low speed of self driving cars not a problem
- Traffic conditions are good
- Outcomes of technical feasibility study done by the TU Delft were positive
- Research among manufacturers showed that they were confident about the technical implementation

# Hiccups

- Manufacturers are done with piloting
- Vehicles need a special certification for wheel chair transport, an extra investment is needed
- The manufacturers are mostly in a startup fase and in need for cash flow
- The care institutions can't do the initial investments (but will save on the operational costs after implementation)
- Project too small for most innovation instruments
- It is a short term project
- Too many stakeholders, no ownership
- Too much focus on a traditional business case

# Interim conclusions

- Don't make the project a topic of political discussion
- Process expertise is very important
- Think about all options at the beginning of the process, when there is still enthusiasm and support