

STARTUP AUTOBAHN / Plug and Play Events in Hamburg

Wednesday, April 24

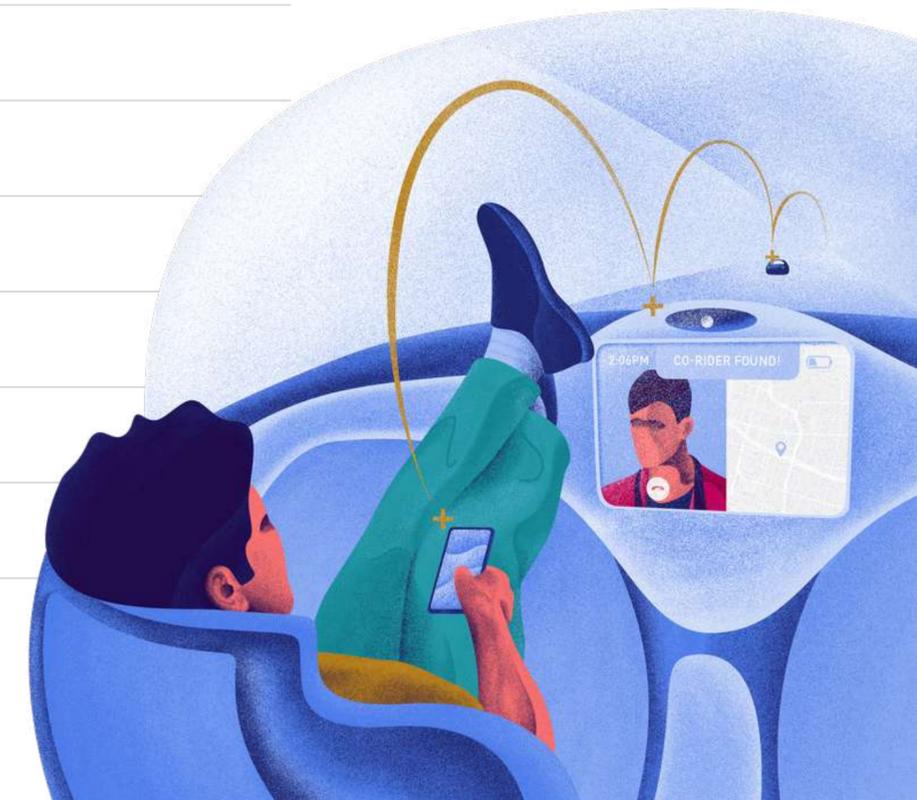
Industry Mixer & NXP Pre-Dinner

01:30 PM	Arrival
02:00 PM	Introduction
02:10 PM	Part 1 Setting the stage
02:20 PM	Part 2 Collaborating with AI
02:40 PM	Part 3 Demystifying AI
03:00 PM	Part 4 Startup Applications for AI
05:00 PM	End
07:00 PM	Pre-Dinner NXP Deep Dive & Meetup

Thursday, April 25

DEEP DIVE & MEETUP hosted with NXP

10:00 AM	Meetup Arrival & Coffee
10:30 AM	Welcome by Plug and Play
10:35 AM	Opening Remarks by NXP Semiconductors
10:55 AM	Topic Introduction by NXP & Plug and Play
11:05 AM	Startup Pitches
11:10 AM	Panel Discussion
11:30 AM	Deep Dive Sessions
01:00 PM	Lunch
02:00 PM	Panel Discussion
02:30 PM	Deep Dive Sessions
04:30 PM	Networking, Snacks & Drinks



Day 1: Plug and Play Event: Industry Mixer

Cross Industry Innovation Day

hosted by Plug and Play Hamburg in Collaboration with STARTUP AUTOBAHN

Join the first EMEA-wide Plug and Play Industry Mixer event **exploring the impact of AI and its applications in different verticals.**

The Plug and Play Hamburg team is pleased to invite our corporate partners and selected industry leaders from the EMEA region to a cross-industry day around AI, innovation and networking.

REGISTRATION (INVITE ONLY)

To get your ticket for the event, please register on our Eventbrite Page:

[CLICK HERE TO REGISTER](#)

In collaboration with:



Cross Industry Innovation Day

📅 **Wednesday, 24 April 2024**

🕒 01:30 PM - 05:00 PM

Factory Hammerbrooklyn

📍 Stadtdeich 2-4
20097 Hamburg

Registration (mandatory): <https://www.eventbrite.com/e/industry-mixer>

Pre-Dinner NXP Event

📅 **Wednesday, 24 April 2024**

🕒 07:00 PM - 11:00 PM

Alte Druckerei

📍 Kattrepel 2
20095 Hamburg

Please accept the Calendar blocker (binding) if you are joining.



Day 2: Deep Dive & Meetup / Info Package

Seamless Experience: Bringing Homes, Cars, and Cities into a Unified Connected Ecosystem

hosted with **NXP**

→ Event Registration (mandatory):
<https://deepdive-nxp.eventbrite.com>

FOUNDING PARTNERS

Mercedes-Benz **PLUGANDPLAY** **ARENA2036**  Universität Stuttgart

ANCHOR PARTNERS

DXC TECHNOLOGY  **PORSCHE** **Webasto** **motherson** 

 **BOSCH** **SCHAEFFLER**  **BRIDGESTONE** **NXP**
Solutions for your journey

ECOSYSTEM PARTNERS

AGC  **HYUNDAI**  **FORVIA** faurecia **SEKISUI**  **Op mobility**
Novelis  **+GF+**  **Hero**  **Togg**  **amber**  **HUTCHINSON**

 **STARTUPAUTOBAHN**
powered by PLUGANDPLAY

Deep Dive & Meetup

📅 **Thursday, 25 April 2024**

🕒 10:00 AM - 07:00 PM

📍 **Factory Hammerbrooklyn**
Stadtdeich 2-4
20097 Hamburg

Pre-Dinner NXP Event

📅 **Wednesday, 24 April 2024**

🕒 07:00 PM - 11:00 PM

📍 **Alte Druckerei**
Kattrepel 2
20095 Hamburg

**Please accept the Calendar blocker (binding)
if you are joining.**

STARTUP AUTOBAHN Corporate Partners

FOUNDING PARTNERS

Mercedes-Benz

PLUGANDPLAY

ARENA2036



ANCHOR PARTNERS



PORSCHE

Webasto

motherson 



SCHAEFFLER



NXP

BRIDGESTONE
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AGC



FORVIA
faurecia

SEKISUI

OP mobility

Novelis



+GF+

hero



Day 2: Deep Dive & Meetup / Registration

Registration for Deep Dive & Meetup

Target group for this event:

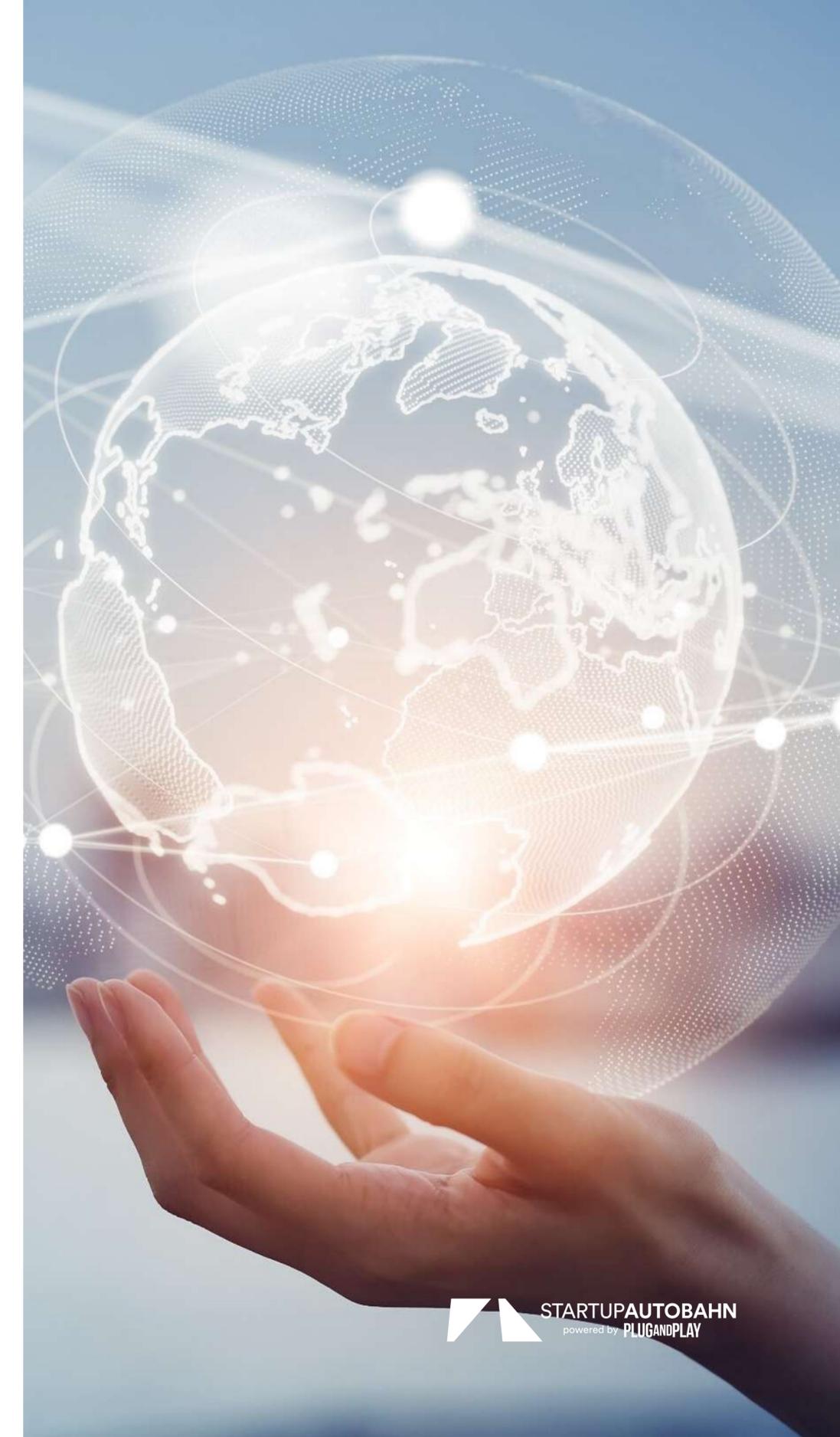
STARTUP AUTOBAHN partner representatives, Business Units, Innovation Community.

Share this invite with your colleagues.

→ Please register here:

deepdive-nxp.eventbrite.com

The ticket is valid for Deep Dive and Meetup.



Day 2: Factory Hammerbrooklyn / Directions

Directions to Factory Hammerbrooklyn

Factory Hammerbrooklyn
Stadtdeich 2-4
20097 Hamburg

How to get there

By public transport:

If you travel by public transport, you can take from Hamburg Central Station U1 (direction to Ohlsdorf), get off at “Steinstraße”. It is a 6 minute walk from the station along the Elbe to Factory Hammerbrooklyn. Directions [here](#).

By car:

There is a parking lot close to Hammerbrookschleuse and some free spots close by. Get your directions [here](#).



How do we connect startups and corporates

→ Deep Dive

A *monthly* and themed event co-hosted by STARTUP AUTOBAHN powered by Plug and Play with one or more corporate Anchor Partners. At a Deep Dive, Anchor Partners are exclusively invited to meet new startups in a pre-selection phase for the next program.

In 1:1 meetings done *speed dating style*, each partner has the chance to bring business units to meet with each of the startups.

The meetings help partners and their business units to identify startups for a potential joint PoC which they can bring to the next program.

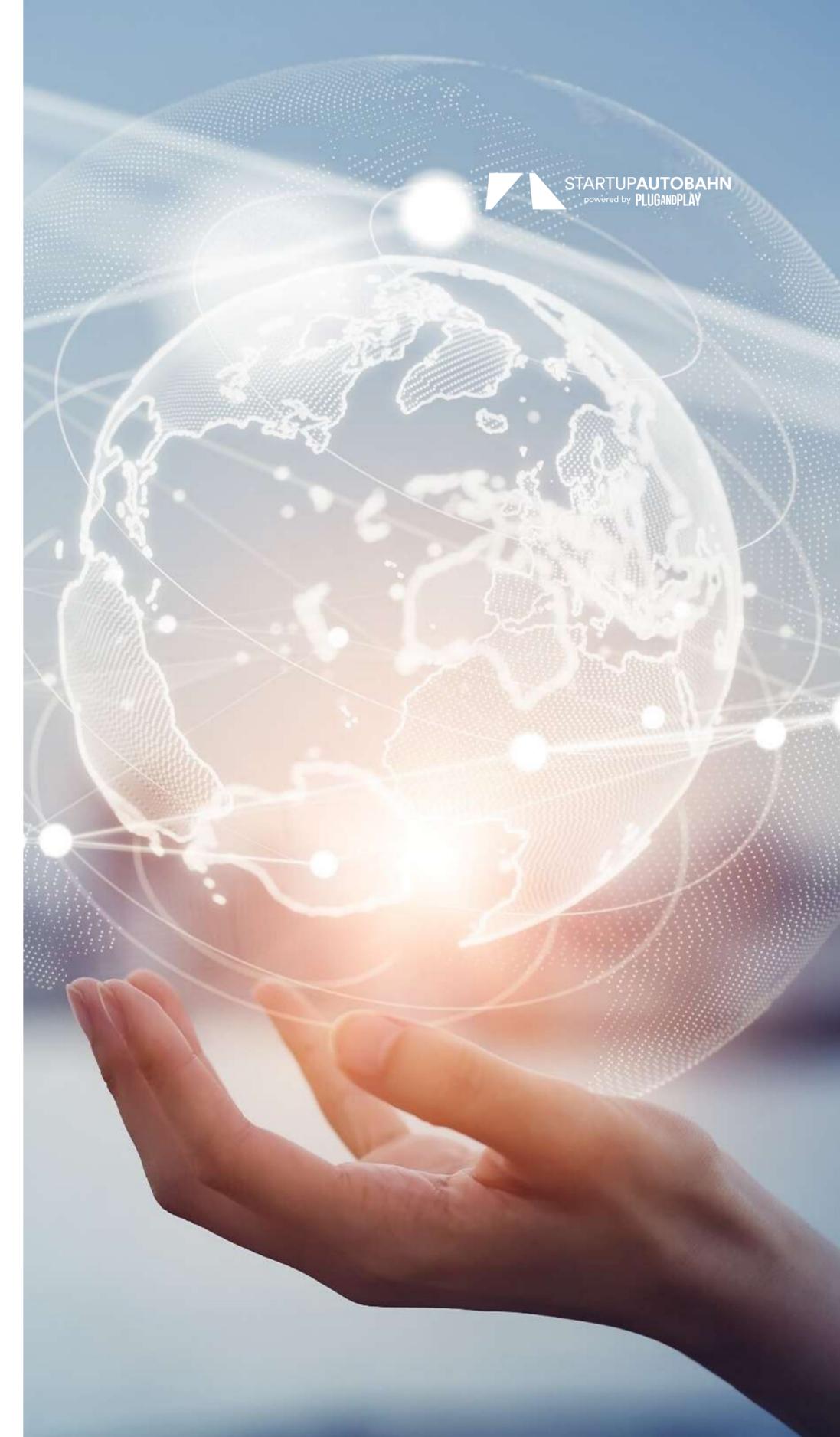
→ Meetup

Directly following the Deep Dive, the Meetup is *open to all* corporate partners at STARTUP AUTOBAHN – Anchor and Ecosystem Partners – as well as invited external guests for an exciting gathering on the tech topic of the day.

The program included roughly 1 to 2 hours of stage program, with insights from the hosting partner, inspirational or tech keynotes and tech insights by the selected startups.

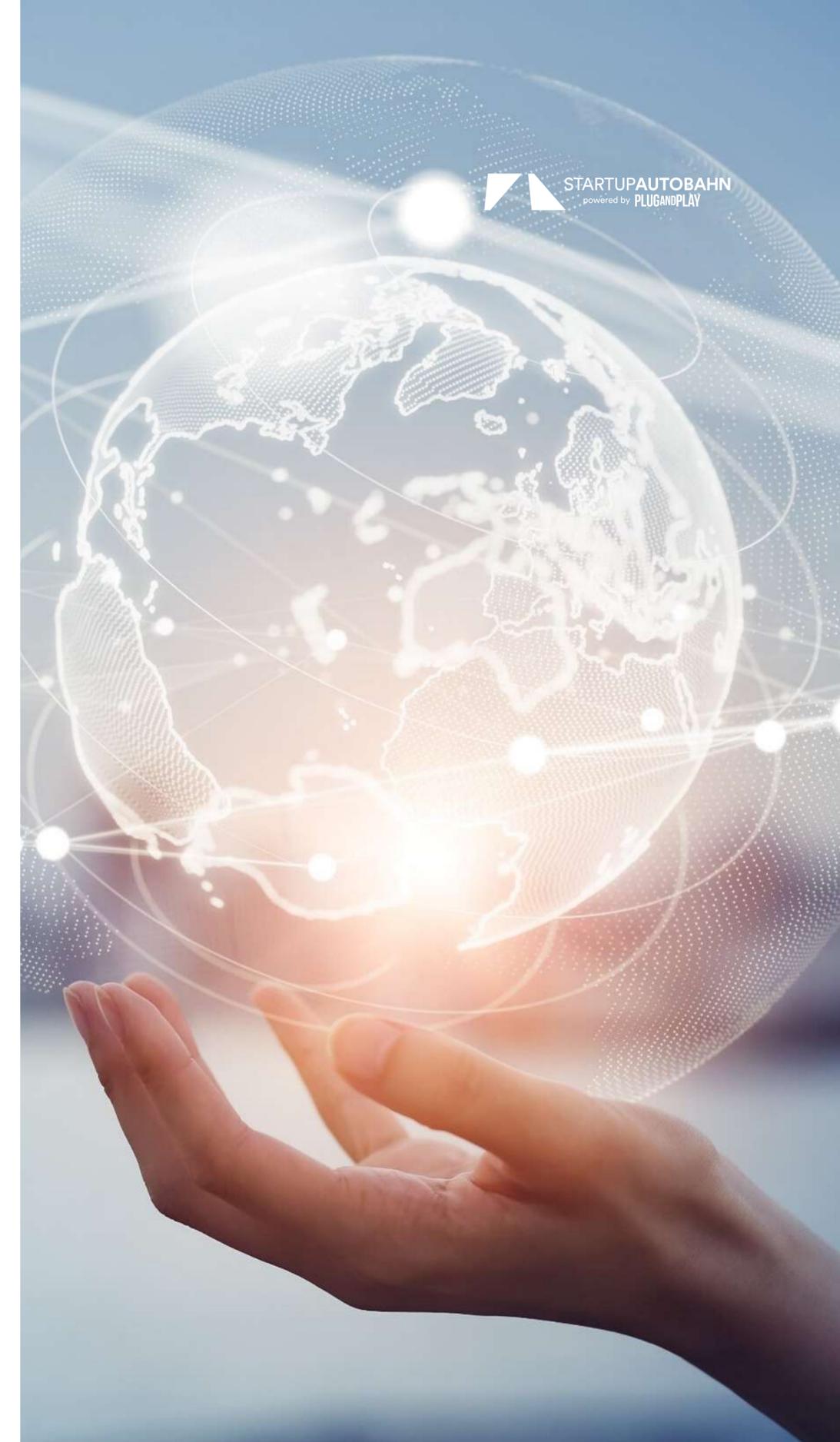
Deep Dive & Meetup

- 10:00 AM Arrival & Coffee
- 10:30 AM **Welcome by Plug and Play**
- *Sascha Karimpour, Partner at Plug and Play*
- 10:35 AM **Opening Remarks by NXP Semiconductors**
- *Lars Reger, CTO & EVP at NXP*
- 10:55 AM **Topic Introduction by NXP & Plug and Play**
- 11:05 AM **Startup Pitches**
- 11:10 AM **Panel Discussion:** “Breaking Silos: The Impact of Matter on the Interoperability/Connectivity of Ecosystems”
- 11:30 AM **Closing** & Transition to Deep Dive



Deep Dive & Meetup

11:45 AM	Deep Dive Session 1
12:25 PM	Deep Dive Session 2
01:00 PM	Lunch & Networking
02:00 PM	Panel Discussion: “Smart & Secure: the connected world of tomorrow”
02:30 PM	Deep Dive Session 3
03:10 PM	Deep Dive Session 4
03:50 PM	Deep Dive Session 5
04:20 PM	Closing & Transition to Networking
04:30 PM	Networking, Snacks & Drinks



Seamless Experience:

Bringing Homes, Cars, and Cities into a Unified Connected Ecosystem

Smart home technology has revolutionized daily life, and now, it's time to bridge the gap between these innovations and the automotive industry to create a seamless user experience between vehicles and buildings.

Assets today constantly communicate with each other, to securely exchange data, automate transactions, and enabling energy efficient use cases. Imagine your car as a smart device connected to your home and part of the energy system, or consider your fleet handling its next mission by autonomously exchanging with the warehouse.

Interoperability, connectivity and security, are the key words of a seamless experience.

Join us for insightful panels on the topics and a glimpse into the future of the latest technologies that pave the way to a connected future.

Focus Topic

1

Connectivity between vehicles and buildings

Assets, whether these are cars, buildings, or IoT devices, rely on data to provide different tech applications. Connectivity between assets serve as a backbone ecosystem to provide a seamless experience and use cases for smart vehicles and buildings.

Focus Topic

2

Secure X2X communications

IoT devices continuously transact autonomously, whether in private home environments or supply chain infrastructures, requiring superior security and data gathering for modern applications in mobility and energy optimization.

Day 2: Meetup / Speakers



Lars Reger
Chief Technology Officer (CTO) & EVP -
Member of NXP MT

NXP



Thomas Hinz
Director of Product Marketing,
Connected Automotive PL

NXP



Arnold Braine
Security Concepts Engineer

NXP



Peter Matthiesen
Senior Director, Head Group Innovation
and Truck Technology

DSV A/S



Michael Schön
Technical Director

Volvo Cars Tech Fund



Carla Ghidini
Innovation Manager, Director

NXP



Sascha Karimpour
Partner

Plug and Play

+ speakers from the
industry and the
selected startups

Meet the startups

Please find the startups' one pager and the link to their website on the following pages.



Embedded AI

They provide technical products in the areas of AI algorithms, signal and image processing, for different use cases and applications in the automotive industry.

AI Algorithms

Economy of Things

Ultra-Wide Band UWB

Quick Facts

HQ	Dresden, Germany
Founded	2010
People	~15
Website	www.embedded.ai/



General Information

Embedded AI is a standalone business line from **Linguwerk GmbH**, dedicated to provide **advanced AI algorithms** for the automotive, robotics, and automation industries.

These algorithms can be embedded in technical systems for different application areas, such as **signal and image processing** to the **development of intelligent sensors** (based on UWB, ToF, and IoT). Embedded AI can support electronics design, embedded systems, software development, and HMI design.

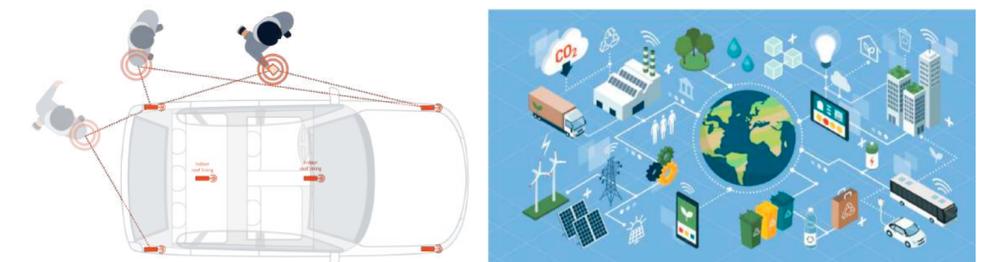
Some of the most interesting use cases they facilitate are In-Cabin Monitoring, Smart Metering, Gesture Recognition for HMI, and UWB / other proximity innovations.

Spanning automotive, medical, industrial, and energy sectors, the company is today working with many big players, including **NXP**, **STmicro**, **Audi**, **Volkswagen**, **Bosch**, and **Porsche**.



Benefits:

- Localization via UWB ranging - Embedded AI supports use cases such as **smart car access (keyless)**, optimized for security and enhanced by additional opening methods and lighting features, but also allows automated EV charging, parking, and driving.
- Smart City applications - automation and data gathering/transferring/processing for smart buildings, whether these are private homes or commercial buildings.



Enode

Smart connecting and managing of your energy devices

Aggregation

Economy of Things

Developer-friendly

Quick Facts

HQ	Oslo, Norway
Founded	2020
People	50
Website	https://enode.com/



General Information

Connecting and smart maintaining of the energy devices is a challenging task and majority of basic apps can't handle it efficiently.

Enode offers a platform that enables developers to connect to and control various energy devices, including electric vehicles (EVs), solar panels, thermostats, home batteries, and more. Their APIs allow for instant integration with users' energy devices, providing access to data and the ability to take action. Enode's platform simplifies the process of building energy management apps, reducing both cost and complexity.

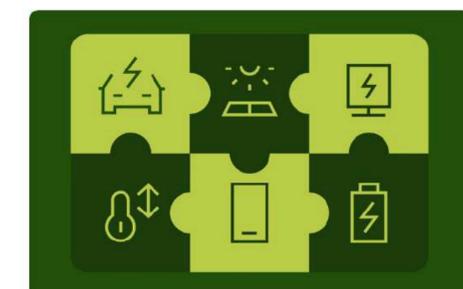
Enode's APIs connects to over 800 energy devices from various OEM brands with just one integration. They provide SDKs and ready-built connection flows to streamline the integration process.

Enode collaborates with other companies, like NIBE Energy Systems and TotalEnergies to integrate energy devices and optimise energy usage.



Benefits:

- **Optimization** - The platform offers out-of-the-box algorithms for automated smart charging and energy device insights.
- **Aggregation**- developers can aggregate customers' energy devices and loads, allowing them to participate in flexibility markets and create Virtual Power Plants to balance renewable energy.
- **Industry reach** - provides a wide range of industries and applications, including energy retailers, startups, e-mobility providers, EV fleet managers, etc.



Futurehome

Futurehome connects the smart devices and smart cars into a one, cross-compatible ecosystem

Smart homes

Cross-compatible

Energy & EV Ecosystem

Quick Facts

HQ Oslo, Norway

Founded 2013

People ~100

Website <https://www.futurehome.io/en/>



General Information

Today's smart products like homes and cars require **simple and efficient** solutions for seamless end user experience.

Futurehome's technology enables customers to **control and automate** their **smart home** products. Instead of using multiple remotes or apps for everything, **devices** in your house can easily **talk to each other**.

Features such as **EV charging, heating, fire alarms, lightning**, and others can be easily implemented and managed.

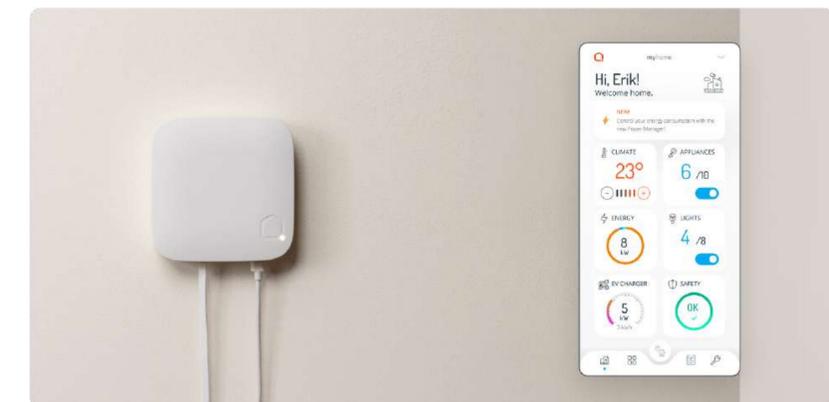
The efficient and **cross-compatible** smart home products not only provide **easy everyday experience**, but can also **reduce energy bills**.

Futurehome's solutions can balance energy consumption and **save up to 25%** on energy bills.



Benefits:

- **Smart and user-friendly** - one app to manage them all. Instead of multiple remotes and apps, all the smart features in your house can communicate with each other.
- **Energy saving and smart climate control** - by optimising power usage, smart homes can reduce the power bills.
- **Safety first** - smart fire alarm can detect electrical fire up to 2 hours before regular smoke sensors.



PassiveBolt

PassiveBolt provides businesses with secure and decentralised digital identity solutions for efficient customer experience.

Seamless

Decentralised

Secure

Quick Facts

HQ Ann Arbor, Michigan

Founded 2018

People ~10

Website <https://passivebolt.com/>



General Information

PassiveBolt is shaping **the future of security** and **digital identity**, thanks to their **KeyShare Self-Sovereign Identity (SSI)** technology.

The company's **innovative solution** lies in **decentralised identity** platform and verifiable credentials technologies for physical spaces.

Thanks to this platform, service providers can issue **credentials**, which then are administered to their customers, who can **easily verify themselves**.

By providing **mobile keys**, hotels or car rentals can **automate the check-in** process. Moreover, control access can be used to secure spaces in a **cost-effective** way. This technology is also relevant for the lock manufacturers, as it offers them the **most advanced smart lock** features. Finally, customers can **save time**, using the KeyShare mobile key.

PassiveBolt

- **Secure, Decentralised, & Compliant:** PassiveBolt's KeyShare was designed to be compliant with privacy laws such as European GDPR.
- **Seamless user experience:** Customers can access the services via their mobile phones, saving time and hustle.



Pairpoint

Pairpoint revolutionises transactions between devices and creates a future of IoT

Decentralised

Economy of Things

Secure

Quick Facts

HQ London, UK

Founded 2023

People ~40

Website <https://pairpoint.io/>



General Information

Today's existing mobile devices can soon become a more **powerful** version of IoT. In 2025 there will be **26 billion 'connected' devices**. What it means is that they will be connecting and **transacting** in a completely new way. As of today, the devices are limited by technical domains or ecosystem they operate in.

Thanks to a patented approach **utilising SIM and Blockchain technology**, enabled devices will be able to interact with each other.

This innovative platform bases on **SIM Trust**, ensuring integrity and safety. It is able to assure **compatibility** with constantly changing **security requirements**, without the need of implementing expensive technology.

Pairpoint was created by **Vodafone and Sumitomo** to provide **limitless interoperability**. Their technology includes car applications as well, such as **in-car payments**. As a result, daily operations like paying for tolls, EV charging, or other individual services, can be easily managed.



Benefits:

- **Seamless everyday operations** - enabled devices can communicate and perform transactions between each other.
- **Safe operations** - this decentralised system provides secure authentication, certificate and key management, and root cryptography. All secured by SIM technology.
- **Integrated payment** - Digital Asset Broker (DAB) ensures secure SIM transactions. Payments can be made by devices (including cars) in the Economy of Things.



Want to learn more about us?

Visit our website and stay tuned for upcoming events:

startupautobahn.com

expo2024.pnptc.events

If you want to have a look at our previous EXPOs (in Person) to get an idea of what you can expect, visit the following websites:

expo2023.pnptc.events

expo2022.pnptc.events

expo10.pnptc.events

expo9.pnptc.events

expo8.pnptc.events

expo7.pnptc.events

expo6.pnptc.events

expo5.pnptc.events

Get in touch!

In case you have any questions, ideas or want to be an active part in our open innovation ecosystem, feel free to reach out.

Event Lead

Julian Huschitt

Program Associate

STARTUP AUTOBAHN/Plug and Play

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www.startup-autobahn.com