



Audi Taiwan Case Study

June 2018

From concept to execution, Anemone Ventures helped the Audi Taiwan Innovation Team foster a smart mobility start-up community in Taiwan and identify local start-ups for proof-of-concept (PoC). Throughout the project process, Anemone Ventures worked closely with the Audi Taiwan Innovation Team from strategy to execution to identify and engage with local and relevant smart mobility start-ups who showcased their technology solutions to Audi AG.

Mission:

In 2018, Audi AG aimed to reach start-ups in smart mobility and develop a smart mobility community in Taiwan through hosting their 1st Innovation Award start-up event themed 'smart mobility'; including urbanization, sustainability and digitalization. Start-ups entered a competition presenting their ideas and PoC to Audi AG and a panel of judges. Selected start-ups were provided with a platform to collaborate with Audi AG; and network with industry leaders, venture capitalists, investors, and key opinion leaders.

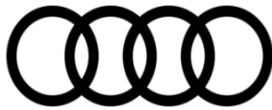
Audi 2018 Innovation Award Overview:

- › Development and launch of an Audi Innovation Award website (www.audiinnovation.tw)
- › Over 200 start-ups in smart mobility in Taiwan and overseas reached
- › 75 start-ups in smart mobility applied
- › Start-ups were screened to further engage with Audi AG
- › 16 start-ups were selected by Audi AG
- › 14 start-up finalists pitched their innovative solutions to industry leaders, venture capitalists, investors, and key opinion leaders at the event and the demonstration networking space
- › A panel of 5 judges was formed from Audi AG, VCs, accelerators, and corporations
- › 5 winning finalists were awarded with prizes and opportunities for PoC at Audi AG
- › 12 media outlets were present
- › Over 200 start-up ecosystem related attendees ranging from automotive, technology, lifestyle, finance, and other industries participated at the Award event
- › 5 speeches given by top executive speakers including: Volker Kaese, *Head of Innovation Management for Products, Audi AG*; Deepu Talla, *Vice-president and General Manager of Intelligent Machines, NVIDIA*; Hong Wu, *Partner of Global Business Service, IBM*; Joshua Hon, *Team Captain, Tern Bicycle*; and Jeffrey Wu, *Co-founder and CEO, WeMo Scooter*
- › Open demonstration area for attendees to engage with start-ups, Audi's technology, Audi's model car, and its 'smart mobility' partners' solutions and products

Highlights and Achievements:

Anemone Ventures supported the Audi Taiwan Innovation Team by orchestrating the mission and event; which involved 28 corporations, 23 academic institutes and incubators, over 200 start-ups, 33 accelerators, 26 government bodies and officials, 12 media partners, 5 judges, and 5 agencies and service providers.

- › Over 200 start-ups were involved in the event: 75 start-ups applied, 16 start-ups selected, 14 finalist start-ups presented, 5 start-ups awarded 6 prizes, and 2 start-ups selected for PoC at Audi AG
- › Over 200 participants attended the event: 54 investors, 17 accelerators, 87 start-ups, 123 corporations, 43 students, 18 media outlets, and 63 independent attendees
- › 85% of the participants mentioned in their feedback that they intend to visit the next event
- › Over 44 media and social network outreach



Audi Innovation Award Partners:



Audi Innovation Award



Testimonials:

Zoe Wan, Digital Business, Audi Taiwan

“It was a pleasure to work with the Anemone Venture because they provided a professional strategy to establish a smart mobility community in Taiwan and valuable insights into the local startup ecosystem in Taiwan. The team of Anemone Venture are professional networkers who assisted us in establishing a network and in interacting with the right partners in the local startup ecosystem. They cared about our short and long-term needs and objectives, conducted positive and effective communication with startups and our partners throughout the full spectrum of the working process.”

BJ Perng, CEO and co-Founder of NiveauUp, Selected start-up for the Audi AG PoC

“I would like to sum up that Anemone Ventures has been very effective in pitch mentoring and message setting in various occasions to various composition of audience. They are the right partner to work with if you are limited by 5-minutes to close a deal or a negotiation, when it is the moment of truth to move your start-up onward to the next level.”

Po-Chun Shen, CEO of creDa

Prof. Jiun-In Guo, Dept. of Electronics Engineering, National Chiao Tung University Selected start-up for the Audi AG PoC

“With Anemone Ventures support, we were able to win the 3rd prize and a chance for PoC at the headquarter of Audi AG in Germany in the 1st Audi Innovation Award. The effective mentoring and follow through of Anemone Ventures allowed us to focus on issues of importance to investors and achieve progress in our start-up journey. ”

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