IAA.PROTOTYPE.CLUB

IAA MOBILITY 2025
September 09. - 14., 2025

prototype.club » IAA MOBILITY 2025 VDA | Verband der Automobilindustrie

Our Services

INNOVATION
COMPETITIONS
virtual or on a trade fair

START-UP COMPETITIONS
SPEED HACKATHONS

HACKATHONS

INDIVIDUAL EVENTS

ADVICE, SUPPORT
& TRAINING

WORKSHOPS LIVE & ONLINE

OPEN INNOVATION
ECOSYSTEM

SPONSORING
EXPERT PANELS
TECHNOLOGY PARTNERSHIPS

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Innovation competitions as a development tool for companies

Quantitative expansion of development resources

Increased capacities: Access to a broad network of developers and specialists

Scalability: Rapid adaptation of resources to project requirements

Qualitative expansion

Access to expert knowledge: Collaboration with highly qualified experts from various disciplines

Diversity of ideas: Innovative approaches through collaboration with dynamic and creative teams.

Efficiency through on-demand collaboration

Flexibility: Resources are only utilised when required, which saves costs

Time saving: Fast response to project requirements without long lead times
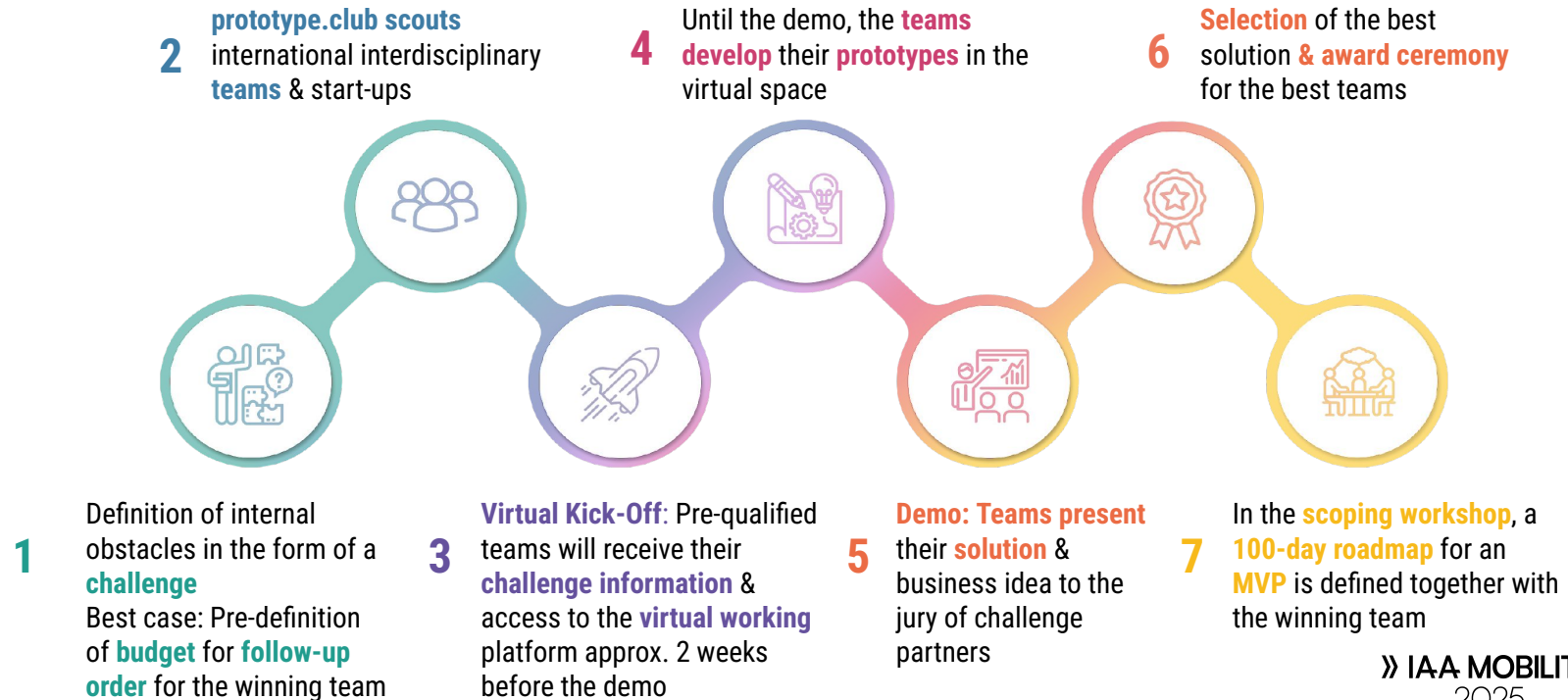
No false incentives

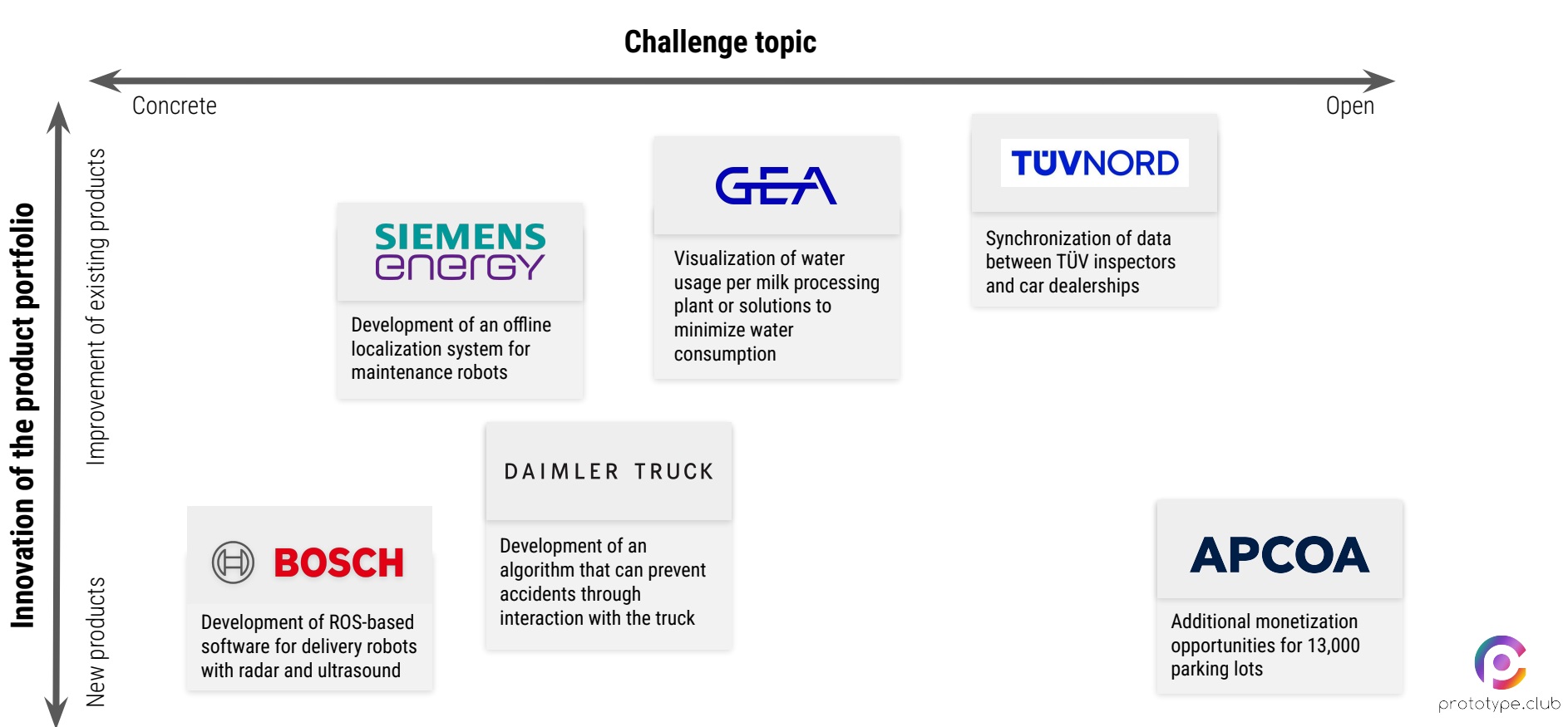Results-orientation: Focus on project completion and success instead of billing by the hour

Competitive pressure: Start-ups are motivated to deliver functioning prototypes promptly in order to win follow-up orders.

By participating in a prototype.club challenge, companies can significantly increase their innovation and competitiveness through flexible, specialised and efficient development resources.

Process of innovation competitions

2 **prototype.club scouts** international interdisciplinary **teams** & start-ups

4 Until the demo, the **teams develop** their **prototypes** in the virtual space

6 **Selection** of the best solution **& award ceremony** for the best teams

1 Definition of internal obstacles in the form of a **challenge**
Best case: Pre-definition of **budget** for **follow-up order** for the winning team

3 **Virtual Kick-Off**: Pre-qualified teams will receive their **challenge information** & access to the **virtual working** platform approx. 2 weeks before the demo

5 **Demo: Teams present** their **solution** & business idea to the jury of challenge partners

7 In the **scoping workshop**, a **100-day roadmap** for an **MVP** is defined together with the winning team

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Degree of concretization of the challenge

Challenge topic

Concrete ← → Open

Innovation of the product portfolio

Improvement of existing products

New products

SIEMENS energy

Development of an offline localization system for maintenance robots

GEA

Visualization of water usage per milk processing plant or solutions to minimize water consumption

TÜVNORD

Synchronization of data between TÜV inspectors and car dealerships

DAIMLER TRUCK

Development of an algorithm that can prevent accidents through interaction with the truck

BOSCH

Development of ROS-based software for delivery robots with radar and ultrasound

APCOA

Additional monetization opportunities for 13,000 parking lots

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Daimler Truck Challenge 2024

9 Prototypes

3 Finalists

2 Winner

Driver's vital & mood detection

Expample: IAA.prototype.club 2024
Driver's vital & mood detection

DAIMLER TRUCK

Background

The Daimler Truck Challenge was launched at the IAA TRANSPORTATION 2024. The aim is to develop technologies that monitor the health and emotions of truck drivers in real time in order to detect fatigue and stress and thus improve road safety.

Challenge

The challenge aims to use biometric data from e.g. indoor camera or smartwatch to recognize the driver's health. This real-time detection is intended to help increase safety on long journeys by enabling the vehicle to react early to signs of fatigue.

Setup

First, all teams will present their results online. The best three teams will then present their solutions at Daimler Truck's headquarters. prototype.club is responsible for the challenge setup, project management, startup search and communication.

Impact

At the end of the challenge, two winning teams were selected to continue working with in order to drive forward the development of the solutions. These ground-breaking technologies will have a lasting impact on the future of driver safety in trucks.

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Expample: IAA.prototype.club 2023
Sensor Integration with Bosch

Niklas von Bosch:
"The IAA.prototype.club was the perfect endeavor for us to see how other companies go about these challenges. It was more than impressive what startups can do within 12 days"

Background

Bosch produces a wide variety of high-quality and well-functioning sensor systems for the automotive sector. These sensors can also be used in other industries, e.g. robotics.

Challenge

Develop ROS-based software for delivery robots that integrates Bosch's radar and ultrasonic sensors to improve obstacle detection. Hardware must be operated with this within 2 weeks.
Main goal for IAA MOBILITY 2023: Functionality of the sensors in the robots

Setup

Participants receive radar and ultrasonic sensors including equipment for integration 2 weeks before the fair. The presentation of results will take place in person at the IAA MOBILITY 2023.

Impact

The team with the most convincing solution will get a potential contract to jointly build a prototype of a micro-mobility robot incl. some of Bosch latest development technology.
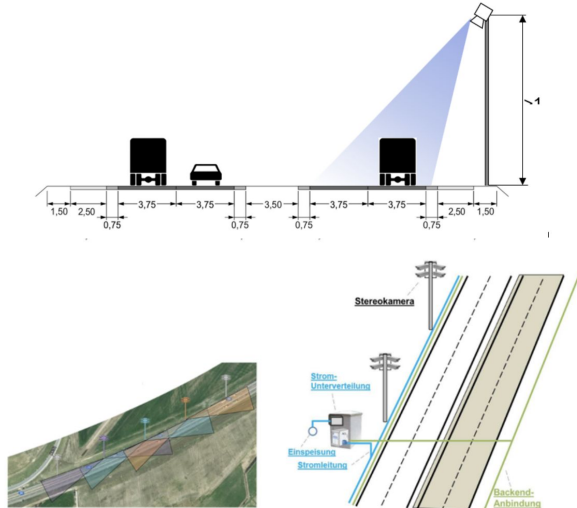
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Expample: IAA.prototype.club 2022
Image Recognition Software

Deutsches Zentrum für Luft- und Raumfahrt e.V.

Background

The reference image recognition system of Lower Saxony test field has a localization error of approx. 50cm and needs a lot of computing power.

Challenge

An image recognition software for the real-time detection of vehicles is to be developed, precisely recognizing and localizing the detected objects. The main goal: calculate the trajectory of a car running on the highway A39. Nice to have: e.g. identification of other objects within detection range, classification of the vehicles by EU standards, documentation of velocity and acceleration, etc.

Setup

Participants receive a set of camera data from two poles and create a prototype within 2 weeks. The results are presented at the IAA TRANSPORTATION 2022.

Impact

The team with the lowest localization error receives a follow-up order to develop the image recognition system into an MVP in 100 days together with the DLR.

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Booth IAA TRANSPORTATION 2024

Booth IAA TRANSPORTATION 2024

Your options with prototype.club

CHALLENGE-PACKAGE

- ✓ **Definition** of a challenge & **agenda setting** in two workshops
- ✓ **Identification and scouting** of quality participants
- ✓ **Access** to pitch documents, company information and prototypes of all applicants
- ✓ **Advertising package** pre & post as well as social media coverage
- ✓ **Implementation start** at scoping workshop with winning team

35.000€

INDIVIDUAL SPONSORING

- ✓ **Sponsor booth and banner** at trade show
- ✓ Various **advertising packages & social media** coverage
- ✓ **Provision of a special prize** for certain teams
- ✓ **Bar, pitch event or networking event,** etc.

ab 12.000€

```
If <"Interested?"=true>
    then contact(t,@):
```

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