

Your idea for the success of tomorrow

Next Shed Innovators' Challenge: Last Mile Mobility

With the next round of the "Innovators' Challenge", Next Shed encourages people interested in founding once again to submit innovative business ideas. Right now, new business ideas are more important than ever!

Rethink the concept of last mile with us

The future is not only about cars, but about mobility in general. „Last mile mobility“ is one particular trend that we at Next Shed have defined as an interesting search field for Eberspächer: this refers to the last stretch of a passenger's journey. It means to go beyond cars and public transport by walking, bike-sharing or micro-mobility vehicles. Especially in urban areas where transport is a growing challenge, new and flexible solutions are needed in order to satisfy demanding consumers and to meet the challenges of pollution and congestion.

Solutions we are looking for are:

- 1.) Last mile logistics to transport goods
- 2.) Small last mile vehicles for people

Which potential solutions come to your mind that Eberspächer could provide in the future? Your idea can either be innovative systems solutions or components for a safe or comfortable last mile experience.

Take action with your business ideas

Why should you be part of this challenge? The best teams are rewarded with a voucher for a BBQ boat trip on the Lake Constance (or a similar event near you). By the time that such excursions are possible again you will be able to celebrate your success. Plus: you get the chance to pitch your idea to the Eberspächer top management. If you convince the jury, you will get financial and further support by a professional startup coach and the network of the Next Shed team. So chances are that you will actually bring your idea to life.

Submit your idea until June 23, 2020 – via e-mail, video or audio message to

nextshed@eberspaecher.com

The Next Shed team is looking forward to your idea. We suggest you use the form on the next pages. When you participate in this idea challenge you accept our terms of condition and additional data privacy policy.

You need support in maturing your business idea? Participate in our Online Coaching!

You are not quite sure which features your product should have or who exactly is your customer? In addition to the Innovators' Challenge, Next Shed is offering a free online coaching program starting June 15, 2020: you will systematically work on your idea together with professional business design coaches. In order to participate in the online coaching program, you have to submit an idea for the Innovators' Challenge via our pdf form. Then you can register for the coaching by e-mail. [Further information on page 4.](#)

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Registration form

You are welcome to use this form to register your business idea.

Your team

From our experience, teams with different talents work best. The more heterogeneous, the better!

Introduce your team and briefly tell us about your motivation! (Please state the full names and e-mail addresses of all team members)

Your idea

Describe the user problem that you want to solve with your idea. Which target group is confronted with the problem? How the problem is currently solved? How big is the need for a solution?

Describe your idea/solution. Does your idea solve the described user problem? Are there existing solutions? Which additional value does your solution offer?

Your business model can be described as follows ... /This is how we earn money with our idea ...
What are your revenue streams? How does your idea scale?

Describe the market potential that your idea offers. How do you get access to your customers to offer your solution? How big is the market – today and in the future?

Optional – what we would like to add ...

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Online Coaching - Next Shed Innovators' Challenge

Next Shed invites people interested in founding their own business to a free online coaching "business model development": with professional support you will make your idea marketable in four weeks.

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Participate in our Online Coaching!

The online coaching takes place over a period of 4 weeks online. In order to participate in the coaching program, you need to submit an idea for the Innovators' Challenge and you should have a team of 2-5 people (we will support you with the search for team members – just get in touch with us via e-mail). Please note that the number of participants is limited.

Online sessions are on the following four days, three hours in the morning each:

- 1.) 15.06.2020
- 2.) 19.05.2020
- 3.) 26.05.2020
- 4.) 03.06.2020

How does the online coaching work?

In each of the four coaching weeks, a live webinar takes place, which lasts between 2 and 3 hours. In these webinars, we provide you with the necessary tools, work on your idea in breakout sessions and discuss your results. We provide all course materials and other material online. Between the modules you will work on your idea together with your team colleagues.

I don't have a team yet! Can I still participate?

Yes - you can either sign up together with two to four colleagues or we will arrange your team mates for you. You can also work together remotely as a team and don't necessarily have to work at one location.

Interested? Please send us an email to nextshed@eberspaecher.com with your name and e-mail address.