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**FOR IMMEDIATE RELEASE**

## **12<sup>th</sup> Annual Global Automotive & Mobility Innovation Challenge Finals – Virtual Event on Friday, April 24**

**10:30 AM-4:00 PM (Free Event)**

**Sponsored by SAE International and MI Innovation Alliance**

**DETROIT, April 9, 2020** – Twelve innovative start-ups will compete at the 12<sup>th</sup> Annual Global Automotive & Mobility Innovation Challenge (GAMIC) Finals. The 2020 GAMIC Finalists – including five (5) international companies and seven (7) U.S. companies – feature new technologies to advance the vehicles and transportation systems of the future. The Finals this year will be held ONLINE on April 24<sup>th</sup>. This is a free event.

### **GAMIC Finalists Selection**

David Stout, GAMIC co-chair, noted: “The February 27 Semifinals at Lawrence Technological University in Southfield, Michigan were our **most global EVER**. To make it to the GAMIC Finals, 24 companies were selected in six Regional Quarterfinal events held in California, Michigan, Italy, and virtually. Judges from the OEM, Tier 1 supplier, and start-up investment communities evaluated the Semifinalists – on their business propositions, acceleration / go-to-market plans, and the potential impact of their technologies on the mobility industry.”

Lisa Muhleck and Vic Havele, event chairs, added: “This is why GAMIC exists, to bring the global community together in innovation and enable business connections, both in-person and virtually. Our 24 semifinal teams – which consisted of **12 international teams from Belgium, Canada, France, Germany, Israel, Italy and Japan**, as well as **12 teams from 7 U.S. states** – each received mentoring from automotive executives, investors, and industry professionals to sharpen their pitch presentations to the judges.” The judges’ consensus was that **“this was the toughest judging job since GAMIC was started in 2008”**.

### **AGENDA**

Each team will have 10 minutes presentation followed by 5 minutes Q&A from the judges.

The Event will also feature a Fireside Chat “**Turning Uncertainty into Action**” focusing on the use and implementation of a unique planning tool (**STORMS**) for times like this when nothing is predictable. In this Fireside Chat, you will be introduced to using the seven (7) steps of [STORMS](#), and how that will provide you with swift and positive results in times of rapid change and uncertainty.

While the GAMIC Finals are typically integrated into the [SAE WCX World Congress Experience](#), this year’s Finals event will be 100% virtual, free and open to the general public.

For more information on the Event details, including the 12 Finalists and the (required) free **Zoom registration process**, go to <https://GAMICEvent.org>.

## 12 GAMIC 2020 Finalists

<b>AC Biode:</b> First-ever stand-alone AC lithium batteries. <b>Japan.</b> <a href="http://www.acbiode.com">www.acbiode.com</a>	<b>Proof Energy:</b> 50 kW solid-oxide fuel cell power range extender for medium & heavy-duty vehicles. <b>California, USA.</b> <a href="http://proof-energy.com/">proof-energy.com/</a>
<b>Apostera GmbH:</b> Mixed Reality solutions for companies developing augmented reality heads-up displays. <b>Germany.</b> <a href="http://apostera.com">apostera.com</a>	<b>RecallRabbit:</b> Connecting dealers to enable them to get open vehicle recalls fixed on their lots. <b>Texas, USA.</b> <a href="http://www.recallrabbit.com">www.recallrabbit.com</a>
<b>Bareways:</b> Middleware software for optimized routing and traffic updates in Rural Areas. <b>Germany.</b> <a href="http://www.bareways.com">www.bareways.com</a>	<b>Riding With Friends:</b> Vehicle integrated child seats to avoid the over 50% mis-installed child seats in US. <b>Texas, USA.</b> <a href="http://ridingwithfriends.com/">ridingwithfriends.com/</a>
<b>Caliber Data Labs:</b> Edge-first SceneBox platform to simplify the discovery and management of large data volumes for high-resolution images, lidars, and videos. <b>Canada.</b> <a href="http://www.caliberdatalabs.ai">www.caliberdatalabs.ai</a>	<b>Serinus Labs:</b> Early warning technology to predict battery failure and avoid EV fire or explosion. <b>California, USA.</b> <a href="http://www.serinuslabs.com">www.serinuslabs.com</a>
<b>GHOST – feel it:</b> Development environment for the creation of advanced and multi-dimensional haptic interfaces. <b>Germany.</b> <a href="http://www.ghost-feel.it">www.ghost-feel.it</a>	<b>Tesseract Structural Innovations:</b> A unique, robust composite structure design to reduce vehicle weight. <b>Arkansas, USA.</b> <a href="http://www.tesseractinnovations.com">www.tesseractinnovations.com</a>
<b>Intvo:</b> Smart AI software to observe, predict and classify pedestrian behavior for AV Safety. <b>Michigan, USA.</b> <a href="http://intvo.com">intvo.com</a>	<b>Volvero:</b> Vehicle-sharing app linking owners and renters, with integrated AI and blockchain security. <b>California, USA.</b> <a href="http://volvero.com">volvero.com</a>

## GAMIC Competition

GAMIC contestants compete in four categories of technology and innovation:

1. E-Mobility
2. Autonomous Mobility
3. Connected Mobility
4. Innovation in Current / Conventional Vehicle Technologies

The winning team from each category will share more than \$300,000 of in-kind assistance and cash awards to more rapidly accelerate their technologies to commercialization. Previous GAMIC winners and competitors have gone on to achieve great success, including licensing contracts, accelerated product launch, JV's with established industry partners, acquisition, and additional development funding due to enhanced visibility.

Major sponsors for GAMIC 2020 include: [Planet M](#), [ESG Automotive](#), [Sterne Kessler](#), [Automation Alley](#), and [Eaton Corporation](#). For additional information visit [www.gamicevent.org](http://www.gamicevent.org).

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## About GAMIC

GAMIC is an annual competition for early-stage automotive and mobility companies with new technologies. It was created to: 1) identify innovative companies from around the world; 2) cultivate new technologies and solutions; and 3) speed their adoption into the automotive industry. Participants gain exposure through GAMIC events and the SAE International WCX World Congress, while Award Winners also share more than \$300,000 in commercialization acceleration services, cash awards, and facilitated introductions to the industry's top decision-makers and influencers.

GAMIC is a STEM Certified organization, and a sponsored activity of the MI Innovation Alliance, a 501-c-3 corporation.