

Information

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Date 27 February 2020
Subject **#NEXTGen Moving Tomorrow Pitch**

#NEXTGen is a format by the BMW Group which demonstrates the authentic attitude BMW brands have concerning mobility challenges and the future of leadership. The highlight event of 2020 will take place in Munich from the 6th through the 10th of October.

Our world is increasingly driven by urbanization, sustainability, autonomous driving and electromobility. In this context, we are searching for the best young talents with the greatest visions, who are ready to present their ideas for a sustainable, premium and individual mobility concept for the year 2040 at the **#NEXTGen 2020** event live on stage in Munich.

Mobility has the power to connect people and to give individual freedom. With our guiding principle the "Power of Choice" the BMW Group is user-centric and gives the customer a choice, and at the same time provides sustainable solutions for the next generation of mobility. The BMW Group therefore wants to foster innovation beyond company boundaries to face the challenges of the upcoming generation concerning sustainability and mobility. Climate change affects us all, and we need to combine our powers and knowledge to find innovative solutions.

That's why the BMW Group is hosting the global **#NEXTGen Moving Tomorrow Pitch**, which encourages students, research associates and professors from top universities and research institutions from America, Asia and Europe to realize their visions and ideas to spearhead a bright future. Through the **#NextGen Moving Tomorrow Pitch**, BMW wants to embrace entrepreneurship and empower young creatives and geniuses to shape the next generation of tomorrow's individual premium mobility.

The Challenge:

Demonstrate that your "Vision Mobility 2040" improves the lives of the next generation, is user-centric and makes a city smarter or enables a totally new technology. There is just one rule: You must convince the BMW Group that your concept about sustainable premium mobility represents the most forward thinking and innovative technology or design for the year 2040. Be free in your own visions – with the support and expertise of your institution! We are open to collaborations between universities and research institutions.

WHY?

Together with today's next generation, BMW Group wants to discuss and support solutions for tomorrow's world of individual premium mobility. Together with next-gen leaders we want to shape comprehensive and integrated future solutions and bring them to a broad audience.

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HOW?

#NEXTGen Moving Tomorrow Pitch creates a global competition among the leading centers of higher learning, as well as interdisciplinary perspectives on the next generation's future mobility demands.

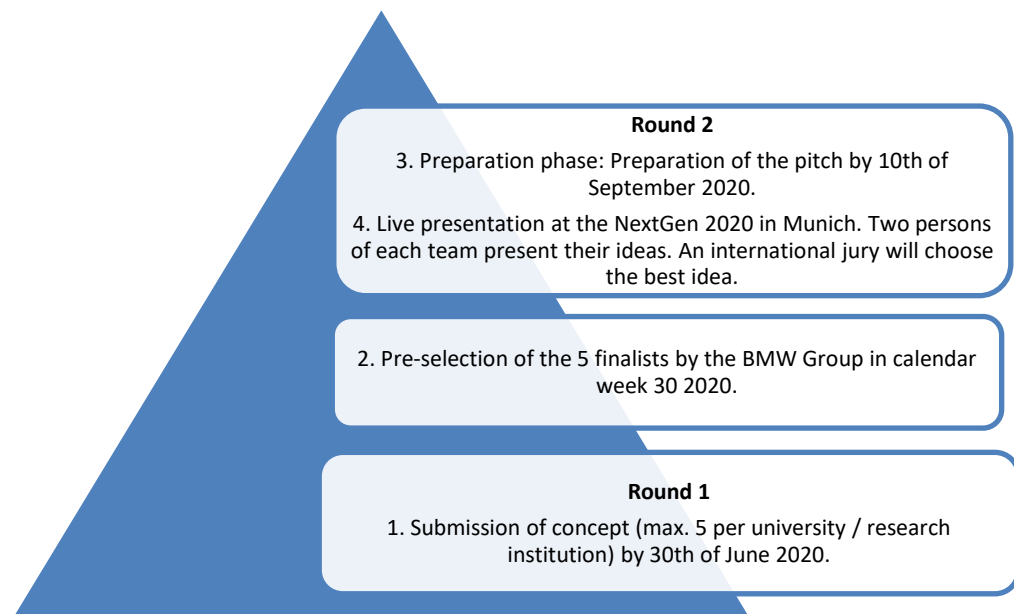
WHAT?

The BMW Group is looking for an interdisciplinary team consisting of top students, research associates and professors from different fields of study. Each university is allowed to submit a maximum of five concepts; i.e. five teams from one university may participate in this challenge. All ideas must address the topic „**Sustainable and Individual Premium Mobility in 2040**“.

After receiving all international entries by the 30th of June 2020 deadline, an internal BMW committee will choose the most promising top five ideas in calendar week 30. These top five finalist teams will present their visions live on stage at the **#NEXTGen 2020** in Munich, where an international jury will decide the winner.

#How can I participate?

First, submit your ideas! Second, get live on stage at the **#NEXTGen 2020** in Munich!



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Submission Requirements:

Round 1

Please follow the checklist below. Documents, files and folders should be named accordingly and uploaded via i.e. WeTransfer (<https://wetransfer.com/>).

Your concepts and ideas should address the topic "**Sustainable and Individual Premium Mobility in 2040**" and can be interpreted freely. The concepts should be based on and judge by these criteria:

- Sustainability (Ecological, Economic, Society)
 - Interpretation of Individual Luxury Mobility
 - User-Centricity is key!
 - Interpretation of BMW's purpose "NEXTGen Joy – Joy and Responsibility for the next generation"
1. Basic Information (please label this file: basic information)
 - Title of Project
 - Name of team
 - Name of team members
 - Name of University / Research Institutions
 - Location
 - Name of mentor / supervisor / advisor at University (primary contact for communication with BMW staff) (Name, title, email address, phone number)
 2. Project Information (please label this file: project information)

Include in one document (DIN A4, max. 1500 words) the following pieces of information:

 - Abstract (max. 500 words) – Short description of project.
 - Project Description (max. 5 pages). Please make sure to include: (1) file name references to specific supporting materials (see below); (2) active links to online resources (if any)
 3. Optional two-minute film clip (please label this file: video)
 4. Five to ten quick sketches of your ideas (visuals) (please label this file: sketches)

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The documents need to be submitted by **11:59 pm GMT+1 on Tuesday, June 30, 2020** and sent via i.e. WeTransfer to MovingTomorrow@bmwgroup.com. After submission, successfully registered teams will receive a Competitor Entry Agreement Form.

Round 2

An internal BMW Committee will choose the worldwide most promising top five ideas i.e. top five teams in calendar week 30. These five most promising teams will be prepared by BMW internal coaches to pitch their ideas and concepts at the **#NextGen 2020** in October live on stage. Two members of each team will present their concept to an international jury and a broad public at the **#NextGen 2020** in Munich. Each team will have a maximum of seven minutes with at least five sketches are required by the 10th of September 2020.

#Award description

The winner will be chosen by an international jury live on stage in Munich. This team will get the unique opportunity to have a "Meet and Greet" with the top management of the BMW Group, will be awarded with prize money (15.000 Euro) and has the opportunity to develop its project together with BMW.

The BMW Group wishes you Good Luck. 😊

#NextGen Organization Contact:

In case of any questions please reach out to

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