

MINI Startup Accelerator URBAN-X Announces Expanded Program Alongside New Venture Partner Urban Us, Kicks off Global 'Summer Spotlight' Tour For URBAN-X 03
Enhanced program for accelerator 's third cohort begins with inaugural open house tour to meet with top candidates for URBAN-X 03 in the world' s most innovative cities

Brooklyn, N.Y., May 18, 2017 – Today, [URBAN-X](#), the venture accelerator for startups shaping the future of cities through technology and design, announced a new joint venture partner and enhanced program terms for its upcoming URBAN-X 03 cohort. Urban Us, with offices in New York, San Francisco, Miami and Washington D.C., is the leading venture firm investing in startups that re-imagine city life and will join URBAN-X founder MINI to fund and mentor the accelerator 's next generation of human-focused city innovation.

“When it comes to life in the city, it is paramount for MINI to be at the forefront of innovation. As a brand that was designed at its core to elevate urban transportation, improving city living is in our DNA,” said Esther Bahne, Head of MINI Brand Strategy and Business Innovation. “Engaging with the startups of URBAN-X to achieve this goal is incredibly rewarding, and we are always working to intensify our endeavours. Our new partnership with Urban Us lets us achieve this goal in a powerful new way.”

As a result of this new partnership, URBAN-X' s program has been expanded significantly. Beginning this Fall, startups selected for URBAN-X will receive \$100k in funding in exchange for equity, plus access to \$200K of capital upon qualified financings. The bi-annual program cycle has been extended to five months, allowing for additional opportunities to refine and enhance products and gain traction. Selected startups will make their home at URBAN-X headquarters within MINI 's design center [A/D/O](#) in Greenpoint, Brooklyn, and continue to have access to MINI designers and engineers in residence to support their product development. Founders will be connected with world-class mentors who deeply understand urban innovation; hand picked from a network of over 1,500 investors, founders, advisors and policy makers with backgrounds in real estate, local government, energy and more. In addition, teams will have the opportunity to take working trips to Munich, San Francisco and other leading global cities to meet with potential customers, partners and innovators in urbantech.

“Urban Us exists to serve startup founders that want to make city life better,” said Shaun Abrahamson, Managing Partner of Urban Us Ventures. “We’ve been impressed with what URBAN-X and MINI have already achieved. As we’ve understood their vision and commitment to the future of urban living, we knew we had to work together. The next URBAN-X program will combine MINI' s expertise and global resources with our process and community, which has helped the 26 startups in our portfolio raise nearly \$200 M in funding as they lead the rapidly expanding urbantech startup sector. As cities continue to grow, they magnify opportunities for their citizens and in turn, the challenges that need to be overcome by smart investment and innovation.”

From May to September, the URBAN-X team will meet with leading urbantech founders, investors, universities and corporate partners around the globe as a part of the Global Summer Spotlight Tour. As a part of this extended tour, URBAN-X will have a presence at major startup events such as [Smart Cities Connect Austin](#), [TechOpenAir](#) in Berlin and [TechCrunch Disrupt NY](#).

“URBAN-X is passionate about new city-scale solutions, and we will continue to deepen our engagement with founders developing products and services to address global challenges in mobility, energy, the built environment, and urban infrastructure. Many of the problems we face in

cities are visible on a global scale, and as a result it's critical that we meet a diverse set of leaders on the ground in their respective cities," said URBAN-X Managing Director Micah Kotch. "The great urbanization of the globe is impacting our lives every day, from subtle lifestyle choices to major economic shifts, to how we think about connectivity. We're committed to helping urban innovators scale their impact by building great companies. We look forward to working with the world's top entrepreneurial talent to tackle some of the most pressing issues facing humanity in our coming decades."

"Through our work, we regularly see great urban tech startups from around the world. The Global Summer Spotlight Tour is an opportunity to meet and celebrate founders and researchers, investors, companies and local government leaders that support them," said Mark Paris, Partner at Urban Us. "Our research points to growing interest amongst repeat founders and emerging entrepreneurs who are passionate about working on new solutions to make city life more livable. We want to connect them to the global urban tech community and let them know we created a startup program just for them."

URBAN-X's Global Summer Spotlight Tour will kick off in New York City on May 18th at 6P M at A/D/O at 29 Norman Avenue in Brooklyn. Guests will have an opportunity to meet with participants from URBAN-X 02 and learn more about the accelerator program from founders, mentors and influencers. Following this inaugural event, the tour will expand to the following cities:

Boston, MA	May 17th-18th
Washington, DC	June 9th
Portland, OR	June 11th-12th
Seattle, WA	June 13th-14th
San Francisco, CA	June 15th-16th
Chicago, IL	June 19th-23rd
Austin, TX	June 25th-28th
Barcelona	July 4th-5th
Paris	July 6th-7th
London	July 10th-11th
Berlin	July 11th-14th
Montreal	July 11th-12th
Munich	July 13th

Applications for URBAN-X 03 are currently open, and close at 6PM EST July 21, 2017. Interested startups can apply online at urban-x.com/apply. To attend open houses or be alerted when new dates and cities are announced, email hello@urban-x.com. For information on attending tour dates and additional information, join the mailing list at www.urban-x.com.

About URBAN-X

URBAN-X is a venture accelerator that educates, invests in and advocates for companies shaping the future of cities through technology and design. Founded by MINI, URBAN-X forges

meaningful connections with leaders in the public and private sectors, helping early-stage startups turn compelling ideas into viable, scalable solutions for urban life.

URBAN-X 02, the accelerator 's second cohort, premiered its eight companies in March 2017 and concluded on May 4th, 2017. URBAN-X 01, the inaugural cohort, consisted of nine companies, who graduated from the program in June 2016. Applications for URBAN-X 03 are currently open at URBAN-X.com. URBAN-X is based in Greenpoint, Brooklyn at A/D/O, a creative space founded by MINI and dedicated to exploring the boundaries of design.

Find URBAN-X on Twitter & Instagram at [@urbanxaccel](https://twitter.com/urbanxaccel) and on Facebook at facebook.com/urbanxaccel.

About Urban Us

Urban Us is the leading early stage investor for startups re-imagining cities. Over the next two decades, we believe startups will play a central role making city life better as we re-design cities for 80% lower greenhouse gas emissions. Beyond investment in leading urban tech startups, we connect founders with a network of over 1,500 investors, founders and advisors focused on the intersection of startups and cities.

Urban Us early stage investments are re-imagining sectors like mobility, built environment, local government and utilities. Investments include Architizer, Bowery Farming, BRCK, Kiwi.ki, Mark43, OneConcern, OneWheel, Rach.io, Seamlessdocs, and Skycatch.

Before Urban Us, the team invested in leading startups and have built and sold multiple tech companies. The team has worked on recycling, renewable energy, building efficiency, water infrastructure and municipal finance. The team teaches at the University of Chicago Booth School and have degrees from MIT , Harvard, Penn and Georgetown.

About MINI in the U.S.

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 127 MINI passenger car dealers in 39 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of four unique vehicles.

For press inquiries, please contact:

Mike Schroeder, LaunchSquad (URBAN -X)

Marya Pongrace, Peppercomm (MINI)
press@urban-x.com