HACK2BRIDGE

Mobility, Transport, Automotive **Italy**

Participants handbook

Table of Contents

1.   About Hack2BRIDGE Italy

Hack2BRIDGE Italy is an entrepreneurship and ideation competition open to innovative SMEs, startups and scaleups, research teams, and freelancers who aim to spark and scale innovation in the Mobility, Transport and Automotive sector by generating and co-developing high-potential solutions that address the sector's most pressing challenges.

Hack2BRIDGE aspires to offer an initiative focused on networking and collaboration, fostering effective matchmaking between industrial players and innovators. It also provides targeted support for the ideation and valorization of high-impact, industry-relevant innovative solutions.

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1.1   Initiative Brief and Challenges

The Mobility, Transport, and Automotive (MTA) sectors are undergoing a profound transformation, driven by digitalization, environmental imperatives, and shifting consumer expectations. However, several challenges continue to hinder the full realization of innovation and scalability. These include the need to balance sustainability, performance, and affordability in vehicle design, the limitations of outdated infrastructure, and increasing concerns over data security in an era of software-defined vehicles.

Companies face mounting pressure to keep pace with rapid technological advancements - such as artificial intelligence (AI), the Internet of Things (IoT), and Advanced Driver Assistance Systems (ADAS) - which are reshaping vehicles into intelligent platforms capable of semi-autonomous driving and predictive diagnostics. However, the broader deployment of electric and autonomous vehicles remains constrained by the fragmented development of intelligent transport systems and connectivity infrastructure.

Cybersecurity poses another critical risk, as connected vehicles and telematics systems are increasingly vulnerable to attacks. This calls for robust solutions, including end-to-end encryption, blockchain integration, and AI-powered threat detection.

High costs related to vehicle maintenance, testing, and certification further impede innovation and adoption. Many organizations still lack cost-effective, automated solutions that optimize operations and reduce downtime. Meanwhile, the rise of alternative ownership models - such as subscription-based services and Mobility-as-a-Service (MaaS) - is pushing businesses to rethink and realign their strategies around shared urban mobility.

To overcome these complex challenges, strategic collaboration is essential. Stronger partnerships between OEMs, tech firms, infrastructure providers, and policymakers can foster innovation ecosystems centered on interoperability, sustainability, and data protection. Through this collective approach, the MTA sector can accelerate its transition toward a smarter, greener, and more user-centric future of mobility.

Market trends represent emerging areas of opportunity driven by technological innovation and evolving industry needs. They highlight key directions in which the market is moving and serve as a strategic reference to guide the development of impactful, future-ready solutions.

In the context of this initiative, each trend reflects a priority application area for the industrial players that are competing in the **Mobility, Transport, and Automotive** sectors, shaped by technological advancements and real-world challenges.

Theme 1:
Smart driving evolution

AI, IoT, and ADAS are transforming vehicles into intelligent platforms. With advanced sensors and predictive diagnostics, they **enhance safety, comfort**, and driving efficiency, **enabling semi-autonomous** functions and voice interactions.

Theme 2:
Software defined vehicles

Car users are increasingly seeking vehicles that can evolve and adapt through software, increasing flexibility and customizability. New functionalities are continuously deployed over the air without requiring hardware changes.

Theme 3:
Smart infrastructure for vehicle autonomy

The **development of intelligent transport systems (ITS),** including dedicated lanes and smart infrastructure, is **crucial for autonomous vehicle deployment**. By integrating connected traffic systems, dynamic routing, and real-time data, cities enable scalable solutions in logistics and public transit.

Theme 4:
Low emission and fuel-efficient vehicle

Governments and consumers are pushing for cleaner alternatives to combustion engines, like electric (EV), hybrid, and hydrogen vehicles. This aligns with fluctuating fuel prices and emission regulations, placing **green vehicle development at the heart of future mobility**.

Theme 5:
New vehicle ownership model and mobility model

The **development of subscription-based ownership and Mobility as a Service platform** is reshaping vehicle access. These digital-first models offer **flexible urban mobility solutions**, reducing private car ownership and optimizing transportation networks through shared, multimodal services.

The industry challenges, on the other hand, presented in this initiative reflect the concrete needs and strategic priorities of the industrial player operating in the mobility, transport, and automotive sectors. These challenges arise as a direct response to the market trends previously identified, and represent the **areas where innovation is needed** to enable sustainable and competitive transformation.

They are not abstract problems, but **real-world innovation demands** expressed by industry players who are actively seeking new technologies, services, and business models. Innovators from across the ecosystem are invited to engage with these challenges and contribute with forward-thinking solutions that can support the evolution of the industrial landscape.

Challenge 1:
Balancing Sustainability, Performance, and Affordability in Vehicle Design

Accelerate the shift toward low-emission, sustainable vehicles by integrating electric, hybrid, and alternative fuel technologies. This challenge focuses on **reducing environmental impact while ensuring high vehicle performance and keeping production and ownership costs accessible** for consumers.

Challenge 2:
Data security and protection in automotive software

Develop robust **cybersecurity measures to protect connected and autonomous vehicles' control systems and telematics** from hacking and data theft. This involves securing communication channels and data using technologies like **blockchain**, **AI-driven threat detection**, **encryption**, and secure protocols, alongside regular software updates to address emerging threats.

Challenge 3:
Overcoming outdated infrastructure challenges

Modernize outdated infrastructure to support the deployment of connected, autonomous, and electric vehicles. This includes closing connectivity gaps, upgrading roadways and traffic systems, and integrating smart infrastructure and charging networks to enable safe, efficient, and scalable mobility solutions.

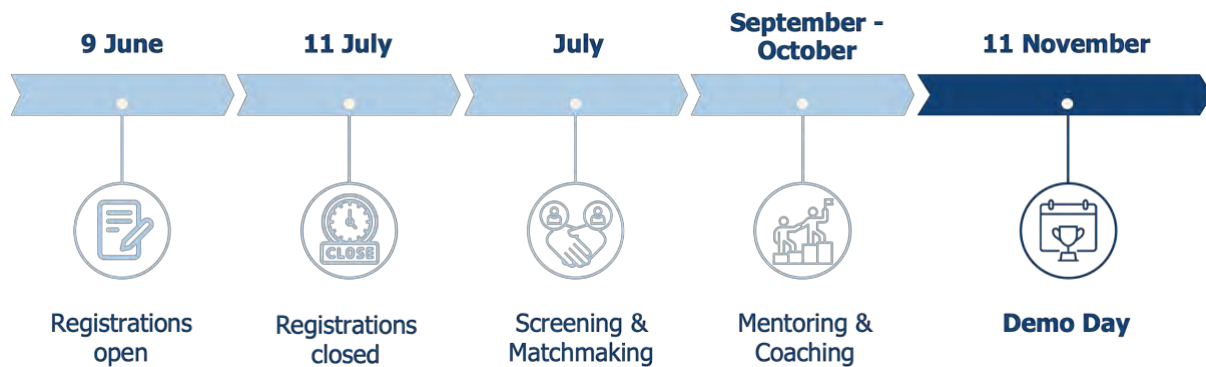### Challenge 4:
Reducing vehicle maintenance and certification costs

Develop new innovative solutions to **lower vehicle costs associated with maintenance, testing, and certification**. This can be achieved by implementing **automation**, **predictive maintenance technologies**, non-destructive technologies and AI-driven diagnostics to streamline service operations and enhance cost-efficiency.

1.2 Timeline of the initiative and date and location of the Demo Day final event

The Hack2BRIDGE Mobility, Transport and Automotive final event will take place at PwC Tower in Milan, Italy on the **November 11, 2025**. This event will be organized as a Demo Day, during which the selected teams of innovators will present their solutions. A panel of industry experts will evaluate the pitches, and the most promising projects will be recognized and awarded.

9 June	11 July	July	September - October	11 November
Registrations open	Registrations closed	Screening & Matchmaking	Mentoring & Coaching	**Demo Day**

The key phases leading up to the final Demo Day are as follows:

- **Registration open**: An open call inviting SMEs, startups, research centers, and freelancers to submit proposals through an online application form. Submissions should align with specific market trend and industry challenge.

- **Screening & Matchmaking**: Applications will be evaluated based on predefined criteria. This phase will enable effective matchmaking between the most relevant applicants and mentor.

- **Mentoring & Coaching**: Selected teams will receive customized support through mentoring and coaching sessions. These activities are designed to refine and validate their innovative solutions in preparation for the final pitch.

- **Demo Day**: The initiative concludes with a Demo Day, where finalists will pitch their solutions in front of experts and stakeholders. Top-performing teams will be awarded prizes and may receive the opportunity to enter into collaborative agreements with industrial partners.

Other useful information in order to reach the location of the Demo Day final event

How to reach PwC Tower
Address: PwC Tower, Piazza Tre Torri 2, 20145 Milan, Italy

You have several transportation options to reach the PwC Tower, located in the CityLife district of Milan.

By Metro:

The most convenient option is Metro Line 5 (Lilac Line). Get off at **Tre Torri** station, which is located directly beneath the PwC Tower. The building is accessible directly from the station.

From other metro/train lines:

If you're arriving from central hubs like **Cadorna**, **Centrale**, or **Garibaldi**, connect to Metro Line 5 at interchange stations such as **Garibaldi FS** or **Zara**, and take the train toward **San Siro**.
Get off at **Tre Torri**.

By Bus or Tram:

The CityLife area is also served by several surface transport lines; however, the metro is recommended for its speed and direct access.

By Car:

Paid parking is available near the CityLife Shopping District. Please note that this area is within Milan's **ZTL (restricted traffic zone)** — be sure to check access regulations before driving.

Need Assistance?
For logistical support or additional information, please contact the organizing team at Jacopo.banfi@pwc.com.
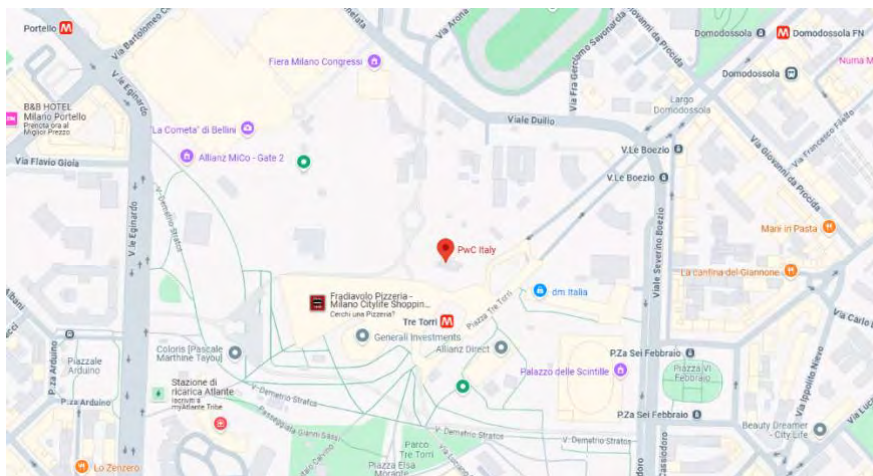
2.   Who can join the initiative?

Hack2BRIDGE in Mobility, Transport and Automotive is open to **innovative SMEs, startup and scaleup**, **research teams and freelancers** looking to develop innovative solutions.

Hack2BRIDGE in Mobility, Transport and Automotive welcomes **teams of any size**.

2.1 Why join the initiative?

Participants will have access to the following opportunities:

- **Networking** – Connect with passionate professionals, industry experts, and potential collaborators from diverse fields.
- **Professional growth** – Enhance your skills, refine your expertise, and learn from experiences mentors in a dynamic, collaborative environment.
- **Visibility and recognition** – Showcase your innovative solutions to gain visibility, recognition, and potential collaboration opportunities with participating organizations.
- **Interdisciplinary skills** – Work with experts from various disciplines, integrating ideas to develop more comprehensive and innovate solutions.
- **Mentoring** – Participate in workshops and receive one-on-one guidance from industry experts throughout the competition.

3. Applicants' selection process

3.1 How the selection works

The evaluation process is designed to identify applicants who possess the **skills, technologies, and potentially innovative solutions** most aligned with the **needs and priorities of industrial players** within the mobility, transport, and automotive sectors. By applying predefined criteria, we ensure an effective **matchmaking process** that connects the most relevant innovators with the right mentors.

Evaluation will focus on:
- Relevance to current trends and challenges in mobility, transport, and automotive sectors;
- Strengths and competencies of the proposing team or entity;
- Innovability, clarity, and feasibility of the proposed solution.

3.2 Selection process and evaluation criteria

To ensure a transparent, merit-based selection of participants for the initiative, a structured screening and evaluation process has been implemented. This multi-phase process is designed to prioritize the most aligned and promising candidates while facilitating effective team formation and matchmaking with mentors.

The selection journey begins with the **submission of the application form**, continues through **two levels of assessment**, and concludes with **matchmaking for team creation**. Each stage aims to progressively narrow down the pool of applicants, ensuring the

most qualified and impactful teams with respect to the trend and challenge of the initiative.

The selection process includes the following phases:

1. **Application submission**

Interested participants must complete the online application form. This form collects general information about the applicant's background, competitive advantages, and their proposed innovative solution.

2. **Light assessment**

This first evaluation acts as a preliminary screening. The light assessment is based entirely on the information submitted through the form and focuses on identifying applicants who demonstrate alignment with the initiative's objectives and demonstrate distinctive competences and technologies.

3. **Full assessment**

A shortlist of approximately 20 candidates will undergo a deeper evaluation. This may involve providing additional information to further clarify and enrich the application. The jury will then select approximately 5 to 7 final candidates based on the extended evaluation.

4. **Matchmaking**

The final step involves pairing selected candidates with mentors to form the innovation teams that will create the innovative solutions that will be shared at the Demo Day event.

Evaluation Criteria

In this phase, applications are evaluated based on two main dimensions:

- **Qualitative profile of the candidate**
  Candidates are evaluated on the following criteria:
  - **Experience with relevant market trends:** demonstrated understanding and background in areas aligned with the broader innovation trends identified by industrial players.
  - **Experience related to the specific challenge:** direct experience or previous projects addressing the particular industrial challenge selected in the application.
  - **Distinctive competencies:** unique skills, expertise, or interdisciplinary perspectives that strengthen the team's capacity to deliver innovative and impactful solutions.
  - **Presence of patents or intellectual property:** ownership or development of patents or proprietary technologies that provide a competitive advantage in the proposed area of innovation.
- **Proposed solution**
  The solution is evaluated for its:
  - **Consistency and innovation:** Clarity, structure, originality, and how it stands apart from existing market solutions.

4.   The Demo Day

4.1   Registration for the Demo Day

The Registration for the Demo Day will open via an application form in the coming months. The event will be open to all stakeholders interested in innovation in mobility, transportation, and automotive sectors, from research centers to corporate, investment funds and other actors supporting innovation.

4.2   The potential plan activities for the Demo Day

Below you can find the potential plan activities for the Demo Day which will be validated in the coming months. The expected duration of the Demo Day event is from 10:00 AM to 5:30 PM, on Tuesday 11 November 2025.

The expected activities of the Demo Day
Opening remarks by the organizers, including an overview of the initiative's format and the agenda for the day
Thematic round tables focused on key **innovation topics** within the mobility, transport and automotive sectors, featuring **Subject Metter Experts** from PwC and other external experts both from industry and research.
Business lunch and networking
Pitches and potential **demonstrations** of the **innovative solutions** developed by the **innovation teams**
Q&A session and evaluation of the teams
Announcement of the **winning teams**
Aperitive and networking

4.3   The output that will be pitched by the innovation teams

The teams that will be invited to present their innovative solution at the Demo Day must prepare a PowerPoint presentation highlighting the key business and technical elements of the solution, specifically:

- **Problem**: introduction to the problem that the innovative solution aims to solve, including the target audience affected by this problem;

- **Solution**: presentation of the innovative solution addressing the identified problem;

- **Technology**: description of the enabling technology behind the solution, emphasizing the benefits of its use in the given context;

- **Differentiating value**: overview of the distinctive features of the solution compared to what is already available on the market;

- **Business model**: describe how your innovative solution creates, delivers, and captures value;

- **Roadmap**: describe the next steps to scale up the solution to an industrial level;

- **Team**: brief presentation of the members of the innovation team.

5.   Prizes

The three finalists of the competition will access to:

• **Money prizes**: awarding of cash prizes to support the development of the innovative solution:

o **1st PLACE 5.000€**

o **2ND PLACE: 3.000€**

o **3rd PLACE: 1000€**

• **Collaboration opportunity**: collaboration opportunity to further develop the innovative solution to an industrial scale with the help of a relevant industrial player.

6.   Code of conduct

- Activities promoting or related to alcohol, tobacco, religion, politics, intolerance, violence, firearms, pornography, obscenity, gambling, or illegal drugs are explicitly excluded from the competition.
- We provide a harassment-free experience for everyone, regardless of race, creed, colour, ethnicity, nationality, religion, sex, sexual orientation, gender expression, age, physical appearance, body size, disability, or marital status. We do not tolerate harassment on our platforms in any form.
- Sexual language and imagery are not appropriate on our platforms.
- Any person violating these rules may be sanctioned or expelled from the competition at the discretion of the organiser.

7.   IPR, ownership of results & confidentiality

The ownership of any intellectual property developed by participants during and within the scope of the competition will remain with the individual participants.

The Organisers will not assume ownership of the intellectual property. The Organisers may use non-confidential textual and audio-visual descriptions of the intellectual property that are provided by participants in the context of the competition, for promotional purposes.

The Organisers confirm not to disclose any confidential information acquired through the organisation of the Competition to any third party. The Organisers furthermore ensure that all experts and mentors involved in the Competition commit to a non-disclosure agreement.

8. Data protection

The Organisers shall handle and protect all personal data in accordance with the privacy policy that is to be defined by the principal and in accordance with the applicable privacy laws and regulations, in particular Regulation (EC) 45/2001 and Regulation (EU) 2016/679 (General Data Protection Regulation).

9. User satisfaction

Participants agree to complete a short user satisfaction questionnaire after the Competition.

10. Award decision

The award decisions shall not be subject to legal challenge. The decisions rendered by the expert appointed by the Organiser shall be final and binding for all Participants. Participants shall have no right to justification of such decisions.

11. Data protection

The Organiser will handle and protect personal data of all Participants within the frame of the Data Protection Law in the EU - General Data Protection Regulation - GDPR. The personal data of all Participants are handled exclusively in a Member State of the European Union or in a Contracting State of the Agreement on the European Economic Area. Any transfer of personal data to a third country is excluded. The Participant allows the Organiser to transmit their contact details to the EC and the BRIDGESMEs Coordinator to inform them of all matters related to the Hack2BRIDGE Italy and of any other issues the Coordinator and the EC deem relevant and appropriate. By participating in the Hack2BRIDGE Italy, all participants acknowledge that the EC and the Organiser may use their names, country of origin, comments, likenesses, photos and videos (incl. photos/videos taken of the participants during the Hack2BRIDGE Italy), and non-confidential descriptions of their apps developed during the Hack2BRIDGE Italy in publicity or advertising concerning the Hack2BRIDGE Italy or otherwise in any medium now known or hereafter devised (including the Internet or other interactive networks) at any place and time without further compensation or right of review and agree to waive their rights with respect to any such publicity and advertising. The obligations related to personal data protection shall continue to be in effect for an unlimited period or as long as prescribed by applicable law.