

Mercedes-Benz car2space Challenge 2026

“Space up your Drive”

Submit your idea from **15 January** to **25 March 2026**

Mercedes-Benz car2space Challenge

Submission Phase

15 January to 25 March 2026

Every journey starts with the first step. Submit your idea for the Mercedes-Benz car2space Challenge of the INNOspace Masters 2026 at <https://innospace-masters.awardsplatform.com/> by 25 March 2026 at the latest. Please note: For the submission of the proposal the use of the ISM submission platform is **mandatory**. Here you also have to upload a short video presenting your idea.

Evaluation Select Finalists Until 22 May 2026

The jury members selected by Mercedes-Benz individually evaluate the submitted proposals according to the challenge-specific criteria. The scores are combined to determine the final score for each proposal. The Participants with the highest scoring proposals are invited to present their idea as Finalists in the Challenge Finals.

Challenge Finals Select Winners 25 May to 19 June 2026

At the Challenge Finals, the Finalists present their proposal face-to-face to the jury members in an online pitch and Q&A session of about 10–15 minutes. This determines the 3 Winners of the Mercedes-Benz car2space Challenge. All pitches take place on the same day (a date between 25 May and 19 June 2026), but in individual sessions. The Winners are invited to the Winner’s Pitch in Bonn on 30 June and 1 July 2026.

Pitch to the Challenge partner (up to 10 min.)

Winner’s Pitch Bonn Select Overall Winner 30 June to 1 July 2026

The Winner’s Pitch in Bonn brings together all Winners of the ISM 2026 and members of all Challenge partners for the first time. **Day one** features group pitch coaching and a networking dinner. The Winners then have until 9 am the **following day** to perfect their pitch for the final competition round: The choice of the Overall Winner by pitching in front of all INNOspace Masters partners.

Day 1: Practice Pitch (5 min)
Day 2: Pitch to all ISM partners (5 min.)

Final Event Berlin 12 November 2026

During the Final Event in Berlin, the Winners have the opportunity to present their idea in a 90-seconds elevator pitch to an expert audience. Afterwards, the 1st to 3rd places are revealed and the Winners receive their award in an on-stage ceremony. Furthermore, the best idea of the INNOspace Masters 2026 is crowned as Overall Winner.

Pitch to the audience (90 sec.)